

Presentation to the Harford County Council and Board of Health



Susan Kelly, Health Officer
October 2, 2012

Harford County Health Department (HCHD) Programs

Alcohol & Drug Abuse Treatment

Care Coordination & Outreach

Chronic Disease Prevention & Cancer Screening

Communicable Disease Surveillance & Control

Dental Health

Emergency Preparedness

Environmental Health

Health Care for the Homeless

Public Health Education

HIV/AIDS Services

Infants & Toddlers Program

Maryland Children's Health Program (MCHP)

Maternal-Child Health

Medical Assistance Transportation

Reproductive Health & Family Planning

School Based Health Centers

Teen Diversion Program

Vital Records

Women, Infants & Children (WIC) Nutrition

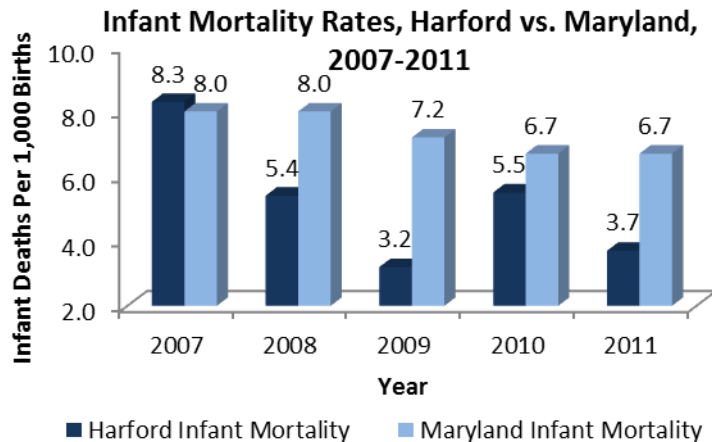


FY 2012 was a busy year for HCHD public health programs

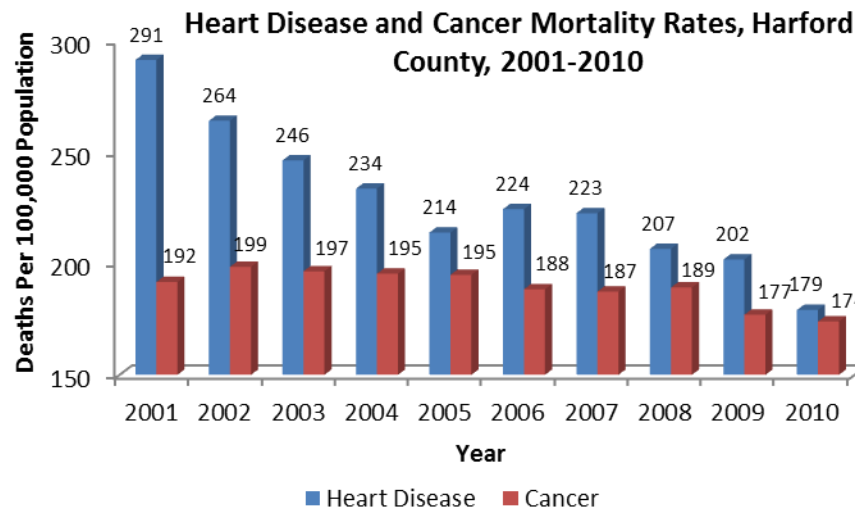
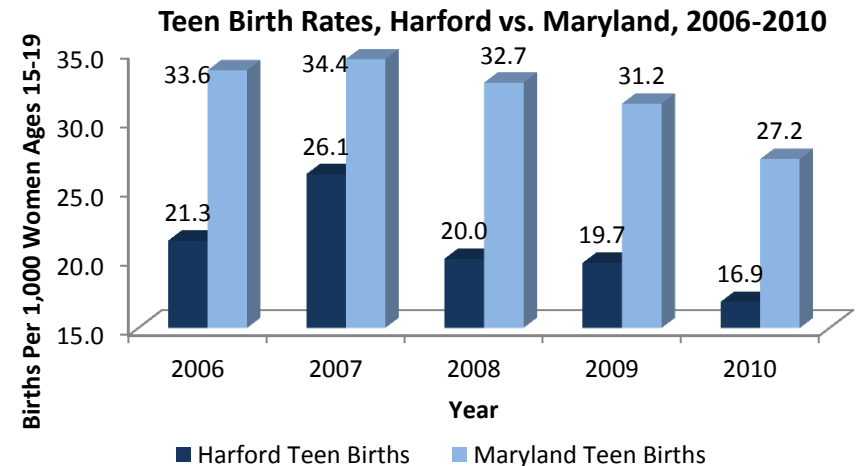
- **ADDICTIONS SERVICES**
 - 6,554 appointments scheduled
- **FLU VACCINES**
 - 12,917 doses given
- **COMMUNICABLE DISEASES**
 - 2,130 reportable cases investigated/treated
- **HIV SERVICES**
 - 361 HIV client case management encounters
- **WOMEN'S HEALTH**
 - 4,245 client visits at the Women's Health/Family Planning Clinic
- **WIC NUTRITION**
 - 71,023 client visits to the WIC program
- **TOBACCO USE PREVENTION**
 - 12,170 students, parents and teachers given tobacco awareness education
- **CANCER PREVENTION**
 - 209 new clients received screening services
- **EMERGENCY PREPAREDNESS**
 - Strategic National Stockpile emergency plan ranked in **top 3-5%** of all jurisdictions in the US
- **DENTAL HEALTH**
 - 4,695 adult and children visits to the Dental Clinic
- **FOOD FACILITY INSPECTIONS**
 - 1,792 inspections of licensed food service facilities conducted
- **BUILDING PERMITS**
 - 1,837 building permits reviewed
- **RABIES VACCINES**
 - 2,510 dogs, cats, and ferrets vaccinated against rabies
- **MEDICAID ENROLLMENT**
 - 1,899 new applications for Maryland Children's Health Program processed
- **MEDICAID TRANSPORTATION**
 - 37,313 one-way rides for ambulatory clients
- **DISABLED ADULT EVALUATIONS**
 - 377 comprehensive evaluations for aged and functionally disabled adults
- **TEEN DIVERSION**
 - 36 clients received psychiatric rehabilitation services

Good news for Harford County public health ...

