

Cumberland County
Department of Public Health

ANNUAL REPORT

2020



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Introduction

In many ways, 2020 was a historic year. In late 2019 international health officials first identified a disease, Coronavirus 2019 (COVID-19), that would later be declared a pandemic on March 11, 2020 by the World Health Organization (WHO). Cumberland County Commissioners declared a State of Emergency as a proactive measure in advance of the first Cumberland County cases on March 19, 2020. By the end of December 2020, more than 15,000 Cumberland County residents tested positive for COVID-19 and 142 residents lost their lives due to COVID-19.

Local health departments, including Cumberland County Department of Public Health (CCDPH), spent 2020 on the frontlines, alongside our partners in healthcare, fighting to slow the spread of COVID-19. CCDPH staff have conducted contact tracing for positive COVID-19 cases, performed diagnostic COVID-19 tests, and provided guidance for schools, businesses, and other agencies protecting the public from COVID-19. At end of 2020, CCDPH began administering the first doses of the newly authorized COVID-19 vaccines. Our efforts to slow the spread of COVID-19 have been implemented with health equity at the forefront and always in collaboration with countless partner agencies and community members.

Though much of our efforts 2020 were shifted toward the pandemic, other critical public health services continued often in new and creative ways to meet the needs of public while reducing risk for exposure. We maintained socially distance in-person environmental health inspections, laboratory and clinical services while also increasing the availability of telehealth services. WIC recipients were able to have their benefits automatically issued, while still allowing in person interaction for new moms and babies.

Many of our home visiting and care management services for high-risk pregnancy women at at-risk children, shifted to a virtual or telephonic format allowing the coordination of critical services protecting vulnerable individuals. Our health education staff shifted from in-person classes to providing educational programs and services virtually.

In 2020, we launched new Health Department initiatives including the Healthiest Cities and Counties Challenge, funded by the Aetna Foundation, to address food access and insecurity in Cumberland County. We also began efforts towards developing a departmentwide Strategic Plan and a Quality Improvement Plan, slated for completion in 2021.

As we look towards our work in 2021 our COVID-19 response efforts will shift towards vaccinations, while we prepare for the statewide launch of Medicaid Transformation, the implementation of new technology in our clinical services and environmental health departments, and the 2021 Community Needs Assessment.

Visit our website and social media accounts for updates on health department programs and services at the following link cumberlandcountync.gov/health. Stay engaged with our Cumberland County Board of Health by joining meetings virtually on the third Tuesday of each month at 6 p.m.

Jennifer Green, PhD, MPH

Public Health Director

Board of Health



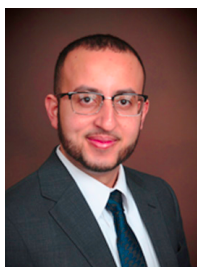
Dr. Olusola A. Ojo
Chair, Pharmacist



Dr. Cynthia McArthur-Kearney
Vice-Chair, Registered Nurse

In North Carolina, local health departments are governed by local boards of health who are responsible for public health within its jurisdiction. The 11 member Cumberland County Board of Health includes representation from the county commissioners, professionals with expertise in health care or public health, and members of the public. The Cumberland County Board of Health also serves as the policy-making, rule-making, and adjudicatory body for the public health department.

Board of Health meetings are held the third Tuesday of each month at 6 p.m. at the Health Department, 1235 Ramsey Street, Fayetteville, NC. Meetings are open to the public. Meeting agendas and minutes are available on the Cumberland County [website](#).



Dr. Hakkam Alsaidi
Optometrist



Stacy A. Cox
General Public



Dr. Jeannette Council
Commissioner



Sonja Council
General Public



Dr. William Kent Dean
Veterinarian



Dr. Samuel Fleishman
Physician



John Larch III
Professional Engineer



Dr. Connette McMahon
General Public



Kingsley Momodu
Dentist

Leadership Team



Dr. Jennifer Green
Public Health Director



Ashley Curtice
Deputy Health Director



Dr. Lori Haigler
Medical Director



Dr. Krystle Vinson
Director of Nursing



Candi York
Accountant

Accreditation

Accreditation is achieved by meeting requirements with evidence by completion of activities through the Health Department Self-Assessment Instrument (HDSAI) and site visit.

The North Carolina Local Health Department (NCLHD) Accreditation Program links basic standards to current state statutes, administrative code and contractual and program monitoring requirements that are already in place through the Division of Public Health. This process allows local health departments to assess how they are meeting national and state-specific standards for public health practice and provides the opportunity to address any identified gaps.

Cumberland County Department of Public Health is an accredited public health department and was re-accredited 2017-2021. On April 8, 2020, the NCLHD Accreditation Board voted to extend all accreditation expirations of accredited agencies by twelve months in response to the COVID-19 pandemic.



