

Jefferson County, Alabama
Department of Health

2007
Annual Report



Celebrating 90 Years of Service

Annual Report

Prepared by Policy, Grants & Assessment Division

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Health Officer

The 2007 Jefferson County Department of Health Annual Report emphasizes partnerships with agencies and organizations in the local public health system that foster the execution of our vision, mission, and values. Our ninety years of service to the community have taught us that we cannot address enormous public health issues alone. We need partners by our side. Over the last year, we worked with county officials, community leaders, and residents to enhance the quality of life for our community. With the emergence of new challenges to public health, collaboration among and mobilization of community partnerships have proven helpful in tackling public health needs and employing a variety of methods.



Our role in the community reflects the ten essential services of public health established by the Public Health Foundation. There are services to address population-based issues and personal health issues through our programming and policy development. Programs such as Emergency Preparedness, Healthy Start, Community Health, Disease Control, and Environmental Health have promoted and protected good health practices and prevented poor health outcomes by helping citizens to become increasingly self-aware and empowered about how they can directly affect their health. In addition, we have monitored the health status of the community, and diagnosed and investigated outbreaks that posed risks to the larger communities' well-being while addressing individual health needs of our patients. In a service community-based sense, we have developed policies that assure the improvement of the health of the community, and we have provided programs responsive to the growing demands within the local public health system.

As Health Officer of Jefferson County, I am proud of the work our public servants have provided Jefferson County, and I am pleased to present this report as an example of their work in fiscal year October 2006 to September 2007. These accomplishments represent an ongoing commitment that we never forget: we are stewards of the public's trust in our unceasing effort to provide the highest quality and most efficient services to all Jefferson County citizens.

Michael E. Fleenor, MD

Michael E. Fleenor, M.D., M.P.H.
Health Officer
Jefferson County, Alabama

Leadership

2007 Board of Health Members



Left to right:

- David Ennis, M.D.Chair
- Juan Johnson, M.D.General Liability Claims Committee/Investment Committee
- Laura Kezar, M.D.Elected 2008 Member
- F. Cleveland Kinney, PhD, M.D.Secretary
- Gregory Ayers, M.D.Grants & Policy Committee
- Commissioner Bettye Fine Collins (not pictured)
- James R. Dollar, M.D. (not pictured)

The **Jefferson County Board of Health** brings together a variety of professionals who are interested in serving their community and promoting health and wellness. It is a privilege to work with the Department of Health. Our six-member Board has dedicated its time, talents, knowledge, and expertise that contribute to the fulfillment of the Department's vision, mission, and values. With the responsibility to preserve, protect, and enhance the general health and environment of the communities in Jefferson County, the Board of Health is proud to be a partner in shaping public health practices in our area for years to come.

Jefferson County Board of Health

2007 Management Team



Left to right:

Wayne Studyvin.....Director of Environmental Health Services
Randy ManzellaDeputy Director of Finance and Administration
Claude Ouimet, M.D.....Deputy Health Officer
David Erikson.....Director of Management Information Systems
Gwen VerasDirector of Finance and Administration
Michael E. Fleenor, M.D., M.P.H.....Health Officer

A New Look

The Changing Face of Jefferson County Department of Health

This new logo for Jefferson County Department of Health is a visual symbol of a new day in public health and our commitment to a holistic view of health. It represents our purpose and our mission, as well as our vision for the future of Jefferson County. It is a product of many hours of deliberate, thoughtful design.

The three-pointed shield silhouette stands for the three core functions of public health: prevention, promotion and protection, and echoes the national symbol and purposes of public health.

Within the shield itself are the concepts of a healthy environment, bodies and minds and communities. All are inseparably intertwined and interdependent. The imagery inside the shield combines the traditional symbol for health, the staff of Asclepius (one snake around a staff), surrounded by symbols for the air, land and water in which we live.

Green historically represents safety and health and with safety and health comes life and hope. Along with blue it also conveys the idea of a clean, healthy environment.

Red traditionally symbolizes power and courage. In our new logo, it specifically represents the courage and power of life itself, that is, the blood that flows through each of our bodies and sustains us individually. It also represents the strength of the common bonds of individuals to one another in community.

Yellow is the color of gold, the color of the sun. The sun is the source of energy providing both light and warmth that are needed for all healthy growth. Besides its more literal meaning as the primary physical source of energy for all life on earth, it represents creative discovery and knowledge as well as illuminated vision, insight, and decision-making. It symbolizes human warmth that promotes healthy individual and community development.

This fresh identity encapsulates the vision, mission and the roles Jefferson County Department of Health serves in the community and expresses our expectations and hope for the future for all Jefferson County.



Several JCDH directors gather to celebrate the unveiling of the new logo at the Public Health Week ceremony on April 4, 2007.

A New Location



New Eastern Health Center Groundbreaking

Plans for the new Eastern Health Center, Carol Samuelson Building, were finalized. The current Eastern Health Center was the first center instituted, shortly after 1917. The center provides services for residents in the Roebuck, Woodlawn, Eastlake, Center Point, Gate City and other eastern areas of Jefferson County. Today, Eastern Health Center has approximately 14,000 square feet of space. The number of patients being served by the Eastern Health Center has increased tremendously over the years, therefore, warranting a larger facility. The new Eastern Health Center will be approximately 43,107 square feet. It will be designed with LEED intent (Leadership in Energy and Environmental Design) including light controls, energy management systems, and water efficient fixtures. Designform, Inc. and Golden and Associates Construction, LLC are the two leading companies in charge of the planning, design, and construction of the new facility. The estimated completion date is October 2008.



The building of a legacy...Dr. Samuelson's visioning and commitment to the community led to the purchase of land intended as the future site of a new, state of the art, primary care center. This center will be completed in the fall of 2008 under the leadership of Dr. Fleenor.



Groundbreaking of the new Eastern Health Center honored former health officer, Dr. Carole W. Samuelson, in October 2007.

Prevent

Preventing Disease

Controlling and preventing disease, the Disease Control Service Center provides public health information and appropriate health and risk communication messages to the public, educators, health care providers and the media. Identifying, treating and preventing the spread of TB, STDs, and other communicable diseases in Jefferson County includes providing free testing, medical evaluations and medication for cases, as well as contacts to such cases. This team also investigates reports of cases of communicable diseases, food-related illnesses and disease outbreaks of any nature within day cares, schools and nursing homes. Disease Control ensures easy access to immunization services for children and adults, investigation of cases of vaccine-preventable diseases, auditing of day cares and schools to ensure compliance with childhood immunization recommendations.

