

COLUMBUS
PUBLIC HEALTH

2012 ANNUAL REPORT



THE CITY OF
COLUMBUS
MICHAEL B. COLEMAN, MAYOR

COLUMBUS
PUBLIC HEALTH

GREETINGS

FROM THE HEALTH COMMISSIONER

DEAR PUBLIC HEALTH PARTNER:

While the national debate over health care and funding continued last year, Columbus Public Health was called upon to protect health and improve lives in our community like never before.

Year Of Challenges

In 2012, we continued to battle an infant mortality rate that was twice as high as New York City's. We responded to an unprecedented *Shigella* outbreak and an early and robust flu season, vaccinating students at 138 school flu clinics. We also rolled out a new campaign to stop sexually transmitted infections which were higher here than in the rest of the country. And, we promoted active living to combat an obesity epidemic which threatens a whole generation of young people.

Changes At CPH

As a result of a year-long strategic planning process, we developed new goals and strategic priorities, including reducing infant mortality, reducing overweight and obesity, reducing the spread of infectious diseases and improving access to public health care.

Additionally, we reorganized to place programs where they better support each other. A new Division of Clinical Services has aligned all of our clinics. Family Health encompasses our Maternal Child Health programs, adding Dental Sealants and Alcohol and Drug services. Neighborhood Health features two sections: Chronic Disease Prevention and Health Equity. We also established the Office of Planning and Accreditation and a new Center for Epidemiology, Preparedness and Response to protect our residents and visitors.

Health For All

We also strengthened our ongoing commitment to Health Equity. Knowing that good health is more than healthcare, we continued to focus on improving conditions in homes, schools and jobs. Three new minority health advocates are also helping us provide culturally competent outreach to empower vulnerable communities. I am excited by these new developments and the possibilities we now have to improve conditions so all people have access to care and options for good health.

The following Annual Report details our work and shows how CPH C.A.R.E.S. by grouping these highlights into the four CPH values.

Thank you for partnering with us to protect health and improve lives.

Yours in good health,



Teresa C. Long, MD, MPH
Health Commissioner
Columbus Public Health





OUR MISSION

The mission of Columbus Public Health is to protect health and improve lives in our community.

OUR VISION

The Columbus community is protected from disease and other public health threats, and everyone is empowered to live healthier, safer lives. CPH is the leader for identifying public health priorities and mobilizing resources and community partnerships to address them.

OUR VALUES: C.A.R.E.

Customer Focus: Our many, diverse customers, both in the community and within our organization, know that they will be treated with thoughtful listening and respect. They know that our first priority is the health and safety of our community, and we will do all that is within our abilities and resources to address their individual needs and concerns.

Accountability: We understand that we are accountable for the health and safety of everyone in our community, and that as a publicly funded organization, we are all responsible for maintaining the public’s trust through credible information, quality programming and services, and fiscal integrity.

Research/Science-based: Credible science is the foundation of our policies and program decisions. The community knows that our decision-making is based on research and best practices, and is grounded in the most current scientific information available.

Equity and Fairness: Our clients, partners and coworkers know that we will interact with them with fairness and equity, and that we strive to deliver our programs and services and operate in a manner that is just and free from bias or prejudice.

REPORT CONTENTS

Customer Focus

A Good First Impression	3
Spirit of Public Health	3
Cultural Focus	4
Food & Toy Drive	4

Accountability

Quality Improvement	5
Accreditation	5
Workforce Development	6

Research/Science-based

Shigella	7
Flu Monitoring & Response	7
Fighting Mosquitoes	8
HealthMap	8

Equity and Fairness

Health Equity	9
Infant Health	9
Bridge Clinic	10
CPH Pride	10

Budget	11
-------------------------	----

Board of Health	12
----------------------------------	----

By The Numbers	13
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CUSTOMER FOCUS

A GOOD FIRST IMPRESSION

A first impression is a lasting one, and we take pride in the facilities and services that our clients and patients use on a daily basis. As a result, we gave our department a little face-lift as part of the First Impressions Project.