[North Carolina Local Health Department Accreditation](#)

Grant Awards

Healthiest Cities and Counties Challenge (HCCC)

Cumberland County Department of Public Health and its partners were selected to receive a \$100,000 grant as part of the Healthiest Cities & Counties Challenge, a program funded by the Aetna Foundation, together with the American Public Health Association (APHA) and the National Association of Counties (NACo). The program supports communities that are changing the way they work together across sectors to reduce disparities in chronic disease outcomes.

The project team leading the initiative in Cumberland County includes the Health Department, the Fort Bragg Department of Public Health, and the University of North Carolina Greensboro. The team will receive \$100,000 to take action to reduce food insecurity, change the food access systems, and engage residents in the Cumberland County and Fort Bragg communities.

The partnership is one of 20 teams nationwide to receive the grants.

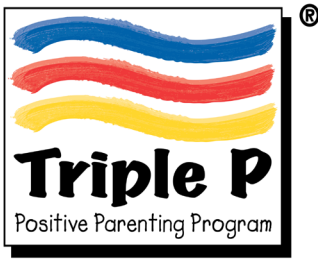
Project strategies include:

- Conducting a resident-led and data driven food system assessment
- Establishing a joint Cumberland County/Fort Bragg Food Policy Council to identify policy, systems, and environmental changes which the team plans to present to the Cumberland County Board of Commissioners in 2021



[Healthiest Cities & Counties Challenge - Cumberland County](#)

Grant Programs



[NC Triple P](#)

Triple P

CCDPH continues to implement the Triple P Positive Parenting Program utilizing funding from the NC Department of Public Health (DPH) Children and Youth Branch, which dates back to February 2019 when CCDPH was originally established as the Lead Agency for NC Triple P Service Area 7. The Triple P Program serves the following counties: Cumberland, Hoke, Harnett, Lee, Moore, Montgomery, Scotland, Anson, Richmond, Sampson, Robeson, Bladen, Duplin, Onslow, Pender, New Hanover, Brunswick, and Columbus.

The Triple P Program Manager, Triple P Training and Outreach Coordinator, and Triple P Data and Media Coordinator work on the following priorities:

- Reduce child maltreatment, out-of-home placements, and behavioral problems in children and adolescents.
- Serves on interdisciplinary implementation teams and collaborates across community agencies at the local and state level.
- Recruit, train, and engage practitioners in a wide-variety of diverse settings, to include: childcare facilities, department of social services, faith-based organizations, hospitals, local health departments, partnerships for children, schools, and mental health.
- Utilize media campaigns to promote recruitment of practitioners within the service area and to promote the use of Triple P Online (TPOL) to parents needing assistance.
- Provide Triple P information sessions/seminars to parents and meet with interested service delivery agencies to stimulate community interest.
- Ensure model fidelity, good implementation practices, and strong local infrastructure through effective recruitment process and screenings, peer-to-peer support groups, media and communication strategies, and data collection and reporting.

Key Accomplishments Made in 2020

- 40 practitioners trained in Level 3 Primary Care 0-12
- Utilized radio and digital media campaign through Beasley Media to promote Triple P Online to parents and caregivers within the service area
- 3,399 parents/caregivers registered for Triple P Online from October 2019 – September 2020, an 87.5% increase from the previous year

Comprehensive Opioid Abuse Site-Based Program

The CCDPH has been awarded a three-year grant from the U.S. Department of Justice totaling approximately \$900,000 for a Comprehensive Opioid Abuse Site-based Program.

The award for fiscal year 2020 was \$289,131. The grant allows for the following:

- A full-time project coordinator position at the Health Department hired in October 2020
- Implementation of a Post-Overdose Response Team (PORT)
- Enhanced Pre-Arrest Diversion Programming
- Community Education Campaign
- Establishment of an Overdose Fatality Review Team

The N.C. Injury and Violence Prevention Branch of the N.C. Department of Health and Human Services Division of Public Health has collected opiate poisoning death data since 1999. Data collected for Cumberland County early on reflected an average of eight to 14 deaths annually related to opioids. Cape Fear Valley Medical Center was ranked in the top five throughout the state for opioid-related overdose emergency department visits.



For information on the opioid program please visit:
<https://www.cumberlandcountync.gov/c-fort>



Public Health Director Dr. Jennifer Green and Deputy County Manager Duane Holder

Environmental Health Division

Environmental Health Statistics

233 Food & Lodging Permits Issued

515 Septic System Repair/New Construction Permits

145 Well (new permits)

226 Complaint Investigation (Food & Lodging)

48 Sewage Inspections

2 General Sanitation Inspections

3,871 Consultative Visits/Contacts

345 Water Samples

565 Soil Evaluation

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 2020, a total of 2,235 environmental and sanitation inspections were completed for restaurants, daycares, hotels, institutions, tattoo parlors and other establishments. Environmental Health also issued permits, provided consultative visits, collected water samples and investigated complaints.

