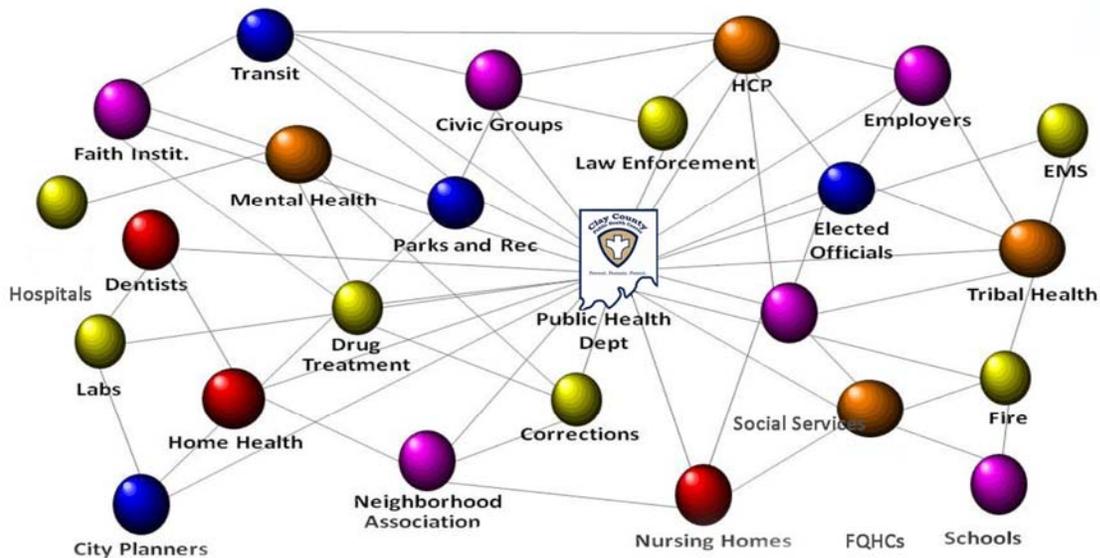


PARTNERS *for* COMMUNITY *health*



ANNUAL REPORT

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Clay County Public Health Center

Director's Message

Our Vision is to empower all people in Clay County to lead healthier lives!

Our commitment to you is to provide the highest standard of public health services to all residents and visitors in Clay County. Our professional staff works hard every day to demonstrate that commitment and be accountable to you, the taxpayer.

Yours in Good Health!



Gary E. Zaborac,
Director of Public Health

Welcome to our 2014 Annual Report! The following pages offer a brief review of the many accomplishments of the Clay County Public Health Center during 2014. We continue to work hard every day to assure conditions exist in which all of our citizens can be healthy. Our Board of Health is committed to providing the highest standard of public health services to the residents of Clay County. Our vision remains to "Empower the people of Clay County to live healthy lives!"

Highlights during 2014 include:

- * Implementation of year two of the **2013-2015 CCPHC Strategic Plan**. To learn more about our Strategic Planning efforts please visit our website, www.clayhealth.com, and select the "About Us" tab to open a copy of our Strategic Plan. To date we have already accomplished eighty-three percent of our plan's goals within two years!
- * In April we had our site visit from the Public Health Accreditation Board (PHAB) site visit team to determine whether or not we would become one of the first local health departments in the US to become nationally accredited. In October PHAB recommended that we further develop three areas and additional documentation before their final accreditation decision can be made. We are actively working on those areas and expect a final decision by the fall of this year.
- * Our staff continued to develop Community Health Assessment Data sets and Community Health Profiles to assist Clay County communities in developing individualized **Community Health Improvement Plans**. This is an important task for us as we engage in efforts to educate our population on the health issues affecting our communities. Our first effort, a 3-year plan called LCHAT (Liberty Community Health Action Team), is now in year two. This is a collaborative partnership of a large variety of stakeholders in Liberty which includes the health center, Liberty Hospital, Liberty Parks & Recreation, and Liberty School District. We are hopeful it becomes a model for other Clay County communities to use.
- * We had a lead role in the investigation and containment of a measles outbreak in Clay County. Due to the outstanding work of our staff the illness was contained to the immediate family and didn't spread any further in Clay County!
- * Our staff were busy monitoring a family who traveled to a country impacted by Ebola. They were monitored for signs and symptoms of disease for the required 3 weeks. Fortunately the family did not get ill and the population in Clay County was not at risk at any time during this period.

