



# Cumberland County Department of Public Health



**Public Health**  
Prevent. Promote. Protect.



## Mission

To provide high quality service in a professional, efficient, and fiscally responsible manner while improving the health of Cumberland County

## Vision

To have healthy people living in a healthy community

## Values

### **Innovation**

Seek, explore and invent new ways to serve our community through disease prevention and health promotion

### **Collaboration**

Partner with various community organizations as a means to strengthen our ability to meet the needs of our community

### **Integrity**

Doing the right thing based on wisdom, knowledge, truth and respect

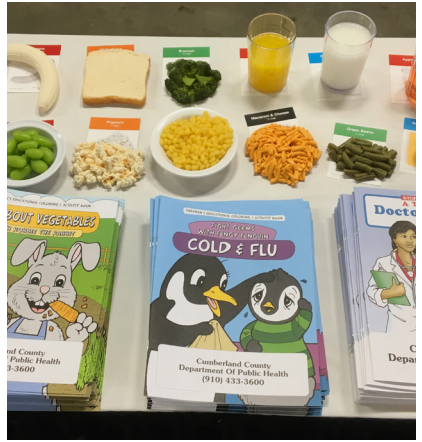
### **Diversity**

Respecting the nobility, value and uniqueness of each human being

### **Quality**

Always striving for excellence





# Table of Contents

Introduction	
Board of Health .....	6
Leadership Team .....	7
Awards .....	8
Grants .....	10
Environmental Health .....	11
Teen Wellness Task Force/RealTalk .....	12
Women's Preventive Health Services.....	13
Care Management Program Services.....	14
Newborn/Postpartum Home Visiting Program	
Women, Infants, and Children Nutrition Program .....	16
Teen Wellness Clinic	
Adult Health Primary Care Clinic.....	18
Immunizations Clinic	
Child Health Clinic.....	19
Communicable Disease Control .....	20
Health Education .....	21
Tobacco Control.....	22
School Health .....	24
Preparedness	
Pharmacy.....	25
Medical Laboratory	
Medical/Vital Records.....	27
Human Resources	
Student Internships	
Information Systems.....	28
Finance .....	29



# Introduction

The Cumberland County Department of Public Health provides an array of services to the citizens of the county. The department's mission is to provide high-quality service in a professional, efficient and fiscally responsible manner while improving the health of Cumberland County.

Federal, state and county tax dollars help fund the Health Department. Grants and fees for service generate additional funds. The Department of Public Health is governed by the Cumberland County Board of Health, which is composed of 11 members appointed by the County Board of Commissioners.

The Health Department was founded in 1911 as the Cumberland County/Fayetteville City Board of Sanitation and Health, but it had no paid employees. In 1923, a part-time physician and two nurses were hired as the first paid employees.

Today, the department has a budget of over \$22 million and 220 employees working from the Public Health Center located at 1235 Ramsey Street and three satellite offices. A variety of personnel are employed including physicians, public health nurses, finance staff, communicable disease control specialists, community health assistants, computer personnel, environmental health specialists, public health educators, housekeepers, licensed practical nurses, medical lab personnel, management support staff, nutritionists, pharmacists, physician extenders and social workers.

# Board of Health



**William Philbrick, OD**  
Optometrist Representative  
Chair



**Connette McMahon, MD**  
General Public Representative  
Vice Chair



**Vikki Andrews, EdD**  
General Public Representative



**Heather Burkhardt, DVM**  
Veterinarian Representative



**Jeannette Council, Ed.S.**  
Commissioner Appointee



**Sonja Council**  
Registered Nurse Representative



**Samuel Fleishman, MD**  
Physician Representative



**Oliver Hodge Jr., DDS**  
Dentist Representative

# The Leadership Team



The Cumberland County Department of Public Health is committed to addressing key health issues to improve health outcomes for Cumberland County. Public Health has a variety of long-term partnerships with community and collaborative partners, which consistently work together to address the key health issues identified in the Community Health Assessment.

The Leadership Team assists the Public Health Director in accomplishing the department's goals and directives and ensuring the agency provides the 10 Essential Public Health Services, as well as many others, to all community members in order to have healthy people living in a healthy community. The Leadership Team meets on a weekly basis to review progress on goals and directives.

The Leadership Team consists of: Duane Holder, Interim Public Health Director; Rodney Jenkins, Deputy Health Director; Dr. Lan Tran-Phu, Medical Director; Krystle Vinson, Director of Nursing; Daniel Ortiz, Environmental Health Director; Candi York, Accountant; Marika Hoeckmann, Local Public Health Administrator; John Holmes, Human Resources; and Ashley Yun, Administrative Assistant to the Public Health Director.

**Pictured left to right:**

Duane Holder, Interim Public Health Director; Dr. Lan Tran-Phu, Medical Director; Ashley Yun, Administrative Assistant to the Public Health Director; Marika Hoeckmann, Local Public Health Administrator; Krystle Vinson, Director of Nursing; Daniel Ortiz, Environmental Health Director; Rod Jenkins, Deputy Health Director.



**Public Health**  
Prevent. Promote. Protect.



# Accreditations, Awards & Recognition

During 2017 the Department of Public Health was the recipient of numerous recognitions and accolades. These achievements include:



## Reaccredited through the NC Local Health Department Accreditation Board

In May of 2017 the Cumberland County Department of Public Health was reaccredited for a four year period. Accreditation is achieved by appropriately meeting a set of capacity-based Benchmarks as evidenced by documented completion of prescribed Activities.

## Breastfeeding Friendly Awards

In February, the Department of Public Health was awarded the “Breastfeeding Friendly Business Award” and the “Breastfeeding Friendly Workplace Award” from the North Carolina Breastfeeding Coalition. Recognizes the support for breastfeeding patrons and employees.

## Partner in Prevention Status

Received “Partner in Prevention” designation from international non-profit organization Darkness to Light. Awarded in April 2017 for training over 90% of staff on the issue of child sexual abuse, how to identify unsafe situations and practices, and to react responsibly in the best interest of the children the organization serves.

## Eastern District North Carolina Public Health Association Awards

**Trenton G. Davis Award** Awarded to Environmental Health Director, Daniel Ortiz, for going above and beyond in the field with local and state environmental health activities. This is the highest award for environmental health professionals, presented in recognition of distinguished and devoted service.

**Outstanding Public Health Award** Awarded in May to the Environmental Health Division for their work with the Food and Drug Administration’s voluntary Retail Program Standards and for continued quality improvements to the Food and Lodging section. Presented annually to the agency or program that has health programming, which is considered creative, innovative, efficient, and effective as well as demonstrating community involvement, community impact, and has been, or is planned, to be an ongoing effort.

