

A decorative vertical bar on the left side of the cover, featuring a repeating pattern of colorful geometric shapes (triangles and parallelograms) in shades of teal, orange, pink, and yellow.

Annual Report
2021

Cumberland County
**Department of
Public Health**

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Introduction

THE COVID-19 PANDEMIC shone a bright light on long-standing inequities in health outcomes and access to health services.

We entered 2021 knowing that now more than ever that collaboration and health equity needed to lead the work of the public health department.

In addition, making progress on reducing disparities, we relied on data-driven and research-based strategies to address key public health issues facing our community.

December 2021 marked one year of administering COVID-19 vaccines.

In that time, Cumberland County Department of Public Health (CCDPH) staff and volunteers have administered 55,628 vaccines.

In addition, we partnered with 32 local agencies to conduct more than 100 outreach COVID-19 vaccine clinics in key census tracts and zip codes across the County.

We appreciate every agency that opened their doors and parking lots and allowed us to provide much needed COVID-19 vaccinations to the community. The collective effort resulted in nearly 60% of the eligible Cumberland County population being fully vaccinated.

As we end 2021 with a new and seemingly more infectious variant, we continue to encourage every eligible individual to get vaccinated and boosted when eligible.

Vaccines Administered



55,628

COVID-19 Outreach Clinics

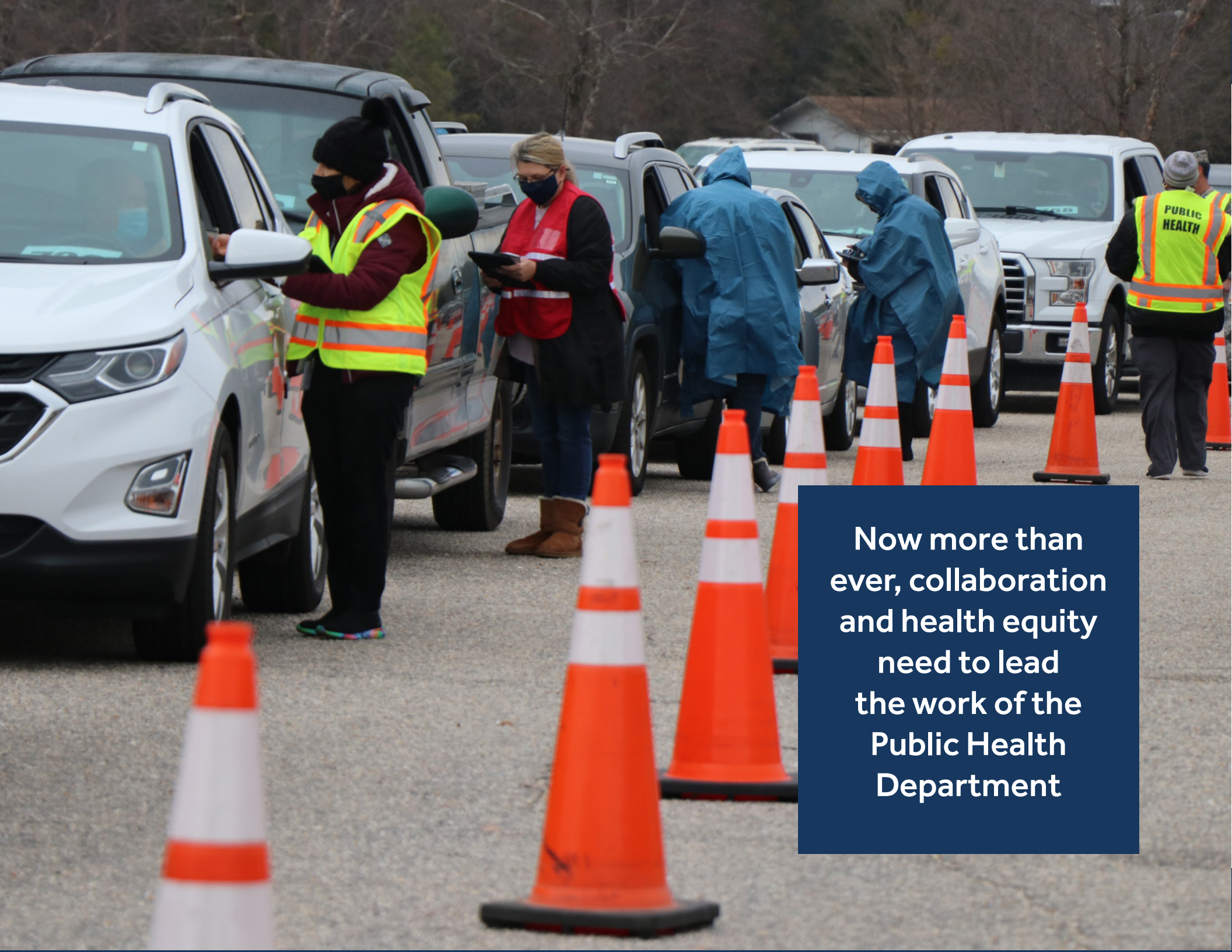


More than
100

Eligible Population Vaccinated



Nearly
60%



Now more than
ever, collaboration
and health equity
need to lead
the work of the
Public Health
Department

AS OUR STAFF WORKED DILIGENTLY to slow the spread of COVID-19 with vaccinations, we continued other critical health department services and launched new initiatives.

New Technology Initiatives

We implemented new technology initiatives to improve and provide more efficient services and more effectively connect clients to much needed resources. EnerGov Services and Citizens Self Service (CSS) launched in collaboration with other county departments to allow online submission and management for permits, plans and inspections in our Environmental Health Department.

In addition, we joined NCCARE360, the first statewide network that bridges health care and human services, to electronically connect individuals to community resources. This technological platform, alongside our efforts to screen patients for social determinants of health, will allow us to provide more comprehensive care for patients.

Supportive Pregnancy Care Program

With support from the March of Dimes, we piloted a Supportive Pregnancy Care program, a group approach to delivering prenatal healthcare and education to individuals.

