



WE ARE ALL PUBLIC HEALTH

JEFFERSON COUNTY DEPARTMENT OF HEALTH 2014 ANNUAL REPORT



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LETTER FROM

THE HEALTH OFFICER

“We are all public health.” Each of us can contribute to the health of Jefferson County. As individuals, we contribute to public health through our individual actions – not just our own personal health habits such as exercising, eating healthy foods and avoiding tobacco use – but actions that affect ourselves and other people or the environment, such as getting ourselves and our children vaccinated, properly disposing of hazardous waste and unused medicines, and limiting unnecessary driving. But individual actions are not enough. Businesses promote a robust economy which contributes to health; local governments make it easier to walk or bike through a carefully planned built environment; restaurant employees protect the community from food borne illness; schools promote learning which boosts health outcomes, and nonprofit organizations provide a variety of health-promoting activities. The list is long, and the different participants comprise what we call the “public health system.” Together, we can all help create a healthy community of healthy people in a healthy environment.

In 2014, the Jefferson County Department of Health (JCDH) led a broad-based, community-engaged health assessment of Jefferson County and facilitated the creation of a plan to improve the county’s health over the next five years. This effort, called “Community Matters 20/20”, outlines meaningful opportunities for enhancing the county’s health. The health assessment involved over 1,000 Jefferson County residents participating in a variety of ways: the “Your Opinion Matters” community health survey, focus groups, a local public health system assessment exercise, and forums to identify the forces of change that impact the health of the county. The result was the *Community Health Assessment for Jefferson County, Alabama* (<http://www.jcdh.org/misc/ViewBLOB.aspx?BLOBId=757>). Next, representatives from diverse sectors of the community, informed by the health assessment, participated in strategic issue development workgroups, and created a prioritized plan to achieve positive changes in the health of Jefferson County.

The *Community Health Improvement Plan for Jefferson County, Alabama* (<http://www.jcdh.org/misc/ViewBLOB.aspx?BLOBId=763>) serves as a guide for improving health and quality of life in Jefferson County. Newly created initiatives are to be implemented by the local public health system, which includes multiple entities outside of the health department itself, such as nonprofit organizations, educational institutions, local governmental entities, and health care providers. These initiatives, combined with JCDH’s existing programs such as food and lodging protection, clinical care, disease control, air pollution monitoring, tobacco cessation and many others, are working synergistically to operationalize the *Community Health Improvement Plan for Jefferson County, Alabama*.

Recent successes, such as the JCDH Disease Control’s investigation and control of a Shigella outbreak and the points of dispensing (POD) emergency preparedness exercise, are evidence of JCDH’s commitment to the health of Jefferson County through quality service. In keeping with that commitment, JCDH submitted documentation for public health department accreditation through the Public Health Accreditation Board (PHAB) in November 2014. Compliance with PHAB standards helps JCDH assure that it is maintaining a high level of performance in its programs and partnerships, and creates opportunities to continuously improve public health services within Jefferson County.

During 2014, JCDH continued to emphasize the importance of community partnerships in promoting health. JCDH has continued to maintain established partnerships and to collaborate with new partners to achieve better health for Jefferson County. These include leadership in the Health Action Partnership of Jefferson County and participation in new initiatives, such as the United Way of Central Alabama’s Bold Goals Coalition, the Healthy Birmingham Task Force, and the “Pills to Needles” initiative designed to reduce the alarming increase in overdoses from heroin and other drugs.

To achieve the Community Matters 20/20 shared vision of Jefferson County as an “inclusive and thriving community of healthy and connected people”, we need the commitment of the residents of Jefferson County and all the partners who make up the local public health system. The *Community Health Improvement Plan for Jefferson County, Alabama* serves as a guide for this critical work. Jefferson County matters: its people, their needs and our collective resources. We can all contribute to a healthier Jefferson County. We are all public health.



Mark E. Wilson, MD

Health Officer

OUR PEOPLE



Public health is about people. People supporting their individual health through healthy decisions and habits, people working together creating healthy environments, and people protecting others from health hazards; this is the work of public health and of the Jefferson County Department of Health (JCDH). In maintaining the focus on the people of Jefferson County during 2014, JCDH facilitated a comprehensive assessment of community health and the public health system in Jefferson County, Alabama. This community-wide strategic planning effort, Community Matters 20/20: Assessment, Visioning and Planning for a Healthy Jefferson County, was guided by a steering committee of community leaders.



ASSESSMENT, VISIONING AND PLANNING
FOR A HEALTHY JEFFERSON COUNTY

On March 14, 2014 and with the community's input, the Community Matters 20/20 Steering Committee endorsed the vision statement, "Jefferson County, Alabama is an inclusive, thriving community of healthy and connected people." This vision statement provided the focus, purpose and direction for the Community Matters 20/20 strategic planning process. With the adoption of the vision statement, the Community Matters 20/20 Steering Committee planned, implemented and evaluated the results from four community assessments:

1. The Community Health Status Assessment addressed the questions: How healthy is Jefferson County? and What does the health status of Jefferson County look like? This assessment collected and analyzed data related to 144 indicators from eleven different categories of data related to Jefferson County's health status.
2. The Community Themes and Strengths Assessment identified community assets and issues, and strengths and weaknesses that are important to the county. This assessment addressed the questions: What is important to Jefferson County? How is quality of life perceived in Jefferson County? What assets does Jefferson County have that can be used to improve health? Using data from the Your Opinion Matters! survey and seven focus groups representing individuals from urban, suburban and rural locations in Jefferson County, this assessment analyzed both qualitative and quantitative data to determine the strengths, weaknesses and assets of Jefferson County.
3. The Local Public Health System Assessment was conducted on May 15, 2015 and engaged 114 public health professionals and community members. This assessment used the National Public Health Performance Standards Local Instrument to measure how well Jefferson County partners provide public health services to answer the questions: What are the components, activities and capacities of Jefferson County's public health system?, and How well are the Ten Essential Public Health Services being provided in our public health system? The results from this assessment were submitted to the Public Health Foundation for analysis, and using notes from discussions, the strengths, weaknesses, short and long term opportunities for Jefferson County's public health system were identified.
4. The Forces of Change Assessment identified trends, factors and events occurring or expected to occur that affect or will affect Jefferson County or its local public health system. This assessment was conducted through two brainstorming sessions in which participants, made up of community leaders, policy makers and residents, engaged in active discussion to identify opportunities and threats to the Jefferson County public