Mosquito Control

Due to COVID-19 only two temporary food establishments and no rabies vaccination clinics were held.

Women's Preventive Health Services

Family Planning Clinic

The Family Planning Clinic serves women of childbearing 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 hormonal and nonhormonal birth control methods like oral contraceptives, Nuva Ring, Depo Provera injections, Fertility Awareness Method, condoms, and abstinence. We also offer same day long-acting reversible contraceptives (LARC) insertions such as Mirena, Skyla, and Paragard Intrauterine devices (IUD), and the subdermal implant Nexplanon.

Maternity Clinic

The Maternity Clinic offers complete low risk prenatal care and delivery services for any pregnant Cumberland County resident. Services include physical exams, laboratory testing, and prenatal healthy lifestyle education. We offer smoking cessation and childbirth classes, conduct psychological screenings and provide referrals to outside agencies as necessary.

Pregnancy Test Care Clinic

Our Pregnancy Test Care clinic provides preconception education and nondirective reproductive healthcare information to women based upon their needs. The PTC clinic assesses and appropriately connects women with referrals to prenatal care, family planning services, WIC, DSS, behavioral health, smoking cessation, Care Management for High-Risk Pregnancy (CMHRP) and more.

Women are also given verbal and written information on signs/symptoms of preterm labor (PTL), ectopic pregnancy, trimester education, healthy behaviors while pregnant, NC law concerning safe surrender of an infant, and more.

Breast and Cervical Cancer Control Program

The North Carolina Breast and Cervical Cancer Control Program (NC BCCCP) provides free 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.

In 2020, BCCCP Navigation Service only visits became available to eligible woman who have received cancer diagnosis from another provider but need assistance with getting connected with BCCCP Medicaid.

Women's Preventive Health Services

13,940 Family Planning Services

Maternity Clinic

109 New patients

515 Existing patients unduplicated

1,451 Duplicated

424 Pregnancy Test Care Clinic

129* BCCCP

**Nine patients diagnosed with cancer*

Care Management Program Services

High Risk Pregnancy

22,654	Members contacted
7,175	Member phone calls
3,442	Face-to-face member encounters
1,466	Pregnancy Medical Home visits
277	Member videoconference
7,218	Correspondence

Referrals Received

773	Pregnancy risk screens
200	Non-Pregnancy Medical Home
3,667	Attempted tasks (<i>phone calls, visits, videoconference</i>)

At Risk Children

6,030	Families/members contacted
3,059	Member phone calls
311	Face-to-face member encounters
32	Member videoconference
564	Correspondence

Referrals received

239	Medicaid
524	Non-Medicaid
3593	Attempted tasks, (phone calls, visits, videoconference)

Care Management

The agency provides three care management programs, 1) Adolescent Parenting Program, 2) Care Management for at Risk Children (CMARC), formerly Care Coordination for Children and 3) Care Management for High-Risk Pregnancy (CMHRP), formerly Pregnancy Care Management. Program services are provided by skilled registered nurses and social workers. The programs continue to work diligently toward achieving positive birth, family and health outcomes for the women, children, and families of Cumberland County by providing excellent quality care. Program outreach is performed in the community, homes, schools, and health department.

Care Management for High-Risk Pregnancy

CMHRP has partnerships with the 12 local Pregnancy Medical Homes (PMH). Services begin as soon as pregnancy is confirmed and eligibility is determined and end 60 days into the postpartum period. During this time, pregnancy assessments are completed to gather information concerning prenatal and social determinant of health risks and needs. Individual goals are developed to support women in receiving health, medical and educational services to improve and promote healthier pregnancies and births. CMHRP 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.

Care Management for at Risk Children

This program is available to all children ages birth to 5 years old. The nurses and social workers have established partnerships with local pediatric and family medical practices. Services begin as soon as eligibility is determined, and parental participation is obtained. CMARC focuses on linking infants and children to a primary care medical home, home health medical services, resolving toxic stress conditions, screening for developmental milestones and other supportive services. Individual child and family assessments determine interventions needed to maximize health outcomes for each child and family.

Adolescent Parenting Program

This program is available to teens 19 years of age or younger, pregnant or parenting for first time, currently enrolled in school and willing to postpone a second pregnancy. APP's goal is to Educate, Empower and Encourage by strengthening employability skills & efforts to become economically self-sufficient, preventing subsequent adolescent pregnancies, remaining in school until graduation and improving parenting skills.