Harford Infant Mortality Rates improved by 55% over the past 5 years



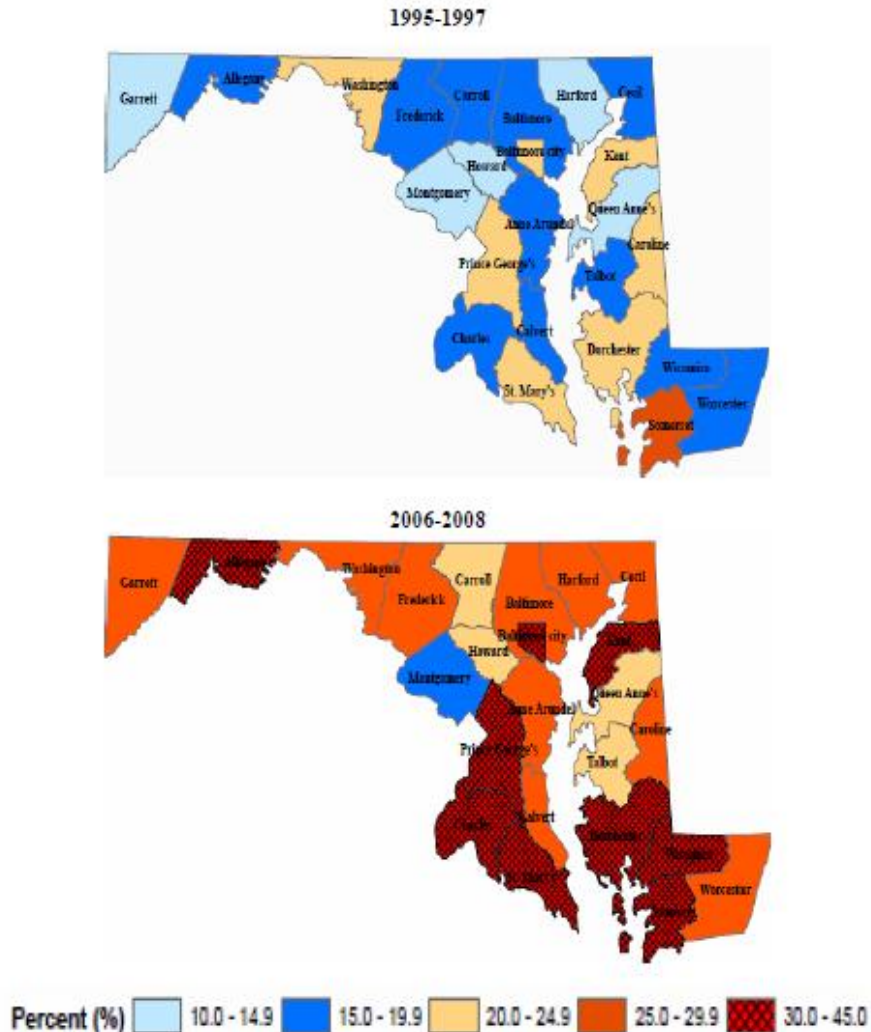
Harford Teen Birth Rates improved by 21% over the past 5 years



Heart Disease Mortality Rates improved by 38% and Cancer Mortality Rates improved by 9% over the past 10 years in Harford County