In order to be successful in assuring conditions exist for people to be healthy, it takes a strong network of collaborative partners. We extend a sincere thank you to each of you, our partners in the local public health system in Clay County!

Board of Health



Patricia Dixon,
Chair



Freddie Nichols,
Treasurer



Russell Andrews,
Vice-Chair



Cherie Journée,
Vice-Secretary



Kathy Ellermeier,
Secretary

The Board of Health is responsible for adopting policies, plans, and for oversight of the operation of the Clay County Public Health Center. They are also responsible for setting the annual public health tax levy rate and adopting an annual budget. The Board is instrumental in designing the strategic plan, implementing public health programs and adopting public health ordinances. The Board meets at the health center on the second Thursday of each month at 6:30 pm in Conference Room #2. Meetings are open to the public. Agendas and meeting minutes are available on the www.clayhealth.com website. In addition to regular monthly meetings, Board members attend meetings of community chambers of commerce, economic development, tax increment financing and other non-profit public health partner meetings. Board members are elected to four-year terms in a non-partisan election and receive no salary.

During the course of each year, approximately six educational sessions are held for Board members in addition to the regular meetings. At least once a year a special board meeting is called to set the annual tax levy. In addition, Board members frequent staff celebrations, provide an Employee Appreciation event and are actively engaged in the national accreditation process (PHAB).

Board of Health Significant Accomplishments in 2014

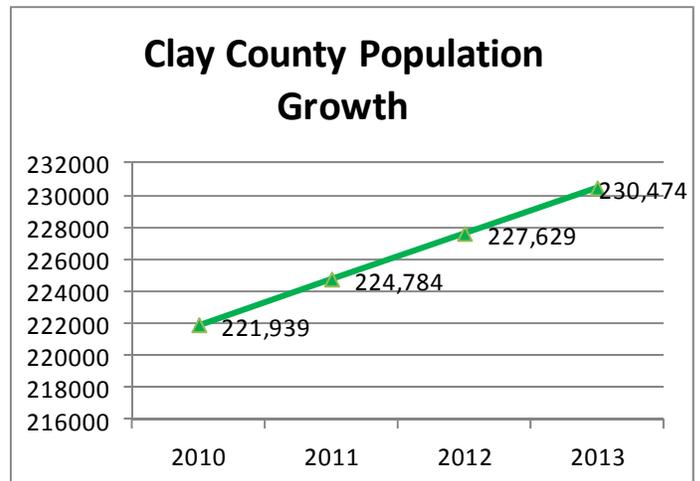
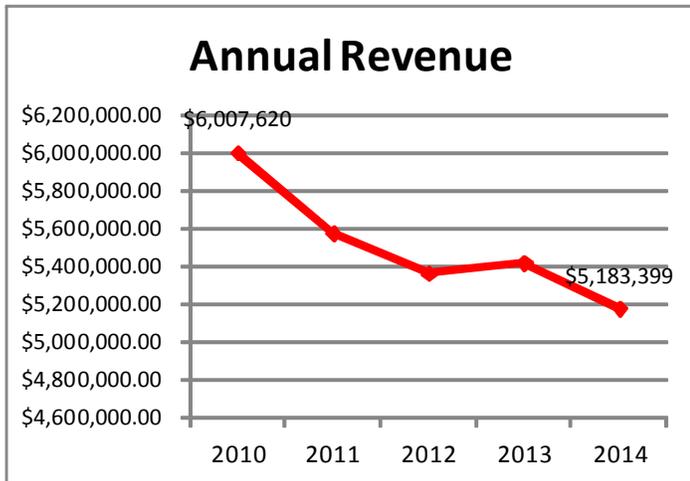
- * Oversight of a balanced budget in FY 2014
- * Approval of a balanced budget for FY 2015
- * Conducted an Annual Self-Assessment of the Board's strengths and weaknesses and implemented an action plan.
- * Continued oversight of the 2013-2015 CCPHC Strategic Plan – The board receives monthly progress updates. Significant accomplishments made in the second year of the strategic plan include:
 - ⇒ Updates to all CCPHC Community Health Data Sets - these data sets are found on our website
 - ⇒ Adoption of a comprehensive workforce development plan and established performance measures for CCPHC staff
 - ⇒ Review of National Public Health Competency Assessments Performance Improvements in Year 2
 - ⇒ Approval of the CCPHC Operational and Financial Plan
- * Review and adoption of improvements to the Clay County Pool, Spa and Spray Ground Ordinance (code)
- * Approved the expansion to 5 days a week for primary care services delivered by Samuel U Rodgers Health Services at the health center's location assuring continued access to health care
- * Continue to receive education/trainings in the areas of finance, operations, legislation, and ethics on a monthly basis
- * Members attended the National Association of Local Boards of Health annual conference to remain current on national public health trends and practices