Disease Control

SUCCESS

This service center diagnosed 33 cases of tuberculosis (TB), and none of these cases was lost to follow-up, a true challenge in this line of work. The Prevention and Epidemiology division successfully implemented new strategies for controlling a community-wide shigellosis outbreak and responded to community concerns about community-acquired staph infections. The STD team undertook a comprehensive internal review and expanded staff to increase follow up to syphilis cases.

INNOVATION

Chris McNair Health Center was added to those JCDH health centers screening foreign-born patients for TB. We also implemented extended STD clinic hours during the months of June through September, allowing greater access for STD patients and their contacts.

AWARDS

The Immunizations team led our health department to be ranked #1 in the nation for immunization levels among children 19-35 months of age in part through continuation of eight off-site immunization (Tot Shots) clinics. JCDH received the Vaccine Coverage Award from the Centers for Disease Control and Prevention (CDC) at the National Immunization Conference, Kansas City, Missouri, March 2007.

FUNDING:

The Immunization Action Plan grant from CDC through 2007 was renewed, enabling us to renew contracts with three area birthing hospitals. The Childhood Lead Poisoning Prevention Program, previously funded by CDC, is now funded directly by ADPH.

PARTNERSHIPS AND PROJECTS

- UAB Lung Health Center for the TB Contact Study.
- Birmingham VA Medical Center in reporting a substantial portion of TB cases.
- Jefferson County Immunization Task Force.
- Shepherd's Watch, including 37 area churches and pastors, to educate parents on childhood immunizations.
- Local hospital Infection Control Practitioners serve as primary points-of-contact on cases of reportable diseases.
- Collaboration by the ADPH Child Health Division of Family Health Services on cases of reportable diseases involving day cares to provide health education messages for parents, staff and directors.
- Partnership among the Birmingham offices of Community Development, Housing and Urban Development, and Jefferson County Housing Authority to identify, locate and refer for remediation, homes identified as potential sources of lead exposure.
- Collaboration by the Jefferson County AIDS in Minorities (AIM) to provide testing for HIV and syphilis at Birmingham and Bessemer City jails during a syphilis outbreak.



Protect

Protecting Against Environmental Hazards

Environmental health hazards - such as mercury, pesticides, air and water pollution, and lead - can have significant effects on the health of our population as a whole, but they are often undetected. Environmental Health Services regulates a number of potential health hazards in our county, including restaurants, lodging, onsite sewage disposal systems, public swimming pools, tattoo parlors, communal living facilities, detention centers, school food services, ionizing radiation devices, tanning salons, and air emission sources. This service center also investigates animal bite exposures, public health nuisances, public health vectors and general community sanitation. The Community Assessment division seeks to engage the community stakeholders in the process of determining local community environmental health issues, setting priorities, and developing a course of action to address key concerns.

Environmental Health Services

SUCCESS

In conjunction with the UAB School of Public Health, Environmental Health has implemented an on-line training program for the department's Environmental Health Specialists that consists of ten introductory level public health courses.

NEW THIS YEAR

The Food and Lodging Division initiated new regulations to promote smoke-free food establishments and an innovative portable electronic data gathering system for food establishment inspections. An investigation was launched with the Bessemer Police Department to close down illegal food vendors operating on weekends in the City of Bessemer. The Community Environmental Protection Division initiated an electronic data sharing procedure to speed the processing of applications with the Jefferson County Zoning and Land Development.

AWARDS

Environmental Health Services received a Model Practice Award from the National Association of City and County Health Officials for "Smoke-Free Food Establishments in Jefferson County, AL."

FUNDING

The Community Assessment Division in conjunction with UAB SoPH received a grant from the Centers for Disease Control to work with the Colledgeville and Harriman Park Communities to address on-going environmental concerns associated with coal dust in the community.

"Project Moon Dust" is designed to promote state-of-the-art environmental public health practice in community settings. Mosquito control is one goal of this project. Another is reducing exposure to coal dust caused by trucks hauling pulverized coal to Sloss Industries over many years of operations.



PARTNERSHIPS AND PROJECTS

- Environmental Health Services chairs the Environmental Quality Committee that is comprised of representatives from UAB School of Public Health, the Jefferson County Commission, the Jefferson County Zoning and Land Planning, CAWACO and Region 2020. The committee is developing a plan to reduce roadside litter in Jefferson County.
- Environmental Health Services, in conjunction with the USDA, Alabama Department of Agriculture, and ADPH, worked on a national project to vaccinate raccoons against the threat of rabies.
- The Air and Radiation Division, Alabama Department of Environmental Management (ADEM), and local industries are developing a plan to reduce fine particulate matter in the ambient air of Birmingham.
- In cooperation with the EPA, the University of Alabama at Huntsville, and Battelle Corporation, we are conducting a community air toxics assessment. The air toxics assessment includes conducting air toxics pollutant monitoring at four specific, stationary sites in Jefferson County, and building and utilizing mobile monitoring equipment to analyze localized ambient air toxics pollutant concentrations.

HIGHLIGHTS:

- Taught 15,481 students in food safety classes.
- Inspected 8458 food establishments.
- Investigated 2259 public health nuisance complaints.
- Evaluated 1551 onsite sewage disposal applications.
- Investigated 1216 food complaints.
- Investigated 821 animal bite exposures.
- Served thousands of county residents.



HEALTH OFFICER'S AWARD OF EXCELLENCE

Jefferson County Department of Health is proud to announce the recipients of the third annual Health Officer's Award of Excellence. This award goes to the restaurants within Jefferson County that have promoted community health through food safety, well trained staff, healthy menu choices, and a smoke-free environment.

RECIPIENTS OF 2007

HEALTH OFFICER'S AWARD OF EXCELLENCE:

McAlister's Deli

350 State Farm Parkway, Homewood

The Village Tavern

1101 Summit Boulevard, Birmingham

Tortugas

2801 John Hawkins Parkway, Hoover

Los Angeles Restaurant

2801 7th Avenue, South, Birmingham

Princeton Elementary School

1425 2nd Avenue, West, Birmingham

Promote

Promoting and Encouraging Healthy Behaviors

"Health departments educate communities in health and disease prevention areas such as nutrition and physical fitness, smoking cessation, and early detection of breast cancer. Agencies analyze which chronic disease risks are most common in their communities and then initiate activity to increase awareness and understanding of preventive measures, frequently working with the private sector, associations, and community groups to promote and provide education about healthy behaviors." NACCHO

Community Health

SUCCESS

Major accomplishments from this past year include a grand celebration of National Public Health Week, highlighting numerous partnerships and celebrating 90 years of service to the community. As recommended by the citizens of Jefferson County in Our Community Roadmap to Health, the annual Five-A-Day event to encourage eating more fruits and vegetables every day was held in partnership with Morris, Kimberly and Warrior communities, culminating our 8th year partnering with the community for this event. Community Health expanded outreach initiatives to the citizens of Jefferson County encouraging neighborhoods to eat right and promote more physical activity through neighborhood walking initiatives.