## North Carolina Public Health Association Awards



**Norton Group Award** Received by the Environmental Health Division for outstanding cooperation and service to public health in North Carolina during the past year. Environmental Health has worked toward achieving conformance with the recommended nine standards through continuous improvements and the development of innovative strategies.

**W.A. “Bill” Broadway Award** Given to Daniel Ortiz, Environmental Health Division Director for consistently improving the practice of environmental health in North Carolina through participation in Zika research, quarterly Food Safety Forums, and partnering with Yelp to have restaurant inspection scores available on their website and app.

**All-Star Award** Presented to Diana Blue, Environmental Health Program Specialist, for her ethics, dedication, and determination that epitomize “Public Health.”

## Eastern District - North Carolina Public Health Association **Outstanding Public Health Award**



Environmental Health Division Director Daniel Ortiz (center) stands with EH staff after receiving the Outstanding Public Health Award at the Eastern District NC Public Health Association's Spring Educational Conference.

## North Carolina Public Health Association **Norton Group Award**



Environmental Health Division Director Daniel Ortiz (center) stands with EH staff and Deputy Health Director Rodney Jenkins (far left) after receiving the Norton Group Award in September at the NC Public Health Association's Fall Educational Conference.



# Grant Awards

In 2017, the Cumberland County Department of Public Health was successful in its pursuit of grant funding. The department was awarded \$433,722 in grants. The awards include the following:

## **Community Health Grant- Primary Care \$148,000**

Awarded to the Cumberland County Department of Public Health from the Office of Rural Health. This grant provides the support for the Health Department to operate the Adult Health Clinic and offer primary care services.

## **Community Health Grant- Maternal Health \$34,000**

Awarded to the Cumberland County Department of Public Health from the Office of Rural Health. This grant allows reimbursement for face-to-face visits for uninsured maternity patients in the Health Department Maternity Clinic.

## **ICO4MCH Maternal Health Grant \$80,722**



Awarded to Richmond County Health Department, the Cumberland County Department of Public Health entered into a subcontract of grant funds for the implementation of LARC, Ten Steps for Successful Breastfeeding, and CEASE. These funds also support the Community Action Team in their efforts to ensure sound delivery of services and achievements of performance measures. As well as, support and maintain community partnerships to achieve collective impact work addressing infant mortality, birth outcomes, and child health.

## **Federal Drug Administration (FDA) \$70,000**

Awarded in 2015 to Environmental Health, this five-year \$350,000 grant distributes \$70,000 annually with the intended outcome to advance efforts for an integrated food safety system by assisting Food and Lodging Section to achieve conformance with the Voluntary National Retail Food Regulatory Program Standards (VNRFRPS).

## **Association of Food and Drug Officials (AFDO) \$3,000**

Awarded to the Environmental Health Division to help advance conformance with the Retail Program Standards by supporting training at Food Protection Task Force activities for the North Carolina Food Safety and Defense Task Force.

## **Association of Food and Drug Officials (AFDO) \$3,000**

Awarded to the Environmental Health Division and allows for staff to attend the 2018 Annual FDA Southeast Food Safety Seminar. This will provide staff the opportunity to learn about changes to regulations, policies, recommendations that impact retail food safety, and industry initiatives to enhance retail food safety.

# Environmental Health Division

The Environmental Health Division prevents environmental contamination and promotes public health safety for the citizens and visitors of Cumberland County through inspections, education and enforcement of state and local rules/regulations.

In 2017, a total of 4,276 environmental and sanitation inspections were completed for restaurants, daycares, hotels, institutions, tattoo parlors and other establishments. Environmental Health also issued permits, provided consultative visits, completed soil evaluations, collected water samples and investigated complaints.

## Temporary Food Establishments

Environmental Health staff inspected and permitted temporary food establishments (TFEs) for more than 82 events held in the county throughout. Some of the more popular events included the Cumberland County Fair, the Dogwood Festival, the International Folk Festival, and Fayetteville State University's Homecoming. Environmental Health Specialists permitted more than 11 individual food vendors at some of these events to ensure the public is protected against foodborne illnesses.

Environmental Health joined the FDA Retail Program Standards in 2014. In 2017, four Program Standard grants were awarded. Three of the four grants totaling \$9,000 were awarded through the Association of Food and Drug Officials (AFDO). The fourth grant of \$11,000 was awarded by the National Association of City and County Health Officials (NACCHO) FDA Retail Program Standards Mentorship Program. This grant helps to advance conformance in the Retail Program Standards program by acting as a mentor to Richmond County, NC and Randolph County, NC. Since enrolling in 2014, Environmental Health has been awarded \$423,916.20 in grant monies to advance conformance with the Retail Program Standards. The program consists of nine standards; each one focused on necessary requirements to be more uniform and consistent in providing quality risk-based inspections and reduce foodborne illness across the United States.

## Mosquito Control

In an effort to combat the mosquito population, Environmental Health's Mosquito Prevention Program provided 1,123 two-month supplies of mosquito dunks free to Cumberland County residents in 2017.



## Rabies Vaccination Clinics

In 2017, Environmental Health Specialists worked to protect dogs and cats by providing rabies vaccination clinics at predetermined sites in the county in both the Spring and the Fall. These clinics resulted in the administration of approximately 1,122 rabies vaccinations.

## Permits Issued

**152**

Food and Lodging  
(new permits)

**449**

Septic System Repair/  
New Construction

**177**

Well (new permits)

## Complaint Investigation

**303**

Food and Lodging

**58**

Sewage

**119**

General Sanitation

**5774**

Consultative Visits/  
Contacts

**445**

Water Samples

**561**

Soil Evaluations



# Teen Wellness Task Force and Real Talk

Teenage pregnancy prevention awareness is one area of collaboration with the ongoing efforts of the Teen Wellness Task Force (TWTF) and its annual Real Talk event, which occurred in May 2017 at Seventy-First High School.

The Real Talk event strives to inform, educate and empower community members, teens and adults about the issue of teen pregnancy prevention. At the 2017 event, information about teen pregnancy statistics was provided and the E.E. Smith Teen Peer Education Program (PEP) group presented a skit. In addition, more than 25 exhibitors shared information about their services and opportunities. During the 2017 event, more than 400 participants attended and of that, 300 were student attendees.



The 2016 pregnancy rate for Cumberland County teens ages 15-19 was 37 out of every 1,000 girls. The 2016 pregnancy rate for North Carolina teens ages 15-19 was 28.1 out of every 1,000 girls. The county's statistics show a decrease in teen pregnancies of 13.3 percent since 2015; but there is still a lot of work to be done in Cumberland County.

The task force continues to increase awareness about teen pregnancy in order to decrease the number of teen pregnancies in the county.

**realtalk** 



# Women's Preventive Health Services

Women's Preventive Health Services includes Family Planning and Maternity Clinics, as well as the Breast and Cervical Cancer Control Program (BCCCP) and WISEWOMAN programs.