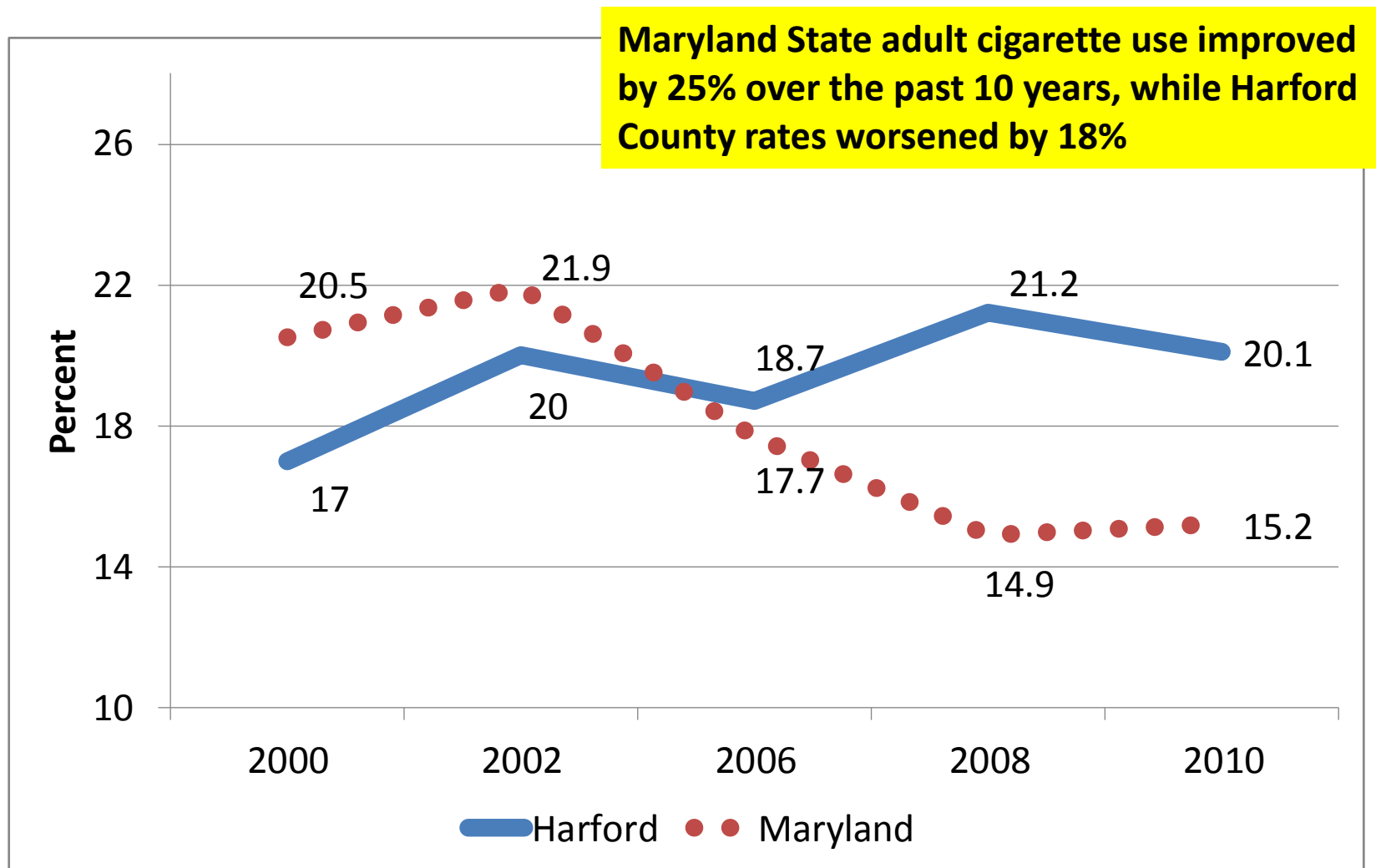
... but public health challenges, like obesity ...

Map 1. Prevalence of Obesity among Maryland Adults by Jurisdiction*



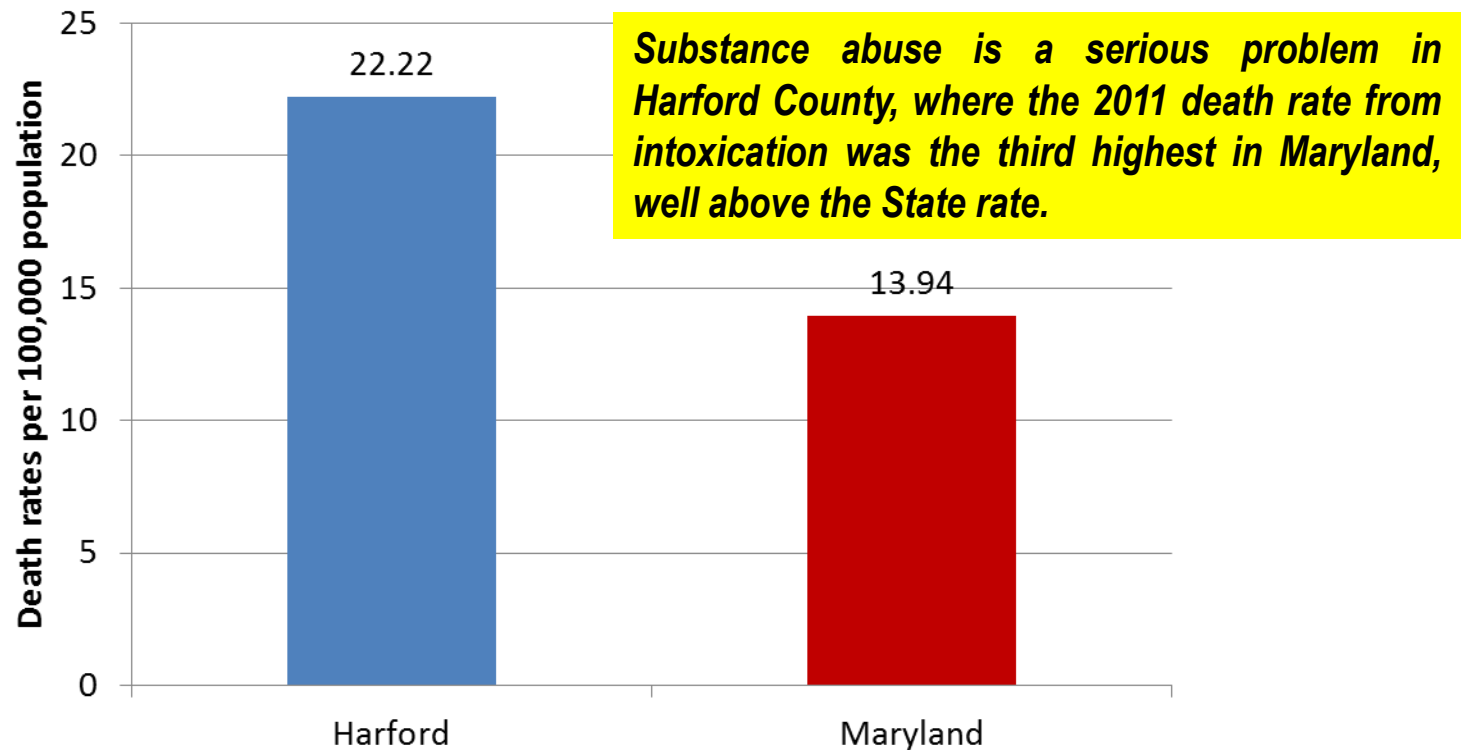
- From 1995-97, only 1 of 24 Maryland jurisdictions had an obesity prevalence $> 25\%$, but by 2006-08 this increased to 19 jurisdictions.
- This includes **Harford County** with an obesity rate that went from 11.4% to 26.2%, a 130% increase over 10 years.
- The Healthy People 2010 target for obesity prevalence is $< 15\%$.