In order to improve and provide a positive first impression of our organization, we focused on customer touch points, including department signage, wall posters, conference rooms, staff greetings and helpfulness, and phone system.

New, framed artwork, showcasing our programs as well as our vision and values, is in place throughout the building. Our phone tree was rearranged to make it faster and easier to get information. And, our web site home page now has extra features to link visitors directly to their desired information.

The First Impressions Project was brought to life through a collaborative effort across the department.

SPIRIT OF PUBLIC HEALTH

Every year, CPH staff members go above and beyond the remarkable work they do each day to protect health and improve lives.

In an ongoing effort to recognize their extraordinary contributions, the Spirit of Public Health was born. The annual Spirit of Public Health Award recognizes outstanding leadership, commitment and innovation in that person's work and volunteer efforts.

Congratulations to the inaugural 2012 Spirit of Public Health honorees (pictured below from left to right):

- **Betsy Pandora, MCRP**, Healthy Places
- **Michael Hesel**, Office Support
- **Esther Gillett, RD, LD, MS, IBCLC, ALC**, Franklin County WIC Program
- **Abdoul Shmohamed, MPH/HSA**, Office of Vital Statistics
- **Carla Hicks, RN, MBA**, Division of Clinical Health
- **Luke Jacobs, MPH, RS**, Division of Environmental Health, Disease Prevention



CULTURAL FOCUS IS CUSTOMER SERVICE

In 2012, CPH continued to provide culturally competent services that empower individuals and communities to advocate for their own health.

Recently, three new minority health advocate positions for the Somali, Hispanic/Latino, and Gay/Lesbian/Bisexual/Transgender (GLBT) communities were developed to support our efforts.

By training and advising CPH programs, holding community forums and improving partnerships with community organizations, these advocates help us serve people in a way that is sensitive to their cultural backgrounds, beliefs, values and language needs.

FOOD AND TOY DRIVE

CPH staff shared the holiday spirit, collecting food and gifts for Mid-Ohio Food Bank and Toys for Tots. Pictured below is one of our colleagues at Columbus Fire Station #2, welcoming our donations.



ACCOUNTABILITY

QUALITY IMPROVEMENT

Quality Improvement or QI in public health is newer than for other professions such as aviation, manufacturing or healthcare where it has long been part of the culture. While CPH has always been evaluating and adjusting its approaches, this formal process of QI is a new endeavor.

Public health QI is focused on activities that are responsive to community needs in an ongoing cycle that produces measurable improvements to improve the health of our community.

Some key steps in 2012 helped build the foundation for this work, including:

- Hiring a full-time Clinical QI Manager, an RN who is certified in Healthcare Quality
- Starting several quality improvement projects
- Training staff in QI
- Taking steps to assure a competent and ready nursing workforce

The process is ongoing and CPH remains committed to improving the quality of all services, processes and programs to protect health and improve lives.

PUBLIC HEALTH ACCREDITATION

Since 2011, Columbus Public Health has been working toward becoming a nationally accredited public health department with the Public Health Accreditation Board (PHAB). Once approved, CPH will be among the first accredited departments in the nation.

Accreditation includes adopting a set of standards, measuring the health department's performance against these standards, and being recognized for meeting them. Although it is voluntary, accreditation demonstrates a standard of excellence to colleagues, partners and the public.

Our goals are to improve the quality of services, enhance performance, and strengthen relationships with community partners.

During 2012, CPH continued on this journey with a revision of our Strategic Plan, the Community Health Assessment and the Community Health Improvement Plan. The application to PHAB was submitted and accepted in May.

Since then, various forms of documentation have been collected in order to demonstrate how CPH meets the standards set forth by the accrediting board. The final submission and site visit will be conducted in 2013.

CPH has also developed and launched the "PHAB-ulous" internal campaign to inform CPH staff about the process and what is still to come. An example of one of the educational pieces is on the left.