Adolescent Parenting Program

8	Teen graduates
20	Enrolled teens for the year
6	Teen graduates attending higher education institutions
6	Working teens
2	Military teens
8	Activities / events completed during the year

Participating Educational Institutions

Alger B. Wilkins
 Terry Sanford
 Douglas Byrd
 Overhills
 Pine Forest
 71st
 Cape Fear
 EE Smith
 Westover
 Massey Hill Classical
 Fayetteville Technical College (FTCC)
 Fayetteville State University
 Penn Foster



Board Members

A Village

Alliance Behavioral Healthcare
 Cape Fear Valley Health System
 Community Health Interventions/Sickle
 Cell Agency
 Cumberland County Community Child
 Protection/Fatality Prevention Team
 Cumberland County Department of
 Public Health
 Cumberland County Schools
 Falcon Children's Home
 Family Services of America
 Former Teen Parent
 FTCC Continuing Education
 NC Department of Public Safety
 Partnership for Children of
 Cumberland County
 Planned Parenthood South Atlantic
 Rape Crisis Volunteers of Cumberland
 County
 Resident of Cumberland County
 SHIFT NC
 Southern Regional AHEC
 Teen Representative
 Youth Villages

Newborn/Postpartum Home Visiting Program

This program is a key mechanism for reaching families early with preventive and anticipatory services (a proactive approach to customer service instead of waiting for problems to happen, it means you can avoid a problem happening in the first place). 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 after 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 visiting program was halted with visits occurring approximately 2-3 months in 2020 due to COVID-19.

Women, Infants, and Children Nutrition Program (WIC)

The Women, Infants, and Children Program's main 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 5 years of age. This is accomplished by offering a combination of nutrition/ breastfeeding education/support, supplemental nutritious foods, and excellent customer service.

The 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 fourth largest WIC program in the state. Prior to the pandemic, services were provided daily at the main Health Department location on Ramsey Street and at two full-service satellite clinics in Hope Mills and Spring Lake. In March 2020 we limited in office services to appointments only at the Health Department and the Spring Lake location. The Hope Mills office is currently closed to the public but as with the other locations services are provided remotely including certifications, sub-certifications, breast pump loans and food benefit's issuance via telephone. We also provided curbside services for issuance of the e-WIC card and breast pumps. The clinics is open during lunch hours by appointment only. In March, the state started electronic issuance of benefits for those participants enrolled in the program. This has helped significantly in providing benefits to those participants that we were not able to reach by phone to complete their services. We offered nutrition education lessons for participants to complete online. Upon completion of the lesson, benefits were loaded to their e-WIC card without them having to speak with one of the nutrition staff.

The program provided a warm and friendly environment for WIC program participants coming in the office for appointments. Breastfeeding mothers were offered a relaxing area in the lactation room where they could have a comfortable setting to breastfeed infants in private, if desired, while attending clinic appointments. The clinic had all COVID safety precautions in place to protect the staff and the participants.

The SFY 2019-2020 assigned monthly participant base caseload was 12,763. With remote electronic issuance of food benefits by program staff and the Nutrition Services Branch, our program served 107% of our assigned base caseload on average, exceeding the 97% required.

Due to the pandemic our participation in community outreach was limited but we were able to participate in several virtual community events such as the Womack Maternity Fair which was held in September. We also participated in a virtual breastfeeding and COVID-19 live webinar event held in August as part of our World Breastfeeding Week observance.

There were several media campaigns released locally and statewide geared to promote and extend WIC services to the most eligible families in our community.

Teen Wellness Clinic

The Teen Wellness Clinic (TWC) is a clinic designed specifically for teens between the ages of 12-19 years of age. In our TWC, teenagers receive the high-quality, evidence-based health care services they deserve, all in a friendly and welcoming environment. The TWC offers a multitude of confidential services which range from birth control education and supplies, testing for pregnancy and or sexually transmitted infections (STI), treatment for STIs, referrals for prenatal care and more.

In North Carolina, individuals under the age of 18 do not require a parent or guardian's permission to receive reproductive or sexual health care in any health care facility. Though communication with parents/guardian is strongly encouraged, 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 curricula, 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 CCDPH 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 2020, the Adult Health Primary Care Clinic continued its partnership with HealthNET and Stedman-Wade Health Services. Stedman-Wade provides comprehensive medical care for Cumberland County residents. HealthNET specializes in seeing patients with a diagnosis in diabetes, hypertension, congestive heart disease, and asthma.

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. During COVID-19, visits were limited to those with appointment. As a regional immunizations clinic, many of the vaccines needed by overseas travelers are offered, such as typhoid.

Immunizations Clinic

2,772 Clients Served

5,972 Vaccinations

1,098 Flu Vaccines

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, including a developmental screening; dental, hearing and vision screenings; preventive education; scheduled vaccinations; nutrition and laboratory screening.

A Carolina Access provider, the clinic has one enhanced role nurse who performs well-child physicals to enhance services offered to the children of Cumberland County. Fees for services are based on family size and income.

