

JACKSON COUNTY DEPARTMENT OF PUBLIC HEALTH

STRATEGIC PLAN 2016-2019

Mission Statement

To ensure, promote, and protect the health of all Jackson County residents with an overall effort to enhance their health status through prevention and education.

Vision

The Jackson County Department of Public Health is a quality resource for individual health, community health, and environmental health.

People We Serve:

- All Jackson County residents - children and adults
- Residents of the region

We Recognize that:

- The health needs of our community are continually changing.
- Prevention and early intervention are most effective.
- The environment affects the health of our residents.
- It is essential to provide the residents of Jackson County with accurate and reliable information.
- Several factors, ranging from individual behavioral choices to population-wide physical and economic environments, determine the health of an entire community.
- It is imperative to collaborate with other local and state agencies and organizations to create a healthy community.
- The economic needs of our residents affect our residents' health status.

We Believe that:

- Our services are available to everyone without discrimination of race, ethnicity, marital status, religion, gender, economic status, health status or age.
- All individuals are of value and deserve courtesy and respect.
- All individuals are responsible for their own health.
- It is essential to provide affordable, high-quality services to everyone.

Goals

To work towards eliminating health disparities in Jackson County by using best or promising practices through:

- **Providing** and/or improving access to care through prioritization of existing and potential programs /services in relation to community needs for services. Priority population is the underserved, which includes the underinsured, uninsured and Medicaid eligible.
- **Linking** residents to personal health services and assure these health services are available.
- **Enhancing** the health of the community by developing community wellness programs that will inform, educate, and empower people about health and environmental issues.

- **Monitoring** the community's health status to identify health problems and needs.
- **Diagnosing** and investigate health and environmental concerns in the community.
- **Mobilizing** community partnerships to develop solutions to health and environmental problems.
- **Enforcing** laws and regulations that protect health and ensure safety.
- **Assuring** a competent public health workforce, including personal health and environmental health.
- **Evaluating** the effectiveness, accessibility, and quality of personal health services.
- **Researching** innovative solutions to correct identified environmental and health needs.

How we plan to meet our goals:

- **Providing** and/or improving access to care through prioritization of existing and potential programs /services in relation to community needs for services. Priority population is the underserved, which includes the underinsured, uninsured and Medicaid eligible.
 - Provide dental education to parents whose children receive fluoride varnish services in WIC and General Clinic
 - Refer patients to low or no cost dental services, such as the ECU Dental Clinic and the Blue Ridge Free Dental Clinic, available throughout the community
 - Promote the Good Samaritan Clinic of Jackson County, which offers primary care to the uninsured and income eligible residents of the region
 - Continue to provide the Diabetes Self-Management Education Program
 - Explore funding opportunities that would provide additional cancer screenings for adults (mammograms, colposcopies, LEEPs)
 - Provide cancer screenings for women through BCCCP and WISEWOMAN, including follow-up education
 - Increase participation in the WIC Program so that eligible participation can benefit from nutrition education, breastfeeding support, and nutritious foods
 - Partner with local agencies and physicians' offices
 - Expand clinic/office hours
 - Increase community outreach
 - Increase vendor training and education
 - Assist patients in establishing a relationship with a primary care provider
 - Complete a test station for successfully performing Stage 1 Meaningful Use Measures; then perform Stage 1 Measures for 365 consecutive days in 2016 and again in 2017 to meet Stage 2
- **Linking** residents to personal health services and assure these health services are available.
 - Ensure that comprehensive healthcare is available in the community by filling health-related gaps as needed, i.e. provision of the high-risk prenatal care clinic