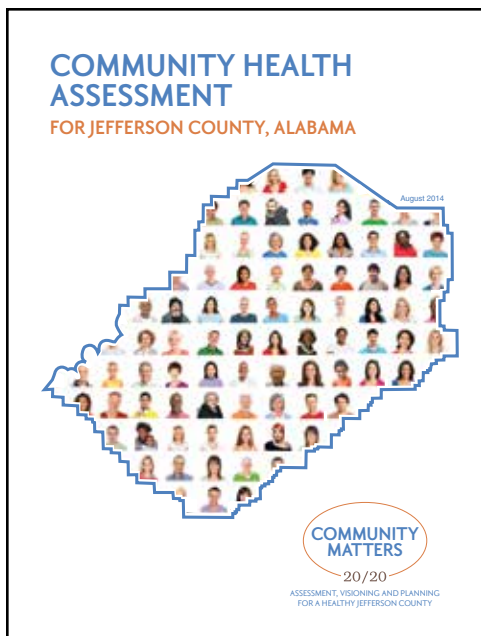
health system and to answer the questions: What is occurring or might occur that affects the health of Jefferson County or its public health system? and What threats or opportunities are generated by these occurrences?

These assessments provided Jefferson County residents the opportunity to identify issues and opportunities for health improvement. Additionally, it gave JCDH employees the opportunity to connect with community members on issues related to public health.

“Working on Community Matters 20/20 to develop and host focus groups was extremely rewarding. I was given the opportunity to learn first-hand how the people that live and work within Jefferson County’s communities feel about and perceive their local leaders and available services. Furthermore, I was able to participate in the process of gathering and compiling the data. I believe that the determination of the community’s strengths and weaknesses is a positive step towards policy development for future partnerships and the growth of available resources.”

Haskey Bryant, MPH, MPA

Environmental Health Specialist, JCDH



Summaries of each of the four assessments were made available to the public, and the requested feedback from the assessments was incorporated into the information presented to the Community Matters 20/20 Steering Committee. The full reports from the four assessments comprise *The Community Health Assessment for Jefferson County, Alabama*. Using the information contained within the comprehensive *Community Health Assessment for Jefferson County, Alabama* (<http://www.jcdh.org/misc/ViewBLOB.aspx?BLOBId=757>), the Community Matters 20/20 Steering Committee reviewed the strategic issues recommended by the community and considered national benchmarks to select five strategic issues for the *Community Health Improvement Plan for Jefferson County, Alabama* (<http://www.jcdh.org/misc/ViewBLOB.aspx?BLOBId=763>). The five prioritized strategic issues are:

- Reduce Health Disparities Associated with Race, Ethnicity and Economic Status;
- Promote Physical Well-being through Healthy Lifestyles;
- Optimize the Built Environment, Transportation System and Safety;
- Optimize Healthcare Access, Availability and Utilization, and
- Improve Mental Health.

In multiple work group sessions, leaders from the Jefferson County community and content experts identified goals, strategies, tactics, measures and timelines related to each strategic issue to create the *Community Health Improvement Plan for Jefferson County, Alabama*. The *Community Health Improvement Work Plan for Jefferson County, Alabama* (<http://www.jcdh.org/misc/ViewBLOB.aspx?BLOBId=762>), is the working document containing the goals, strategies, tactics, measures, timelines and lead community

OUR PEOPLE



partners working to achieve each of these strategic issues. The scope of this work is significant and promises to substantially affect Jefferson County and the health of its people in positive ways.



“I am very happy about the addition of new greenspace, parks, walking paths and trails, community urban gardens and bike lanes.” ~ Survey Participant

A Community Member from the Community Themes and Strengths Assessment. Some of the activities included in the Work Plan are related to the ongoing efforts of JCDH. As part of this Community Health Improvement Plan, JCDH promoted the health of Jefferson County residents by supporting comprehensive smoke-free policies in municipalities throughout Jefferson County, increasing healthy behaviors in at-risk populations to decrease the risk of disease progression from pre-diabetes to diabetes, providing information and documentation of Jefferson County health status indicators to residents and community partners, and many other activities.

“We are proud to call Vestavia Hills a smoke-free city. We felt strongly that protection our residents and visitors would continue to allow Vestavia Hills to grow and thrive.”

Butch Zaragoza
Mayor, Vestavia Hills



Community Matters 20/20 was a significant endeavor for JCDH and the people of Jefferson County; however, throughout 2014, JCDH remained committed to the people of Jefferson County through additional activities. In early April 2014, JCDH collaborated with the City of Birmingham to provide guidance and assistance to charitable organizations and individuals to provide food for those in need following changes to the city’s food truck ordinance.

“We are thankful that the Jefferson County Department of Health has been able to give us guidance on how we can follow the law and guidelines while still serving those in need. Birmingham is a compassionate and caring city that will always rise to meet any challenge in a kind and thoughtful way, our historic legacy demands it.”

William Bell, JD
Mayor, City of Birmingham

On April 26, 2014, JCDH, along with the Jefferson County Commission, the cities of Birmingham and Bessemer, the Keep Birmingham Beautiful Commission and the Alabama Environmental Council hosted the Household Hazardous Waste Day to provide a place to bring household hazardous waste for proper disposal. Items received during the event included paint, shredded paper, electronics, batteries, motor oil, prescription drugs and ammunition. This event promoted a healthy environment and provided an opportunity for JCDH to serve our community. JCDH consistently works to protect the people of Jefferson County from health hazards, promote healthy choices and personal behaviors and prevent disease for the people of Jefferson County.