WORKFORCE DEVELOPMENT OFFICE CREATED

In 2012, CPH enhanced its efforts to train and support staff. The Office of Workforce Development (OWD) was moved within Human Resources to centralize and better coordinate staff training. With a focus on customer service and the individual needs and concerns of staff, OWD is working to retain well trained employees, prepare our workforce for emergencies, and invest in future public health leaders.

Initiatives included a staff mentoring program, a management training series and our own Leadership University.

By creating meaningful trainings and opportunities for professional development, CPH is strengthening the public health infrastructure and keeping a qualified workforce to protect and serve Columbus residents and visitors.



RESEARCH/ SCIENCE-BASED

RESPONDING TO AN OUTBREAK - *SHIGELLA*

Columbus has faced a large *Shigella* outbreak that began in April 2012. In fact, CPH investigated an unprecedented number of illnesses, reaching 1,209 cases in May 2013. Most illnesses have occurred among children in child care and the adults that care for them.

At the height of the outbreak, CPH activated its emergency response plan for infectious disease, using a multi-disciplinary team from across the department. The team focused on careful data collection and analysis to monitor the outbreak, investigated every reported and possible case, and visited 66 impacted child care centers. Public health experts determined the exact strain of *Shigella*, linked reported illnesses, monitored the outbreak through testing of samples from those who were ill, and ensured cases did not return to child care until no longer contagious to prevent further illness.

Additionally, CPH developed a public information campaign for child care centers, churches, schools, parents and other caregivers. Media partners were also proactively engaged to conduct interviews and updates on the outbreak.

Although this outbreak still was not declared over at the time of this report, the number of illnesses has been dropping steadily, and CPH continues to monitor and investigate illnesses. CPH also continues to advocate for proper hand washing, careful diaper changing, and staying home when sick (both children and adults) to stop this illness from spreading.

FLU MONITORING AND RESPONSE

Influenza (flu) is always unpredictable and this flu season was no exception. Columbus faced a flu season that started early and hit hard. Boston and New York declared public health emergencies and 47 states, including Ohio, reported widespread flu activity. Locally, Columbus experienced significantly higher rates of hospitalizations, surpassing those during the H1N1 pandemic.

To help protect the public and guide the response, Columbus Public Health and Franklin County Public Health collected information on flu and flu-like illnesses from October through May. Epidemiologists monitored and tracked key indicators such as student absences, flu-like illnesses reported by doctors' offices, over-the-counter medication sales, and flu hospitalizations to determine early outbreaks, track patterns of illnesses and measure the impact on the community.

Each year, scientists determine which strains of flu need to be included in the vaccine to offer the best protection. Flu vaccine was offered through many CPH services, school clinics, community sites and partner locations to make it easier for residents to get the protection they needed. Public education was also key to promote flu vaccine, handwashing and other methods to prevent the spread of flu.

FIGHTING MOSQUITOES WITH SCIENCE

2012 was a challenging year for mosquito control and the West Nile Virus (WNV) as the U.S. saw a surge in human illnesses. Ohio reported 93 human cases of WNV, including five cases in Franklin County. When Columbus' first probable human case of WNV was reported in August by CPH, a sharp increase in the number of WNV-positive mosquitoes was also recorded.