Child Health Clinic

8,856 Services

1,670 Labs

821 Well Visits

529 Sick Visits

32 Newborn Assessments

Communicable Disease Control

Communicable Disease Data

319,431	County Population
4,188	Chlamydia
1,684	Gonorrhea
199	Nongonococcal urethritis (NGU)
33	Primary Syphilis
13	Secondary Syphilis
73	Early Non-Secondary Syphilis
77	Syphilis of Unknown Duration
58	HIV
41	AIDS
3	Hepatitis B Acute
13	Hepatitis B Chronic
2	Hepatitis C Acute
310	Hepatitis C Chronic
7	Tuberculosis

The Communicable Disease Control Division includes two clinics – Epidemiology and Sexually Transmitted Disease (STD).

Epidemiology Clinic

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.

One component of the Epidemiology Clinic is the local Tuberculosis (TB) Control Program. The Department of Public Health follows strict NC TB Control Guidelines to serve Cumberland County residents who are diagnosed with active TB disease and latent TB infection.

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.

The Epidemiology Clinic is also responsible for the Rabies Program, which includes maintenance of a dog 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.

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.

Sexually Transmitted Disease Clinic

The Sexually Transmitted Disease (STD) Clinic 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.

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 (HED) is responsible for assessing, planning, implementing, and evaluating health education and awareness programs. Health education and awareness for the Cumberland County community and Health Department customers. The HED provides innovative educational programs that promote the physical, social, emotional, environmental, and mental well-being of individuals and communities. Additionally, the HED assists in leading efforts for the Community Health Assessment, State of the County Health Report and other key initiatives that impact public health.

Health education programs, collaborative work, community outreach engagements and awareness campaigns were altered or halted from March 2020 until August 2020, due to COVID-19.

The HED provided nine (9) signature programs prior to COVID-19 as well as provided educational materials to drive-thru health fairs, Mommy's Liquid Gold- Breastfeeding Café in January, and testing events. Education programs facilitated include Making Proud Choices (MPC), an evidenced-based intervention program to reduce teen pregnancy, sexually transmitted infections, and HIV among adolescents for Cumberland County Public Schools, Sexual Health and Adolescent Risk Prevention (SHARP) for the Cumberland County Juvenile Detention Center youth and Active Parenting 1-4 classes for caregivers.

Programs whenever possible were converted to a media awareness campaigns using radio, webinars, digital/video billboards, television advertisements, and social media platforms. Media campaigns and webinars addressed topics ranging from opioids, breastfeeding, safe sleep, HIV/AIDS, heart health, cancer prevention, diabetes, reproductive health to mental health relief strategies.

The transition to media awareness reached over 266,100 viewers, over 400 airings through Spectrum News, and 10 social media posts. Messages were shared through Cumberland County Facebook, YouTube, Health Department, and partnering agency websites.

The HED also featured a special marketing campaign on COVID-19 and e-cigarettes/vaping campaign. This campaign targeted teens and young adult using online advertisements reaching over 63,600 viewers on TV over 198 television networks. Online viewers completed 75% of the ads reaching 56,216 viewers watching the entire ad in 23 zip codes.

Health Education staff efforts to provide community outreach in non-traditional methods created health education materials and incentives to approximately 800 participants.

Efforts continued with HED staff participation in 20 collaborative meetings to address foster care youth, mental health, substance misuse and recovery, parenting and children's health, public safety, health promotion and other efforts throughout the County.

The Baby Store, the HED premier service, served over 150 families, during January – March 2020 before it was temporarily closed due to COVID-19.

* Indicates top two priorities.

Community Coalition

As a result of the 2018 Community Health Assessment (CHA) findings, community stakeholders formed the Community Coalition, made up of various Cumberland County agencies and organizations.

The group identified and ranked the top five County priorities:

1. Access to Health Services *
2. Economy
3. Exercise, Nutrition, and Weight
4. Public Safety
5. Substance Misuse *

Using Results Based Accountability (RBA)TM training, the Community Coalition conducted input sessions, strategic action plans, strategies and community health improvement plans to address the two top priorities.

In 2020, the Community Coalition and Health Education staff promoted NCCARE360 in meetings and outreach engagements, supported activities through the Cumberland-Fayetteville Opioid Response Team (C-FORT), collaborated with community partners to develop regional campaigns to address access to care for health conditions including reproductive health, maternal and child health, health and wellness and more. These activities and more are highlighted in the 2019 State of the County Health Report.

Tobacco Control

In the Spring of 2020, Cumberland County received funding from the Tobacco Prevention and Control Branch (TPCB) 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 the point-of-sale
- Regional collaborative network of partners and stakeholders representing at risk communities, organizations, and public health professionals.

Promoting

- 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
- Quitline NC and other tobacco cessation programs

Significant tobacco prevention and control activities and outcomes from 2020:

- Board of Health chose to address youth vaping in its 2019-2020 Strategic Plan
- The Board of Health signed two resolutions regarding support and encouragement of local governments in Cumberland County to strengthening tobacco- policies and a zoning ordinance to limit the number of tobacco shops in proximity to schools.
- In 2020 there were 334 Cumberland County registered users with Quitline NC
- Cumberland County Department of Public Health receive extra funding from the North Carolina Tobacco Prevention and Control Branch for to conduct a Military Health and Readiness Initiative. The purpose of the initiative to explore and apply evidence base methods to reduce tobacco use and initiation among active-duty military personnel.