We launched with a small group of socially distant pregnant individuals with a focus on providing high quality prenatal care while also addressing health literacy and social determinants of health.



Food Policy Council

A Joint Ft. Bragg-Cumberland County Food Policy Council was established with the purpose of working towards

decreasing food insecurity while increasing food accessibility by implementing policies, systems, or environmental priorities. With an aim to recruit members from diverse backgrounds and across sectors, the first members were appointed by the Cumberland County Board of Commissioners in November 2021.

Narcan Distribution

In partnership with Alliance Health Services and the Cumberland-Fayetteville Opioid Response Team, Narcan became available at the health department and was distributed to community partners and first responders to prevent opioid overdoses.

Community Health Assessment

In 2021, alongside Cape Fear Valley Health System, we began the process of developing the 2022 Community Health Assessment with a community wide survey and input from residents during focus groups.

The results will be available in the first quarter of 2022 and will guide our work for the next five years.

Looking Ahead

As we move into 2022, health equity must continue to remain at the center of our public health work. We look forward to continuing to build partnerships and remaining engaged to improve the health of our community.

We will continue to lean into serving Cumberland County citizens with **PRIDE** (Professionalism, Respect, Integrity with accountability, Diversity, and Excellent Customer Service).

Visit our website and social media accounts for updates on health department programs and services at www.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



Dr. Cynthia McArthur-Kearney
Vice Chair



Dr. Hakkam Alsaidi
Optometrist



Dr. Connette McMahon
General Public Representative



Dr. Jeannette Council
Commissioner



Dr. William Kent Dean
Veterinarian



Sonja Council
General Public Representative



Dr. Sam Fleishman
Physician



John Larch III
Professional Engineer



Dr. Kingsley Momodu
Dentist



Stacy A. Cox
General Public Representative

Leadership Team



Dr. Jennifer Green
Health Director



Ashley Curtice
Deputy Health Director



Lori Haigler
Medical Director



Krystle Vinson
Director of Nursing



Candice York
Finance Director

Recognitions

Alliance Health Making a Difference Award

The Cumberland County Department of Public Health was honored because of exceptional efforts to provide services to the community during the COVID-19 pandemic. The agency provided current information and safety measures on COVID-19 for its staff and the community, and conducted a community-wide vaccine drive-through when the vaccine was made available.