... and public health challenges, like tobacco use...



...and public health challenges like substance abuse, remain.

**Death Rate from Intoxication,
Harford County & Maryland, 2011**



Source: Office of the State Medical Examiner

Harford County's Local Health Improvement Coalition (LHIC) is addressing these priorities ...

State Health Improvement Process (SHIP) launched in September 2011 –

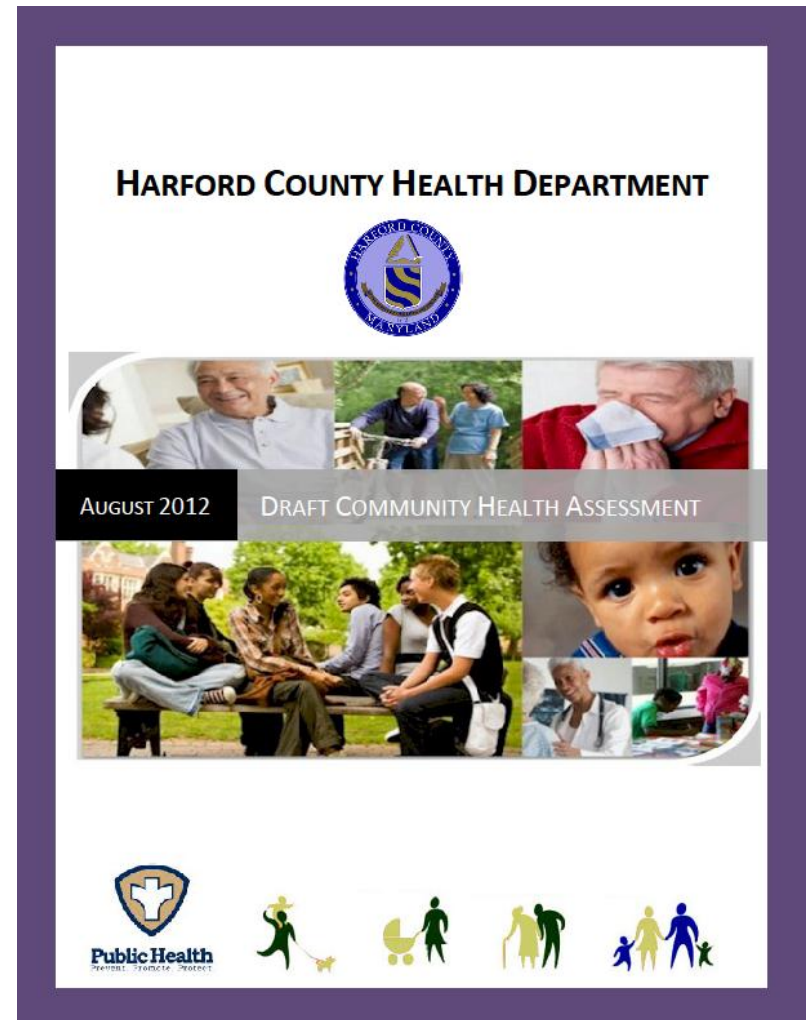


Harford County's Local Health Improvement Process (LHIP) launched in December 2011 –

- SHIP addresses 39 key health objectives, including those promoting healthy babies, healthy social environments, safe physical environments, infectious disease prevention, chronic disease prevention, and access to care.
- Harford County Health Department is building on its Healthy Harford partnership with Upper Chesapeake Health and Harford County Government to advance its LHIP.
- 50 key stakeholders convened in December 2011 at Harford Community College and identified top health priorities, including **obesity** prevention/healthy eating and active lifestyle; **tobacco** use prevention/smoke-free living; and **behavioral health**, including mental health and substance abuse prevention.

... through a Community Health Assessment

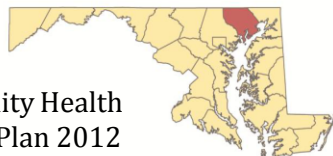
- Harford County's 2012 Community Health Assessment is a collaborative, data-driven process that:
 - Describes the health status of a population
 - Identifies areas for health improvement
 - Determines factors that contribute to health issues, and
 - Identifies resources that can be mobilized to improve the population's health
- 3 health priorities identified by the process:
 - **Obesity Prevention/** Healthy Eating and Active Lifestyle – affecting heart disease, cancer, stroke, diabetes, and other diseases
 - **Tobacco User Prevention/** Smoke-Free Living – reflecting a need to reduce the rising adult and youth tobacco rates in the County
 - **Behavioral Health,** including Mental Health and Substance Abuse Prevention