Financials

2014 Revenue / Expenses

Revenues	2014
Taxes	\$3,831,344.65
Interest	\$30,390.24
Vital Records	\$241,045.00
Fees	\$234,653.84
Medicaid/Medicare	\$54,981.34
DHSS (Federal grants)	\$594,171.06
DHSS (State grants)	\$148,680.10
Other Sources	\$15,519.11
Local Grants	\$25,760.82
Other State Depts.	\$6,853.14
TOTAL	\$5,183,399.29

Expenditures	2014
Salaries / Wages	\$2,723,376.41
Fringe Benefits	\$1,146,033.79
Supplies / Equipment	\$156,638.25
Contract Service	\$406,203.12
Travel	\$34,839.75
Utilities / Rent	\$73,996.36
Interest / Lease Purchase	\$52,974.94
Depreciation	\$277,163.06
Amortization	\$3,071.61
Miscellaneous	\$5,745.80
TOTAL	\$4,880,043.09



The charts above show two distinct trends over the last five years. The first shows a **16% decrease** in revenue available for prevention programs and services. The second shows the consistent increase in population. The result has been a **28% decrease** in our ability to invest in programs and services that prevent costly communicable and chronic diseases in the population of Clay County. Chronic disease outcomes in Clay County continue to remain at unacceptable levels. In 2012 over 278 million dollars in hospitalization charges occurred for treatment costs associated with Heart Disease, Cancer, Diabetes, and COPD in Clay County residents! This trend is mirrored by the State of Missouri, which unfortunately ranks last in the nation for state funding of public health. Not surprisingly Missouri health status indicators continue to remain near the bottom when compared to the rest of the country. **Lack of spending on prevention directly correlates with poorer health outcomes and an increase in associated costs to treat them.** To offset the decline in resources, CCPHC continues to develop and work with local partners interested in participating in population health improvement initiatives. The list of partnerships continues to grow, but there is much more to do than the current resources and alliances can address.

12 Essential Public Health Standards

The following 12 standards were adopted by the national **Public Health Accreditation Board** to standardize expectations for local public health agencies and their partners.

Essential Standard #1

Conduct and disseminate assessments focused on population health status and public health issues facing the community

- * Environmental Assessment for Clay County in progress to focus on the environmental factors impacting health
- * **Northland Health Care Alliance** formed from Community Wellness Key Priority Area of Vision North 2015
- * Gladstone City Health Profile distributed to city leaders
- * Data assessments compiled for Gladstone, Liberty, Kearney, North Kansas City, Smithville and Excelsior Springs. Condensed versions being prepared for release in 2015
- * Clean Air Kearney Survey to assess community's opinion on need for tobacco ordinances
- * New technology acquired to survey communities including hardware/software and internet based tools

Essential Standard #2

Investigate health problems and environmental public health hazards to protect the community

- * Measles outbreak contained to one family of four
- * Ebola—timely Ebola updates shared among community partners via FAX, media and website
- * Monthly Epidemiology Bulletins for Medical providers
- * School Syndromic Work—5 School districts participating
- * Food Recalls—25
- * Respond/resolve complaints
 - Food complaints—110
 - Onsite Sewage Complaints—11
 - Pools—0
- * Animal Examinations-Rabies—29

Essential Standard #3

Inform and educate about public health issues and functions

- * Ebola and Measles communications to medical partners and community through media releases, health alerts and social media
- * Continue to provide for Student Rotations from **Schools of Nursing**
- * New **CAPS** program agreement with local high schools
- * New designated breastfeeding room for staff and guests
- * Significantly increased social media presence through Facebook (465%), Twitter (379%) and Website (2.5%)
- * Published and distributed the 2013 Annual Update of the Clay County Community Health Improvement Plan

Essential Standard #4

Engage with the community to identify and address health problems

- * Participation in the **Northland Coalition** to assure youth/adult participation on tobacco and injury prevention initiatives
- * **LCHAT**- surveyed the Liberty community to gather input on reduction of obesity in children aged 10-14 years
- * Beans & Greens Program - Increased access to healthy foods through **SNAP** and local **Farmers' Markets**
- * **Northland Mother & Child Health Partnership** supports main goals - mental health, tobacco, breastfeeding and OB-GYN & Pediatric Primary Care access

LCHAT Steering Committee:

Janet Bartnik-Snook, Liberty Parks & Recreation., Diane Kipping, Liberty Hospital, Rebecca Fisher, Liberty School District, CCPHC Director Gary E. Zaborac, and community partners gather to address childhood obesity.



