

To: Board of Health

From: Jill Law, R.N., B.S.N., M.H.A.
Public Health Director

Date: October 21, 2013 (Reflects September 2013)

Re: Director's Report

Acronyms

- EPCPH – El Paso County Public Health
- CDPHE – Colorado Department of Public Health and Environment

Director—*Jill Law, R.N., B.S.N., M.H.A.*

Accreditation—*Kathy Vincent, Office of Planning, Partnerships, and Accreditation, Director*
Colorado's Health Assessment and Planning System (CHAPS) quarterly report was sent to Colorado Department of Public Health and Environment (CDPHE). CDPHE's Office of Planning and Partnerships developed the CHAPS process to provide a standard mechanism for assisting local public health agencies in meeting assessment and planning requirements for the Public Health Act (Senate Bill 08-194). El Paso County Public Health is a pilot site for development and implementation of the CHAPS process.

Deputy Director—*Dan Martindale*

Emergency Preparedness and Response:

Emergency Preparedness and Response Staff have played an integral part in the strategic planning process for the newly formed health care coalition, Regional Medical Response System (RMRS). This coalition is a requirement of both the hospital preparedness grant as well as the public health emergency preparedness grant. The coalition was formerly a part of the Metropolitan Medical Response System (MMRS), which was a system at the local level to respond to a terrorist incident and other public health emergencies that create mass casualties.

Emergency Preparedness and Response Staff have been involved in varying aspects of flood response at both the local and state level. Emergency Preparedness and Response Staff continue to respond to recovery requests, such as N-95 masks for those performing cleanup activities.

Emergency Preparedness and Response Staff participated in the tabletop exercise at Memorial Hospital. This exercise was designed to test the evacuation of neo-natal intensive care unit, the pediatric intensive care unit, and the pediatric care floor in the event of a fire in the building.

Emergency Preparedness and Response Staff participated in the Zombie Run at Black Forest Regional Park. The team shared preparedness tips with the public and handed out approximately 250 zombie comic books that highlight preparedness steps.

Emergency Preparedness and Response Staff participated in the Black Forest fire health care debrief held at St. Francis. This debrief covered actions that occurred for long term care and assisted living centers that evacuated or received evacuated patients during the fire. Lessons learned will be incorporated into the after actions report.

Disease Prevention and Control—*Bill Letson, M.D., M.P.H., Medical Director*

Communicable Disease (CD) - reflects CD activities in September, 2013

- Reportable infectious diseases - 54 infectious disease cases were reported and investigated: campylobacter (8), carbapenem nonsusceptible enterobacteriaceae (CRE) (1); cryptosporidiosis (2), encephalitis - other (1), giardia (3), chronic hepatitis B (10), Legionellosis (1), malaria (1), pertussis (9), Q fever (1), strep pneumo invasive (4), varicella (9), viral meningitis (3), and West Nile virus (1).
- Possible foodborne illness complaints: 12
- CD Staff investigated three outbreaks in September, all GI illness/suspect norovirus in long-term care facilities.
- CD Program responded to 31 calls regarding human or pet exposures to potentially rabid animals, or other rabies-related concerns. From the animals involved in those inquiries, 13 were tested for rabies (five skunks, four bats, three raccoons, and one cat); one skunk tested positive for rabies.
- One person was recommended to get rabies post-exposure prophylaxis (PEP) due to exposure to a skunk that was not available for testing.
- CD staff gave two presentations in October: “Communicable Disease Update” for the Non-practicing and Part Time Nurses Association; and “Communicable Disease in Child Care Settings” for the Pikes Peak Region Family Child Care Association.

Tuberculosis (TB) – reflects TB Program activities for September, 2013:

- New active TB cases investigated: 0
- New suspect active cases investigated: 0
- Contact investigations ongoing: 1
- Contacts evaluated/tested: 28
- TB Skin tests done related to contact investigations: 0
- TB Blood tests (Quantiferon) done related to contact investigations: 28
- Cases on Direct Observed Therapy (DOT): 7
- Cases on Direct Observed Preventive Therapy (DOPT): 13
- Total DOT/DOPT visits: 111
- Latent TB Infection (LTBI) cases under treatment: 5
- Refugee and/or class B immigrant TB evaluations: 4