... and a Community Health Improvement Plan

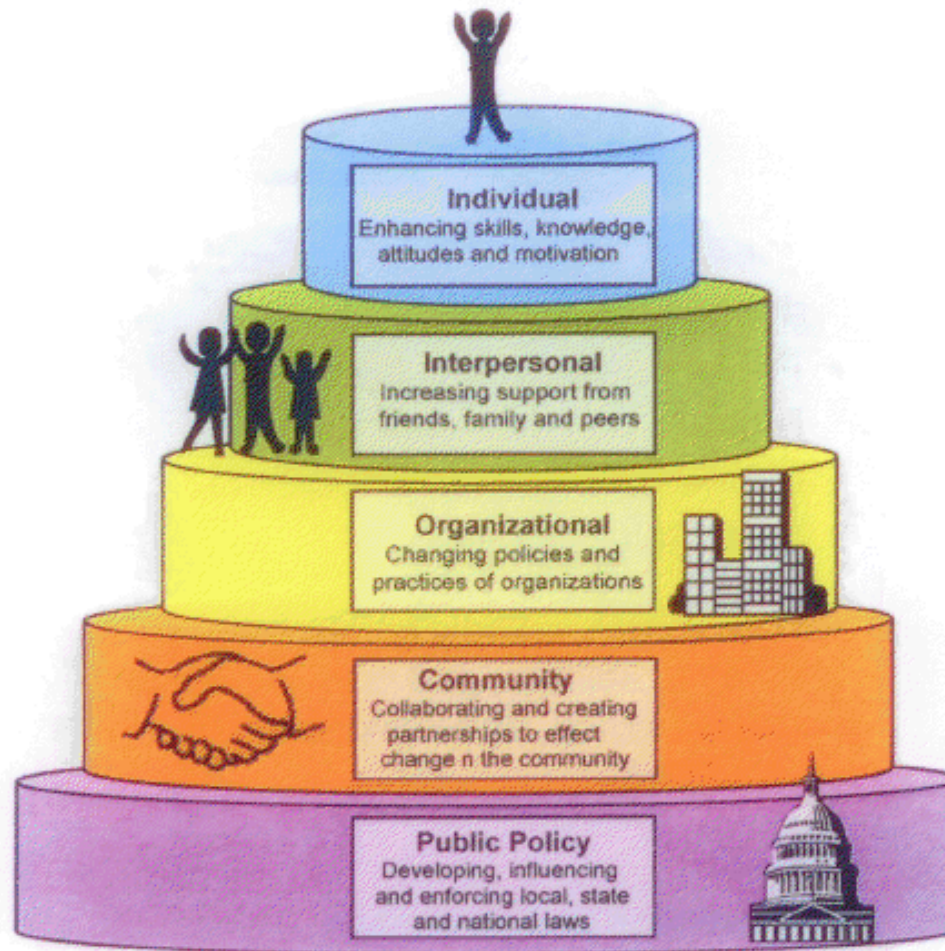
HARFORD COUNTY

Draft Community Health Improvement Plan 2012



- Harford County's Community Health Improvement Plan is a long-term, systematic process for addressing issues identified in its Community Health Assessment in order to improve health outcomes. Strategies include:
- Obesity Prevention
 - Increasing access to healthy foods
 - Enhancing the built environment
 - Creating a "Community of Wellness"
- Tobacco Use Prevention
 - Promoting community awareness
 - Encouraging workplaces to be smoke-free
 - Policy changes regarding sales to minors
- Behavioral health
 - Integrating and improving the delivery of substance abuse and mental health services

Socio-Ecological Model



Kendrick, S., Irwin, K., Hoskins, S. Clark County Public Health, 2010. Adapted from McLeroy, K. R., Bibace, D., Steckler, A., & Glanz, K. (1988). An ecological perspective on health promotion programs. *Health Education Quarterly*, 15(4), 361-377. Rosenbrenner, U. 1979. *The Ecology of Human Development: Experiments by Nature and Design*. Cambridge, MA: Harvard University Press.

The Harford County Obesity Task Force has been integral to promoting recommendations for healthy eating and active living

	Resolution No. 28-11
1	COUNTY COUNCIL
2	OF
3	HARFORD COUNTY, MARYLAND
4	Resolution No. 28-11
5	Legislative Session Day 11-23
6	October 18, 2011
7	Introduced by Council Member Lisanti
8	
9	A RESOLUTION establishing a Harford County Obesity Task Force to review and make
10	recommendations concerning the programs and policies for creating a healthier Harford County; to
11	educate Harford County citizens regarding healthier living, food choices, and exercise; to provide for
12	accessibility to healthy and affordable foods; to identify ways to develop and implement more
13	opportunities for walk able communities and recreational activities throughout the County; to appoint
14	certain persons to serve on the Task Force; to provide for the duties of the Task Force, including the duty
15	to submit an interim and final report with its findings and recommendations on or before certain dates;
16	and generally relating to the Harford County Obesity Task Force.

- Task Force created to study and make recommendations concerning programs and policies for the following:
 - Educating citizens of all ages regarding healthier living, including food choices and exercise
 - Accessibility to healthy and affordable food
 - Encouraging food providers to provide healthier food choices and menu options
 - Identify ways to develop and implement more opportunities for walkable communities and recreational activities for all citizens throughout the County

Harford County Obesity Task Force Members

- **Susan Kelly, Chair**
Harford County Health Department
- **Mary Ann Lisanti, Vice Chair**
Harford County Council
- **Jesse Bane**
Harford County Sheriff's Office
- **Bruce Clarke**
Laurrapin Grille Restaurant
- **Mike Elder**
Fitness Specialist
- **Janet Gleisner**
Harford County Dept of Planning & Zoning
- **Rebecca Hartwig**
Pediatric Partners
- **Elizabeth Hendrix**
Harford County Dept of Community Services
- **Jayne Klein**
Shop Rite Grocery Store
- **Kathy Kraft**
Upper Chesapeake Health Center
- **Kelly Lepley**
YMCA of Central Maryland
- **Arden McClune**
Harford County Dept of Parks & Recreation
- **Vanessa Milio**
Harford County Chamber of Commerce
- **Brad Milton**
Brad's Produce
- **Robert Tomback**
Harford County Public Schools