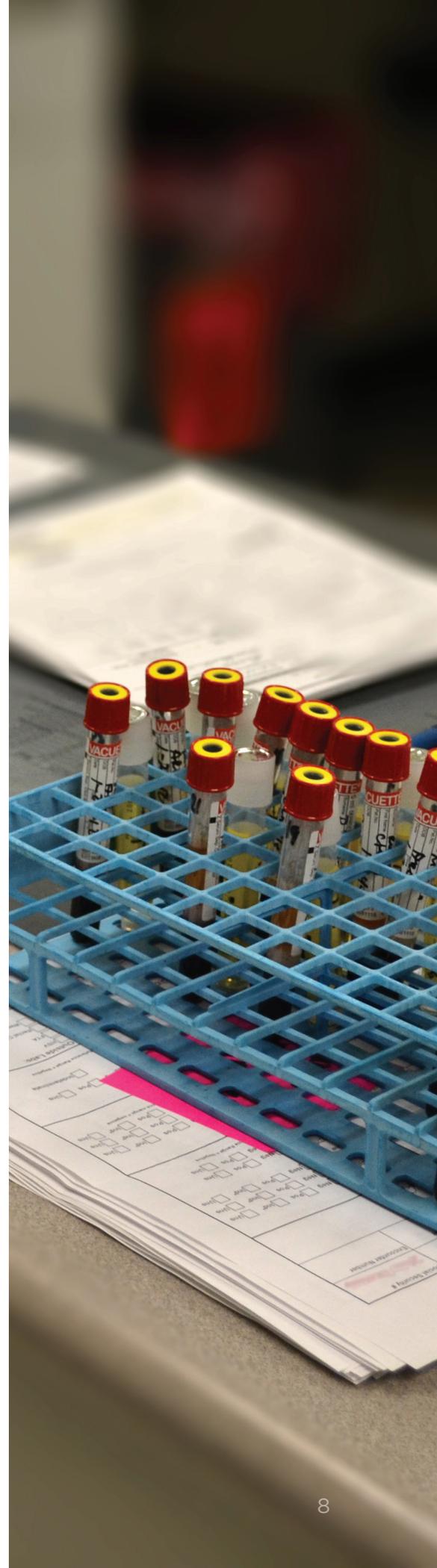
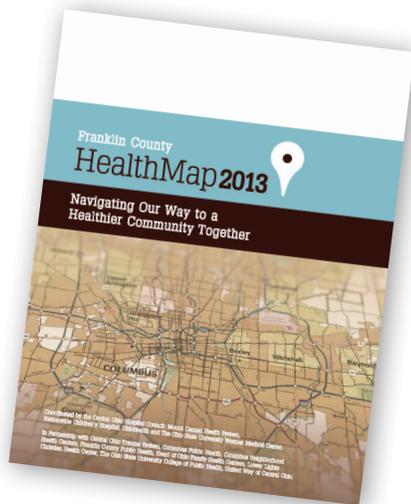
Science and research guides CPH's work to control WNV. This includes trapping mosquitoes, investigating complaints, treating standing water, and spraying in parks, bike paths and neighborhoods with high rates of infected mosquitoes and disease.

Multiple data sources were used to prioritize limited resources and staff time. Spraying areas were determined by reports from field staff and the number and type of trapped mosquitoes, the number of infected mosquitoes and evidence of human disease. CPH also educated the community on how to reduce the number of mosquitoes in areas where people live, work and play.

HEALTHMAP

Released in January, HealthMap 2013 is a community health assessment that involved a broad collaborative effort.

The document contains demographic and health outcome data for Franklin County, which will be updated every three years. It is intended to help our public health system better understand local health needs and priorities, allowing organizations to focus their efforts. These priorities are grouped into categories and linked to potential partners working in these areas. The report is available at www.publichealth.columbus.gov.



EQUITY & FAIRNESS

PARTNERSHIPS FOR INFANT HEALTH

In Franklin County, about 150 infants die each year - or three babies every week. African-American babies in Franklin County and Ohio also die at more than twice the rate of white babies.

Infant mortality is a strategic priority at Columbus Public Health and several programs are focused on reducing infant deaths. These include Caring For 2 and the Ohio Infant Mortality Reduction Initiative (OIMRI) which focus on African American women and their families, Newborn Home Visiting, Pregnancy Support Services, and Family Ties. The Women's Health & Family Planning Center also offers prenatal care and family planning services to low-income residents with limited or no health insurance.

CPH partners with many community groups, including the Council on Healthy Mothers and Babies, the Ohio Collaborative to Prevent Infant Mortality, the Franklin County Infant Safe Sleep Task Force, and Ohio Better Birth Outcomes. Our common goal is to reduce infant deaths by raising awareness, increasing community resources and improving access to prenatal care.