2013 SELECTED HEALTH STATISTICS

THE FOLLOWING SELECTED HEALTH DATA PROVIDES A SNAPSHOT OF JEFFERSON COUNTY'S CURRENT HEALTH STATUS:

POPULATION BY AGE	
(2013 Census Bureau Estimates)	
<1 year ¹	8,626
1-14 years	119,223
15-24 years	86,477
25-64 years	353,088
65 years and older	91,691
Total	659,105

MATERNAL AND CHILD HEALTH, 2013				
(number and rate or percent)				
	Number	Jefferson County	Alabama ²	United States ³
Live Births (women ages 15-44)	8,626	63.5 per 1,000 women	60.6 per 1,000 women	62.5 per 1,000 women
Low Birthweight Births (<2500 g)	950	10.9% of live births	10% of live births	8.0% of live births
Very Low Birthweight Births (<1500 g)	223	2.6% of live births	2.1% of live births	1.4% of live births
Live Births to Teens (women ages 10 to 19)	678	15.9 per 1,000	17.4 per 1,000	13.5 per 1,000
Infant Mortality	109	12.6 per 1,000 live births	8.6 per 1,000 live births	5.96 per 1,000 live births

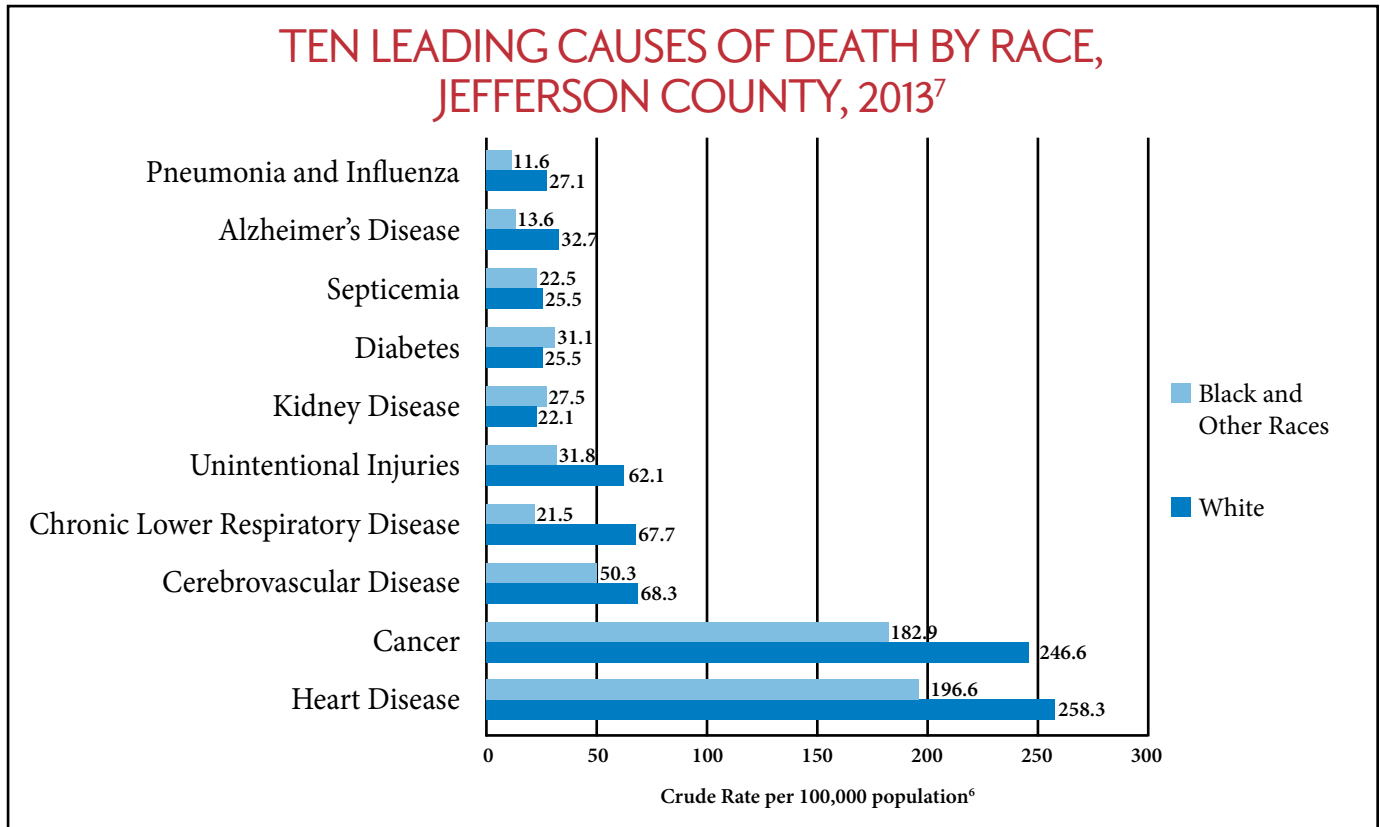
Note: all birthweight and infant mortality data are based on live births

COMMUNICABLE DISEASES, 2013			
(rates per 100,000 population)			
	Jefferson County	Alabama ⁴	United States ⁴
Chlamydia	707.3	611	446.6
Gonorrhea	259.7	173.7	106.1
Syphilis (primary & secondary)	8.5	3.8	5.5
Tuberculosis	2.4	2.2	3



2013 SELECTED HEALTH STATISTICS

CHRONIC DISEASES, 2013		
(Age-adjusted mortality rate per 100,000 population)		
	Jefferson County	Alabama ²
Heart Disease	230	257.6
Cancer	217.4	213.7
Stroke	60	53.6
Alzheimer's Disease	24	28.9
Diabetes	28.1	27.8



- 2013 number of live births in Jefferson County as reported by the Alabama Department of Public Health (ADPH).
- Rates are based on 2013 population projections reported by the Alabama Department of Public Health (ADPH); www.adph.org/healthstats
- Based on the preliminary data for 2013 from the US National Vital Statistics Report; http://www.cdc.gov/nchs/data/nvsr/nvsr64/nvsr64_01.pdf
- Centers for Disease Control and Prevention (CDC); www.cdc.gov
- Crude rates are based on mortality statistics reported by the Alabama Department of Health and 2013 Census Bureau population estimates. <http://www.adph.org/healthstats/assets/JEF13.pdf>
- Previous Jefferson County Department of Health Annual Reports have reported the Ten Leading Causes of Death using age-adjusted rates and for the racial categories White and Black race only. Due to data restrictions, the 2013 data is reported as crude rates and a combined racial category of Black and other races.

*2014 Selected Health Statistics will be available in the 2015 Annual Report

OUR PROGRAMS



The Jefferson County Department of Health (JCDH) provides a wide variety of public health programs to promote a healthy community of healthy people in a healthy environment in Jefferson County.