Framework of the Harford County Obesity Task Force and Subcommittees

Obesity Task Force

Susan Kelly, Chair

Mary Ann Lisanti, Vice Chair

(1) Community Engagement

Kathy Kraft, Chair

(2) Access to Healthy Foods

Elizabeth Hendrix, Chair

(3) Built Environment

Arden McClune, Chair

Harford County Obesity Task Force Final Report

- The 2012 Harford County Obesity Task Force Final Report contains nine recommendations centered around:
 - Access to Healthy Foods
 - Built Environment
 - Community Engagement
- Most importantly, the Task Force recommends that the:
 - County Council establish a Harford County Wellness Commission that will sustain and advance the goals of the Obesity Task Force
 - Commission will work with Healthy Harford to implement the policies and programs recommended in the Obesity Task Force Report

2012

Harford County Obesity Task Force
Final Report to County Council



Access to Healthy Foods Subcommittee Final Recommendations

- **Recommendation 1 - Encourage Access to Healthy Food**
 - Support the Department of Community Services in efforts to expand access to healthy food in the northern part of the county
 - Provide outreach to community groups that serve food
- **Recommendation 2 - Support School Wellness**
 - Increase availability of fresh fruits and vegetables at school
 - Offer support through recognition, community awareness and resources to support sustainability and replication

Built Environment Subcommittee Final Recommendations

- **Recommendation 2 – Support School Wellness (continued)**
 - Improve pedestrian access to schools sites
 - Encourage development of walking and biking programs at schools
 - Support requests for additional crossing guards
 - Coordinate the implementation of signage and pavements marking for crossways and school approaches as provided in the Manual of Uniform Traffic control Devices
- **Recommendation 3 – Implement the Bike & Pedestrian Master Plan**
 - Adopt and implement the forthcoming Bicycle and Pedestrian Master Plan

Built Environment Subcommittee

Final Recommendations

- **Recommendation 4 - Encourage Multimodal and Active Transportation**
 - Increase public awareness of Harford Transit and County bike and commuter programs
 - Conduct a study of the current transit system stops
 - Review the County's Development Regulations to ensure that new development and redevelopment, where appropriate support accessibility by walking, biking or transit
 - Road improvement projects should be designed to incorporate "Complete Street" elements
 - Encourage businesses to offer incentives for active transportation
 - Support implementation of the Street Smart Campaign

Built Environment Subcommittee Final Recommendations

- **Recommendation 5 - Encourage Changes that Emphasize Active Movement**
 - Encourage business owners to make staircases a visible and attractive option
 - Develop plaques and signage for all walking trails
 - Make information about walking paths available online and incentivize
- **Recommendation 6 - Implement the 2012 Land Preservation Parks and Recreation Plan**
 - Adopt and implement the 2012 Land Preservation Parks and Recreation Plan
 - Publicize that Parks and Recreation facilities are available for use by all residents

Community Engagement Subcommittee Final Recommendations

- **Recommendation 7 - Create and Employ a Unified Message of Healthy Eating and Active Living**
 - Support marketing efforts to establish Healthy Harford as a household name
- **Recommendation 8 - Establish Healthy Designation Programs**
 - Support the establishment of Healthy Harford designation programs, beginning with Healthy Harford Restaurants

Obesity Task Force Overarching Recommendation

- **Recommendation 9 - Sustain Obesity Task Force Initiatives**
 - County Council should establish a Harford County Wellness Commission that will sustain and advance the goals of the Obesity Task Force
 - The Commission will work with Healthy Harford to implement the policies and programs recommended in the Obesity Task Force Report



Exploring Ideas for Healthy Harford Restaurants

Possible Participation Guidelines

- Offer at least 3 Healthy Menu items
- Post Healthy Harford Restaurant materials (such as Healthy Harford decal, menu option chart, nutritional information)
- Trans-fat free
- Smoke-free (and in compliance with the Clean Indoor Air Act)
- Commit to obtaining Food Management or comparable certification

Benefits and Incentives

- Provides more nutritional information and healthier choices
- Publicity for voluntarily participating in a public health improvement program
- Assistance with recipe modification that could enable a Healthy Menu Item
- Expedited environmental health review of restaurants by the local health department
- Food Management Certification scholarships for early Healthy Restaurant participants

Exploring Ideas for Healthy Harford Schools



Harford Community Transformation Grant (CTG) in the Schools

Maryland was recently awarded federal CTG funds and, in turn, is funding the Harford County Health Department (HCHD) to promote a pilot model school wellness initiative in 3 elementary schools – Edgewood, Havre de Grace, and William Paca/Old Post – that ideally will be expanded to other schools in the future.



- **Best Practices**
 - CTG will promote best practices for fostering a school culture of health and wellness.
- **Educating and Engaging Stakeholders**
 - CTG will support innovative processes for creatively informing and educating students, parents and the community about the importance of healthy lifestyles.
- **Recognition**
 - CTG efforts will recognize and evaluate the successes and outcomes of Harford County's model approach.

Exploring Ideas for Healthy Harford Businesses

- **Previous research has shown some of the economic benefits of preventive healthcare for businesses related to both direct and indirect costs.**
 - Medical costs are reduced by approximately \$3.27 & absenteeism costs are reduced by approximately \$2.73 for every dollar spent on workplace wellness programs.
 - Asthma, high blood pressure, smoking, and obesity each reduce annual productivity by between \$200 and \$440 per person.
 - Research from the Milken Institute suggests that a modest reduction in avoidable risk factors could lead to a gain of more than \$1 trillion annually in labor supply and efficiency by 2023.