Despite strong partnerships and programs, Columbus' infant mortality rates remain unacceptably high and there has been an increase in racial disparities over time. Near the end of 2012, CPH began an intense effort to look at what can be done differently together to change this tide and help more babies celebrate their first birthday.

HEALTH EQUITY

Health equity refers to the fairness of how resources are distributed between groups of people and its impact on health. It involves creating an environment where everyone has a good chance to be healthy, regardless of their income, education, race or ethnicity.

Whether looking at housing, schools or jobs, people with access to more resources tend to live longer and healthier lives. When these resources are unequal between groups of people, it leads to differences in disease rates and access to healthcare.

Columbus Public Health has long been working to improve the environments in which people live, learn, work and play so all people have options to be healthier. Most recently, CPH assessed its own ability to impact the root causes of these health differences. CPH then grouped key programs and established the Health Equity Section to lead department-wide efforts.

The Health Equity Section consists of three offices with this common mission. The Healthy Neighborhoods Office helps neighborhoods identify and change their most critical health issues. The Office of Minority Health addresses health differences (inequities) affecting Columbus' minority populations. And, the Office of Neighborhood Social Work links under-resourced residents to both medical and non-medical services to help them access care and improve the conditions that impact their health.

Ultimately, we believe all residents should have the opportunity to make choices that allow them to live a long, healthy life.

THE BRIDGE CLINIC

A new partnership of Columbus Neighborhood Health Centers (CNHC) and Columbus Public Health (CPH), the Bridge Clinic was developed to connect people with chronic health conditions to a medical home at CNHC. As CNHC patients, they can receive the care they need to improve their health and quality of life. Already at work, the Bridge Clinic is providing access to services that protect and improve the health of local families, especially those with financial, social or cultural barriers to health care.

Located at CPH, the Bridge Clinic has an advanced practice nurse (APN) and a health navigator who work together to look at patients' immediate health needs, link them to needed resources and arrange for care with CNHC. The APN also refills and initiates prescriptions to treat chronic health conditions such as asthma, diabetes, weight management, and hypertension. And, the health navigator schedules medical appointments, and connects patients to social services for clothing, food, housing, employment, education and mental health assistance.

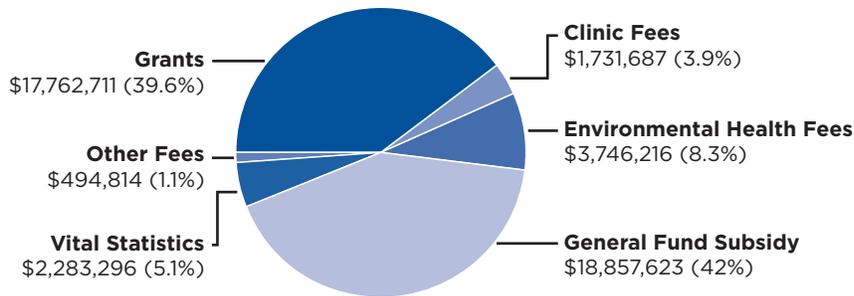
CPH HAS PRIDE

A new GLBT (Gay/Lesbian/Bisexual/Transgender) Team at CPH is addressing many issues that affect the residents and visitors Columbus Public Health serves. This team, along with a group of allies (75 strong), participated in the 2012 PRIDE parade wearing a colorful array of Take Care Down There t-shirts. The group won the parade's Best Message Award and provided broad exposure for the new Take Care Down There campaign which promotes safer sex in order to reduce sexually transmitted infections.