INNOVATION

CATCH, a national evidence-based nutrition education program, was offered to 1st graders in select Jefferson County school districts by our nurses and nutrition educator for a 10-week program. JCDH served as a weigh-in site for Scale Back Alabama, a statewide weight loss contest sponsored by the Alabama Department of Public Health.

Choosing the Best Life is an abstinence-based education program provided to ninth graders in the Birmingham City Schools. A syphilis education and communication strategy was implemented in churches, schools, and community organizations to help identify and reduce the incidence of syphilis cases in Jefferson County.

Community Health established a new position, International Program Manager, to ensure that all patients and clients receive safe and quality services across all divisions. These services include interpreting of bilingual services in clinics and environmental health services all across the continuum of care. JCDH established an internal mechanism to request and manage translation of vital documents to respond to the needs of our patients and clients regardless of their mastery of the English language.

FUNDING

The Tobacco Control and Prevention Grant, received from the Alabama Department of Public Health, promotes a smoke-free environment for the residents of Jefferson County. The primary focus is to urge policy development that promotes smoke-free environments and prevent smoking among youth.

Worksite Wellness is a joint project of the Department of Health and the Employee Insurance Board focusing on prevention, education, and early treatment. The program provides health assessment, screenings, follow-up, health education and risk reduction outcomes. Promoting and encouraging healthy behaviors is the cornerstone of Community Health's Worksite Wellness Program. Worksite Wellness screens for potential health problems, makes referrals to the medical community, and educates participants about preventive measures. As a collaborative partnership impacting the community, schools, the workforce, and the medical field, Worksite Wellness screened 5,259

state employees in 2006-2007, referred 738 to other services, gave 3,357 flu shots and saw a total of 8,616 clients.

PARTNERSHIPS AND PROGRAMS

- Deep South Network for Cancer Control
This community partnership network serves to develop policy and plans that support individual and community health efforts.
- Birmingham Weed and Seed
Weed and Seed was developed by the United States Department of Justice to revitalize local communities through crime prevention and social services to improve community quality of life.
- Alabama Action for Healthy Kids and Jefferson County Obesity Task Force are partners to prevent and reduce obesity in our youth.
- UAB School of Public Health partners to provide nutrition education and physical activity services for Be Bright, Eat Right program at Chris McNair Health Center for 3-6 year old children at risk of becoming overweight
- Bessemer Board of Education, Parent Involvement Program
This program assures that each student who enters school has a safe, healthy and secure environment that empowers the student to become actively engaged in learning healthy lifestyles.



The Bessemer community engages in jumping rope and playing with Hula Hoops during a Five-A-Day event promoting healthy eating and physical activity.

Prepare

Responding to Disasters and Assisting Communities in Recovery

Public health departments are involved in protecting the community from immediate and long-term effects of natural and man-made disasters. Health departments work with emergency management organizations to identify, respond to, and mitigate natural disasters and threats of bioterrorism.

Emergency Preparedness and Response

Our emergency preparedness staff promotes an all hazards approach to being prepared for all types of emergencies, including natural and man-made disasters, hazardous material exposure, and injury and disease prevention within Jefferson County.

14 We focus on educating the general public in developing and exercising safety plans and creating emergency supply kits through various outreach events, media outlets and material distribution.

We serve as a resource for public health partners such as hospitals, schools, civic groups, and businesses for preparedness training, educational materials and presentations.

We collaborate with organizations to raise the public's awareness of potential emergencies, advantages of being prepared, and the expectations of local response.

INNOVATION

The emergency preparedness division became a separate division for Fiscal Year 2008, due to the growing responsibilities of the division. The new division is named Emergency Preparedness and Response, which encompasses an all-hazard approach to emergencies within Jefferson County.



Stock up on supplies, foods, medications: Flashlight, radio, batteries, first aid kit, water, clothing, hygiene products, bleach, sanitizer, non-perishable foods, and medications

Talk to your family, friends and neighbors: Discuss with family members a common meeting place if you're separated during a disaster and collect alternate telephone numbers for family, friends and neighbors

Organize your important documents: Store birth certificates, immunization records, insurance policies and sentimental pictures in waterproof containers

Plan for all types of hazards: Tornadoes, floods, power outages, and outbreaks of diseases (like pandemic flu)

For more information please contact the Jefferson County Department of Health, Emergency Preparedness Program at (205) 930-1440, or visit our website at www.jcdh.org.

In an effort to emphasize the importance of planning for any hazard, our emergency preparedness staff used the STOP planning tool to market the basics of preparedness to local residents.

FUNDING

The EP division is responsible for managing three grants in accordance with Alabama Department of Public Health and Department of Homeland Security guidelines. These grants are for All-hazards, Pandemic Influenza, and the Cities Readiness Initiative.

PARTNERSHIPS AND PROJECTS

The Alabama Department of Public Health (ADPH), Center for Emergency Preparedness and the Jefferson County Emergency Management Agency (EMA) are both key partners in raising the public's awareness of potential emergencies, the advantages of being prepared, and expectations of local response.

The Division of Emergency Preparedness and Response serves as a resource for nine categories of public health partners. We serve the Emergency Management Agency (EMA) as the liaison through the EMA and local responders in advance of an emergency to facilitate a coordinated community response. We coordinate the healthcare system response during pandemic influenza and other public health emergencies. For the business community, we serve as a resource for Continuity of Operations Planning (COOP) which assures the continuance of minimum essential functions in the event of an emergency. For the communications community, along with the Jefferson County EMA, we serve as the lead agencies for risk communications messaging and public education in the event of an emergency. We serve the general public by leading efforts to strengthen support, outreach and training in Emergency Preparedness for vulnerable populations in Jefferson County. In similar ways, we serve those in education, government agencies, first responders and the faith-based community.

The Essential Ten

Make an emergency supply kit using these ten essential items (you may need to include more items based on your needs).
Store these items in an easy to carry waterproof container.
Have enough items in your kit for at least 3 - 5 days.



1 One gallon of **water** per person per day



6 Basic **first-aid kit**



2 **Food** and drink that does not need to be refrigerated



7 Manual **can opener**



3 Prescription and non-prescription **medications & medical supplies**



8 Extra **clothing, shoes, and socks**



4 Battery operated equipment such as a **radio and flashlight**, plus extra batteries



9 **Copies of documents:** photo identification, birth certificates, immunization records, insurance policies, current photos of family members, social security card, maps, etc.