The Military Health and Readiness Initiative

On February 4, 2020, Dr. Jerome Adams, Surgeon General of the United States, visited Fort Bragg and Womack Army Medical Center for a program sponsored by Fort Bragg.

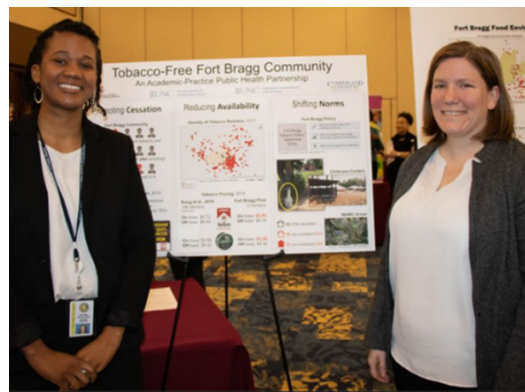
Dr. Adams spoke about the coronavirus and the opioid epidemic. The Cumberland County Department of Public Health and UNC Lineberger Cancer Center were invited to attend and was able to brief the leadership on Fort Bragg and Dr. Adams on this worthy initiative.

Goal:

Reduce the percentage of Fort Bragg soldiers who use tobacco from **26% to 17%** by April 28, 2025.

Strategy:

CAPS - Cessation, Availability, Pricing, Smoke & Tobacco-Free Policy



Public Health Director Dr. Jennifer Green and Deputy Health Director Ashley Curtice

C	Cessation	Increase access to evidence-based counseling and nicotine replacement therapy
A	Availability	Map locations of tobacco retailers on- and off-base; reduce availability of products
P	Pricing	Conduct pricing assessment on- and off-base; bring in alignment with DOD policy
S	Smoke & Tobacco-Free Policy	Reduce the number of Designated Tobacco Use Areas on base; increase the availability of Smoke-Free housing

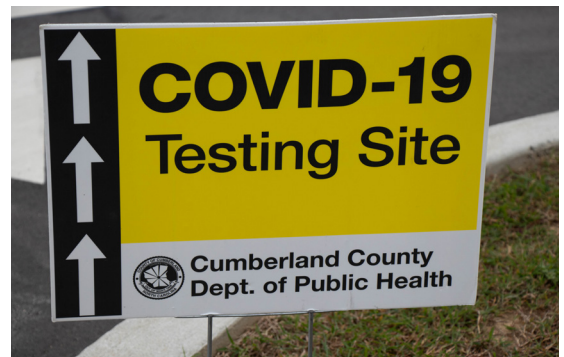
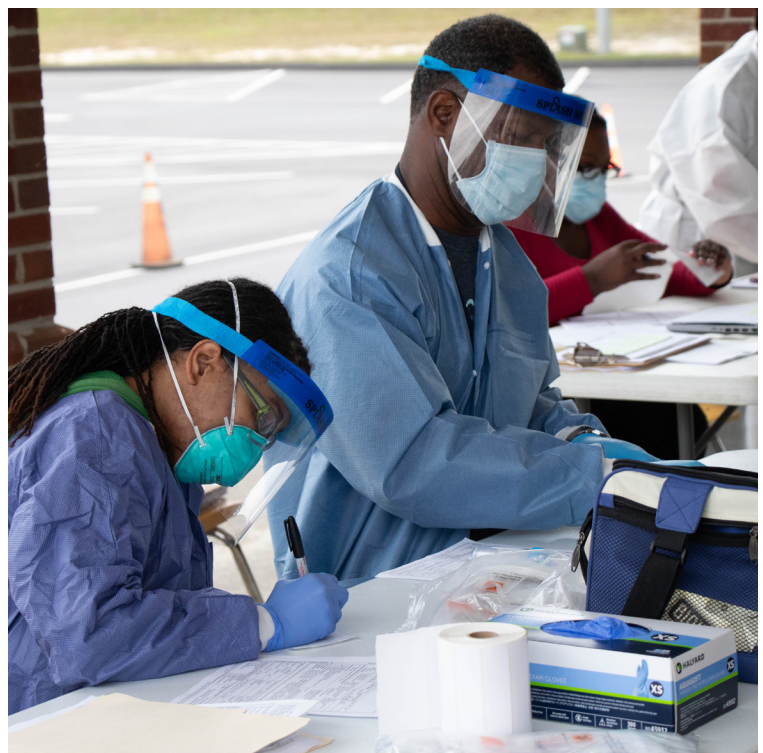
Preparedness

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.