In support of healthy environments, JCDH monitors air quality and informs the public about air quality. JCDH also inspects local industrial facilities and other air pollution sources to determine compliance with applicable regulations. In 2014, JCDH re-launched its air quality website (www.birminghamairquality.com) providing near real time air quality data from air pollution monitors across Jefferson County, information about pollution and air quality forecasts, and regional air quality data. Nitrogen dioxide (NO₂) is one of the pollutants monitored by JCDH through the National Ambient Air Quality Standards (NAAQS) rules and regulations. Individuals have an increased potential for exposure to NO₂ when driving, or working on or living near roadways, as vehicles are the primary source of NO₂ emissions. To comply with new minimum monitoring requirements for the Environmental Protection Agency (EPA) standards, a Near Road Monitoring Station was deployed in Jefferson County on January 1, 2014. Monitoring at roadway locations provides data that can be compared to the NAAQS and used to assess exposures for those who live, work, play or commute near roadway environments. On December 18, 2014, the EPA officially designated the Birmingham area in compliance with the most recent, and lower fine particulate matter (PM_{2.5}) standard. This designation marks the first time that air quality in the Birmingham area has achieved this lower standard.

JCDH issues permits for other industries and businesses, and inspects and investigates these entities when necessary to promote a healthy environment. Other programs that promote a healthy environment in Jefferson County include

permitting, inspections and investigations of various industries and businesses for environmental health concerns. In 2014, JCDH issued the following permits and completed the following inspections and investigations:

PUBLIC INSTITUTIONS PERMITTED IN 2014	
Food Service	3,874
Childcare Facilities	290
Lodging Facilities	195
Mobile Home Parks	54
Temporary Food Service Vendors	43
Body Art Facilities	26
Solid Waste Transfer Stations	2

PUBLIC INSTITUTIONS INSPECTED IN 2014	
Food Service	14,871
Erosion and Sediment	5,830
Pools/Spas	2,483
Onsite Sewage Disposal	980
Stormwater Samples	608
Schools and Jails	258
Garbage Haulers	203
Lodging Facilities	180
Mobile Home Parks	108
Body Art Facilities	49
Solid Waste Facilities	15
Childcare Facilities	9
Transfer Stations	4

COMPLAINT INVESTIGATIONS COMPLETED IN 2014	
Sanitation	3,874
Animal Exposure	290
Onsite Sewage Disposal	195
Food and Lodging	54

OUR PROGRAMS



Continued community education helps protect the future health of Jefferson County environments. During 2014, JCDH provided environmental health education to members of the community through Food Handler Training classes completed by 12,902 participants, Certified Manager Courses with 183 certifications attained, two Pool/Spa Operator courses, and training on Erosion and Sedimentation Control and Stormwater Standard Operation Procedures for 136 builders and municipal officers. JCDH also provides educational information about primary and secondary lead poisoning prevention through community-

based approaches, including a Parent Café seminar at the Family Guidance Center where information about children’s exposure to lead was provided. Through its new Mother’s Day Out initiative, JCDH is partnering with mother’s day out programs to provide families access to information about lead exposure and lead poisoning. JCDH also provided lead poisoning prevention education for the Jefferson County Center for Economic Opportunity (JCCEO) Head Start/ Early Head Start/Pre-K programs, as well as for local homeless shelters.

“JCCEO’s Head Start/Early Head Start/Pre-K partnership with the Jefferson County Childhood Lead Poisoning and Prevention Program has proven to be invaluable. The program has done an outstanding job in educating our staff on the various sources of lead and how to be proactive in the prevention of lead poisoning. We also really appreciate and value their presence on our Health Services Advisory Committee.”

Crystal B. Spivey, PhD

Health and Mental Health Services Coordinator, Jefferson County Center for Economic Opportunity

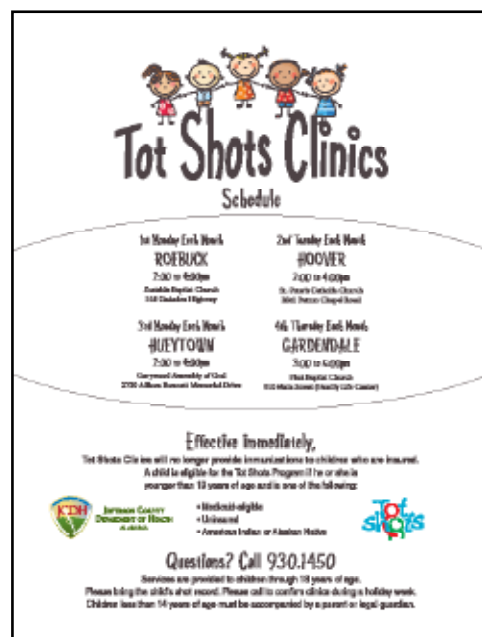
In addition to these educational initiatives, JCDH identifies children with lead poisoning through lead screenings. In 2014, 31,948 Jefferson County children were screened for lead poisoning, with 537 children found to have an elevated blood lead level. Children with elevated blood lead levels were provided follow-up with healthcare providers through JCDH’s Case Management program. JCDH oversees the Lead Coalition, a group of over 70 members that include groups such as the Department of Human Resources, UAB Early Head Start, medical providers, social workers and others. The Lead Coalition meets quarterly to review and discuss information on lead and other issues affecting family healthcare.

In addition to efforts supporting healthy environments, JCDH provides critical services protecting and promoting the health of the Jefferson County population through clinical care and disease control. JCDH investigated thirteen foodborne illness outbreaks and investigated a total of 313 confirmed cases of infectious disease during 2014. In addition to disease investigations, JCDH’s activities in 2014 included on-going disease surveillance, planning and education related to the global Ebola outbreak, as well as surveillance, education and investigations for the nationwide Chikungunya and Enterovirus 68 outbreaks. Other disease outbreaks investigated during the year included a local hospital’s Legionellosis outbreak, Hand, Foot and Mouth disease in four daycares, Norovirus at four assisted living facilities, Scabies at a high school and a transitional facility, lice at a daycare, Shigella at a daycare and a school, Cryptosporidiosis at two daycares, Fifth disease at a transitional facility and Influenza at a local transitional facility. These outbreak investigations led to the following numbers of confirmed cases:

DISEASE	# OF CONFIRMED CASES
Salmonellosis	92
Shigellosis	45
Giardiasis	24
Campylobacteriosis	23

DISEASE	# OF CONFIRMED CASES
Hepatitis B	19
Hepatitis C	11
Cryptosporidiosis	8

To prevent disease outbreaks and spread, JCDH provides immunizations at no charge through the Vaccines for Children (VFC) Program and walk-in Tot Shots clinics. These clinics, held monthly in four community locations, served 294 children in 2014 and are offered through a partnership between JCDH, UAB Women and Infants Center, St. Vincent's East Foundation and St. Vincent's Hospital-Birmingham. As part of the 2014 Homeless Connect event, JCDH administered 102 influenza vaccines among the homeless population to reduce the spread of influenza. JCDH received a performance incentive award from the State of Alabama to continue to improve the immunization efforts in Jefferson County and to ensure Jefferson County children are vaccinated according to schedule. The awarded funds were used to increase immunization within Jefferson County. Immunizations are also provided at JCDH for individuals over the age of 19 who are traveling internationally. During 2014, over 2,800 vaccinations were administered through travel consultations provided to 552 travelers.