## Family Planning Clinic

The Family Planning Clinic serves women of child bearing age desiring to plan and space births by providing contraceptives and preconception counseling. One of the goals of the clinic is to reduce infant mortality and morbidity by decreasing unintended pregnancies. The clinic offers many forms of birth control to accomplish this goal, including long-acting reversible contraceptives (LARC) such as Mirena and Paragard Intrauterine devices, and the subdermal implant Nexplanon. **The Family Planning Clinic provided over 19,978 services during 2017.**

## Breast and Cervical Cancer Control Program/WISEWOMAN

The North Carolina Breast and Cervical Cancer Control Program (NC BCCCP) provides free or low-cost breast and cervical cancer screenings and follow up to eligible women in North Carolina. Breast and Cervical Cancer Medicaid (BCCM) provides funding for cancer treatment to NC BCCCP-enrolled patients who are diagnosed with breast or cervical cancer and meet additional requirements. A woman must be enrolled in the Breast and Cervical Cancer Control Program prior to a cancer diagnosis to be eligible for Breast and Cervical Cancer Medicaid. **The program served 207 patients in 2017.**

The Well-Integrated Screening and Evaluation for Women Across the Nation (WISEWOMAN) Project provides cardiovascular disease screening, intervention, counseling and referral services to BCCCP enrolled women. WISEWOMAN provides low-income, underinsured, or uninsured 40- to 64-year old women with the knowledge, skills, and opportunities to improve their diet, physical activity, and other life habits to prevent, delay, or control cardiovascular and other chronic diseases. The NC WISEWOMAN project began provides services for eligible women in the BCCCP clinic. **The program served 142 women that received diabetes and cholesterol screenings during 2017.**

## Maternity Clinic

The Maternity Clinic strives to reduce the maternal and infant mortality and morbidity by providing access to early and continuous prenatal care. The Department of Public Health contracts with Cape Fear Valley OB/GYN for ongoing prenatal care with delivery services.

The clinic offers prenatal patients a unique service, in-house ultrasounds conducted by a private physician. Comprehensive prenatal and postpartum education is provided throughout the patient's pregnancy. Other services offered include: a Registered Dietitian who conducts nutritional assessments and assists patients with setting and meeting nutritional goals, nurses who conduct several screenings during pregnancy to monitor and assist the patient with a healthy lifestyle for a happy healthy outcome. Some of these screenings include: lead, TB, risk assessment screenings, depression, smoking cessation, screenings for psychosocial needs and assess for obstacles from keeping prenatal appointments. **Maternity clinic provided 13,826 services in 2017.**



## Care Management Program Services

The Cumberland County Department of Public Health's high-risk care management programs have provided services to the women and children of Cumberland County for seven years. These services are provided by public health social workers and nurses. The programs continue to work diligently toward achieving positive birth and health outcomes for the women, children and families of Cumberland County by providing excellent quality care.

**Care Coordination for Children (CC4C)** and **Pregnancy Care Management (PCM)** continue to be pacesetters for other programs throughout the state. Care Managers extend their services beyond a phone call, meeting clients in the community during visits to the patient's home, Pregnancy Medical Home, primary and pediatric offices, hospital and other locations. Developing a longstanding referral base cultivates services that meet most program and patient needs.

The care management teams have built great partnerships. Retaining and fostering new relationships with County agencies and state DPH and HHS departments allows the staff to better support the patients. The employees in these programs continue to participate on local committees and boards, such as the Fostering Health Committee and Teen Wellness Taskforce. They support other agencies with organized community events as well as leading and hosting community events such as a Community Wide Baby Shower and a day long learning opportunity on "Opioid/Substance Use During Pregnancy: How Our Community Can Improve Birth Outcomes".

Due to the complexities of patient referrals received, the high risk needs and the demand for making a positive impact with the patients and their families, continued education and staff development are much needed. This year the teams were educated about identifying Human Trafficking by 5 Sparrows, Fayetteville Police and Sherriff Departments. They also received first hand personal insight into the life of a Domestic Violence Survivor by Detra D. Williams, Author, Minister, and Speaker. These activities build compassion and highlight red flags that add to positive patient engagements and care coordination. These opportunities serve as a way to increase staffs' knowledge base of community and statewide resources.



## Pregnancy Care Management

Pregnant and postpartum women receive supportive health, medical and educational services to improve and promote healthier pregnancies and births. Pregnancy Medical Homes continue to work with Pregnancy Care Managers by screening and referring patients with high-risk conditions. Care Management encourages early and continuous prenatal care, postpartum follow up care, positive mental and physical health and continuation of primary medical care for health promotion and disease prevention.

*Provision of services for the 2017 year includes, but is not limited to, the following patient-related activities:*

Unique patients contacted	2,995
Completed patient phone calls	11,078
Home visits	611
Transitional Care Hospital visits	73
Pregnancy assessments	12,792
Correspondence	4,638
Pregnancy Medical Home visits	1,444
Face-to-Face patient encounters	1,777
<b>Total Attempted Tasks</b>	<b>8,845</b>

## Care Coordination for Children

The population of infants and children who have been admitted to neonatal intensive care units (NICU), have chronic medical conditions, live in a toxic and stressful environment or receive foster care services through the Department of Social Services (DSS) has fluctuated over the year. Care Management focuses on connecting patients with a primary medical home, home health medical services, resolving toxic stress conditions, assist Department of Social Services social workers with continuity of care for children in foster care, developmental therapy and/or therapy and receipt of local and out-of-county medical specialists to ensure they receive necessary care.

*Provision of services for the 2017 year includes, but is not limited to, the following patient related activities:*

Unique patients contacted	12,926
Completed patient phone calls	11,673
Home visits	507
Comprehensive health assessments	6,548
Face-to-face patient encounters	676
Primary Medical Home visits	191
Community encounters	280
Correspondence	6,756
<b>Attempted tasks</b>	<b>10,676</b>



## Newborn/Postpartum Home Visiting Program

This program is a key mechanism for reaching families early with preventive and anticipatory services. The nurse provides timely referrals for any needed services and serves as a link to children's preventative services. Home visits take place within the first 60 days of delivery and any pregnant woman in Cumberland County is eligible for services. The face-to-face visit takes place in the patient's home and includes assessment counseling, teaching, and if needed, referrals to other providers for additional services for both mom and baby. The Newborn/Postpartum Home Visit nurse completed over 160 home visits in 2017.

## Women, Infants, and Children Nutrition Program

The Women, Infants, and Children (WIC) Program is a supplemental food and nutrition program that has been operating in Cumberland County since 1978. The Cumberland County WIC Program is the third largest WIC program in the state. Services are provided daily at the Public Health Center and two full-service satellite clinics in Hope Mills and Spring Lake. The program offers extended hours to 7 p.m. on the second and fourth Tuesdays of the month at the main site. The clinics operate during lunch hours and walk-ins are welcome.