Essential Standard #5

Develop public health policies and plans

- * CCPHC's Public Health Emergency Preparedness Plan scores 100% on **CDC/DHSS** annual Technical Assistance Review
- * Updates and revisions to the local ordinance on Pools/Spas/Spray Grounds were approved by the board of health using stakeholder feedback and national standards
- * Breastfeeding Initiatives for Employers Support/Policies
- * Pool/Spa/Spray Ground Code stakeholders came together to review and provide feedback on our local ordinance
- * LCHAT— Supported **Liberty Public School District** Policy Change – School Wellness Policy and healthy vending

Essential Standard #6

Enforce public health laws

See environmental health - page 10 for more information

Food Establishment Inspections	1,391
Temporary Food Inspections/Permits	161
Food Operating Permits Issued	567
Food Managers Trained	99
Food Handlers Trained	1,068
Pool/Spa Permits	101
Pool/Spa Inspections	276
Onsite Sewage Permits	68
Onsite Sewage Inspections	97



Owners, operators and consumers of public pools and spray grounds gather to review Pool/Spa codes for updating.

Essential Public Health Standards (continued)

Essential Standard #7

Promote strategies to improve access to health care services

- * Women's Health Expansion of Partnership with **Saint Luke's Health System** resulted in treatment of 68 uninsured women
- * Expansion of STD services through our QI Process doubled the number of STD's identified and treated
- * **Samuel U. Rodgers Health Center (SUR)** offered enrollment assistance in the Healthcare Marketplace. Approximately 7,000+ Clay County residents were enrolled in the Marketplace by January 2015
- * Agreement to expand **SUR** Clinic Hours and Programs/ Services increased clinic hours by 40%
- * Established The **Diversity Advisory Council on Health Equity** in October of 2014



The **Diversity Advisory Council on Health Equity** was formed in October 2014. It is an ethnically diverse coalition developed to understand, communicate and overcome barriers to preventive and primary care health resources. Over 30 ethnically diverse communities are represented at these meetings.

Essential Standard #8

Maintain a competent public health workforce

- * Annual evaluations showed an increase in staff's understanding of public health core competency averages increased to 3.11 from 2.85 in 2013 (on a 4 point scale)
- * LCHAT Team to **National Leadership Academy for the Public's Health** included Director of Public Health
- * **National Voluntary Retail Standards** Assessment started
- * **National Quality Improvement Training** received by all managers
- * Armed Intruder Training by **Clay County Sheriff's Office**

Essential Standard #9

Evaluate and continuously improve health department processes, programs, and interventions

- * Performance Management implementation throughout the health center—both programmatically and operationally
- * Free Flu Clinic combined with Emergency Response Exercise
- * Quality Improvement projects included:
 - ⇒ Increase to STD testing and treatment
 - ⇒ Efficiency in back up and security of data
 - ⇒ Review of website and communications

Essential Standard #10

Contribute to and apply the evidence base of public health in practice

- * **UMKC Study on Fluoride Varnish**—preliminary draft released for review. Total of 347 WIC children participated over the past 5 years. Initial results suggest the fluoride varnish is effective at preventing dental caries and improves access to oral health treatment
- * Director of Public Health selected for a discussion panel at national conference to discuss CCPHC's application of **evidence based decision making** in the delivery of health services/programs
- * **UMKC Muscle Study** published confirms benefits of exercise for older adults including those programs supported by CCPHC

Essential Standard #11

Maintain administrative and management capacity

- * IT quality improvement process resulted in improved data back up procedures
- * Director of Operations and Human Resource Officer completed the **National Human Resources Certification and Northland Regional Chamber of Commerce Leadership Program**.
- * One employee completed the **Doniphan Leadership Academy**



The **UMKC School of Nursing and Health Sciences' Muscle Study** was re-released in the March/April 2014 *Nursing Research Journal*. The research was part of a 10-week study on the impact of exercise in older adults. The CCPHC older adult program, PEPPi was part of this research. This evidence-based program study suggests that when a previously inactive senior engages in exercise for 10 weeks, significant gains in strength are achieved. The project was also supported by **Clay County Senior Services**.