The Preparedness Coordinator coordinates and plans for public health responses to public health emergencies both natural and manmade. The coordinator works closely with Emergency Management and other partners to assure readiness to events that affect the health of the community.

In 2020, the COVID-19 pandemic required that preparedness efforts take full priority in helping to community combat the disease and the effects of COVID forced changes that no one could imagine, from the way we work, live and play.

CCDPH staff participated in two tabletop exercises related to communicable diseases, one with Ft. Bragg Department of Public Health and the other with Fayetteville State University.



COVID-19 Stats

COVID-19 vaccinations began December 23, 2020. Four vaccination clinics were hosted during which Pfizer vaccinations were administered.

43 individuals were housed in hotels for COVID-19 positive individuals and individuals at increased risk for death or severe illness due to COVID-19

100+ unique staff and volunteer contact tracers and case investigators

200+ radio, TV, and print interviews

150+ press releases

30+ community presentations



COVID-19 Deaths

142	Deaths
79%	Over age 65
71%	Male
49%	African American
3%	Hispanic
77%	Hospitalized
85%	Underlying health condition
40%	Congregate living

COVID-19 Tests

176,061	Tests on Cumberland County residents
3,629	Tests provided by CCDPH

COVID-19 Cases

16,274	Positive cases
45%	Ages 25-49
51%	Female
34%	African-American
7%	Hispanic

COVID-19 Test Sites

25	Test sites
4	CCDPH test locations

School Health

The School Nurses provided services to over 50,000 students in the 87 PreK-12 schools in Cumberland County.

Due to school remaining virtual from March 2020 to present, services were impacted but continued to be provided as much as possible while maintaining social distancing and complying with Cumberland County Schools (CCS) protocols during the pandemic.

Health Assessments were also audited for all students newly enrolled into CCS.

School Nurses	
179	Vision Screenings
90	Hearing Screenings
29	Screening Referrals
57	Home Visits
96	Counseling sessions provided
75	Presentations provided to students and staff
574	Presentation attendance
About 10,463	Immunization records audited

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 24,105 specimens in-house in 2020. 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 a referee lab for all North Carolina Department of Health and Human Services (DHHS) contract laboratories. Every two years the CCDPH laboratory is inspected by CLIA.

Pharmacy

Since opening, the Cumberland County Medication Access Program (CCMAP) has dispensed 404,443 prescriptions with a value of \$125.7 million (AWP) for the indigent, enabling them to better manage their chronic disease and maintain a high quality of life.

By having access to maintenance medications, participants are able to control chronic conditions and improve their health status, resulting in decreased emergency room visits and hospitalizations.

CCMAP assists patients with securing the medications they need through the indigent programs offered through the pharmaceutical companies, through dispensing samples that have been donated by area physicians, as well as through purchasing and dispensing generic medicines that are not available through any indigent programs.

Pharmacy	
27,841	Prescriptions

Medical/Vital Records

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.

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.

Medical Records

124,136	Scanned Records
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684	Records Requests
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Vital Records

6,742	Certificates of Birth
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3,027	Certificates of Death
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44	Fetal Deaths
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79	Affidavits of Parentage
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Human Resources

CCDPH 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.

Human Resources

254	Positions
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22	New employees
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16	Promotions
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Licensed medical staff (current numbers)	
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1	Licensed Practical Nurse
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67	Registered Nurses
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7	Physician Extenders
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1	Medical Doctors
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Student Interns

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.