Environmental Health (EH)—*Tom Gonzales, M.P.H., R.E.H.S., Division Director*

Cheyenne Creek Area Flash Flood

- From September 19 – September 21 environmental health specialists (EHS) worked the Public Health information booth at the Flood Disaster Assistance Center located at Cañon School. EHS answered questions on safe cleanup, mold concerns, and handed out N95 masks, heavy duty bags, and educational materials.
- EHS contacted 16 non-community groundwater system operators in the affected area including Cheyenne Creek, Rock Creek, and in the burned area of the Black Forest. Calls were made to the operators to offer any assistance that they might require, and to verify if the water system was damaged. Fortunately, none of the water systems were damaged, but several reported the flood waters came within a few yards of some of the system infrastructure.

Black Forest Fire Response and Recovery

- 78 plans in the Black Forest burn area have been submitted to Pikes Peak Regional Building, many of which are for detached garages or the rebuilding of the house that was destroyed. We continue to get on-site wastewater treatment system evaluations submitted as a part of the plan approval process that helps assure the property owner that the new structure being rebuilt will be connected to a system that is adequately sized, and is still functioning. To date, 160 on-site wastewater treatment system evaluations out of the 487 homes that were destroyed have been submitted for review.

Retail Food Safety Program

Environmental health specialists completed the following activities to promote food safety and prevent foodborne illness in our community:

- Retail Food Establishment (RFE) routine inspections: 380
- RFE follow-up inspections: 92
- RFE plan reviews – new construction: 3
- RFE plan reviews – remodel: 4
- RFE pre-operational inspections: 20
- RFE complaint investigations: 26
- RFE compliance proceedings: 16
- 31 students completed the online Basic Food Safety class.
- 29 students completed the Basic Food Safety class on-site.
- The division worked in cooperation with the communicable disease program to investigate one restaurant suspected of being potential source of foodborne illness.

On-Site Wastewater Treatment Systems and Groundwater Protection Program

Environmental health specialists completed the following activities to promote proper design, siting and installation of on-site wastewater treatment systems (OWTS) to protect drinking water originating from groundwater:

- OWTS Final Inspections: 23
- OWTS Soil and Site Evaluations: 35
- OWTS New Permits Issued: 19
- OWTS Repair Permits Issued: 34
- OWTS Design Reviews: 30
- Pumper Truck Inspections: 8
- Complaint Investigations: 4
- Revision process for OWTS regulations – Chapter 8 continues as the draft regulations are nearly completed. In September, staff attended local monthly meetings of the Home Builders Association, and the Association of Commercial Contractors Affiliation, and informed them of the draft regulations. Staff will email a draft copy to all stakeholders for their comments and feedback in October. Stakeholder meeting is scheduled for October 24 at 2 p.m. to allow input on the draft OWTS regulations.

Air Quality Control Program

- Staff investigated two complaints of excessive smoke, dust or odor.
- Issued seven construction activity permits to assure that contractors have approved fugitive dust control plans.
- Reviewed eight open burning permits to evaluate air quality issues that can impact public health; three applications were approved and five were denied due to proposals to burn unapproved materials or because permits were not required. Applicants can apply for an open burn permit online and the permit is no charge.

- Staff worked with two local fire departments on open burning complaints.

Water Recreation Program

Environmental health specialists completed the following activities to prevent the spread of disease in pools and hot tubs.

- Regular inspections: 26
- Follow-up inspections: 8
- Complaint investigations: 2

Health Services—*Kelley Christians, R.D. Division Director*

Nurse Family Partnership (NFP): As of September 30, 2013, NFP caseload: 203. Seven Nurse Home Visitors attended the Drug Endangered Children Conference in Vail. Mental Health Specialist from Cedar Springs provided training regarding infant attachment during staff meeting. A Nurse Home Visitor attended training on long acting birth control methods. Staff participated in the professional development day which focused on mitigating compassion fatigue among nurses. Event also focused on how individual staff strengths contribute to success of the program.

Strong and Healthy Families (SHF): In September the program received 22 referrals from Temporary Assistance for Needy Families (TANF) case managers. Seventeen new referrals enrolled in class; 10 clients previously enrolled continued to attend class and 16 clients attended class on a regular basis. There were three graduates in September. Forty-one individuals have graduated to date in 2013. Lead Community Health Educator participated in the Tobacco Cessation Meeting to develop fax referral process for clients interested in quitting smoking.