Essential Standard #12

Maintain capacity to engage the public health governing entity

- * Board members maintain **National Association of Local Boards of Health** membership . Freddie Nichols, Board Treasurer serves as President of the **MO Association of Local Boards of Health**
- * A minimum of four board trainings are presented annually to the Board including Sunshine Law, Financial Disclosure, Board By-Law Review and Revision, and review of pending legislation
- * Annual Self-Assessment and goal setting by Board
- * Monthly Board Reports include program services, performance measure statistics, quality improvement reports and activity reports as well as updates on the strategic plan and health improvement plans

Programs & Services

Personal Health Services

Our *Women's Health Clinic* serves female adolescents and women up to age 65 who are uninsured or have Medicaid. It is funded, in part, by a contract with the **MO Department of Health & Senior Services**. The program is known as *Show Me Healthy Women (SMHW)*. The Nurse Practitioner and Registered Nurses provide services including, but not limited to, screening for breast and cervical cancer, contraceptive counseling and management, menopausal management and hormone therapy, treatment and consultation for gynecological issues, screening for sexually transmitted diseases plus treatment and risk reduction education. Case management is also provided.

CCPHC partners with **Saint Luke's Health Systems** to obtain free mammograms for clients who cannot afford them. This partnership provided necessary services for 68 women in 2014.

The Women's Health Clinic served 791 clients providing 3,101 services. 474 of those clients were family planning clients, 62 were SMHW clients, and 255 were women seeking other services. Nursing staff have case managed 246 referrals through the clinic including, but not limited to, Gynecology, Mental Health, Primary Care and Imaging Centers. Referrals have been made for 73 clients with an abnormal mammogram and/or abnormal pap smear results.

The *STD Clinic* screens for Gonorrhea, Chlamydia, Syphilis, HIV and Hepatitis C. Treatment is offered for those testing positive and their partners. Services were expanded in 2014 to assure that everyone needing testing could access it.

Significant Event:

- * Using a QI process, staff explored options for expanding the STD Clinic. Sexually transmitted diseases are the leading communicable/infectious disease issue in the county. Between July and December the clinic saw a 100% increase in the number of clients from last year (from 172 to 344 clients receiving testing & treatment)
- * Staff assisted **KomenKC** organization in hosting a focus group of women from diverse backgrounds to develop a community profile on the status of breast health.

Contracts/Fees: \$ 39,666.64
Local Funds: \$ 314,272.68

Older Adult Programs

The Clay County Public Health Center continues to address the issue of falls among older adults through support from **Clay County Senior Services** and community organizations in 2014. Classes to reduce the risk of falls are led by volunteers at numerous sites. The health center provided master coach/leader training.

Served:

· Matter of Balance-fall prevention course	36
· PEPPI—Exercise program	356
· Volunteer hours for programs	1,501

Clay Co. Senior Services Grant: \$25,760.82

Birth/Death Certificates

The Director of Public Health serves as the deputy registrar for the State Vital Records Registry in Clay County. Registrars provide certified copies of birth and death records.

* Death records filed for funeral homes	581
* Death Certificate copies-Funeral Directors	3,779
* Birth & Death certificates issued	15,490
Fees Received:	\$ 243,229.88

Clay County Chronic Disease Primary Prevention (CDPP) Program

CDPP is a new contract obtained in 2014 to build capacity in Clay County to improve Chronic Disease Primary Prevention efforts. Gladstone was selected as the focus area. The goal is to increase the number of environmental policy and system changes in tobacco use, physical activity and healthy eating/healthy living. The first year focus was on baseline assessments.

Significant events

- * Gladstone CDPP Coalition was established between the health center, North Kansas City Schools, Gladstone Park & Recreation, Gladstone Community Center, Mid-Continent Library, Hy-Vee, University of MO Extension and consumers.
- * Community-wide health promotion program "Strive to Thrive" focusing on servings of fruits and vegetables and number of miles/minutes exercised.
- * Gladstone ordinance enacted banning e-cigarettes in public buildings and parks in addition to the existing tobacco ordinance.

Comprehensive Tobacco Control Program

The priority focus is to prevent and reduce tobacco use and secondhand smoke exposure through school smoke free campus policy review and youth tobacco prevention activities. Training is also a part of this program.