5 **Hygiene items** such as soap, toilet tissue, toothbrush, toothpaste, feminine products and shampoo



10 **Cleaning supplies** including hand sanitizer, bleach, plastic bags, rubber gloves, and paper towels

The Essential Ten is a list of important items to put in your home emergency supply kit and should last 3 to 5 days in case of a major disaster. This list was developed at the initial phase of a statewide campaign for families across Alabama.

Access

Ensuring the Quality and Accessibility of Health Services

Ensuring access can involve providing actual health care to people who lack insurance, are underinsured, or cannot access private providers for services such as family planning, dental health, social services and nutrition services. Ensuring access can also involve coordinating among agencies to develop programs in health centers, schools, and communities, and establishing referral sources. Our case managers regularly work with low-income recipients to help assure they are part of a regular system of medical care. We have seen increasing numbers of referrals during this year with newborn hearing screening and childhood lead poisoning. Early identification and interventions for these conditions are critical to the child's development and future academic and occupational performance. Case managers work closely with parents and local pediatricians to assure that the children are retested and receive appropriate referral services, as well as to help the parents understand the importance of a medical home for their child.

Dental Health

Dental Health provides comprehensive dentistry to low income residents of Jefferson County and strives to educate the population on the causes and prevention of chronic dental diseases. In all our efforts, Dental Health serves as a resource for the community to address dental health needs and concerns.

- Jefferson Rehabilitation and Health Center residents received dental care as part of a service to the county nursing home.
- Jefferson County, Birmingham City, Midfield, Tarrant and Bessemer school systems collaborated with us to provide a school-based mobile dental program to students.

INNOVATION

Dental Health donated the oldest, non-utilized dental trailer to Cahaba Valley Healthcare, a non-profit organization serving the uninsured, and particularly, our Latino community. Other new ventures in Dental Health included open access hygiene appointments to reduce the number of broken appointments and providing a report to school officials on the dental treatment rendered, and the dollar amount of services provided while at each school.

FUNDING

The Dental Health Mobile Dental Program received continued funding from the Crippled Children's Foundation.

PARTNERSHIPS AND PROJECTS

- JCCEO partnered to provide Head Start Dental Screenings.
- University of Alabama at Birmingham, Wallace State and Bessemer Technical College partnered to provide public health experience to dental, hygiene and assistant students during their field rotations.



Mobile Dental Clinics improve access to care for school children in Jefferson County.

- Cahaba Valley Healthcare partnered to provide dental screenings at the annual Fiesta for the Latino community.
- City of Birmingham, Mayor's Office, Division of Youth Services—Take a Child to the Doctor Day.
- NBC Health and Wellness Event provided an opportunity for partnership and screenings to the general public.

Clinical Services

SUCCESS

The WIC program promotes proper maternal and child nutrition by providing special food vouchers along with nutritional education to WIC participants. The WIC Program benefits the Jefferson County economy by generating \$1.2 million dollars in food revenue monthly with 100 grocery stores participating, and an average monthly caseload of 13,550 participants.

INNOVATION

During 2007, WIC initiated a Breastfeeding Peer Counselor Program to inform and encourage WIC maternity patients to choose to breastfeed their infants and to promote longer duration of breastfeeding for postpartum women. Also this year, Case Management increased its efforts to promote Plan First family planning services throughout Jefferson County, appearing on both public access and local TV networks, participating in health fairs, and presenting to women's shelters and substance abuse programs on the importance of planning pregnancies. Case managers served 152 families based on an infant who failed his/her newborn hearing screen and 45 families in which a child was identified with lead poisoning.

Beginning in July 2007, all clinical services patients signed consent forms electronically. This enhancement, along with forms and letters built into the EMR, concluded the final phase in becoming paperless.

AWARDS

CLIA (Clinical Laboratory Improvement Amendments) conducted a recertification survey of the clinical laboratories in the health centers and Sexually Transmitted Disease Clinic. For the fifth time in a row, JCDH obtained a perfect laboratory compliance score with CLIA and JCAHO.

FUNDING

- Reach Out and Read and Reading is Fundamental are two reading initiatives with renewed funding that prepare and motivate children to read by supplying free books and literacy resources to children and families who need them the most.
- Alabama Diabetes Advisory Counsel delays and prevents developing diabetes and reduces complications related to the disease by promoting good nutrition, physical activity, weight loss and smoking cessation to prevent or delay diabetes (funding renewed).
- Title X is a national program to reduce unintended pregnancy by providing contraceptive and related reproductive health care services to low-income women (funding renewed).
- Title V Maternal and Child Health Services Block Grant (renewed) ensures the health of mothers and children, with a special focus on the most vulnerable populations.
- The Women, Infants and Children program received funding to improve the clinic infrastructure at Bessemer Health Center and a breastfeeding room at Northern Health Center.

PARTNERSHIPS AND PROJECTS

- UAB Optometry provides outpatient eye care services in several health centers.
- Samford University public health pharmacy students and residents provide smoking cessation classes for patients and a monthly pharmacy newsletter for medical staff.
- Children's Residency Program provides clinical experiences in primary care, as well as information on exposure and awareness of public health issues.
- WIC partners with the Department of Human Resources (DHR) and Lifeline to offer services to foster children and JCCEO Head Start children.

Monitor

Monitoring Health Status to Solve Health Problems

The new division of Policy, Grants and Assessment (PGA) provides services to other JCDH divisions in the areas of data analysis and dissemination, grant development, project management and partnership development related to the Health Action goals. This service center also responds to community-based requests for information and data on health indicators. Policy, Grants & Assessment's mission is to develop policy, assure quality data, preserve public health programs and partnerships, and obtain funding sources to strengthen the local public health system.

Policy, Grants and Assessment

SUCCESS

Since its inception, the PGA team has developed new programs and provided project management services, created logic models and established a new grant process. PGA worked with LPHS to expand department services using the Health Action Partnerships to formulate cooperative agreements and to establish goal chairs for each of the strategic issues as outlined in Our Community Roadmap to Health. Additionally, PGA maintained the joint venture with the Junior League of Birmingham (JLB) which provides training and funding to community organizations with programs that serve women and children.

INNOVATION

PGA coordinated the activities of the Jefferson County Public Health Fund (JCPHF) in partnership with the Community Foundation of Greater Birmingham. This donor-advised fund was established to provide funding opportunities by means of grants to community organizations engaged in public health activities. The fund provides financial support to community agencies working collaboratively to increase community cohesiveness and minimize duplication.