Recognized by the Cumberland County School District and City of Fayetteville for our contribution to the COVID-19 pandemic

NC Governor and NCDHHS Secretary Visit COVID-19 Mass Vaccination Site



Cumberland County Public Health Director Dr. Jennifer Green gives Gov. Roy Cooper a tour of a Public Health COVID-19 vaccination clinic at the Crown Expo Center.



North Carolina Department of Health and Human Services (NCDHHS) Secretary Dr. Mandy Cohen, second from left, visits Cumberland County Department of Public Health workers at a COVID-19 vaccination clinic at the Crown Expo Center. Department of Public Health members pictured from left are Public Health Director Dr. Jennifer Green, Carla Marrier, Torica Fuller, Jennifer House and Ann Larmond.

Emergency Preparedness

Emergency Preparedness & COVID Administrations

MASS ADMINISTRATION of State appropriated quantities of Emergency Use Authorization COVID-19 vaccine in accordance with the State of North Carolina phased distribution plan.

MONITOR AND MAINTAIN the temperature of the vaccine according to manufactures recommendation.

ACCOUNTABILITY of all COVID-19 vaccine doses administered using the State Covid Vaccine Management System (CVMS).

COLLABORATE with community partners and organizations to provide satellite vaccination sites for disadvantaged and vulnerable populations.

ACQUIRE supplies/equipment to support vaccine administration.

COORDINATE with County and municipal transportation systems to provide safe transport to vaccination sites.

PROVIDE for scene safety and security at all County sponsored vaccination sites.

COMMUNICATE information about the vaccine and County sponsored vaccination sites to employees and the public.

COVID-19 Mass Vaccination Clinics

Crown Coliseum Complex Dec. 29, 2020 - June 30, 2021

125	Days
49,253	Doses Administered
394.024	Vaccines Administered per day (average)
6,719	Vision/Hearing screenings

On the busiest day of the clinic

8	Hours
1,695	Vaccines administered
211.825	Vaccines administered per hour (average)

More than **75 days** at mass vaccination sites for 6 months (Dec 2020-June 2021) and **more than 100 COVID-19 outreach vaccination clinics** in census tracts with a high social vulnerability index offering Pfizer, Moderna, and J&J

1853 at home COVID test kits

4 COVID-19 test sites at Abney, Manna, CCDPH by State-Approved Vendor

More than 260 radio, TV, and print interviews

Two visits by Governor Cooper to our COVID-19 vaccination site

More than 50 radio, television and social media posts and advertising



For more information on Emergency Preparedness: www.cumberlandcountync.gov/departments/public-health-group/public-health/community-services/preparedness-response



COVID-19

VACCINATIONS

228,805

residents vaccinated

68%

with at least one COVID-19 dose

CASES

40,000

new cases in 2021

55,053

cases since beginning of pandemic

DEATHS

365

deaths in 2021

511

deaths since beginning of pandemic

DEMOGRAPHICS

Cases

2020-2021

43.5% Age 25-49

52.7% Female

33.5% White

32.3% African-American

8.9% Hispanic

Deaths

2020-21

74% Hospitalized

84% Underlying health conditions

21% Resided in congregate living

57% Male

35% Male

40.6% White

3% Hispanic



For more information on COVID vaccinations:

www.cumberlandcountync.gov/covid19/vaccination

Grant Awards

\$64,000

To support the department in improving health outcomes by addressing social determinants of health including transportation to appointments, utilities, rent and childcare. Funding will also support the implementation of mobile outreach clinics.

Awarded in part by the Cornelia "Neill" Bullock Wilkins Charitable Endowment Fund for Health of the Cumberland Community Foundation, Inc.

\$2,000

Awarded to the Health Education division to provide the educational program **Get a Gold Medal Smile.**

Funding supported the distribution of 800 dental kits to daycares and families.