The program's goal is to promote healthful lifestyle behaviors and provide current, sound nutrition guidance to all eligible pregnant, post-partum and breastfeeding women, as well as infants and children up to age 5, by offering a combination of nutrition education and supplemental foods. Food packages include fruits, vegetables, whole grains, 1% low-fat milk and low-fat yogurt.

The program strives to provide a warm and friendly environment for WIC Program clients. There is a lactation room where mothers can have a comfortable setting to breastfeed infants in private, if desired, while attending clinic appointments.

The 2017 assigned monthly client base caseload is 12,714. The most current participation report from the state for the month of October 2017 revealed that the Cumberland County WIC Program had a monthly participation show rate of 12,089. This number represents a 94% client participation rate. This is below the 97% participation requirement to maintain funding at current levels. Participation is low across the state of NC and across the United States. Many efforts have been made on a local, state and federal level to brainstorm on ways to increase participation. On the local level we continued our partnerships with various agencies and attended webinars on the subject offered by the state and the National WIC Association. We had several articles and news releases announcing our program this year, to include a front note on the Paraglide to attract more military families, articles in the *Fayetteville Observer* in the month of August announcing our World Breastfeeding Week activities, our required media WIC announcement was made in December in the *Fayetteville Observer* which included digital as well and we have a billboard display on Raeford Road.

**Cumberland County Department of Public Health**

# WIC helps you feed your family.

**Call 910-433-3730**

CUMBERLAND COUNTY



In preparation for the March 2018 NC e-WIC rollout the staff attended 3 of the 5 webinar trainings to inform staff about the new way to issue food benefits to the participants. E-WIC which will load all of the food benefits on a card will offer clients more flexibility in ways to receive and use their benefits. The goal is to increase participation on a local and state level.

This year as part of the activities for August's World Breastfeeding Week (WBFW), WIC held a Farmer's Market at the main site. Clients were able to select fresh produce and receive nutrition information informing them of the nutritional benefits of increasing fruits and vegetables in the family's diet for better overall health. The Breastfeeding Coordinator and the Breastfeeding Peer Counselors also participated in several community WBFW activities.

Cumberland County WIC Program participated in multiple community outreach events during 2017.

WIC is a major contributor to local breastfeeding support efforts and actively participates in the Cumberland County Breastfeeding Coalition. The coalition's mission is to promote, protect and support breastfeeding through a cooperative network of individuals, agencies and organizations in Cumberland County. It is made up of representatives from area hospitals, the WIC Program, community groups, non-profit organizations, healthcare professionals, government agencies and individuals interested in the promotion of breastfeeding in Cumberland County.

## World Breastfeeding Week Event

The **Cumberland County WIC Program** provides breastfeeding education and individual support at offices located in Hope Mills, Spring Lake, and in Fayetteville at the Cumberland County Department of Public Health's breastfeeding friendly facility, 1235 Ramsey Street.

Among other activities, the Cumberland County WIC Program will be participating in the World Breastfeeding Week Event hosted by The Breastfeeding Coalition of Cumberland County.


**World Breastfeeding Week**  
August 1-7, 2017

- ♥ Learn about breastfeeding
- ♥ Meet with community groups that promote breastfeeding & healthy children

**Saturday, August 5**  
**9:30 a.m. - Noon**

**Cape Fear Valley Medical Center  
Rehabilitation Center**  
1638 Owen Drive, Fayetteville

**910-433-3730**



CUMBERLAND COUNTY  
NORTH CAROLINA

Accredited by the North Carolina Local Health Department Accreditation Board

Public Health



## Teen Wellness Clinic

---

The Teen Wellness Clinic is a clinic designed specifically for teens between the ages of 12-19 years of age. At the TWC, teens receive high – quality, friendly health care they need, all in one place.

The TWC offers a multitude of services from birth control, pregnancy testing, sexually transmitted infection (STI) testing and treatment, prenatal care and more. All in which are confidential. In North Carolina, minors (anyone under the age of 18) do not need a parent/guardians permission to receive any services that are provided at any health care facility. By law, no health care provider can tell a teen's parents or anyone else about the birth control or sexually transmitted infection (STI) services the individual receives.

The Teen Wellness Clinic provides Teen Health Advocates, who are caring professionals who will work one- on- one with teens to answer any sexual health questions or birth control options. Teen Health Advocates also provide in clinic and community evidence- based curriculums, which offer teens education on sexually transmitted infection (STI) prevention, HIV awareness, condom negotiation, decision making skills and pregnancy prevention programs.

## Adult Health Primary Care Clinic

---

The Adult Health Primary Care Clinic provides primary medical care for patients that have acute and chronic diseases. A sliding fee scale service is available to patients who financially qualify and Cumberland County Department of Public Health is contracted with Medicaid, Medicare, and Blue Cross Blue Shield. For patients that did not meet the sliding scale qualifications or have insurance with a company listed above, a \$10 fee per visit per client was charged.

During 2017, the Adult Health Primary Care Clinic continued its partnership with HealthNET and developed a new partnership with Stedman-Wade Health Services. The clinic remained on a normal Monday through Friday schedule between January and June. In July 2017, a Community Health Grant allowed for a partnership between the Department of Public Health and Stedman-Wade Health Services. Beginning in September 2017, Stedman-Wade provided comprehensive medical care for Cumberland County residents. The 7 year relationship with HealthNET continued and HealthNET specializes in seeing patients with a diagnosis in: diabetes, hypertension, congestive heart disease, and asthma.



**In the January to June time period, the Adult Health Primary Care Clinic provided 6,272 services to include office visits, labs, nurse triage visits, and blood pressure checks to 664 residents of Cumberland County.**

## Immunizations Clinic

The Immunizations Clinic is staffed by registered nurses and administrative support. The clinic is a walk-in clinic and serves the general public by administering both required and recommended vaccinations to children and adults. It is a regional immunizations clinic, as many of the vaccines needed by overseas travelers are offered, such as typhoid.

The clinic served **7,132 clients** last year and administered **11,283 vaccinations**.

- Placed 3,961 and read 3,609 PPD (purified protein derivative) skin tests, which is a method used to diagnose silent (latent) tuberculosis (TB) infection.
- Provided **63 tuberculosis (TB) screens**.
- Flu vaccinations accounted for 1,610 of the immunizations given.



## Child Health Clinic

The Child Health Clinic provides medical screenings for children from birth to 18 years of age. Services include primary care (including sick children); physical examinations that include a developmental screening; dental, hearing and vision screenings; preventive education; scheduled vaccinations; nutrition and laboratory screening.

The Child Health Clinic has one enhanced role nurse who performs well-child physicals to enhance services offered to the children of Cumberland County. The Child Health Clinic is a Carolina Access provider. Fees for services are based on family size and income.