Child Health/Early Childhood Obesity Prevention (ECOP): The Community Health Educator and Child Health Public Health Nurse continue working in the child care area where we are focusing some of our obesity prevention efforts. This includes organizing obesity prevention trainings for child care providers. The Community Health Educator participated in a Cooking Matters Course for child care providers and a steering committee meeting for the Healthy Communities Collaborative.

ABCD (Assuring Better Childhood Development) Developmental Screening: The second ABCD stakeholder's meeting was held with 18 community members in attendance. ABCD Physician Outreach Coordinator gave a presentation on a coordinated approach to developmental screening, referral and follow-up in El Paso County. The ABCD Public Health Nurse led a discussion on next steps and the group decided to have another large meeting in November and continue to invite new members.

Health Care Program for Children with Special Needs (HCPC): The HCP Public Health Nurses provide care coordination to children with special needs. Our current caseload is 51 children. We added six new referrals this month. The HCP Family Support Specialist attended a Health Care Reform workshop through Kaiser Permanente. An HCP Public Health Nurse attends weekly trans-disciplinary meetings with Early Intervention at The Resource Exchange to coordinate services and is a member of community Autism Taskforce.

Immunization/Travel Program: Supported City of Colorado Springs' Disaster Assistance Center at Cañon School by offering on-site tetanus vaccinations. In three days, Public Health nurses vaccinated 58 Cheyenne Creek area residents affected by local flooding.

Met with EPCPH Office of Communication staff to outline a plan for promoting seasonal influenza vaccination in our community. The clinic began vaccinating children and travelers this month.

Clinical Services: Program Manager provided family planning methods information to 12 women from the Strong and Healthy Families class. Clinical Services provided a total of 343 patients with services. There were a total of 278 qualifying visits.

Women, Infants and Children (WIC): September 2013 caseload was 14,929. WIC is working with Maternal Child Health's Early Childhood Obesity Prevention team to roll out some consistent messaging on healthy eating and active living to have a greater impact within our community.

Office of Communication—*Susan Wheelan, MBA, Communication Director*

Tobacco Education Prevention and Partnership (TEPP)

- Staff worked to implement the Colorado QuitLine Fax Referral program in EPCPH's Health Services Division, which consists of the Women, Infants and Children (WIC) program, travel and family planning clinics, Nurse Family Partnership, Strong and Healthy Families and Maternal Child Health. With TEPP's leadership, a planning group has been formed to champion this new policy, which will require that every EPCPH client will be asked if they use tobacco and offered cessation assistance if needed.
- Advertising campaigns focused on increasing call to the Colorado Quitline and increase awareness of secondhand smoke with Lamar Outdoor Advertising, Greener Corners and Uview Media continue into this fall. Additionally, through our contract with SE2, 513 – 30-second spots aired on English language television. 964 radio spots were aired and another 826 local rural radio spots aired in counties outside of El Paso County. Our online ad campaign delivered 1,300 clicks and nearly 500 visits to the site. A 12 x 48' billboard on I-25, seven miles north of Pueblo was posted. Twenty five ads were posted on D11 school buses. Facebook ads received 1400 clicks. The "Help 1" ad exceeded the industry average. Facebook users within the buy area saw the ads an average of nine times.
- Lung Health Programs Manager, from American Lung Association provided the ONE Step training at our September Tobacco Education Coalition. The training covered topics related to secondhand smoke and how it affects children and their health, especially asthma related illness. There were six agencies represented at the coalition. The training provided some very useful information regarding secondhand smoke.
- TEPP staff presented information regarding the Colorado Clean Indoor Air Act (CCIAA) to 16 restaurateurs at the Pikes Peak Chapter Restaurant Association. Restaurants were greatly affected by the CCIAA and typically employ more smokers than other professions. An overview of the law was presented as well as the economic benefits of being a smoke free business. Tobacco cessation information was also shared at that time.
- Community Health Educators participated in two health fairs at Pikes Peak Community College and Colorado Technical University. As a result, Pikes Peak Community College is interested in partnering with us to provide tobacco cessation to their students and staff. We plan to meet with their student government group in October to discuss ideas for a tobacco cessation campaign.
- TEPP Staff participated in a regional tobacco meeting with other grantees in the region work being done in each county was discussed and we staff were given time to network within specific work areas such as youth, housing, communication, etc.
- Community Health Educators met with the Pikes Peak Region Boys and Girls Club to discuss a potential partnership for the development of a Students Working Against Tobacco (S.W.A.T.) team at their

location. Staff also presented to Harrison High School and encouraged staff members to become involved in the S.W.A.T team partnership.