- Maintain Federal Motor Carrier Safety Administration Certified Examiners to provide CDL physicals
- Continue to contract with local businesses to provide urine drug screens for their employees
- Provide Student Wellness Package to fulfill clinical requirements for students as required by their educational institution, i.e. immunizations, urine drug screens, physicals
- Continue to support and refer patients to the Nurse Family Partnership Program
- **Enhancing** the health of the community by developing community wellness programs that will inform, educate, and empower people about health and environmental issues.
 - Promote and market all Health Department services through:
 - Media outlets like print media, radio, etc.
 - Events like health fairs, festivals, etc.
 - Community outreach
 - In collaboration with the Department on Aging, regularly offer screenings and senior programs such as *Living Healthy*, *Matter of Balance*, *Walk with Ease*, and *Get Some Balance In Your Life*
 - Offer evidence-based health education programs to the community at large. Ex: Eat Smart, Move More, Weigh Less; Diabetes Prevention Program; Freshstart
 - Work to earn CDC-recognition for the Diabetes Prevention Program
 - Promote and provide community wellness programs (screenings, education, and awareness) with schools, private industry (Worksite Wellness), etc.
 - Expand the Smart Start Program to include three counties in Western North Carolina—Jackson, Swain, and Haywood
 - Promote and support services offered through other organizations such as, but not limited to, the Department on Aging, Region A Area on Aging and Partnership for Children, Parks and Recreation Department, Jackson County’s Cooperative Extension, Southwestern Child Development, Smoky Mountain Center, Family Resource Center, and Mountain Projects of Jackson County
 - Deliver HIV/Syphilis screenings at Western Carolina University with the potential of expanding to Southwestern Community College
 - Offer Adolescent Pregnancy Prevention Program (APPP) and other health education programs in the local schools as available through grant-funding
 - Keep the community informed of public health issues through media releases, website updates, public hearings, etc.
 - Educating individuals regarding water results by providing them an analysis of the water results and recommending educational resources so they can make an informed decisions regarding their water and water system
 - Partner with Jackson County Soil and Water Conservation to educate Jackson County 5th graders about soils

- Educate elementary school students about the importance of thorough handwashing
- Partner with the Western Carolina University Environmental Health Program to provide field laboratory exercises to WCU Environmental Health Students in Onsite Wastewater, food establishment plan review, and swimming pool water quality and safety
- Continue to offer and develop a Food & Lodging educational component
 - Provide *ServSafe* for the persons in charge in food handling establishments
 - Continue to implement a system for disseminating rule changes and information in the areas of food and lodging
 - Work towards meeting the FDA Food Code Standardization Program goals
- Offer outreach education for environmental health laws, rules, regulations that target the Hispanic community such as illegal food vendors by having information set up at local tiendas
- **Monitoring** the community's health status to identify health problems and needs.
 - Complete a Community Health Assessment every three years as required by the NC Division of Public Health
 - Develop Action Plans based on the data and selected health priorities from the Community Health Assessment
 - Complete the State of the County Health Report annually as required by the NC Division of Public Health
 - Research and respond to data requests as a means of public health data dissemination
- **Diagnosing** and investigate health and environmental concerns in the community.
 - Capture and investigate infant and childhood deaths and report to the Child Fatality Prevention Team (CFPT) at quarterly or semi-annual meetings
 - Connect CFPT to Safe Kids Jackson County for collaboration on child safety projects
 - Utilize the NCIR, NCHAN, NC DETECT, and NC EDDS for surveillance of Communicable Disease and reporting of investigated incidents and reports received from other counties, state level or local providers
 - Provide the 24-hour call report procedure for Communicable Disease to local reporting agencies such as Harris Regional Hospital, local health care provider, and WCU Health services
 - All local health providers are notified of health alerts via fax
 - Make updates to the 24-hour call report when needed
 - Utilize NC Catch for community health information and data
- **Mobilizing** community partnerships to develop solutions to health and environmental problems.
 - Implement Community Health Action Plans through agency collaborations