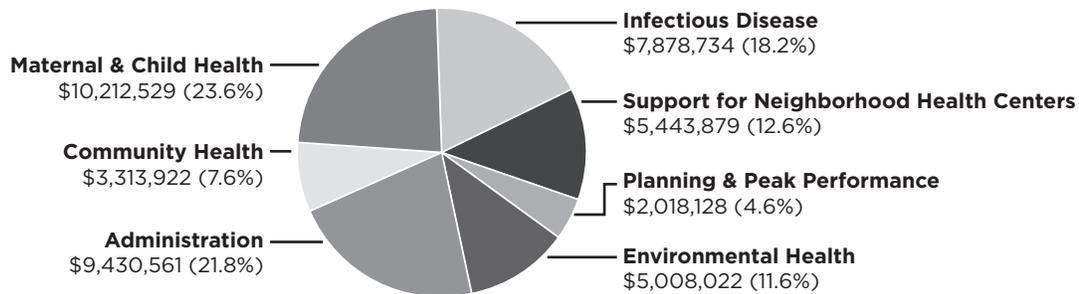


OUR BUDGET & BOARD

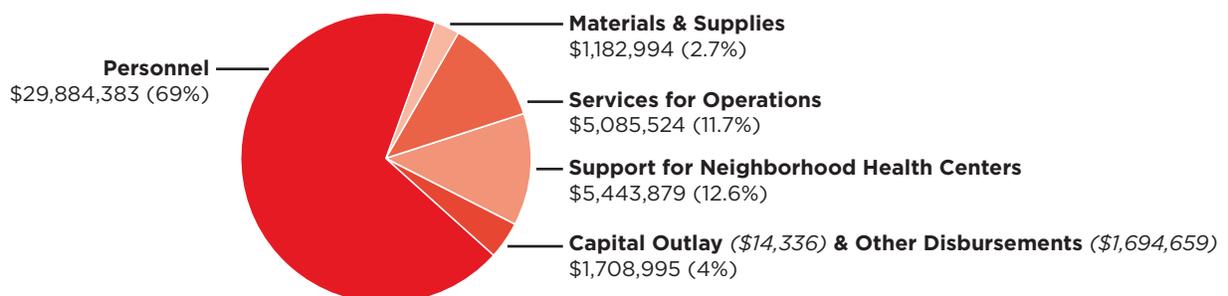
2012 TOTAL RECEIPTS BY SOURCE - \$44,876,347



2012 TOTAL EXPENDITURES BY DIVISION - \$43,305,775



2012 TOTAL EXPENDITURES BY CATEGORY - \$43,305,775



2012 BOARD OF HEALTH

Columbus Public Health is governed by a five-person Board with members appointed by the Mayor and approved by Columbus City Council. Board members are dedicated to making the best public health decisions for our community, such as enforcing environmental rules, approving health programs, deciding what clinical services to provide, making changes to City Health Code, and approving budgets.



John H. Boxill, MA
Chief Operating Officer
New Salem Baptist
Missionary Church



Karen Jefferson Morrison, JD, MS
President, OhioHealth
Foundation
Senior Vice President,
External Affairs



Augustus G. Parker III, MD
President & Founder,
Columbus Women's
Care, Inc.
Director, Mt. Carmel
Obstetrical &
Gynecology Clinical
Services



Martin S. Seltzer, JD, PhD
Attorney at Law
Porter, Wright, Morris
and Arthur, LLP



Mary Ellen Wewers, PhD, MPH
Professor & Director,
Faculty Development
College of Public Health,
The Ohio State University



BY THE NUMBERS

Columbus Public Health provides a wide range of clinical, environmental, health promotion and population-based services through more than 40 different programs. Here are some 2012 highlights by our public health goals.

PRIORITY 1:

Identifying/Responding to Public Health Threats and Priorities

- Outbreak Response and Infectious Disease Investigation investigated 153 infectious disease outbreaks to prevent further spread.
- The Food Protection Program licensed 3,492 food service operations, 1,161 retail food establishments, 544 mobile food operations, 760 temporary food licenses, 1,135 days of temporary food events, and 464 vending machine locations.
- Epidemiologists (EPI) monitored the community for various diseases such as flu, tuberculosis, shigellosis and norovirus.
- The Office of Emergency Preparedness (OEP) facilitated response to public health emergencies, including a *Shigella* outbreak, a train derailment and area power outages.
- The Perinatal Hepatitis B Prevention Program identified 107 hepatitis B positive pregnant women before delivery to prevent infection in their newborns.
- The Rabies and Dangerous Animals Program quarantined/tested 1,045 domestic animals for rabies.
- The Immunization program provided over 30,112 immunizations to protect Columbus residents against vaccine preventable diseases.
- The Strategic Nursing Team provided educational visits to 198 childcare centers during a *Shigella* outbreak.
- The Water Protection Program licensed 731 pools and spas in Columbus and Worthington to ensure safe water for swimmers.