Communication Support

Print News Media

09.26.13 – The Gazette, “West Nile Virus detected in El Paso County.” Interview provided by Bill Letson, M.D., M.P.H., Medical Director. Estimated daily circulation: 77,000

09.10.13 – Colorado Springs FreshInk, “Rethink Your Drink – Choose Water,” content provided by Office of Communication.

Television News Media

The Office of Communication has implemented a measurement tool that captures and places a market value on TV news coverage. Media value dollar figures reflect equivalent costs for 30-second spot advertising during the respective newscasts and times. Multiple newscasts/times are noted, when applicable, and included in value totals. There are other stories, as well as coverage and video on local news media outlets’ websites that are not included in this news media value report.

09.03.13 – KRDO (ABC) News 5 at 4 and 5 p.m. Flu season is approaching and it is time to get a flu shot. Interview provided by Jill Law, R.N., B.S.N., M.H.A., Public Health Director.

Total local viewership: 76,051; total estimated local value: \$1,974.

09.25.13 – KOAA (NBC) News 5 at 10 p.m. (also aired at 5, 6 and 6:30 p.m.) El Paso County has first reported human case of West Nile Virus. Interview provided by Bill Letson, M.D., M.P.H., Medical Director. Viewership: 26,286; Estimated value: \$2,658.

09.25.13 – KKTU (CBS) 11 News at 10 p.m. El Paso County has first reported human case of West Nile Virus. Interview provided by Bill Letson, M.D., M.P.H., Medical Director.

Viewership: 23,854; estimated value: \$2,770.

09.25.13 – KRDO (ABC) Channel 13 at 6 p.m. El Paso County has first reported human case of West Nile Virus. Interview provided by Bill Letson, M.D., M.P.H., Medical Director.

Radio

09.26.13 – 24/7 Media Clear Channel Radio Stations

El Paso County has first reported human case of West Nile Virus. Interview provided by Bill Letson, M.D., M.P.H., Medical Director.

Monthly Article

“Rethink Your Drink – Choose Water,” written by Office of Communication.

News Releases

09.19.25 – Water Pressure Re-Established, Boil Water Advisory Still in Effect Until Further Testing for Manitou Springs

09.25.13 – El Paso County Resident Confirmed to Have West Nile Virus

Communication Support

- Assisted with development of Early Childhood Obesity Prevention monthly mini-campaign: Rethink Your Drink – Choose Water. Campaign elements included monthly article for local print and online media and distribution to partner agencies with Healthy Community Collaborative; development of

visuals for the video screens in Vital Statistics and AspenPointe public areas; and social media messaging for Facebook and Twitter.

- Provided public information to city of Colorado Springs for flood cleanup and mold prevention recommendations.
- Developed Flood Cleanup web page on www.elpasocountyhealth.org with information on cleanup guidance, CDPHE guidance, mold, and worker safety information fact sheets.
- Provided review and assisted in message distribution for Manitou Springs boil advisory.
- Expanded social media tools for natural disaster response and recovery through FEMA training/National Disaster Preparedness Training Center.
- Gained strategies to integrate health care data and creative design for compelling messages at the Colorado Health care Communicators monthly meeting.

Social Media/Online digital media

The Office of Communication provides content management for social media platforms.

September content included: “Rethink Your Drink” messages, National Food Safety Month, National Emergency Preparedness Month, re-entering a home after a flood, cleanup recommendations after a flood, mold growth prevention after a flood.

Facebook: 386 “likes; Twitter: 893 current followers

Healthinfo requests:

The Office of Communication receives and refers e-mails that come to our website each day and tracks our responses. These e-mails reveal information needs that could be addressed through creation of print or website material. **Between September 1 and 30**, our office received and answered approximately **67 emails** through our website.

Website statistics

According to Google Analytics, www.elpasocountyhealth.org had 8,439 unique visitors to the site with 23,402 pageviews (from September 2 to October 2, 2013). The top five most visited pages were birth and death records, WIC, inspection reports, retail food establishments, and location/directions.