- Serve as consultants, advisors, and/or coordinators for a variety of community organizations and coalitions; Examples include Harris Regional Hospital's DSME Advisory Board, Jackson County Healthy Carolinians, NCDERM Regional Consultant Team, etc.
- Act as the Lead Agency for the Safe Kids Jackson County coalition
- Emergency Preparedness Planning through the LEPC continues in our community. The LEPC is a collaboration between the Health Department, Emergency Management, local law enforcement, the Eastern Band of the Cherokee Indians (EBCI), and more
- Improve community health through work of the Healthy Carolinians of Jackson County Partnership and Action Teams
- Promote and provide community wellness programs (screenings, education, and awareness) by collaborating with schools, private industry (Worksite Wellness), and others
- Work with local humane organizations and vets to increase animal adoption percentage and to spay and neuter of shelter animals.
- **Enforcing** laws and regulations that protect health and ensure safety.
 - Environmental Health enforces state rules in the areas Food, Lodging and Institutions, Swimming Pools, Tattoos, Child Day Care, Summer/Resident Camps, Local Confinements, Residential Cares, Schools, Subsurface Sewage Disposal Systems and Private Drinking Water Wells. The rules are designed for the protection of the community by requiring minimum standards of sanitation, placement and/or operation
 - Environmental Health enforces a Local Animal Control Ordinance in an effort to control rabies through the State Rabies Vaccination Laws
 - Hold regular Rabies Clinics
 - Educate the community and local providers regarding any new changes to immunizations and communicable disease, including tuberculosis
 - Develop a method using email to disseminate information (rules, laws, and regulations) to the public concerning recalls, environmental issues, mosquito and tick control, rabies control and other information concerning environmental health
- **Assuring** a competent public health workforce, including personal health and environmental health.
 - Offer annual trainings to all staff to include:
 - HIPAA
 - Blood-borne Pathogens
 - Cultural Diversity and Sensitivity and Non-Discrimination
 - Medical Countermeasures/Operational Readiness Review
 - Civil Rights as applicable
 - Train and authorize all Animal Control Staff as Certified Rabies Vaccinators and Certified Euthanasia Technicians
 - All Animal Control Staff to attend an animal cruelty workshop
 - All Animal Control Staff to attend a compassion fatigue workshop
 - Provide program specific education to staff as funding allows
 - Hold monthly staff meetings with increased staff engagement

- Hold regular section meetings to appropriate staff
- Train staff and providers on implementation of new ICD-10
- Participate in ongoing training with Patagonia technical support
- Review and revise Workforce Development Plan, as needed
- Provide orientation for all new staff, including information about each of the programs within the agency
- Continue to work with universities and community colleges to offer internships in various sections of the agency
- Implement quarterly Food, Lodging, and Institutions meetings to disseminate/discuss changes in state rules and position statements that have occurred.
- Work towards meeting the FDA Food Standards
- Quality Assurance to establish consistency and uniformity among the Environmental Health staff
- **Evaluating** the effectiveness, accessibility, and quality of personal health services.
 - Annually solicit input from customers using the JCDPH Customer Satisfaction Survey and the JCDPH Environmental Customer Satisfaction Survey
 - Annually solicit input from the community using the Community Input Survey
 - Work with NCDERP Regional Consultant team to research the feasibility and develop a tools for the programmers of EMR that includes all the needs and requirements from the American Diabetes Association to collect data, run reports, and serve clients in the diabetes self-management education programs
 - Meet regularly as a Management Team to ensure that the agency is meeting NC LHD accreditation standards
 - Continue to convene the Quality Improvement Team and select projects as identified through QI process
 - Work towards improving Patagonia, an electronic medical record, through the participation in user groups
 - Continue working towards connecting to the Health Information Exchange (HIE)
- **Researching** innovative solutions to correct identified environmental and health needs.
 - Explore best practice models that will assist Jackson County residents in becoming the healthiest residents in the state
 - Implement evidence-based strategies, as required, in Action Plans
 - Work with the NCDERP to explore the feasibility of implementing telehealth for provision of diabetes self-management education.
 - Work with NC WIC Program to implement wichealth.org, an online education toll for participants, when it becomes compatible and communicates with Crossroads

Our Strengths

- Innovative ideas are used and encouraged
- Link with the North Carolina Telehealth Network (NCTHN)
- Progressive technology
- Active Quality Improvement (QI) Team
- Strong relationships with other agencies and organizations
- Self-motivated and professional staff committed to public health
- Benevolent management team
- Loyal Board of Health
- Employee-friendly and supportive local county government

Our Weaknesses

- State funding is unpredictable
- Grant funding is very competitive due to shrinking resources at the local, state, and federal level
- Facility is aging and space is very limited
- Animal Shelter is outdated, undersized, and not ADA-compliant
- Staff have multiple programs to manage
- Loss of institutional memory with retiring staff
- Disconnect with outreach efforts and targeted populations
- Lack of real time community data

Opportunities

- Collaboration with local agencies
- Explore fiber connection with Department of Social Services
- Implementing Practice Management
- To serve all members of the community
- Increasing public awareness of healthier lifestyle for children and adults
- Engage with non-traditional partners such as local businesses for outreach efforts
- Supporting systems and environmental change efforts to improve public health

Threats

- Unfunded mandates at federal and state level
- Potential program cuts due to budgetary constraints
- Reduction of revenues in fee for services
- Reduction in clients seeking services
- Increasing needs of aging population
- Increase in unimmunized residents
- General misinformation regarding health