Awarded by Delta Dental Foundation's Smiles for Kids.



\$39,900

To address advancing equity in three main ways by:

- Forming an internal workgroup to address internal equity practices
- Forming an external workgroup to address equity at a community level
- Forming a robust communications plan and campaign.

Awarded by the Centers for Disease Control and Prevention via the North Carolina Department of Health and Human Services.



\$252,164

Awarded for Child Care Health Consultants (CCHS), health professionals with education and experience in child and community health.

CCHCs collaborate with directors, teachers, and family child-care providers to improve the overall quality of care for children, infant to 12 years of age.

A CCHC combines health expertise with knowledge of early care education best practices to help programs ensure healthy and safe learning environments.

Healthiest Cities and Counties Challenge-HCCC

Success Stories

Completion of a Community Food Environment Assessment

Fort Bragg and Cumberland County community members, including students from Methodist University and the Fayetteville Youth Council, surveyed healthy food options at 72 locations. This Food Environment Assessment generated opportunity sites to increase healthy food access and provided a valuable resource to the Food Policy Council.



Creation of the First Joint County-Military Food Policy Council

The Cumberland County Board of Commissioners has appointed 11 community members to the Joint Fort Bragg & Cumberland County Food Policy Council, making it the first-ever joint county-military food policy council. Members of the council have backgrounds in agriculture, local government, public health, education, and child/adult care.



BY THE NUMBERS

11

Candidates appointed to the Joint Fort Bragg & Cumberland County Food Policy Council

50

Community residents completed the Food Environment Assessment

3,203

Individuals reached through public communications



For more information on the HCCC grant: www.cumberlandcountync.gov/departments/public-health-group/public-health/community-services/healthiest-cities-counties-challenge



Grant Programs

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.



1 million views on our Military Tobacco Cessation Campaign



338 Cumberland County residents registered for Quitline NC services



10 new members in Region 6 Tobacco Prevention and Control Coalition



1 resolution signed by Board of Health to proclaim May 16, 2021 "No Menthol Sunday"



For more information on the Tobacco Control program:
www.cumberlandcountync.gov/departments/public-health-group/public-health/community-services/tobacco-control

Positive Parenting Program-Triple P

Used radio and digital media platforms through Beasley Media Group to promote Triple P Online to parents and caregivers within the service area.



23 Practitioners trained in Level 3 Primary Care

16 Practitioners trained in Level 3 Discussion Group

3 Practitioners trained in Level 4 Group

3 Practitioners trained in Level 4 Standard

2 Practitioners trained in Level 4 Standard Teen

47 **Total practitioners trained**



For more information on the Triple P program:
www.cumberlandcountync.gov/departments/public-health-group/public-health/community-services/triple-p

Cumberland-Fayetteville Opioid Response Team

After receiving funding approval from the County Commissioners and Alliance Health, Cumberland County Department of Public Health began distributing naloxone to the public, partner organizations, and first responders. This initiative aligns an ongoing effort by the Cumberland-Fayetteville Opioid Response Team (C-FORT) to improve the opioid response in Cumberland County.

Narcan given	971
Work established by NC Harm Reduction	
Overdose reversals reported to NCHRC staff	381
Naloxone distributed	2,087
Linkage to care: Directly connecting participants to other services	245
Various harm reduction services accessed	2,000

Community Events

Stop the Pain: Overdose Awareness Day

August 31, 2021

National Recovery Month

September 2021

Three events:

Carolina Treatments Center
Life Net Services
Fayetteville State

Methodist University

Two education events

Fayetteville Technical Community College

Educating nurses



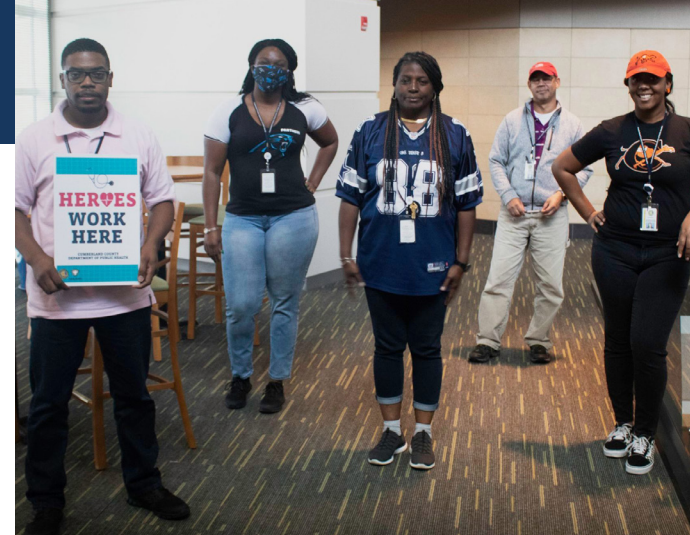
Environmental Health

Environmental and sanitation inspections (restaurants, daycares, hotels, institutions, tattoo parlors and other establishments)	2583
Food & Lodging (F&L) Permits Issued	338
F & L consultative Visits/Contacts	1315
Solid Waste Permits	320
Septic System Permits	2205
Septic Visits (evaluations; inspections; consultations)	3238
Well Visits (evaluations, inspections, consultations)	711
Complaint Investigations	321
Water Samples	293
Mosquito Dunks given out	203



For more information on Environmental Health:

www.cumberlandcountync.gov/departments/public-health-group/public-health/environmental





Women's Preventive Health Services

Family Planning (FP)

- 11,403** Family Planning services
- 163** BCCCP patients
- 3** Patients diagnosed with breast cancer

Breast and Cervical Cancer Control Program (BCCCP)

Pregnancy Test Counseling

- 493** Positive pregnancy tests
- 90** Negative pregnancy tests
- 583** Total

Maternity

- 632** Patients served
- 2,070** Prenatal care visits



For more information on women's preventive health services please visit:
www.cumberlandcountync.gov/departments/public-health-group/public-health/clinical-services/family-planning-maternity

Care Management Program Services

Adolescent Pregnancy Program (APP)

- 20** Enrolled for the year teen graduates high school seniors
- 8** High school senior graduates
- 6** Teen graduates attending higher education institutions and working
- 6** Working teens
- 2** Military teens
- 9** Activities completed during the year

All high school seniors enrolled in the program graduated from high school.

Care Management for High-Risk Pregnancy (CMHRP)

- 7,490** Families/members contacted
- 3,641** Member phone calls
- 3,849** Face to face member encounters
- 844** Sent Letters
- 23** Referrals
- 2,640** Attempted tasks- phone calls, visits, videoconference, text

Care Management At-Risk Children (CMARC)

- 2,242** Families/members contacted
- 1,762** Member phone calls
- 215** Face to face member encounters
- 126** Sent letters
- 807** Referrals
- 2,358** Attempted tasks: phone calls, visits, videoconference



For more information on the APP

program: [www.cumberlandcountync.gov/departments/public-health-group/public-health/community-services/home-visiting/adolescent-parenting-program-\(app\)](http://www.cumberlandcountync.gov/departments/public-health-group/public-health/community-services/home-visiting/adolescent-parenting-program-(app))

For more information on the CMHRP

program: www.cumberlandcountync.gov/departments/public-health-group/public-health/community-services/home-visiting/cmhrp

For more information on the CMARC

program: www.cumberlandcountync.gov/departments/public-health-group/public-health/community-services/home-visiting/cmarc

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 in 2021 due to COVID-19.



For more information on the Newborn/Postpartum Home Visiting program: www.cumberlandcountync.gov/departments/public-health-group/public-health/community-services/home-visiting

Women, Infants, and Children Nutrition Program

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

Due to the COVID-19 pandemic, WIC families were able to receive an increased in their monthly cash value benefit to buy healthy foods.