Preventing and treating tuberculosis is a public health priority for Jefferson County, Alabama and nationally. During 2014, JCDH monitored 20 individuals with active tuberculosis and eleven individuals suspected of having active tuberculosis. Each individual with active or suspected tuberculosis received support services such as transportation, supplies, and access to mental health services, as well as Directly Observed Therapy for tuberculosis. For each case, a contact investigation was initiated to identify, evaluate and treat exposed individuals to prevent the spread of the disease. These contact investigations led to the identification and screening of over 750 individuals. Screening programs for tuberculosis are conducted through tuberculosis skin tests, T-SPOT blood tests and chest x-rays. During 2014, JCDH evaluated over 1,000 individuals using chest x-rays, placed over 3,000 tuberculosis skin tests and performed over 1,100 T-SPOT tuberculosis blood tests. Along with screening and casework, education is an important part of the JCDH Tuberculosis Program. Educational presentations were conducted at Olivia's House, an alcohol and drug abuse treatment center, and the Jefferson County Municipal Court during the year.

Another public health priority is the prevention, screening and treatment of sexually transmitted diseases. In 2014, JCDH evaluated 12,771 individuals for sexually transmitted diseases and provided follow-up for over 3,000 additional persons with positive sexually transmitted disease tests to ensure treatment for the infection. Over 450 partner interviews were conducted and resulted in the identification of almost 1,100 individuals at risk for sexually transmitted disease.

Treatment of the Human Immunodeficiency Virus (HIV) is now considered to be crucial in preventing the spread of the disease. By treating HIV, an individual's viral load is reduced making it unlikely that the individual will spread HIV infection to his or her sexual partners. Over 96% of all individuals newly diagnosed with HIV in 2014 received a follow-up appointment with an HIV care provider and all Jefferson County residents previously testing positive for HIV were evaluated by JCDH for confirmation of current HIV care. Additionally, JCDH has increased its HIV outreach and testing among non-English speaking residents in partnership with the Alabama Latino AIDS Coalition.

OUR PROGRAMS



Access to clinical care for residents of Jefferson County is provided through the Adult Health, Child Health and Family Planning programs at JCDH. In 2014, JCDH provided primary care through 9,049 adult health visits, 43,723 child health visits and 19,413 family planning visits. Nutrition education, breastfeeding support and healthy food was provided to approximately 15,000 low income families through the Women, Infants and Children Supplemental Nutrition program (WIC).

As a part of primary care for adults, JCDH enrolled patients in the Alabama Breast and Cervical Cancer Early Detection Program which provides free mammograms and Pap smears to uninsured or underinsured women. One hundred and sixty-eight JCDH patients were enrolled in the Fitway® screening program for colorectal cancer. The Fitway® program detects blood in stool, a sign of precancerous polyps or colon cancer. Adult health patients also have access to diabetes management programs and smoking cessation services provided at designated health center locations.

Children's health is influenced by a variety of social determinants including literacy and education. Western Health Center's pediatric providers participate in the "Reach Out and Read" program which provides children ages 6 months to 5 years with new books. Western Health Center's pediatric providers also provide gently used books donated by outside sources for children of all ages. A total of 1,102 books were provided to children through these efforts. Central Health Center pediatric providers participate in Dolly Parton's Imagination Library program that provides registered children receive free books by mail from birth to age five.

The Family Planning program provided services for 7,697 patients ranging from age 13 to 55 during 2014. These services included 1,911 Pap smears, with 273 patients having abnormal Pap smears, providing patients with their chosen contraceptive method, performing clinical breast exams, performing sexually transmitted disease testing and serving as a point of care for women when family planning issues are identified.

Many JCDH patients are of limited English proficiency (LEP) and need assistance with communication. In 2014, JCDH employed eleven public health language workers who provided interpretation during clinic visits, translation services to all JCDH departments and divisions and other language services. This year, a new policy was implemented, "Providing Meaningful Communication with Persons with Limited English Proficiency," to provide guidance to JCDH employees in improving communication with the LEP population. A "Waiver of Interpreter Services" was implemented to help clients and patients understand the benefits of working with qualified interpreters.

Laboratory services are provided to support patient care. JCDH conducts a recertification survey of its laboratory services every two years and has maintained a perfect compliance score in its last nine surveys. JCDH has also achieved more than the necessary requirements for government regulations for meaningful use of electronic medical records under the federal HITECH Act and has over 75 laboratory instruments that interface with the electronic medical record providing cost savings for JCDH. During 2014, JCDH collected and processed 390,481 lab specimens with 185,755 tests performed at JCDH by laboratory testing staff. To ensure the quality and accuracy of laboratory testing, JCDH performed competency assessments on each laboratory testing employee. During 2014, JCDH also evaluated and updated biomedical equipment management provided outside of JCDH to ensure electrical safety, performance verification, repairs, calibrations, inspections and maintenance.

JCDH supports clinical care for Jefferson County residents by processing requests for the release of medical information. During 2014, JCDH received a total of 6,189 requests for the release of medical records. Requests for medical records are assessed and documented with the information released according to JCDH policy, as well as state, local and federal guidelines, including HIPAA regulations. Requests for medical records from JCDH are as follows:

REQUESTOR	NUMBER
Outside Medical Provider	1,948
Patient	1,558
Disability Insurance	1,189
Employers	509
Department of Human Resources (DHR)	243
Other Health Departments	128
Other	84
Subpoenas	68

REQUESTOR	NUMBER
Medical Insurance	66
Attorneys	37
Life Insurance	32
Research	30
Prisons	16
Unknown	7
Military	6
Coroners	5

As part of disease prevention and treatment, JCDH provided over \$1.5 million in dental health services for over 7,000 underserved or uninsured Jefferson County residents during 2014. At JCDH’s mobile and community-based clinics, dental health services were provided through 12,029 visits to 6,148 Jefferson County residents. These services reduce disease burden and risk factors associated with preventable oral disease. Through the “Give Kids a Smile” event conducted in partnership with the United Way of Central Alabama, JCDH provided \$6,296 in dental services at no cost to 35 uninsured Jefferson County children. JCDH also provided education and services promoting dental health at this event. At the “Project Homeless Connect” event, JCDH provided over \$20,000 in dental care at no cost to 41 individuals. JCDH visited Head Start and Early Head Start programs to provide no cost oral health screenings for 217 children without a dental home. JCDH additionally promoted oral health awareness and disease prevention by providing oral health screenings, education and materials to approximately 700 Jefferson County residents through community health fairs, schools and day camps. JCDH also provided a “Diabetes and Oral Health” lecture to a diabetes support group at Cooper Green Mercy Health Services, providing participants with information to support healthy choices related to oral and systemic health.