Student Interns

4	Family Nurse Practitioner
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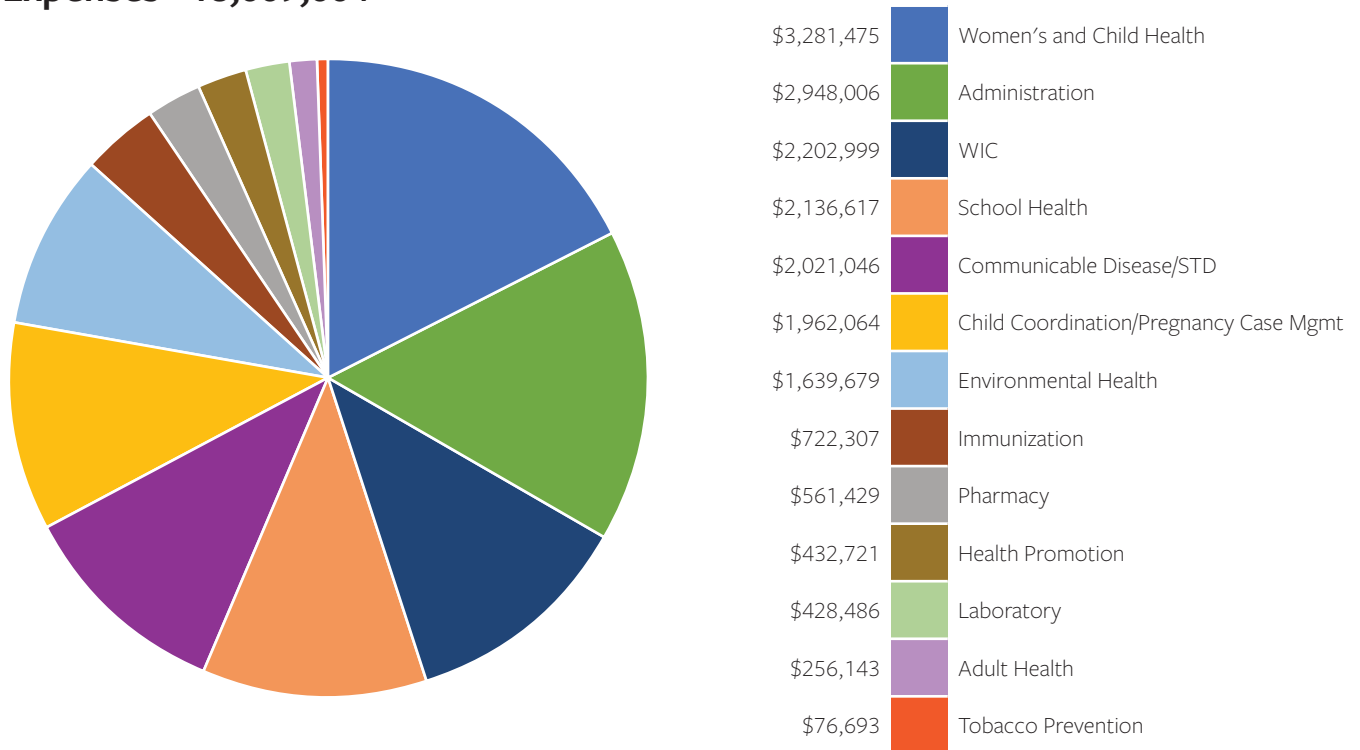
2	Masters in Social Work
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1	Masters in Public Health
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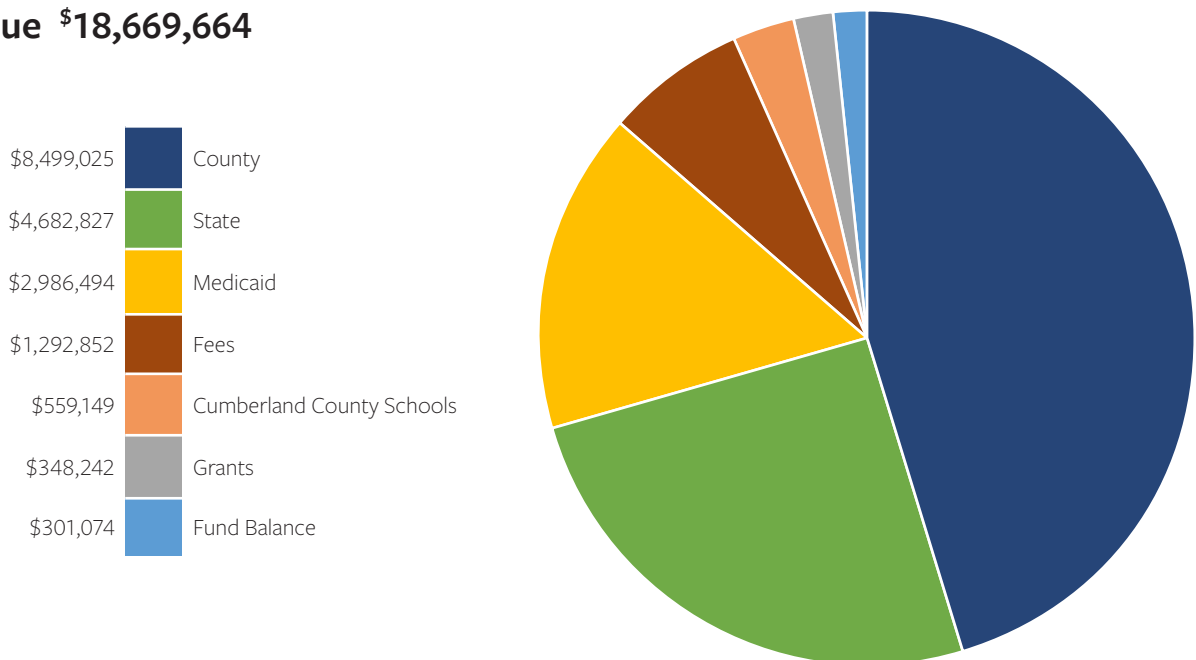
1	Bachelors in Public Health
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Finance

Expenses \$18,669,664



Revenue \$18,669,664



***Note:** Numbers depicted have been rounded to whole numbers and will not add up to equal 100% of the revenue and expenses.

Cumberland County Department of
Public Health