This division continues to build capacity for surveillance, the utilization of data in building program integrity, the facilitation of accurate reporting and presentation of relevant data, and data dissemination methodology using web-based technology. The division also utilized Geographic Information Systems (GIS) to identify and illustrate geographic patterns of health events. PGA provides support to other divisions in the form of assessment planning, data analysis, and performance improvement methods.



Staff from PGA discuss new plans for the division.

FUNDING

The collaborative relationship with the Junior League of Birmingham (JLB) provided training and technical assistance in grant writing to grassroots agencies. Collectively, \$50,000 in grants were awarded. PGA was also recognized by the National Association of County and City Health Officials (NACCHO) as one of ten national sites for the Accreditation Demonstration for Local Health Departments. The NACCHO funding assisted the department with performing a self assessment which helped to identify capacity, process, and activities needed for accreditation.

PARTNERSHIPS AND PROJECTS

PGA is the lead organization for the Health Action Partnership and the Healthy Start Coalition. The PGA team is strategically involved with the following community partners for achieving program goals:

- Junior League of Birmingham
- Community Foundation of Greater Birmingham
- Children's Policy Cooperative
- Congregations for Public Health
- Alabama State Obesity Task Force
- Alabama Child Fatality Review Board

HEALTHY START

Birmingham Healthy Start (BHS) is a federally funded project operated by the Jefferson County Department of Health. BHS seeks to reduce the infant mortality rate in Birmingham, Alabama, by providing culturally appropriate services, education program, screenings and referrals to eliminate health disparities for pregnant women and their children up to two years of age in fourteen targeted communities.

SUCCESS

BHS successfully implemented diverse “Personal Touch” strategies for outreach, recruitment and enrolling high risk perinatal clients, resulting in service to 1500 project participants and over 3000 community participants. In collaboration with community partners, BHS successfully implemented the five core services, including outreach, education, case management, depression screening and referral, and interconceptional care. These services are provided to a woman between birth and the next pregnancy including family planning, healthy lifestyles, and medical care for health problems. The project successfully met or exceeded 19 of 23 (83%) of the project objectives as reported in the response to the HRSA Project Site Visit.

INNOVATION

Birmingham Healthy Start Coalition increased its consumer participation including consistent attendance and participation at meetings, health education classes and community events. The Consumer Committee has developed a pilot project “Boot Camp” to provide intensive support to teenage interconceptional care clients.

AWARDS AND SPECIAL RECOGNITION

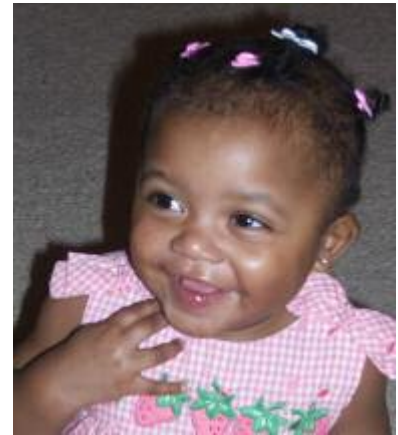
Birmingham Healthy Start staff and the Consumer Chair were selected to present at the Annual Healthy Start Conference August 2007 in Washington, DC.

FUNDING AND SUPPORT

- Wal-Mart Neighborhood Market Grant
- Project Participant incentives items donated by iVillage, Baby Talk, and American Baby, Pampers, Greater Birmingham Ministries

BHS HIGHLIGHTS

- Participated in 16 Health Fairs
- Parenting Classes (36 sessions) to 125 participants
- Home visits to 1500 perinatal clients and hospital visits to 275 clients



One of the newest members of our Healthy Start family.

HEALTH ACTION

The four strategic issues are each making progress with the underlying goals. For healthy lifestyles, momentum is building around the goals addressing chronic diseases with a focus on cardiovascular disease and around childhood obesity with a focus pulling all current efforts together as one.

Under the strategic issue of Livable Communities, work is underway to advocate for a community court and to decrease homelessness. A campaign targeting individuals 18-29 years old is in progress to decrease litter on our roadways; and the unincorporated county development plan is set to include key components for sustainable living environments in both residential and commercial developments.

The strategic issue on Access to Care is moving forward on linking people to needed and available resources, as well as marketing the concept of a medical home. The team addressing Public Policy is pulling together priority issues from all of the other strategic issues that can be addressed through policy and will soon begin development of a Jefferson County Public Health Advocacy Agenda.

All of these efforts are guided by a strong team of public health leaders across the spectrum of services in Jefferson County and Health Action is well on its way to producing real change in the way we do business in public health to improve the health and quality of life of our community.

Support

Funding Public Health Programs

Jefferson County Public Health Fund

This fund was established in Fiscal Year 2007 with the Community Foundation of Greater Birmingham to provide funding for innovative and strategic public health projects. David Bornstein, author of *How To Change the World: Social Entrepreneurs and the Power of New Ideas*, wrote, "Social entrepreneurs identify resources where people only see problems. They view the villagers as the solution, not the passive beneficiary. They begin with the assumption of competence and unleash resources in the communities they're serving."

Recipients of the Public Health Fund for 2007 are:

JCCEO HEAD START

Head Start promotes nutrition and fitness for young children in childcare facilities. The project will target childcare providers to promote healthy eating, nutrition activities, fitness and playground safety.

ALABAMA RIVERS ALLIANCE

Funding supports the Alabama Water Agenda, a proactive policy campaign, with the goal of achieving healthy water through water quality, water quantity, public health, and aquatic habitat. The Alliance will focus on developing a campaign to improve water policy in partnership with the Cahaba River Society and Black Warrior Riverkeeper.

CAHABA RIVER SOCIETY

The objective of this grant is to encourage developers and local governments to adopt improved design standards for development to restore the Cahaba watershed. CRS will work closely with developers and design professionals to take positive leadership to collaborate on training sessions highlighting examples of feasible, cost-effective watershed solutions.

CAWACO RESOURCE CONSERVATION AND DEVELOPMENT COUNCIL

The goal of this project is to conduct an environmental assessment that will provide information necessary to state and federal funding sources to address environmental degradation along Newfoundland Creek.

SUCCESS BY 6

This collaborative effort is to support a health and developmental screening project for children ages 0-5 in Jefferson County. The project also provides an educational understanding of the benefits of screening and early identification.

REGION 2020

To facilitate cooperation of private and public sectors and to support progress on the Three Park Initiative, Region 2020 will facilitate planning of Birmingham's "Parknership." Also, the Law Enforcement Task Force was created to help entities within the region maximize their effectiveness by providing information and technical expertise regarding best practices and up-to-date technology.