JCDH provides effective and efficient services for the community that are reflective of the best practices in public health through quality improvement initiatives. In 2014, JCDH initiated a dental health paperless chart quality improvement project to reduce office supply expenditures through elimination of the paper record by transitioning to exclusively electronic dental records. This quality improvement project reduced office supply costs by 64% compared to the previous year. In another initiative to increase efficiency, JCDH transitioned from a labor intensive environmental health invoice payment system to an electronic payment system. This resulted in increased work efficiency and a total savings of \$1,096.83.

OUR PROGRAMS



The Tobacco Awareness, Prevention and Cessation Quality Improvement Team is improving awareness of the health risks associated with tobacco use and exposure. Progress toward strategies to expand the Tobacco Cessation services offered to JCDH Adult Health and Family Planning Clinic patients to the community was made during 2014. One of JCDH's Certified Registered Nurse Practitioners attended training on tobacco cessation to assist in reformulating the Tobacco Cessation Clinic's structure and flow for increased patient and community access. Planning for media marketing and branding of the Tobacco Cessation Clinic was accomplished during the year. Tobacco education modules for JCDH's employees were developed for the Learning Management System.

JCDH INSIDER EMPLOYEE NEWSLETTER

To improve organizational satisfaction with JCDH communication, JCDH initiated the "In the Know" quality improvement project. An employee newsletter, the *JCDH Insider*, was implemented based on data from staff

recommending a newsletter to improve organizational communication. A survey measured employee satisfaction with JCDH's communication before and after the newsletter's implementation. The survey demonstrated a 37% improvement in employee satisfaction with organizational communication as a result of the *JCDH Insider*.

Communication to both employees and the public serves to inform and empower Jefferson County residents and enhance public health awareness in the community. During 2014, JCDH provided extensive media coverage and information to educate the community on Ebola, Enterovirus D68 and Chikungunya outbreaks occurring nationally, and on other public health topics such as air quality, poverty and its relationship to public health, restaurant inspection scores, North Birmingham cancer data, influenza, Community Matters 20/20, childhood obesity and the demographic shifts for new HIV infections. Through these media programs and participation in community events throughout 2014 such as the Magic City Classic, the Crawfish Boil, the Belk Kid's Fest and others, JCDH provided public health services, screenings and education to the people and communities of Jefferson County.

To support its programs and activities, JCDH upgraded its storage area network (SAN) to provide increased electronic storage space for the electronic medical record system. Additional SAN was purchased along with upgrades to the datacenter virtualization platform technology to provide a high availability environment via the Disaster Recovery Site. This high availability environment will allow for a state-of-the-art recovery system, minimize downtime in a catastrophic event and offer additional electronic storage space. The Microsoft Surface Pro hardware rollout allowing image capture during environmental complaint investigations was completed in 2014. Other software updates and rollouts during the year included the Online Stormwater Application allowing municipalities to submit data electronically, new software for processing incoming and outgoing employees and electronic software for Body Art Facility and Operator Inspections. With the expanded implementation of the Electronic Death Record System, funeral homes are now able to complete an electronic death certificate, resulting in fewer errors and quicker response time for death certificate processing.

In 2014, JCDH's Vital Record Division issued over 30,000 birth certificates, over 50,000 death certificates, over 1,500 marriage and over 500 divorce certificates.

JCDH's programs support and contribute to the health of all people in Jefferson County. With continued emphasis on high levels of program performance, JCDH is creating healthy people and health environments for Jefferson County.



2014 GENERAL FINANCIAL INFORMATION

IN ORDER TO SUPPORT ITS PROGRAMS, JCDH WORKS TO ENSURE FINANCIAL STABILITY AND STEWARDSHIP.

REVENUES (GENERAL FUND - \$42,427,551)

1. Ad Valorem Tax Revenue (\$6,482,739 - 15% of General Fund Revenues)

Act 77-231 provides that the County (and municipalities within the County) shall pay to the Board of Health annually a sum not less than 2% or more than 6% of all ad valorem taxes collected within the County excluding ad valorem taxes collected for the State of Alabama and all Boards of Education located in the County. These funds are forwarded to JCDH as the taxes are collected.

2. Sales Tax Revenue (\$19,673,519 - 46% of General Fund Revenues)

JCDH receives approximately 20% of the total Jefferson County sales tax.

3. State & Federal Contracts (\$2,521,908 - 6% of General Fund Revenues)

These are primarily dollars received from the Alabama Department of Public Health (ADPH) resulting from contracts or subcontracts to administer selected public health responsibilities for State Public Health Area 4, Jefferson County. Examples include developing community and educational programs and monitoring activity in nationally identified public health focus areas such as Maternal/Child Health, Family Planning, Immunization, Tuberculosis, Sexually Transmitted Diseases and Hepatitis.

4. Clinical Health Care Revenue (\$8,995,048 - 21% of General Fund Revenues)

This category represents the amount of reimbursement received for all clinic-related services provided by JCDH. These services include pediatric and adult primary care, family planning and dental care.

Using the Federal Poverty Guidelines, JCDH offers reduced fee for services for patients meeting financial and residential guidelines. Approximately 6% of JCDH's reimbursement is attained from patients, 86% from Medicaid, 6% from Blue Cross, and the remaining 2% from all other payers combined (e.g., Medicare, etc.)

5. Environmental Health Services (\$2,867,458 - 7% of General Fund Revenues)

This category represents reimbursement received locally for environmental health services. State law allows fees to be charged for many of the services provided by the Environmental Health staff such as restaurant inspections, septic system plans and inspections, air pollution permit fees, open burning permits, radiological equipment inspection and food handler training.