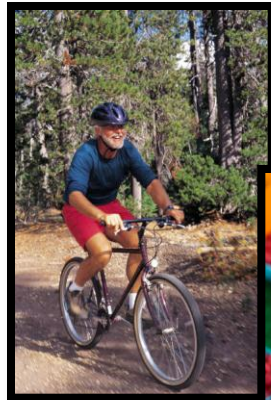
Source: National Prevention, Health Promotion & Public Health Council



- **Healthiest Maryland Businesses**
 - An initiative of the Department of Health and Mental Hygiene to encourage and support the creation of workplace wellness programs <http://dhmh.maryland.gov/healthiest/>

2012 Obesity Task Force Report Summary

By supporting and implementing Harford County Obesity Task Force's recommendations, the County will be able to set into motion a series of small changes that will help ***“make the healthy choice the easy choice,”*** and if sustained will result in a local ***culture of wellness.***



FYI – Healthy Harford Day, October 13, 2012

Bel Air Farmers' Market



Healthy Harford Day at the Bel Air Farmer's Market - hosted by radio personality and organic farmer Steve Rouse.

- 8:00 – 8:25 a.m. Yoga
- 8:30 – 8:55 a.m. Cooking Demonstration
- 9:00 – 9:25 a.m. Pilates
- 9:30 – 9:55 a.m. Zumba
- 10:00 - Presentation by Councilwoman Lisanti on the Obesity Task Force, County Proclamation by County Executive David Craig
- 10:30 Door prize drawings

For additional information or to spread the word and invite friends, visit the Healthy Harford Event Page on Facebook. Check out our website for a full list of vendors and activities.

WWW.HEALTHYHARFORD.ORG
[facebook.com/HealthyHarford](https://www.facebook.com/HealthyHarford)



Scan this QR code with your smartphone.

Healthy Harford Day at the Bel Air Farmer's Market
(corner of Hays and Thomas Streets)

Hear all about what is happening locally to help make Harford County the healthiest community in Maryland.

- Update on the County Council appointed Obesity Task Force
- Information on the Harford County Local Health Improvement Plan
- View the County's Bike and Pedestrian Master Plan

COOKING DEMONSTRATION

FREE EXERCISE CLASSES

VALET BIKE PARKING

KIDS - BRING YOUR BIKE TO THE BIKE RODEO

FREE KIDS BIKE HELMETS

FREE HEALTH SCREENINGS

GARDENING TIPS

FREE HEALTHY HARFORD T-SHIRTS

DOOR PRIZES & GIVE A-WAYS



Public Health
Harford County Health Department

Upper Chesapeake Health



Harford County Government

Healthy Harford, an independent 501(c)3 founded in 1993, is a coalition of businesses, nonprofits and government agencies dedicated to improving the nutrition and physical activity of the Harford County community.

Tobacco Workgroup Status Report to Date

- **Progress to date**

- Local business information has been collected to target tobacco-free workplace efforts
- Anti-tobacco messages have begun to be crafted
- The dangers of cigar use has been included as a component of all tobacco education efforts of the Health Department and Upper Chesapeake Health

- **Next Steps**

- Engage and educate local workplaces, including municipalities, as to importance of tobacco free campuses and Smoke Free Outdoor Areas to the health and well-being of the community.
- Develop and prepare a tobacco public information and awareness campaign
- Develop strategies for partnerships with general and medical practices, urgent care centers and dental offices

- **Goals of Workgroup**

- Raising public awareness pertaining to tobacco use
- Promoting and creating policies designed to restrict tobacco use and exposures to second-hand and third-hand smoke

Behavioral Health Workgroup Status Report to Date

- **Progress to date**

- Completed a Youth Behavior Survey among parents across Harford County
- Conducted a focus group with Emergency Room Staff from Upper Chesapeake Health and Harford Memorial Hospital
- Participated in the Bazelon Center for Mental Health Law “Performance Improvement Project”
- Revised the Local Health Action Plan

- **Next Steps**

- Bring together multi-disciplinary providers for information sharing and cross-training of addiction and mental health services
- Look into opportunities to use Primary Care/Urgent Care Doctor as a first line of intervention for youth presenting with mental illness
- Investigate ways to promote recovery and support through peers, families and faith based community

- **Goals of Workgroup**

- Develop mechanisms to integrate mental health and substance abuse treatment
- Improve the delivery of behavioral health services

FY 2012 – Highlights

- **Dental Health/Comprehensive Women's Health Partnership**
 - The Dental Program is working with the Comprehensive Women's Health Program and the University of Maryland Dental School in Perryville to expand access to dental services for the uninsured.
- **Influenza Immunizations**
 - Harford County ranks highest among all 24 Maryland jurisdictions in childhood influenza vaccination rates, due in large part to the local health department/local school system partnership events.
 - Harford County Health Department has the second highest employee flu immunization rate of all Maryland local health departments.
- **Emergency Preparedness**
 - Peach Bottom Emergency Preparedness Drill -- Successfully conducted federal emergency preparedness exercise in March 2012.
 - Received a TAR review score of 100 for the CDC Strategic National Stockpile Cities Readiness Initiative Technical Assistance Review.

FY 2012 – Highlights

- **Environmental Health Services**

- Rabies Clinics vaccinated 2,510 animals this year. This is the highest number of vaccinations compared to annual numbers for the past ten years.
- Lyme Disease prevention efforts continue in partnership with DHMH



- **Tobacco Quit Classes**

- Offered to Harford County government employees in preparation for Tobacco-free Policy implemented January 1, 2012.