- \$24/month** Children
- \$43/month** Pregnant and postpartum participants
- \$47/month** Breastfeeding participants



For information on WIC services: www.cumberlandcountync.gov/departments/public-health-group/public-health/WIC



- 11,886** Monthly average caseload
- 101%** Percentage of base caseload served

Virtual Community Events
Womack Maternity Fair (September)

World Breastfeeding Week
Breastfeeding Webinar (August)

COVID-19 live webinar
August

Teen Wellness Clinic

The Teen Wellness Clinic (TWC) is a clinic designed specifically for teens between the ages of 12-19 years of age.

Teens are served in various other clinics in the health department and their data is reflected in the individual clinic information found in this document.

Adult Health Primary Care Clinic

During 2021, 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.

318 Patients

748 Visits

Cumberland HealthNet specializes in seeing patients with a diagnosis in diabetes, hypertension, congestive heart disease, and asthma.

543 Individuals seen

Immunizations Clinic

3,425 Clients Served

6,632 Vaccine Given

872 Flu Vaccines

Child Health Clinic

717 Well Exams

548 Sick Visits

1,502 Labs

7,399 Total Services



For more information

Teen Wellness Clinic: www.cumberlandcountync.gov/departments/public-health-group/public-health/clinical-services/teen-wellness-clinic

Adult Health Services: www.cumberlandcountync.gov/departments/public-health-group/public-health/clinical-services/dental-adult-services/adult-health

Immunizations and Child Health Clinic: www.cumberlandcountync.gov/departments/public-health-group/public-health/clinical-services/immunization-clinic/child-health-clinic

Immunizations Clinic: www.cumberlandcountync.gov/departments/public-health-group/public-health/clinical-services/immunization-clinic/immunizations



Health Education

This year, the Health Education Division (HED) facilitated the initial survey process for the 2021 Community Health Needs Assessment as a part of the regional Health ENC alliance.

Through collaboration with local agencies, targeted solicitation at outreach events and mass vaccination clinics, **educators collected 1,545 surveys from Cumberland citizens.**

Programs and outreach were limited due to COVID-19. However, in 2021 staff were able to use virtual spaces to facilitate the following:

5	Signature programs
15	Drive thru outreach events
3,975	Materials distributed
207	Teens reached
60	Primary school-aged reached
394	Baby Store clients
10	Media campaigns
1	New collaborations
8	Community groups



For more information on Health Education programs:

www.cumberlandcountync.gov/departments/public-health-group/public-health/community-services/education

Communicable Disease Control

Epidemiology (EPI) and Sexually Transmitted Infections (STI) Clinic

EPI Clinic

1,850 Patients
1,762 Visits (TB)
1,185 Visits (Communicable Disease)

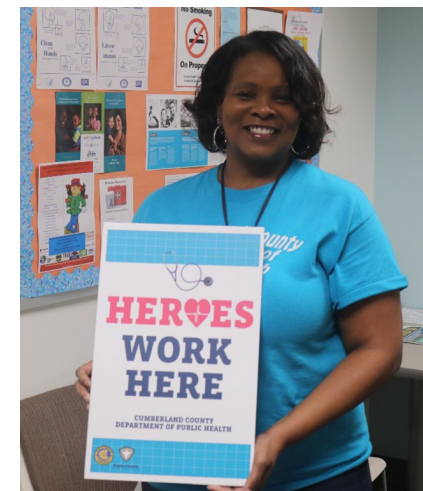
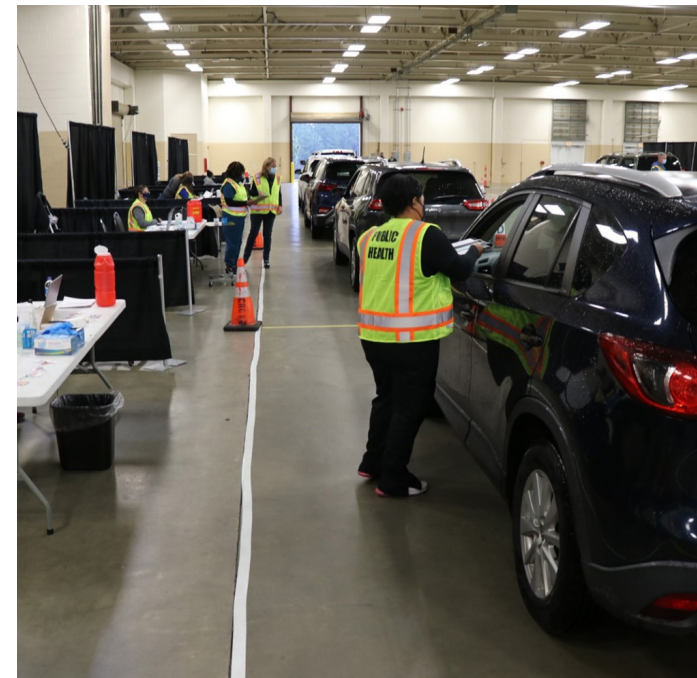
STI Clinic