6. Other Revenue (\$1,886,879 - 5% of General Fund Revenues)

This category is primarily reimbursement received for indirect costs (administration and building overhead) associated with federal grants and contracts such as the Special Supplemental Nutrition Program for Women, Infants and Children (WIC) and Air Pollution. Also included are allowable fines levied for violation of public health laws (e.g., air pollution violations), rental fees, parking lot and meter receipts and fees received for copies of vital records. This category also includes earnings from cash and investments. All investments are based on a Board of Health approved Investment Policy that strictly follows State and County guidelines.



2014 GENERAL FINANCIAL INFORMATION

EXPENDITURES (GENERAL FUND - \$40,883,738)

Expenditures are generally classified by major public health program with administrative costs and the Capital Fund transfer separately identified. General Fund expenditures for fiscal year 2014 include:

Salaries and Benefits	\$29,419,717	72%
Materials and Supplies	5,288,015	13%
Contract Services	1,741,531	4%
Uncollectable Debt	234,475	1%
Capital Fund Transfers	4,200,000	10%
Total	\$40,883,738	100%

JCDH also has ten Special Revenue Funds totaling \$6,030,813. Funding is received from federal awards passed through JCDH and designated for activities related to immunizations, nutrition, storm water, emergency preparedness and air pollution. These funds are operated in accordance with the funding requirements of special grants and appropriations.

OUR PARTNERSHIPS



One of the Jefferson County Department of Health's strengths is its partnerships. Healthy communities of healthy people cannot happen without agencies and individuals collaborating to achieve better health for Jefferson County. In 2014, the Jefferson County Department of Health (JCDH) served as one of the founding members of the Jefferson County HIV Coalition. This coalition serves as a network of active stakeholders providing a unified and healthy community response to HIV/AIDS, modeling effective and efficient HIV/AIDS prevention, advocacy, care, education and research.

JCDH partners with agencies within and outside of Jefferson County to investigate disease outbreaks and prevent the spread of disease. JCDH assisted with investigations related to a Salmonellosis outbreak in Limestone County, Alabama, an out-of-county suspected infant Botulism case and a Hepatitis A investigation in St. Clair County, Alabama. JCDH also partnered with the Alabama Department of Public Health (ADPH) to investigate a possible outbreak of Methicillin Resistant Staphylococcus aureus (MRSA) related to orthopedic injections. In May 2014, JCDH partnered with ADPH, University of Alabama at Birmingham (UAB) and the Centers for Disease Control and Prevention (CDC) to investigate a small disease outbreak in a local hospital.

In anticipation of potential health threats, JCDH coordinated with ADPH, the Jefferson County Emergency Management Agency and the Jefferson County Healthcare Coalition for Ebola Planning beginning in August 2014 to mitigate the impact of this disease in the county. JCDH serves as the lead agency for the Jefferson County Healthcare Coalition whose purpose is to ensure that Jefferson County is prepared to provide the best possible care for its residents during and after natural or man-made disasters. To assist agencies participating in the Jefferson County Healthcare Coalition with employee/patient training and to update existing Emergency Operation Plans, the Coalition drafted the *Jefferson County Healthcare Coalition Winter Weather Lessons Learned from Participating Agencies* to assist with future decision making in snow or ice incidents. The Jefferson County Healthcare Coalition conducted a Hazard Vulnerability Gap Analysis in July 2014 to prioritize potential hazards facing the local healthcare system, determine response capabilities and identify gaps in the ability to respond.

JCDH, in collaboration with ADPH, conducted a Full Scale Medication Dispensing Exercise during June 2014 to test the existing plans to dispense medication from the Strategic National Stockpile to the public during a public health emergency. The exercise, held at Tarrant High School, involved over 50 federal, state and local agencies.

JCDH has maintained its involvement and support as one of the three lead agencies for the Health Action Partnership of Jefferson County. During 2014, JCDH supported the Health Action Partnership's four priority groups: Livable Communities, Healthy Food Choices, Healthy Children and Youth and the Tobacco-Free Task Force. Utilizing funding from JCDH's Public Health Advised Fund administered by the Community Foundation of Greater Birmingham, the four priority groups focused on implementing Public Health Advised Fund projects, applied for additional funding, and continued collaboration and networking around public health issues.

The Walk B'ham Campaign developed by the Livable Communities Priority Group created neighborhood walking cards highlighting community landmarks and showcasing different walking routes in two Jefferson County communities. The Birmingham City Walking Card was developed in coordination

OUR PARTNERSHIPS



with Alabama Power, Regions Bank, Blue Cross Blue Shield of Alabama and the YMCA of Greater Birmingham. The East Lake Walking Card integrated feedback from the Ruffner Mountain Nature Center, New Rising Star Missionary Baptist Church and the East Lake Neighborhood Association. These cards will be distributed through 50 community locations.

In partnership with the City of Birmingham and the University of Alabama at Birmingham, the Livable Communities Priority Group successfully gained entry into the 2014 Inaugural Class Leadership Sustainable Tools for Assessing and Rating (STAR) Community Program. The STAR Community Rating System is the first national framework and certification program for measuring community sustainability. The rating system's evaluation measures collectively define community-scale sustainability and present a vision for how

Birmingham can become more healthy, inclusive and prosperous across seven goal areas. The data for the STAR Community Program was submitted to the National STAR Center in December 2014.

Through a collaboration between the Livable Communities Priority Group and the Lakeshore Foundation, a Health Service Mapping project was created and distributed to Health Action Partnership members. This project utilized Geographic Information Systems (GIS) mapping to illustrate where Health Action Partnership member agencies and preventive health entities have a geographic presence. The purpose is to map various programs across the county to identify areas of collective action and areas experiencing service gaps. Mapped data collected from this project will be overlaid with maps available from Place Matters for Health as contained within *Jefferson County, Alabama: The Status of Health Equity on the 50th Anniversary of the Civil Rights Movement in Jefferson County* to analyze health service availability in relation to health disparities for use by the community and the Health Action Partnership.

The Livable Communities Priority Group supported the Red Rock Ridge and Valley Trail System by facilitating funding applications, networking and communication. With leadership from the Freshwater Land Trust, the Civil Rights Trail Extension and sidewalks and bike lanes in the Smithfield, East Thomas and Enon Ridge communities were completed resulting in an additional five miles of new trails in Jefferson County. Construction is underway to build new trails and improve sidewalks connecting the Birmingham Crossplex to Sloss Furnaces and to link Pratt City to Ensley. Upon the completion of these segments, an additional 11 miles of trails will be available for public use. Members of the Livable Communities Priority Group are engaging and educating communities served by these new amenities to provide programmatic support to the physical infrastructure improvements.