Community Health Grants

The Jefferson County Department of Health (JCDH) and the Junior League of Birmingham (JLB) contribute \$25,000 each to provide eligible non-profit organizations that seek to initiate new projects or strengthen existing ones that improve the health outcomes of women and/or children living in Jefferson County. The Community Health Grants program is fundamentally grounded in Our Community Roadmap to Health. Recipients of the 2007 Community Health Grants are:

AIDS ALABAMA:

WOMEN LIVING WITH HIV/AIDS\$3,000

This grant provides support, advocacy and expanded services to women living in the permanent and transitional houses for multiple diagnosed, low-income persons living with HIV/AIDS in Jefferson County.

AIDS IN MINORITIES:

SYPHILIS EDUCATION & TESTING FOR AFRICAN AMERICAN YOUTH\$8,700

This project will provide education and testing to African American teenagers living in western/southwest Birmingham who are engaging in behaviors that put them at risk for sexually transmitted infections.

CHILDCARE RESOURCES:

PARENTS AS TEACHERS\$1,300

Funding will expand the number of preschool children receiving hearing screenings and/or provide the appropriate referrals, specifically targeting preschool children of low income families.

CORNERSTONE SCHOOL:

HEALTHY STUDENTS PROJECT\$7,000

The target group is Cornerstone's K-4 through Grade 8 students and their parents. Goals are to decrease the prevalence of obesity, increase access to health information and improve each student's health and fitness level.

GRACE HOUSE MINISTRIES:

FITNESS AND NUTRITION COMPONENT\$5,000

In this resident program for homeless, abused, and

abandoned girls, there is a need to expand services to address health-related issues, especially obesity, by implementing fitness and nutrition component designed to educate and promote healthy eating and increased physical activity for girls 6-18 years that live at Grace House.

IMPACT ALABAMA STUDENT INITIATIVE:

FOCUS FIRST VISION CARE PROGRAM.....\$5,000

Funding will expand service-learning projects in coordination with students from colleges and universities throughout Alabama. Children ages 6 months to 5 years enrolled in head start programs and low-income day-cares in Jefferson County are screened for vision problems to receive appropriate examinations, diagnosis, and treatment

SIGHT SAVERS: VISION SERVICES\$10,000

This program targets underserved children from 0-18 years in Jefferson County with vision problems. Custom treatment plans are created for each child referred with coordinated prescribed treatment at no cost to the families.

UNITED CEREBRAL PALSY\$10,000

This program is expected to impact teenagers (and caregivers) with disabilities that have complex health and wellness issues due to severe physical disabilities.



Grantees representing Grace House Ministries and Sight Savers accept funding from JCDH and the Junior League of Birmingham.

Report Card

Health Report Card

SELECTED HEALTH STATISTICS, 2006

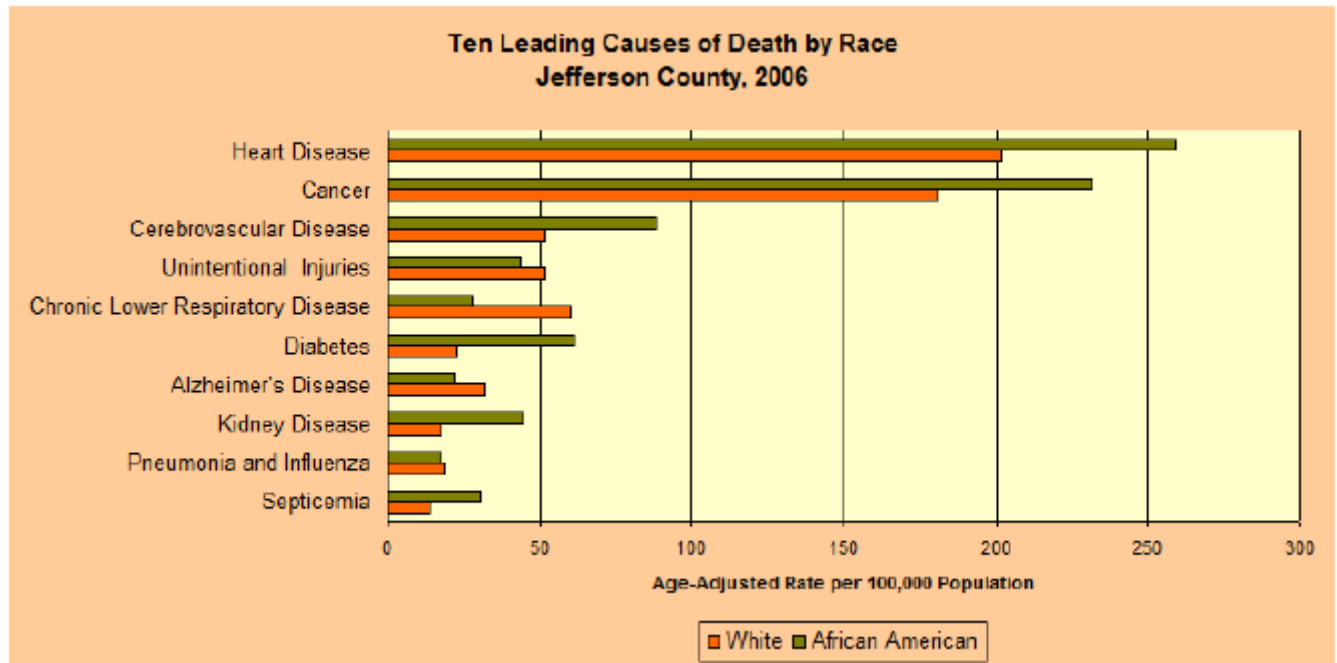
POPULATION BY AGE (2006 Census Bureau estimates)

<1 year	9,629
1-14 years	122,302
15-24 years	89,276
25-64 years	347,461
65 years and older	88,032
Total population	656,700

CHRONIC DISEASES Age-adjusted mortality rate

	Rate per 100,000	10-year trend
Heart disease	218.0	↓
Cancer	196.8	↓
Stroke	62.9	↓
Alzheimer's disease	34.9	↑
Diabetes	33.9	↑

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MATERNAL AND CHILD HEALTH
(number and rate or percent)

Live Births	9,629	62.0 per 1,000 women 10-44
Low birthweight births (<2500 g)	1,190	12.4% of live births
Very low birthweight births (<1500 g)	244	2.5% of live births
Live births to teens	1,169	52.2 per 1,000 women aged 15-19
Infant Mortality	110	11.4 per 1,000 live births