- **1,198** well exams
- **201** newborn assessments
- **1,495** sick children visits
- **1,605** labs

The Child Health clinic provided **13,080 total services** to **1,474 children** of Cumberland County.



# Communicable Disease Control

The Communicable Disease Control Division includes two clinics – Epidemiology and Sexually Transmitted Disease (STD). The Epidemiology Clinic monitors, surveys, investigates and reports communicable diseases (including, but not limited to, foodborne and vectorborne diseases) and provides treatment under circumstances that require public health action in order to prevent or diminish the magnitude of an outbreak. The North Carolina Electronic Disease Surveillance System (NCEDSS) is the statewide database used by the Epidemiology Clinic to access information and report cases.

**2017 Service Provision:  
Cases of Communicable Diseases  
Reported and Investigated**

Foodborne Illness	182
Vectorborne Illness	142
Other Communicable Diseases	1105

In 2017, the Epidemiology Clinic conducted 1,461 patient visits. One component of the Epidemiology Clinic is the local Tuberculosis (TB) Control Program. The Department of Public Health follows strict N.C. TB Control Guidelines in order to serve Cumberland County residents who are diagnosed with active TB disease and latent TB Infection. In 2017, there were 8 confirmed active TB cases that were diagnosed in Cumberland County. There were also 4 transferred cases that originated in other counties, states, and countries. Four of the 8 confirmed cases were diagnosed within a 20 day period in August 2017.

The Epidemiology Clinic also receives reports of acute and chronic Hepatitis B that requires follow-up. A secondary component of the Hepatitis B Program is Perinatal Hepatitis B, which requires case management and assurance of follow-up care by the primary care provider of both the infected mother and her infant.

**2017 Service Provision:  
Hepatitis B Cases Reported  
and Investigated**

Hepatitis B	68
Perinatal Hepatitis B	10

The Epidemiology Clinic is also responsible for the Rabies Program, which includes maintenance of a log of bite reports received from Cumberland County Animal Control. Animal bites/scratches/exposures that carry a risk of rabies are investigated to provide rabies education and advice to those that may need rabies prophylaxis. In 2017, the clinic received 76 reports of bites that needed specimens sent off for rabies testing.

The Epidemiology Clinic is responsible for locating refugees and immigrants (that meet certain criteria) who settle in Cumberland County to assure screening for communicable diseases and follow-up. In 2017, CCDPH provided communicable disease screening for 14 refugees and was notified of 12 immigrants that needed further assessment.

In 2017, the Epidemiology staff provided 6,999 services to patients through home visits, clinical services, reporting and investigation.

The sexually transmitted disease clinic (STD) provides screenings, diagnosis, treatment and counseling for Chlamydia, Gonorrhea, Syphilis, Trichomoniasis, Candidiasis, Genital Warts, Genital Herpes, Bacterial Vaginosis and HIV. The purpose of the STD program is to reduce the incidence of STDs in Cumberland County by providing preventive and therapeutic treatment for all reported cases and contacts. Over 56,399 services were provided in the STD Clinic during 2017. This includes exams, labs, treatments, and counseling. Our Communicable Disease Control Specialists (CDCS) increase awareness of high-risk behaviors by utilizing education and community outreach to inform Cumberland County residents.

# Health Education

The Health Education Division is responsible for planning, organizing and implementing health education programs for clinic patients, community groups, civic organizations, private agencies, work-sites and schools. The division provides innovative educational programs that promote the physical, emotional, and social well-being of individuals and communities. Throughout the year, Health Education staff participated in 50 community health fairs impacting approximately 4,100 participants attending the events.

In 2017, the Health Education Division collaborated with various agencies/organizations to implement action plans to address the top health concerns identified in the 2016 Community Health Assessment: (1) Chronic Diseases (heart, diabetes and cancer), (2) Sexually Transmitted Infections (STIs), AIDS, and Adolescent unwanted pregnancy, (3) Substance/Opioid Abuse.



The Health Education Division continues to partner with Cumberland County Schools to implement Making Proud Choices (MPC), an evidenced-based intervention program to reduce teen pregnancy, sexually transmitted infections and HIV among adolescents. This program impacted 508 high school students. 5 HIV/STI/PEP and PEP educational sessions were delivered at the Cumberland County Juvenile Detention Center and Jail, reaching 266 youth.

New initiatives this year include Healthy Churches 2030 and Cupcakes and Condoms. Health Churches 2030 held its first conference in Spring Lake in May 2017. This event was attended by local pastors, congregants, lay leaders, church liaisons and community members from various organizations. Discussion was centered on health equity and disparities, minority health and community engagement. Cupcakes and Condoms was an event held in recognition of National Women and Girls HIV/AIDS Awareness Day in March. During the event information was shared on how to obtain free and confidential HIV/STI testing, local testing sites, and free condoms. The evening concluded with 80 participants receiving a public relations “Safer Sex Kit” courtesy of The Red Pump Project.

# Tobacco Control

In the Spring of 2015, Cumberland County received funding from the Tobacco Prevention and Control Branch of the North Carolina Department of Public Health to fund a **Regional Tobacco Control Manager** position for Region 6, which covers 10 South Central N.C. counties: Cumberland, Hoke, Harnett, Lee, Moore, Montgomery, Randolph, Richmond, Anson, and Scotland Counties. The Regional Tobacco Control Manager provides expert leadership and guidance on evidence-based tobacco prevention and control strategies that reduce secondhand smoke exposure, prevent the initiation of tobacco use, and promote cessation services for those who wish to quit.

**Over the five-year grant period, the Regional Tobacco Control Manager will be involved in the following activities:**

## Increasing

- Number of community colleges and universities with 100% tobacco-free campuses
- Implementation and enforcement of the 100% Tobacco-Free Schools policy
- Tobacco use screening and cessation counseling in medical practices

## Building

- Community awareness of tobacco product advertising and promotion at point-of-sale

## Promoting

- Smoke-free outdoor dining policies in local restaurants
- 100% smoke-free or tobacco-free government buildings, grounds, and public places
- Benefits of smoke-free multi-unit housing
- 100% smoke-free mental health and substance abuse facilities
- NC Quitline and other tobacco cessation programs