In 2014, the Tobacco Free Task Force continued its activities to advance the adoption of a comprehensive, indoor smoke-free policy in the City of Hoover to include all worksites, restaurants and bars. Hoover residents were educated regarding the dangers of secondhand smoke and the benefits of comprehensive smoke-free protections. The Tobacco Free Task Force participated in several community events, including the Smoke-free Hoover Meet and Greet, YMCA Health Fair, Paint for Life: Owl We

Want is Smokefree Air, Celebrate Hoover Day, Stepping Stones Conference, Back to School Health Fair, Hoover's National Night Out and Relay for Life. The Task Force also engaged in the professional development day at Hoover High School and in an event at the Hoover Senior Center. On May 15, 2014, the Tobacco Free Task Force hosted "Smokefree Sounds at Moonlight," a community education event held at Moonlight on the Mountain, where attendees learned about the benefits of smoke-free air and shared personal stories about tobacco's impacts while listening to local musical talent. The Tobacco Free Taskforce has gathered evidence of wide support for comprehensive smoke-free protections including full documentation of ten personal stories, the collection of over 1,300 pledges of support and over 680 active Facebook likes on the SmokeFree Hoover Facebook page. A tobacco education tool kit for informing residents and decision makers about the benefits of a comprehensive smoke free policy is in development.



**FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**

The goal of the Healthy Children and Youth Priority Group is to improve child wellness, with a focus on advancing the adoption of health and wellness best practices, curriculum and policies impacting children during out-of-school time in childcare programs. Through funding provided by the JCDH Public Health Advised Fund, the Healthy Children and Youth Priority Group implemented a Healthy Eating, Physical Activity pilot project in partnership with the YMCA of Greater Birmingham and the Community Food Bank of Central Alabama. This project included the implementation of the Healthy Eating Physical Activity (HEPA) standards in four YMCA afterschool care sites, the establishment of a Healthy Vending partnership and a Healthy Snack Distribution System. These standards were fully adopted and implemented in partnership with the Samford University School of Nursing. The HEPA Standards are monitored at the 12 district area YMCA branches and represent the first comprehensive national nutrition and physical activity standards for out-of-school programs for children in grades K-12.

To promote the provision of snacks and beverages meeting strict nutritional guidelines in vending machines at YMCA of Greater Birmingham locations, the Healthy Children and Youth Priority Group formed a Healthy Vending Committee to evaluate existing vending items and establish standards. The YMCA's Board of Directors later adopted the Alabama Department of Public Health's "Good Choices" vending standards for implementation across its YMCA branches beginning December 31, 2014.

The final component of the Healthy Eating Physical Activity Project was the implementation of a cost-effective, healthy snack distribution system. The YMCA of Greater Birmingham and the Community Food Bank of Central Alabama, both Health Action Partnership members, formed a partnership to supply healthy snacks meeting the Healthy Eating/Physical Activity guidelines at four pilot YMCA of Greater Birmingham branches. To increase the demand for nutritious foods, the YMCA of Greater Birmingham piloted a marketing campaign around healthy snacks and fresh produce from the Y-USA's Food and Fun curriculum. The YMCA of Greater Birmingham has also committed to offering technical assistance to ten to fifteen non-YMCA afterschool programs in implementing Healthy Eating/Physical Activity standards.

OUR PARTNERSHIPS



Increasing access to healthy and affordable food is the goal of the Healthy Food Choices Priority Group. The main objective of this Priority Group has been to increase food access by providing Supplemental Nutrition Assistance Program (SNAP) outreach and Electronic Benefits Transfer (EBT) card acceptance at Farmer's Markets and piloting a "Double Bucks" incentive program. "Double Bucks" "matches" SNAP dollars spent at participating locations by providing SNAP recipients with a voucher for the purchase of additional fresh fruits and vegetables at two local farmer's markets. In partnership with the Bay Area Food bank, an additional 427 households have enrolled in SNAP, expanding food access to those families. Healthy Food Choices Priority Group partners, East Lake United Methodist Church and the Norwoow Resource Center, received a Public Health Advised Fund grant to pilot the "Double Bucks" Program in the East Lake and Norwood neighborhoods. In partnership with AARP Alabama, funding was provided for technical assistance for the "Double Bucks" Program from the Fair Food Network of Michigan who conducts successful state-wide programs for increasing food access to the underserved. These representatives provided targeted support to improve marketing, evaluation and program expansion to other markets, as well as training for seven local farmer's markets considering implementation of a "Double Bucks" program.



The Healthy Food Project included the engagement of faith partners in each neighborhood around fresh food access and piloting a "Double Bucks" incentive program. East Lake United Methodist Church hosted two meetings with area churches and faith partners to discuss increasing access to healthy food and strategies such as "Double Bucks" for increasing the ability of SNAP participants to purchase produce. Following these meetings, flyers promoting the "Double Bucks" program at East Lake Farmer's Market and Norwood Farmer's Market at the Trolley Stop were disseminated. As a result of these engagement efforts, three new mobile produce stops were established by area churches, and the "Double Bucks" program was promoted to the churches' congregations.

The “Double Bucks” pilots at the East Lake and Norwood Farmer’s Markets were launched in early spring 2014. Through the “Double Bucks” program, a family can bring home twice the amount of healthy fruits and vegetables at no additional cost. National research shows that families participating in “Double Bucks”-like programs significantly increase the quantity of fruits and vegetables consumed. Survey results from local “Double Bucks” participants demonstrated that most participants in the “Double Bucks” program lived near the farmer’s markets and believed that participation in the “Double Bucks” program increased their intake of fresh fruits and vegetables. Total SNAP and “Double Buck” purchases for fresh fruits and vegetables in 2014 were \$3,347 at the East Lake Farmer’s Market, a 60% increase from the previous year, and \$808 at the Norwood Farmer’s Market.

We are all public health. The people of Jefferson County, our collective resources and the programs of the Jefferson County Department of Health form the backbone of public health in our community. The partnerships with agencies and individuals throughout the county synergistically support healthier people and places. Together with the community, the Jefferson County Department of Health will continue to create a healthy community of healthy people in a healthy environment through leadership and service.

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**JEFFERSON COUNTY
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2014 ANNUAL REPORT