ENVIRONMENTAL HEALTH

Sanitary nuisance complaints	3,271
Percent of restaurants that failed inspection ¹	5%
Percent of housing structures built before 1950 (lead paint exposure)	18.3%
Percent of litter related to fast food or convenience store purchases	78% ⁴

COMMUNICABLE DISEASES
(rates per 100,000 population)

	Jefferson County	Alabama ¹	United States ¹
Chlamydia	662.9	502.8	345.0
Gonorrhea	314.0	234.0	120.9
Syphilis (primary & secondary)	37.3	7.0	3.3
Tuberculosis	4.6	4.7	4.8

INJURIES AND CRIME

	Number	Rate per 100,000
Drug overdose deaths ²	92	14.00
Motor vehicle crash deaths ²	79	12.00
Homicide ³	126	18.79
Rape ³	392	58.46
Robbery ³	2,308	344.18
Assault ³	2,373	361.40

¹ Centers for Disease Control and Prevention (CDC); <http://www.cdc.gov>

² Jefferson County Coroner/Medical Examiner's Office

³ Alabama Criminal Justice Information Center, Statistical Analysis Center, 2006 Crime in Alabama <<http://acjic.state.al.us>>.

⁴ Jefferson County 2006 Litter Survey Report

Resources

Financial Statement

"Financial means, managed wisely, are necessary to reach our end goals of better community health. Staying consistent in our honest pursuit of our mission with high quality in mind is a critical component of our institutional integrity. This characteristic combined with wise stewardship of resources is what brings good value to the public we serve."

Michael E. Fleenor, Health Officer

Revenues

ADVALOREM TAX REVENUE: 16% OF FY 2007 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 advalorem taxes collected within the County excluding advalorem taxes collected for the State of Alabama and all Boards of Education located in the County.

For the previous eight years JCDH has received a flat amount of \$7,454,400 which is approximately 3% of the total advalorem tax. This is forwarded to JCDH as the taxes are collected; therefore, approximately 100% is received during December, January and February each year.

SALES TAX REVENUE: 42% OF FY 2007 REVENUES

The total amount of sales tax collected by the County (1%) is divided equally.

First half of 1%:

1.5% to General Fund for collection costs (off the top)

9.0% (after collection costs) to JCDH

Balance to Indigent Care Fund

Second half of 1%

\$1,200,000 to Civic Center

31.0% of remainder to JCDH

69.0% of remainder to General Fund

The amount JCDH receives is approximately 2% of the total County sales tax and generally equates to \$19,000,000 per year.

STATE & FEDERAL CONTRACTS: 8% OF FY 2007 REVENUES

These are (primarily) dollars received from the Alabama Department of Public Health (ADPH) resulting from contracts (or subcontracts) to administer certain public health responsibilities for State Public Health Area 4 (i.e., 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.

CLINICAL HEALTH CARE REVENUE: 17% OF FY 2007 REVENUES

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

A sliding fee schedule is used within the Health Centers to determine the amount (if any) of fees due from the patients. We receive approximately 12% of the reimbursement from patients, 85% from Medicaid, 2% from Blue Cross, and the remaining 1% from all other payers combined (e.g., Medicare, etc.)

ENVIRONMENTAL HEALTH SERVICES: 7% OF FY 2007 REVENUES

This category represents reimbursement received (primarily) for Environmental Health services. State Law allows fees to be charged for many of the services provided by the EH staff such as restaurant inspections, septic system plans and inspections, air pollution permit fees, open burning permits, radiological equipment inspection and food handler training. Also included in this category are fees received for copies of vital records.

OTHER REVENUE: 10% OF FY 2007 REVENUES

This category is primarily reimbursement received for indirect costs (administration and building overhead) associated with Federal grants and contracts such as Healthy Start, WIC, Air Pollution, etc. Also included are allowable fines levied for violation of public health laws (e.g., air pollution violations), rental fees and parking lot and meter receipts. This category also includes earnings and changes in the market value of the Department's cash and investments. All investments are based on a Board of Health approved Investment Policy that strictly follows State and County guidelines.

Expenses

Expenses are generally classified by major public health program with administrative costs and the capital fund transfer separately identified. The general fund program costs for fiscal year 2007 include:

Salaries and benefits	\$30,045,300	73%
Materials and Supplies	5,105,400	12%
Contract services	2,846,100	7%
Capital project fund	3,345,700	8%
Total	\$41,342,500	100%

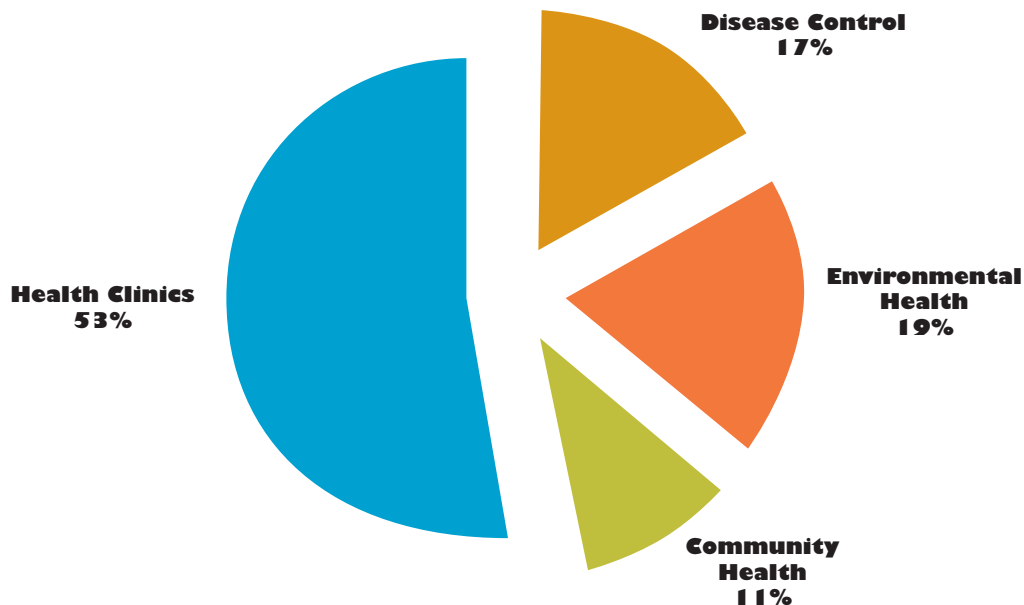
The Department also has 6 active Special Revenue Funds expected to total \$7,920,200. These funds are operated in accordance with the funding requirements of special grants and appropriations.