**Quit for a Day.  
Quit for Life.**  
**The Great American  
Smokeout**  
November 16, 2017

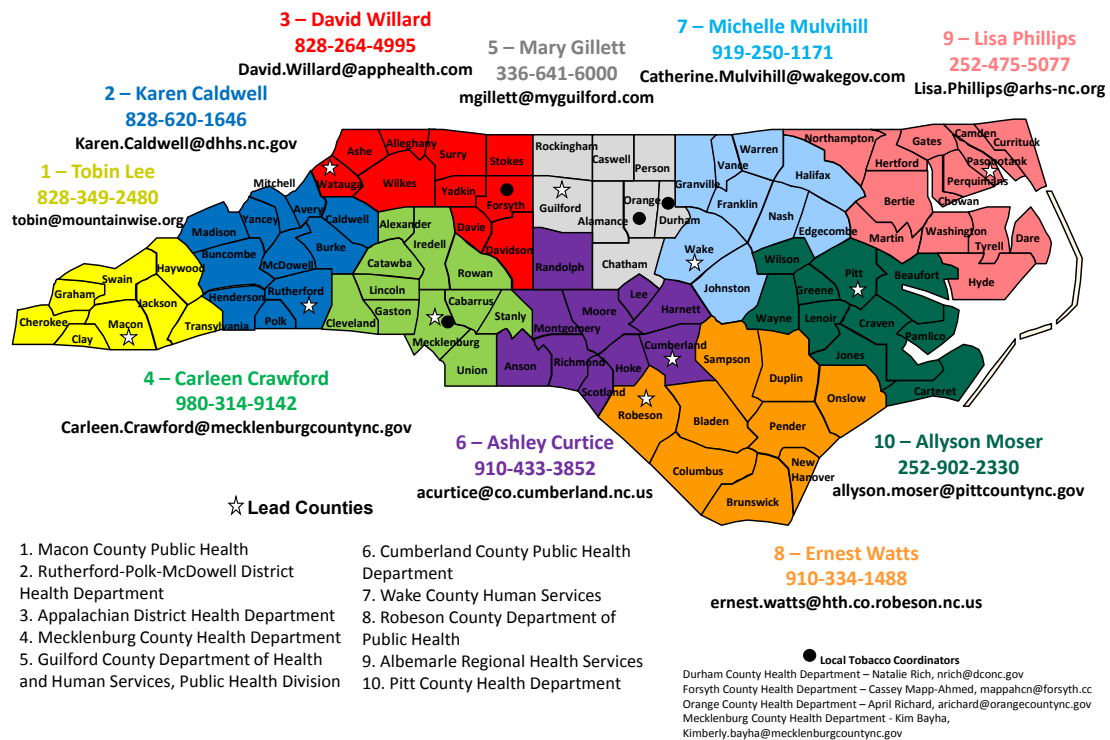


[Learn More](#) ➔

During 2017, tobacco prevention and control activities in Cumberland County have included working with Fayetteville Housing Authority in the planning of providing listening sessions to tenants, staff trainings and lease revisions in light of the HUD rule going into effect in the summer of 2018 and working toward strengthening Cumberland County's smoke-free policies.



## Tobacco Prevention and Control Branch (TPCB) Funding Regions 2015-2020



In addition to a Regional Tobacco Control Manager, in 2017 Cumberland County Department of Public Health was funded for a **Youth Tobacco Prevention Coordinator**. This role serves 19 counties: Cumberland, Hoke, Harnett, Lee, Moore, Montgomery, Randolph, Richmond, Anson, Scotland, Sampson, Duplin, Onslow, Robeson, Bladen, Pender, New Hanover, Brunswick, and Columbus.

### The Youth Tobacco Prevention Coordinator works on the following priorities:

- Provide consistent and evidence-based messages about the health risks of all tobacco product use, including new and emerging tobacco products, and exposure to secondhand smoke and aerosol from e-cigarettes and other tobacco products.
- Educate parents, teachers, coaches, college-aged young people, civic and community leaders, dental and health care professionals, public health, mental health and substance abuse prevention professionals, and other influencers of youth about the risks of all tobacco product use, including, e-cigarettes, among youth and young adults.
- Expand Regional and Local coalitions to include diverse adult influencers of youth and youth leaders.
- Develop and test media messaging on e-cigarette and emerging tobacco products prevention.
- Implement strategies to promote comprehensive tobacco-free environments include e-cigarettes and emerging tobacco products.
- Work with community partners in substance use prevention on educational efforts to reduce youth access to all tobacco products, including e-cigarettes and emerging tobacco products.
- Ensure that youth and young adults who use tobacco products receive tailored tobacco use cessation messages and utilize QuitlineNC services.
- Work with schools to promote available best practice interventions and curriculum for tobacco use prevention and the risks of e-cigarette use.

# School Health

The school health program is staffed by a team of public health registered nurses who provided screening, education, counseling, and other health services to **over 50,000 children** in the Cumberland County School System.

- **609** presentations to students, parents, school staff, and/or teachers during the school year
- Over **5,087** counseling sessions on various topics such as asthma, diabetes, nutrition, violence/bullying, and hygiene were provided to students
- Audited **26,384** Immunization records
- Reviewed **10,125** Health Assessments
- Provided **12,076** vision screenings
- Provided over **70,218** other screenings throughout the school year



The school health nurses monitored, advised, and instructed the schools' certified medication clerks/ Primetime medication clerks routinely and as needed throughout the year. The nurses provided training to teachers and school staff for the **4,059 students** who had emergency medications. The nurses held **41,237 conferences** with parents, teachers and other professionals which amounted to approximately **10,300 hours** of time over the course of the school year.

- School nurses referred **5,266** students for physical or mental health follow-up
- Nurses initiated **4,151** care plans to help address chronic health conditions such as asthma, diabetes, seizures, cancer and behavioral issues
- The team of **25** registered nurses and one supervisor provided **24,174** additional services for the school year

School nurses' encounters with students resulted in:

- 14,160 students being returned to class
- 1,786 students being sent home for health conditions too serious for the student to remain in school
- 68 EMS calls

## Preparedness

The Office of Preparedness & Response (PHP&R) develops and exercises Preparedness & Response Plans for the agency to use in the event of natural or manmade disasters. Exercises in 2017 included: a measles pandemic Table Top Exercise for the EPI Team, a Table Top Exercise with The Garrison Command and Womack Army Hospital on a pandemic, a Table Top Exercise on Family Assistance Centers Operations in the event of Mass Fatalities, and a Full Scale Exercise on recording the documentation for moving medical countermeasures to Ft. Bragg and security for transportation of medical countermeasures.



The Office of Preparedness & Response is also responsible for preparedness training, including: Respiratory Protection Training (209 Staff), Medical Countermeasure (208 staff), Shelter Training (75 staff), and Personal Protective Equipment (PPE) (204 staff). Active Shooter Training (208 staff), Emergency Action Plan/Fire Safety/HAZCOM Training (209 staff), and Opioid and Methamphetamine Awareness Training (78 staff). These programs logged 1,191 hours of training in 2017. The Office of Preparedness & Response presented at 2017 NC Annual Public Health Preparedness Symposium, on how to develop a Public Health IAP (incident action plan).