Significant events

- * "Clean Air Kearney" subcommittee formed within **Kearney-Holt Community Action Now (CAN)** a school and community-based task force focusing on tobacco, alcohol, other drugs and violence.
- * **Kearney and Smithville High Schools** received Youth Leadership mini-grants. Students were trained in Making Our Mark. Kearney High School SADD students & mentor hosting Protect Us Not Tobacco (PUNT) night at local football game.

Programs & Services

Women, Infants & Children Supplemental Nutrition Program (WIC)

WIC served 23,472 pregnant, postpartum, and breastfeeding women, infants (0-12 months) and children up to their fifth birthday. Qualifying for the program includes meeting financial guidelines and being at nutritional risk. Partial funding for the program is from **USDA**.

WIC provides a full-time breastfeeding peer counselor as well as 11 other staff including two nutritionists, four full time nurses, two part time nurses and two part time WIC certifiers and one WIC coordinator.

Significant Event: In 2014 the rate of Clay County infants still breastfeeding at 1 & 6 months of age were higher than the state rates.

USDA/WIC:	\$ 409,615.84
Local Funds:	\$ 294,836.88

Immunizations

Vaccines for Children (VFC) & Adults are available. Fees, Medicaid/Medicare help cover the cost.

Significant Event:
A free influenza vaccine clinic was held as part of an emergency response exercise in October. 103 people were vaccinated during the 4 hour event.

# Immunization clients	2,234
# Vaccinations given:	7,048

Fees/Medicaid:	\$ 78,051.11
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Dental Screenings/Education

Registered Dental Hygienists visit all public elementary schools in Clay County twice a year; once to screen children for dental issues and make referrals and then to provide dental/oral health education using a curriculum that was developed by CCPHC and designated as a Model for Dental Health Education in Missouri. Twelve percent of children screened are referred for dental health services.

Significant event:
In addition to the school-based program, the dental hygienists are conducting (in cooperation with **UMKC-School of Dentistry** and **Department of Health and Senior Services**) a 5-year study on the impact of fluoride varnish on WIC children age 0-5 years. The study completed its 5th and final year in 2014 (see page 7 for more information)

# Served: Dental Screenings	19,038
Dental Education	19,005
Education Sessions	545
Fluoride Varnish Enrollment	350
Local Funds:	\$ 127,231.31

Children's Health

The Injury Prevention Program is accomplished through assessment of current laws, policies, practices and interventions addressing education, advocacy and changes in social norms. Safety topics addressed are: risky driving and traffic safety practices—(pedestrian, bicycle safety, speeding, seat belts, distracted, impaired driving, teen substance use, and alcohol, prescription and over-the-counter drug misuse). The program is partially funded by a contract from the MO Department of Health & Senior Services and works in collaboration with the **Northland Coalition** and **Tri-County Mental Health Services**.

Significant events

- * Three Clay County-based high schools (3,047) increased use of seat belts to 85% through Battle of the Belt program.
- * Lending Library loaned pregnancy models, hand-washing kits and safety videos to day cares and schools (636 students)
- * Suicide Prevention message "Live Your Life" reached 2,289 Liberty students.

Buckle Up Clay County

This project works with families receiving WIC services in outreach, education, and installation of proper child passenger restraints for their children. Through a partnership, **Liberty, Gladstone and Excelsior Springs Fire Departments** and the health center (CCPHC) conduct on-site safety checks for WIC clients that allows staff to educate families in the "why" of car seats. The fire departments will directly support families with the "how." **Children's Mercy Hospital** provides the expertise and guidance to train and certify staff as well as provide continuing education. It is funded by the **MO Department of Transportation**.

- * Seventy-eight adults were trained in child passenger safety
- * Ninety-nine child safety seats were inspected and 95 seats were distributed.

Served: 177

Fees/Contracts:	\$ 40,926.92
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Prenatal Case Management

The Prenatal Case Management program began in February of 2014. Seven RN case managers are currently managing high risk prenatal clients. They provided risk assessments on 270 potential clients and have case managed 138 clients. As part of the case management program and in conjunction with the Safe Crib program, the nurses do home visits to assess home safety, offer breastfeeding support, and provide a pack and play crib for families unable to provide a safe sleeping solution for their newborn.

Significant Event: Since instituting the Safe Crib program in November of 2014, a homeless mom who was "couch surfing" had been sleeping with her infant child on her chest. Through the safe cribs program, mom was provided with a pack and play crib to use so both she and baby can have a safe, good night's rest.