4,248 Patients
6,652 Visits



For more information on Communicable Disease Control Services: www.cumberlandcountync.gov/departments/public-health-group/public-health/clinical-services/sexually-transmitted-infections

County Population	339,667
Chlamydia	4,022
Gonorrhea	1,767
Nongonococcal Urethritis (NGU)	166
Primary Syphilis	41
Secondary Syphilis	49
Early Non-Primary Syphilis	64
Syphilis of Unknown Duration	117
HIV	Incomplete data – 62 (Jan – Sep)
AIDS	Incomplete data – 37 (Jan – Sep)
Hepatitis B – Acute	6
Hepatitis B – Chronic	23
Hepatitis C – Acute	1
Hepatitis C – Chronic	242
Tuberculosis	6
Foodborne Illnesses (Salmonella, Campylobacter, E. coli, Hepatitis A, Listeria, Cryptosporidiosis, Vibrio (non-cholera))	118
Waterborne Illnesses (Legionella)	3
Vectorborne (Rocky Mountain Spotted Fever, Malaria)	7
Other Bacterial/Viral Illnesses	39
**STI Clinic – Total Services	**112,517



School Health

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

However, due to the pandemic, schools were closed for a large part of 2021 and the closings impacted many of the school health services.

School nurses were assigned to contact tracing, the COVID hotline and administered immunizations during this time.

1,881	Counseling sessions provided
467	Presentations provided to students and staff
6,150	Presentation attendance
6,719	Vision/hearing screenings
12,231	Student encounters

**Data above represents the 2020-2021 School Year*



For more information on School Health:

www.cumberlandcountync.gov/departments/public-health-group/public-health/community-services/school-health

Pharmacy

Cumberland County Medication Access Program (CCMAP)

431,116	Prescriptions dispensed since opening with a value of \$132.3 million
462	Average monthly prescription requests
26,673	Yearly prescriptions (valued at \$6,582,678)



For more information on Pharmacy Services:

www.cumberlandcountync.gov/departments/public-health-group/public-health/clinical-services/pharmacy

Medical Laboratory

The CCDPH Laboratory is a full-service Clinical Laboratory Improvement Amendment (CLIA) certified Laboratory with two certificates:

- Certificate of Compliance to perform Moderate Complexity Testing
- Certificate of Waiver to perform waived testing.

The laboratory is staffed by four techs and two contract phlebotomists.

In 2021 the CCDPH tested and processed 28,676 specimens.

The laboratory is currently enrolled in a proficiency program with the American Proficiency Institute in which all lab staff participates quarterly to verify competency.

The CCDPH lab is inspected every two years by CLIA.

CBC	Glucose	1 HR Maternity Glucose	Rapid Strep
Hemoglobin	3 HR GTT	RPR	RPR Titer
Urinalysis	Microscopic	Urine Culture	KOH Prep
Urine Pregnancy	Serum Pregnancy	Gonorrhea Culture	Wet Preps
Gram Stains	Stat Male Smears	Influenza A/B	COVID Antigen
Rapid HIV	RSV	Monospot	



For more information on Laboratory Services: www.cumberlandcountync.gov/departments/public-health-group/public-health/clinical-services/medical-laboratory