The Office of Preparedness & Response is developing a partnership with Ft. Bragg and the VA Hospital for Medical Countermeasure dispensing. Additionally, the office has had meetings with Methodist University and Fayetteville State University to develop Memorandums of Agreements with them for Preparedness activities, and continues to work on the 15 Public Health Target Capabilities.

## Pharmacy

The Health Department pharmacy fills prescriptions for patients seen in the Health Department clinics and filled prescriptions for patients at the Detention Center through June 30, 2017. The pharmacy provided 5,114 prescriptions to Health Department patients at a value of \$263,947 and 5,855 prescriptions to Detention Center patients at a value of \$416,072.

The Pharmacy, located on the first floor of the Public Health Center, is also a medication access program called CCMAP. The Cumberland County Medication Access Program (CCMAP) is dedicated to improving the quality of life for eligible residents of Cumberland, Hoke, Harnett and Sampson counties by operating a licensed, non-profit pharmacy that assists patients with obtaining medication for chronic disease. The medication access program began in 2002 when the Cape Fear Valley Board of Trustees hired its first program manager for CCMAP. The staff collaborated with Better Health of Cumberland County, the CARE Clinic, the mental health center, the Department of Social Services and the Department of Public Health to jumpstart the program. As of 2017, CCMAP filled 347,057 prescriptions at a value of \$158,174,657. There are currently 3,481 people enrolled in the program.







## Medical Laboratory

The Cumberland County Department of Public Health Laboratory is a full-service Clinical Laboratory Improvement Amendment (CLIA) certified laboratory with two certificates. The lab has a Certificate of Compliance to perform Moderate Complexity Testing and a Certificate of Waiver to perform waived testing.

The lab tested and processed 25,550 specimens in-house in 2017. The lab is currently enrolled in a proficiency program with the American Proficiency Institute in which all staff participates quarterly to verify competency. The CCDPH lab is inspected every two years by CLIA and has passed its fifth consecutive inspection with no deficiencies or citations. The lab is recertified until April 2019.

Laboratory Test Menu			
1HR Glucose Tolerance	3HR Glucose Tolerance	A1C	Complete Blood Count
Glucose	Gonorrhea Culture	Gram Stain	Hemoglobin
Influenza A/B	KOH Prep	Lipid Panel	Mono
Platelet Count	Rapid HIV	Rapid Strep	RPR (syphilis)
RPR Titer	RSV	Serum Pregnancy	Stat Male Smear
Urinalysis	Urine Culture	Urine Microscopic	Urine Pregnancy Test
WBC Differential		Wet Prep	

## Medical/Vital Records

The Medical Records Division is responsible for the retention of all patient records. The Cumberland County Department of Public Health began the transition to electronic health records in April 2014. The Medical Records Division staff ensure all active patient records are scanned in a document management system that allows the record to be viewable prior to and during an appointment.

Pages Scanned	203,880
Medical Records Request	1,487

The department supervisor serves as the Health Information Portability and Accountability Act (HIPAA) Officer. The officer ensures all public health employees receive initial and updated trainings, as well as maintains up-to-date information for policies and the Notice of Privacy Practice. All members of the Public Health staff, providers, temporary staff and interns receive HIPAA, Confidentiality and Privacy Act training.

The Vital Records Division processed **7,145 birth certificates** and **2,735 death certificates** to include 55 fetal deaths in 2017. The Vital Records Section is also responsible for processing the Affidavits of Parentage (AOP's) in Cumberland County which totaled 146 for the year.

## Human Resources

Cumberland County Department of Public Health employs a dedicated and diverse workforce focused on our mission to provide high quality service in a professional, efficient, and fiscally responsible manner while improving the health of Cumberland County. Our Human Resources division is responsible for recruitment, selection, staff development, employee relations and retention.

During 2017 the department had 282 budgeted positions. 28 new employees were hired, 10 staff members were promoted and another 4 were transferred to other positions within the department. Our licensed medical staff includes the following:

Licensed Practical Nurses	1
Registered Nurses	75
Physician Extenders	11
Medical Doctors	1

## Student Internships

Public Health is committed to training the next generation of public health professionals by offering internship opportunities for a variety of public health areas including administration, nursing, social work, management support and foreign language interpreting. In 2017, public health provided internship opportunities for more than 100 future public health professionals from a variety of local and distance education institutions including Methodist University, Campbell University, Fayetteville State University and Fayetteville Technical Community College.

## Information Systems

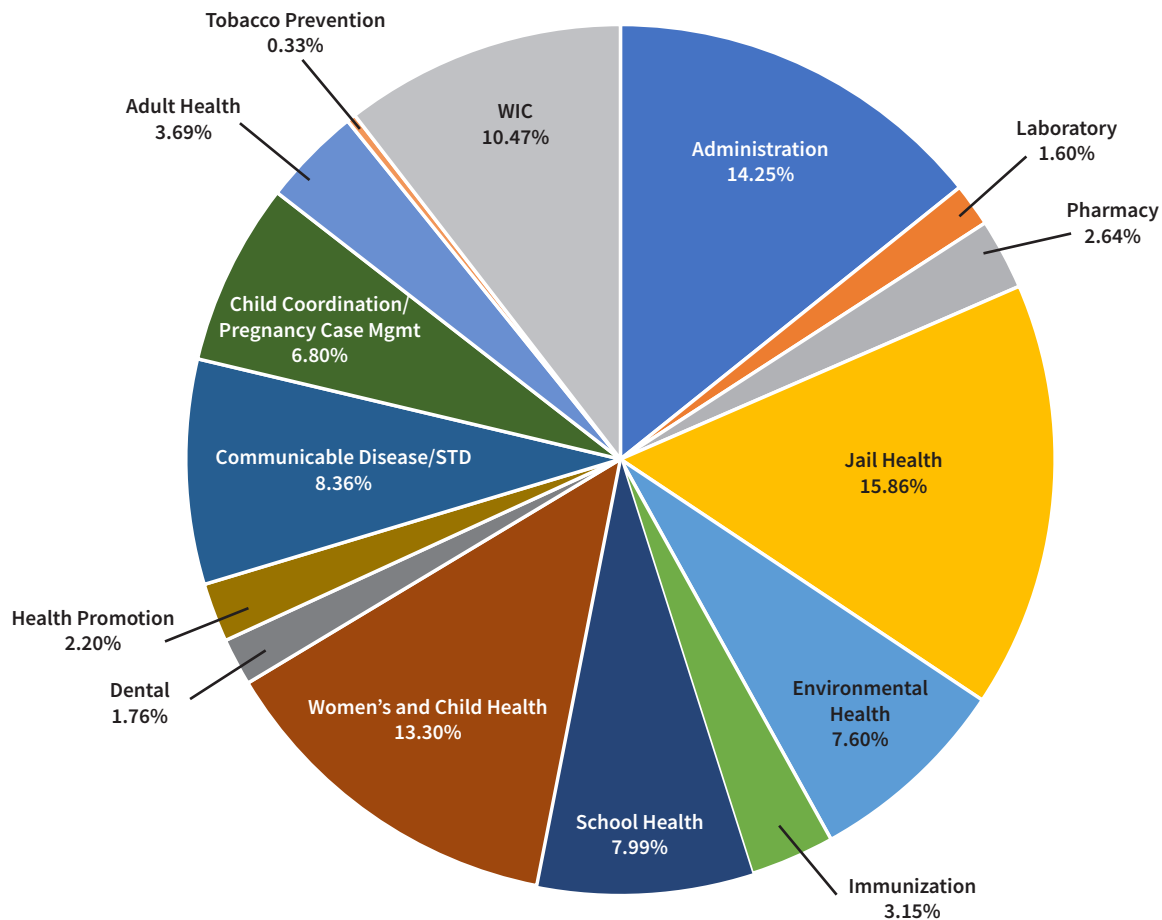
The Cumberland County Department of Public Health Information Systems division is responsible for the technology needs and services provided to all employees within the Public Health Department. During 2017 the Information Systems team consisted 2 Computer System Administrator I's, 1 Computer System Administrator 2, 1 Computer System Administrator 3, and 1 Information Systems Manager. This team supports the Public Health Center on Ramsey Street, WIC Hope Mills, WIC Spring Lake, and Environmental Health in the Old Courthouse.