Jefferson County Department of Health General Fund 2007 Fiscal Year End

Tax Proceeds for Public Health Programs

Public Health Program Description	Total Cost of Program	% of Total	Sales Tax Jeff Co	Property Tax Jeff Co	Property Tax Bham	Property Tax Otr Cities
Disease Control	\$(3,771,163)	17%	\$2,472,541	\$730,403	\$267,325	\$300,893
Community Health	\$(2,325,405)	11%	\$1,524,638	\$450,387	\$164,840	\$185,539
Environmental Health	\$(4,166,868)	19%	\$2,731,983	\$807,044	\$295,375	\$332,466
Health Clinics:						
Bessemer	\$(2,113,001)	10%	\$1,385,377	\$409,248	\$149,784	\$168,592
Morris	\$(508,469)	2%	\$333,375	\$98,481	\$36,044	\$40,570
Central	\$(2,252,008)	10%	\$1,476,516	\$436,172	\$159,637	\$179,683
Eastern	\$(1,393,946)	6%	\$913,933	\$269,981	\$98,812	\$111,220
Northern	\$(1,433,282)	7%	\$939,723	\$277,600	\$101,601	\$114,359
Chris McNair	\$(1,548,144)	7%	\$1,015,032	\$299,846	\$109,743	\$123,523
Western	\$(2,135,095)	10%	\$1,399,863	\$413,528	\$151,350	\$170,355
Total Cost	\$(21,647,381)	100%	\$14,192,981	\$4,192,690	\$1,534,511	\$1,727,199
					Total Tax	\$21,647,381

Fiscal Year 2007 Use of Tax Proceeds (**\$21,647,400**)



Collaboration

Health Action Partnership

Health Action Partnership, formed in 2007, includes the following lead organizations for each goal from Our Community Roadmap to Health. This partnership includes conveners for the Jefferson County public health system committed to develop and sustain a strategic relationship by uniting resources to ensure communication and collaboration in addressing community-driven goals. Health Action is a process for pulling together community and public health system partners to improve the health of our county.

BONNIE BRADLEY
ALL Kids

CONNIE KOHLER
UAB Department of Health Behavior

ISABEL SCARINCI
UAB Center for Minority Health

HARRY BROWN
United Way of Central Alabama

EDWIN MARTY
Jones Valley Urban Farm

DALTON SMITH
Region 2020

RICHARD CRAIG
JBS Mental Health Authority

TOM MAXWELL
Regional Planning Commission

TERESA THORNE
City Action Partnership (CAP)

DAVID FLEMING
Main Street Birmingham

MAX MICHAEL
UAB School of Public Health

JEFF UNDERWOOD
Lakeshore Foundation

KARYN FRED
Department of Rehabilitation
Services

FRANK PHILLIPS
Jefferson County
Department of Health

DAN VOKETZ
Jefferson County Land Development

OUIDA FRITSCHI
Transportation Citizens
Committee of MPO

SUZANNE RESPESS
Children's Hospital

LYNNEICE WILLIAMS
Jefferson County Committee for
Economic Opportunity

MELISSA GALVIN
UAB School of Public Health

KAREN ROLEN
Community Foundation
of Greater Birmingham

GAYLE WINSTON
Jefferson County
Department of Health

SANDY KILLION
Vulcan Insulation

TAMMIE SAWYER
Jefferson County
Department of Health



Collaboration

Jefferson County Immunization Taskforce

The Jefferson County Immunization Task Force was formed in 1992 after a resolution and grant from the Centers for Disease Control and Prevention in Atlanta received Federal funding to improve immunization levels of children under two years of age. The primary focus of the group is to identify and remove barriers to immunizations for all Jefferson County children. Since 1992, immunizations rates have improved from 58.3% to 87.4%.

KIM ADCOX
St. Vincent's Health System

SUE COMO
St. Vincent's Health System

TRACEY COOPER
Aventis

DORSI DAVIS
Merck

QUINCHELA DENT-HESS
Children's Health System

BARBARA FOWLER
Medical Liaison, Cathedral of the Cross

LEISHA HARRIS
Trinity Medical Center

MATT HOLDBROOKS
St. Vincent's Health System

KATIE INGRAM
Sanofi Pasteur

BECKI MCANNALLY
Children's Health System

MARY MENARD
Birmingham Rotary Club

CATHY NICHOLS
UAB Medical West

DAVE SCHAUFUSS
Wyeth

BEN SKALA
GlaxoSmithKline

BERNICE SPENCER
Trinity Medical Center

JENNIFER KELLEY
UAB Medical Center

K.B. KOHLS
Merck



Partnerships are a significant part of our effectiveness in the community. Shown here are Susan Cotton of the Children's Policy Cooperative, Julie Cobb with the School Health division at JCDH, and Vicki VanValkenburgh with Junior League of Birmingham.

Birmingham Healthy Start Coalition

The Birmingham Healthy Start Coalition is charged with making recommendations for program direction and service delivery, and serving as an advisory board to develop community-based solutions for eliminating perinatal disparities.

Agency Representatives

ROWELL ASHFORD II, M.D.
Cooper Green Hospital

CLAIRE BROCK
Department of Human Resources

REV. REGINALD BROWN
Community Representative

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Mayor's Office, City of Birmingham

GAYLE CUNNINGHAM
Executive Director, JCCEO

GUSS DAVIS
Birmingham Enterprise Community

TOM ELLISON, M.D.
Project HELP

DR. WENDY HORN
Cooper Green Hospital

KATHY KANE/STEFANIE ASHFORD
Oasis Women's Counseling Center

DIANNE KENNEDY
Woodlawn High School Young
Mothers' Program

TOM M. MILLER, M.D., M.P.H.
Alabama Department of Public Health
Director, Family Health Services

KIMBERLY PATTON, Ph.D.
Birmingham Healthy Start

LEONA PAYNE
Community Representative

BESSIE SHERMAN
Community Representative

AMY SPARKS
Birmingham Health Care

OLIVER ROBINSON
State Representative

SUZZONE WALKER
UAB Maternal and Child Health

KEVIN WARE
H2O Consulting

MURIEL J. WEATHERLY
Birmingham City Schools
Even Start Program

ALBERT WOOLBRIGHT, Ph.D.
Alabama Department of Public Health
Center for Health Statistics

Consumer Representatives

KIGONIA ALEXANDER

DAYLENE BARTON

SHERRILL BOONE

BRENDALYN CHANEY

TIESHA CROSBY

ANTHONY DAVIS

CONSTANCE DEJARNETT

ALLESSANDRA ECHOLS

PORSHE HARRIS

BRITTANI HORTON

MARYUM MANNING

RAYSHON MURDOCK-WILLIAMS

RENETTE PERRY

YOLANDA PETERSON

JENOA SMITH

DENITA WEBSTER



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