Medical/Vital Records

Medical Records

135,261	Scanned records
32,187	COVID documents scanned
740	Medical records Request

Vital Records

6,790	Certificates of Birth
3,195	Certificates of Death
61	Fetal Deaths
116	Affidavits of Parentage



For more information on Medical/Vital Records: www.cumberlandcountync.gov/departments/public-health-group/public-health/vital-medical-records

Human Resources

259	Positions
58	New employees
16	Promos
80	Licensed medical staff



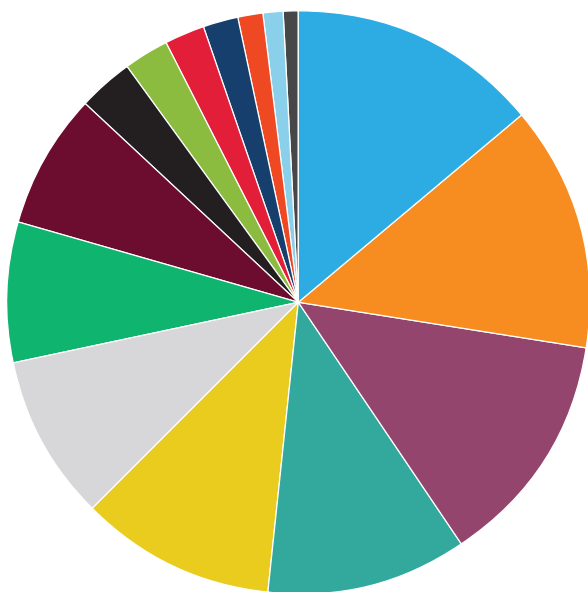
For more information on Human Resources:
www.cumberlandcountync.gov/departments/hr-group/human-resources

Student Internships

20	Total number of interns
11	Administrative interns
9	Clinical interns
13	Total number of colleges



For more information on Student Internships:
www.cumberlandcountync.gov/departments/public-health-group/public-health/about-us/internships-volunteer-opportunities

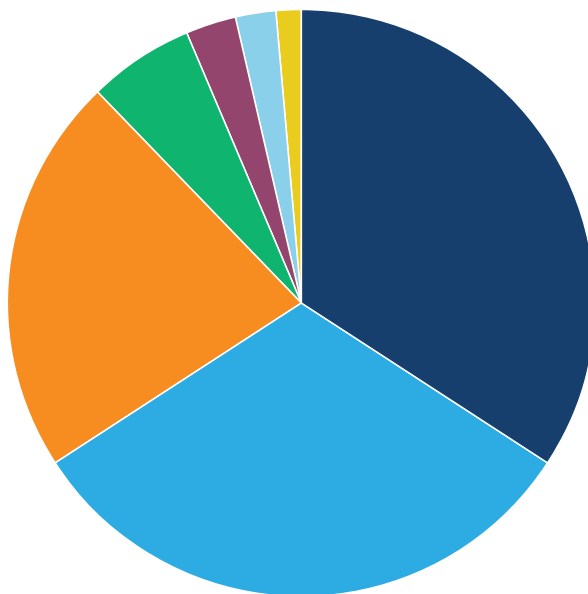


Programs

\$2,857,990	Administration
\$2,756,716	COVID
\$2,689,327	Women's and Child Health
\$2,291,866	WIC
\$2,197,451	School Health
\$1,880,022	Child Coordination/Pregnancy Case Mgmt
\$1,560,855	Environmental Health
\$1,506,975	Communicable Disease/STD

\$622,725	Immunization
\$541,987	Grant Programs
\$446,528	Pharmacy
\$411,479	Laboratory
\$265,508	Health Promotion
\$248,669	Adult Health
\$122,154	Tobacco Prevention

\$20,400,252



Source

\$6,986,380	State
\$6,465,436	County
\$4,458,086	Medicaid
\$1,203,907	Fees
\$552,693	Cumberland County Schools
\$470,068	Grants
\$263,682	Fund Balance

\$20,400,252



CUMBERLAND COUNTY

NORTH CAROLINA

Department of Public Health

www.cumberlandcountync.gov/health