Programs & Services

Environmental Health

The environmental program utilizes stakeholder input in reviewing and revising of health codes to prevent the spread of food-borne and water-borne diseases. Once the review and input is considered and compared to national and state standards, the Board of Trustees reviews and adopts the codes. Currently there are four ordinances (codes) in Clay County: Swimming pools/spas; On-site Sewage, Vector Control and Food. The inspectors enforce the codes with all public entities through permitting, regular inspections and complaint follow-up. Information on numbers regulated can be found on page 6 of this document. Numerous food handler and manager classes are held throughout the year.

Significant events: In 2014 the health center signed a reciprocity agreement with 5 other local public health departments in the metro area that will allow food handlers to get training at any of the agencies that is more convenient and accessible to them to be able to be readily employed in the food service industry.

Fees/Contracts: \$ 171,894.00
Tax Levy: \$ 362,981.49

(Pictured right) Nearly 60 staff members and volunteers participated in a flu clinic exercise at Gladstone Community Center. Over 100 residents took advantage of the free flu shots and an opportunity to observe CCPHC and its partners test communication and other equipment as part of its annual exercise

PH Emergency Preparedness

CCPHC maintains an all-hazard public health emergency plan. The **CDC & State Emergency Management Agency** reviewed the plan. A score of 100% was received from the state and federal level.

Significant Events: Increased the number of Closed Points of Dispensing (PODS) with Memorandum of Understanding to 23. This will potentially serve 81,000 citizens of Clay County.

Fees/Contracts Income: \$ 123,431.15
Local Funds: \$ 29,410.55



Communicable Disease (CD)/Epidemiology (Epi)

CD/Epi program staff respond and investigate reports of communicable/infectious diseases to prevent the spread of disease in our population as required by MO State Statutes. These highly skilled individuals include staff with backgrounds in medicine, veterinary science, nursing, and advanced degrees in public health. Staff conducts weekly School Syndromic Surveillance with five **public school districts** in the county. They also are responsible for collecting and analyzing data to create Community Health Profiles for the cities and communities surrounding **Gladstone, Kearney, Liberty, Excelsior Springs, Smithville and North Kansas City**. These profiles are due for release to the public in 2015. Additionally, an EPI Bulletin is produced and circulated monthly to keep health care providers, laboratories and hospitals apprised of disease trends and new information critical to disease containment.

Significant events:

- * The School Syndromic Surveillance program was named a *Model Practice* by the **National Association of City and County Health Officials** at their 2014 annual conference in Atlanta
- * Staff took a lead role in the investigation and containment of a measles outbreak in Clay County. Due to the outstanding work of the staff, the illness was contained to the immediate family and didn't spread any further in Clay County! Staff partnered with a nurse with the same cultural background to assure that the family understood the health information and services provided
- * Our staff were busy monitoring a family who traveled to a country impacted by Ebola. The family was monitored for signs and symptoms of disease for the required weeks. Fortunately the family did not get ill and the population in Clay County was not at risk at any time during this period

In-Jurisdiction Disease Reports: 547 Fees/Contracts: \$ 34,657.26
Out of Jurisdiction Disease Reports: 679 Local Funds: \$ 64,714.99
Latent TB Infection cases managed: 4



CD/Epi team members Nkolika Obiesie, Corrie Courtney & Jody Light proudly display the plaque received from NACCHO recognizing the School Syndromic Surveillance System as a model program.

New Initiatives in 2014

Community Development

As data profiles are presented to cities, interested organizations and individuals begin working together to learn different ways to address local health issues. It is the role of the Community Development Specialists (CDS) to work with these communities in making sustainable plans and realistic goals for community health improvement. The CDS also work with groups that represent the whole county, a city such as Gladstone for the **Chronic Disease Primary Prevention Program** (page 8) or a regional group such as the **Diversity Advisory Council on Health Equity** (page 7) or the **Northland Maternal/Child Health Initiative** (below). In 2014 three of the four staff received their Certificate of completion from the Community Development Academy of the **University of MO-Columbia Extension**. This program provided tools and ideas on community engagement, strategic planning and reporting.

Significant events:

- **Liberty Community Health Action Team (L-CHAT)** - Is addressing obesity rates in 10-14 year olds.
- The **Northland Mother & Child Health Partnership** began in April and has expanded into a two-county initiative (Platte and Clay Counties). Their four goals address Tobacco, Access to Prenatal Care, Mental Health and Breastfeeding.
- **Gladstone Community Health Profile** released to community leaders for review and input (see below)
- Newly formed **Northland Health Care Alliance** (from Vision North 2010 Community Wellness KPA) are utilizing the MAPP process in preparation for the 2015 Community Health Needs Assessment and Community Health Improvement Plan.