FY 2013 Harford County Health Department Grant Activities

Local Health Improvement Process (LHIP)

Awarded \$50,000 6-month Maryland Community Health Resources Commission grant for supporting local action strategies for improving community health and advancing the State Health Improvement Process



Community Transformation Grant

Awarded \$145,000 24-month federal CDC Community Transformation Grant through DHMH for supporting community efforts to promote healthy lifestyles, reduce health disparities, and control health care spending

FY 2013 – Looking Ahead

- **Impact of Federal Health Care Reform on public health**
 - **Expansion of Medicaid** – will require additional safety net providers.
 - **Establishment of a Health Insurance Exchange** – will require eligibility determination and enrollment, enhanced coordination and patient navigation services.
 - **Transition to an Electronic Medical Records (EMR) system** will be required of all providers as a part of federal ACA requirements.
- **National Public Health Accreditation** will soon be expected of all State and Local Health Departments in order to demonstrate accountability and, in the future, a probable requirement for receipt of federal funds.
- **Federal budget uncertainties** threaten all public health programs.
- **Integration of Behavioral Health**

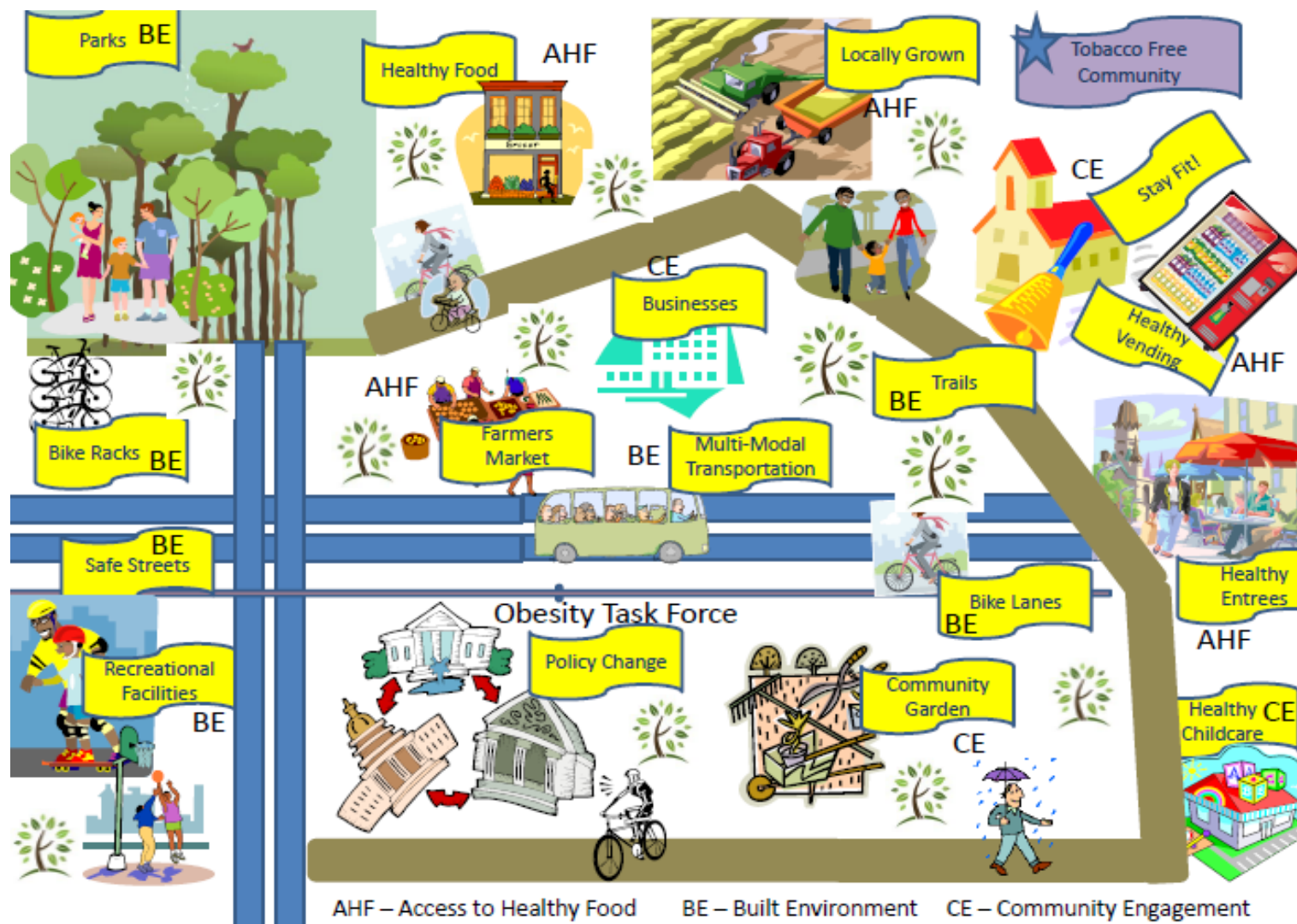
FY 2013 – Looking Ahead

The Harford County Health Department will once again offer flu immunization clinics

- Schools – elementary students will be provided the Flu Mist immunization at school.
- Community – Flu immunization clinics will be offered at Harford County Health Department's Woodbridge location (1321 Woodbridge Station Way, Edgewood). Check the website for dates of walk-in and appointment only clinics.

www.harfordcountyhealth.com

Vision of a Healthy Community



Questions?
Comments?



Visit us at
www.harfordcountyhealth.com