PRIORITY 2:

Collaborating to Address Local Gaps in Public Health

- WIC served over 121,800 families, providing women, infants and children access to nutritious food, education and breastfeeding support.
- The Dental Clinic served 2,719 uninsured dental patients through a partnership of CPH and Columbus Neighborhood Health Centers.
- The Dental Sealant program collaborated with area schools to screen over 1,400 2nd and 6th graders for cavities and the need for sealants.
- The annual Farmers Market provided \$63,420 in fresh fruits and vegetables through the WIC Farmer's Market Voucher Program and attracted over 5,600 residents.
- The Child Fatality Review Committee coordinated the review of 202 child deaths in Franklin County to help prevent future deaths.
- The Safe Communities program collaborated with partners to prevent pedestrian deaths, which declined more than 35% from 2011 to 2012.
- The Healthy Places Program reviewed 131 rezoning applications through the Building & Zoning Services Department, resulting in nearly 38% adding active living features such as sidewalks.
- The Health Planning Office developed the Columbus/Franklin County Community Health Improvement Plan, involving over 50 community stakeholders.

PRIORITY 3:

Empowering People and Neighborhoods to Improve Their Health

- The Office of Vital Statistics issued 88,610 certified copies of birth and death certificates and registered 22,793 births and 11,185 deaths.
- The Home Visiting Program provided 4,197 home visits to new mothers and babies.
- The Creating Healthy Communities Project arranged for area community gardens to donate over 8,000 pounds of fresh produce to local food pantries.
- Nurses made 9,189 visits to the homes of individuals with active TB to ensure they kept up with their medications, preventing others from TB.
- The Sexual Health Team served 245 households with someone with HIV/AIDS to offer rent and utility assistance, emergency housing, and other services.
- The Caring for 2 Program established the participant group “Mothers Empowering Mothers” to support healthy decision-making and behaviors.
- The Office of Minority Health provided Effective and Empowered Health Care Consumer Training for 289 residents to advocate for their own health care.
- The Office of Neighborhood Social Work provided 15,853 community members with information about education, employment, housing, legal assistance and other resources.
- The Sexual Health Clinic provided treatment and/or testing for over 6,750 individuals.
- The Bike Columbus Twilight Ride reached 600 cyclists, a 50% increase from 2010 which means more bikes and helmets for kids in need and other bike programs.

PRIORITY 4:

Building Capacity and Resources for Quality Improvement

- Project L.O.V.E taught immunization and injection techniques to nearly 600 student nurses and medical assistants.
- The CPH Dental Clinic and CNHC Dental Program helped establish Dentists CareConnection to provide dental care to uninsured individuals.
- The Sexual Health Promotion team provided a Sexually Transmitted Disease Awareness Workshop to educate over 80 local healthcare providers.
- The Creating Healthy Communities Project established a Smoke Free Housing Network of over 40 property managers, landlords and housing industry partners.
- The Strategic Nursing Team taught Communicable Disease Prevention classes to 140 childcare providers.

completed
15,853
inspections of
food facilities



attracted
600
riders at the
Bike Columbus
Twilight Ride

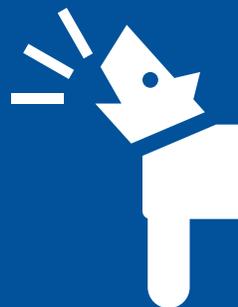
screened
||||| over

1,400
students
for cavities



provided
4,197
home visits
to new mothers
and babies

quarantined
or tested
1,045
domestic animals
for rabies



COLUMBUS PUBLIC HEALTH
240 Parsons Ave, Columbus, OH 43215
www.publichealth.columbus.gov