During 2017, the information systems team helped complete projects such as a complete hardware and software infrastructure upgrade. They also researched and implemented a digital media solution to reach out to the citizens utilizing the Health Department. They have created and improved several databases and applications such a school health, a visitor check in system, and a new inventory system.



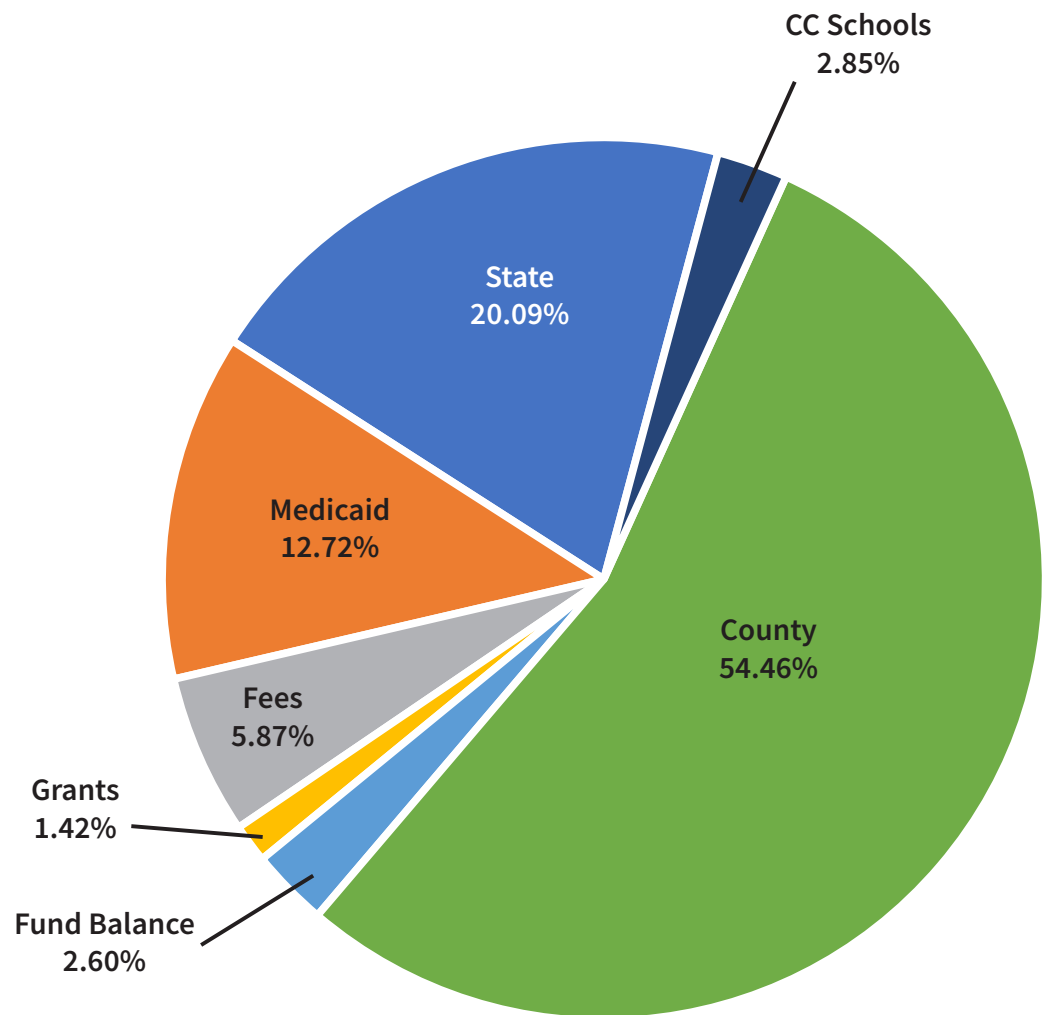
# Finance

Programs	Expenses		Programs	Expenses	
Administration	3,159,619	14.25%	Health Promotion	487,018	2.20%
Laboratory	355,537	1.60%	Communicable Disease/STD	1,854,503	8.36%
Pharmacy	585,661	2.64%	Child Coordination/ Pregnancy Case Mgmt	1,508,193	6.80%
Jail Health	3,517,642	15.86%	Adult Health	817,494	3.69%
Environmental Health	1,685,281	7.60%	Tobacco Prevention	74,279	0.33%
Immunization	697,947	3.15%	WIC	2,322,192	10.47%
School Health	1,722,992	7.99%		<b>22,179,834</b>	<b>100%</b>
Women's and Child Health	2,950,220	13.30%			
Dental	391,258	1.76%			



# Finance

Source	Revenue	
State	4,455,043	20.09%
Medicaid	2,820,362	12.72%
Fees	1,301,575	5.87%
Grants	314,781	1.42%
CC Schools	631,982	2.85%
County	12,078,470	54.46%
	<b>22,179,834</b>	<b>100%</b>





If you would like more information about the Cumberland County Department of Public Health's programs and services, health-related data, or community resources, please call 910-433-3600 or visit with someone at the information desk or visit our website at [co.cumberland.nc.us/health.aspx#](http://co.cumberland.nc.us/health.aspx#). Comments are welcome and can be submitted on our website at [co.cumberland.nc.us/health/comment\\_form.aspx](http://co.cumberland.nc.us/health/comment_form.aspx). The Health Department is located at 1235 Ramsey St. in Fayetteville. Duane Holder, Interim Public Health Director.