Northland Mother and Child Health Partnership of Clay-Platte Counties have established SMART goals and objectives that have resulted in the cities of Liberty and Gladstone as well as area hospitals and the health center being awarded state and local designation as breastfeeding-friendly worksites.

Those goals are to increase breastfeeding support policies, support strong tobacco policies, assess availability of OB-GYN, pediatric, primary care, and mental health services.

Gladstone, Missouri Community Health Profile 2014



A profile of the health indicators of Gladstone was developed by the epidemiologists and presented to city leaders for input prior to releasing to the public. Between May and August, Community Development Specialists also surveyed community members for their opinions on the health issues facing Gladstone residents. Special workgroups designated by city council will begin work in early 2015 on improvement initiatives.

Farmers' Market "Beans & Greens" Initiative

Access to healthy foods is important to good health and one of the most significant determinants of the health of a community. Health center staff worked collaboratively with **North Kansas City, Liberty and Gladstone Farmers' Markets** and the **Menorah Legacy Foundation** on the "Beans and Greens" grant-funded initiative. The purpose was to provide an incentive of matching up to \$25.00 a month in fresh fruits and vegetables for SNAP (food stamp) recipients.

Significant Events: On January 20, 2014 Clay County Public Health Center received The **Liberty Missouri Martin Luther King, Jr. Community Service Award** for its partnership to bring the "Beans and Greens" Program to the northland.

1. In all three communities—participants who used SNAP/Food Stamps—doubled their buying power. (see Chart below)
2. The number of SNAP recipients continues to grow each year showing more access to fresh foods.
3. Chronic disease rates tend to be higher among lower income individuals. Good nutrition can prevent or slow the progress of chronic disease.



MARKET NAME	Total SNAP Dollars	Beans & Greens Match Dollars	# SNAP Transactions matched	# of Unique Customers	Average Spent p/person
GLADSTONE	\$1,598.00	\$1,597.00	104	66	\$30.52
LIBERTY	\$2,429.00	\$2,429.00	123	62	\$39.54
NKC	\$ 510.00	\$ 510.00	53	28	\$19.43

Clay County Public Health Center

Mission

Clay County Public Health Center's mission is to deliver the essential public health services of Prevention, Promotion and Protection to the communities of Clay County.

Vision

Empowering all people in Clay County to lead healthier lives!

Core Values

Professionalism: We will provide quality services essential to the public's health with professionalism, progressiveness, competency and integrity.

Quality: We will meet and aim to exceed the expectations of service for our customers, visitors, and all who benefit from the services we provide.

Respect: We will treat each other, volunteers, the business community, and the community at-large with courtesy and respect, and will foster the principle of mutual accountability.

Stewardship: We will strive to be leaders and partners with others to improve community health and prevent injury and illness in every community in Clay County.

2013-2015 Strategic Goals

- 1) Assess the health status of communities in Clay County
- 2) Evaluate the local public health system specific to the communities in Clay County
- 3) Enhance and assure a competent workforce
- 4) Assure resources are available to enable CCPHC to meet the identified needs of Clay County
- 5) Mobilize community partnerships to prioritize health problems specific to a community
- 6) Inform, educate, and empower Clay County communities about health issues
- 7) Assist communities in developing interventions necessary to support improvement in personal and population-based health
- 8) Deliver the essential public health services of prevention, promotion and protection to improve the health of communities in Clay County
- 9) Assure CCPHC resources are aligned with the local public health system to meet the identified needs in each community

Visit us @ www.clayhealth.com

Clay County Public Health Center
800 Haines Dr.
Liberty, MO 64068

General Information	816-595-4200
Birth/Death Certificates	816-595-4200
Women, Infants and Children Nutrition Program (WIC)	816-595-4358
Women's Health Services	816-595-4357
STD Testing	816-595-4261
Immunizations & Pregnancy Tests	816-595-4355
Communicable Disease Prevention/Control	816-595-4256
Environmental Health Services	816-595-4350
Public Health Emergency Response	816-595-4254
Health Policy & Planning (Assistance with health data)	816-595-4211
Community Development /Health Improvement	816-595-4211
Lending Library for Health Education Programs	816-595-4235

For more information on the health center and its activities see

www.clayhealth.com

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