

To: Board of Health

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

Date: April 21, 2014 (Reflects March 2014)

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.*

Deputy Director—*Dan Martindale*

Emergency Preparedness Program

- Emergency Preparedness staff participated in the “Skyfall” tabletop exercise. This exercise was in preparation for a full scale exercise in May. The scope of the exercise is to test the ability to respond to an airplane crash near the airport with mass casualties and mass fatalities. One gap area that was discovered during the tabletop is a need to further develop a family assistance center plan for this jurisdiction.
- Emergency Preparedness will take the lead in coordinating the planning of a family assistance center in the event of a mass fatality in El Paso County. The planning meeting took place at the Citizens Service Center and included key stakeholders from the Department of Human Services, Red Cross, United Airlines, Alaska Airlines, Colorado Springs Airport, the City/County Offices of Emergency Management and the Coroner’s Office.
- Emergency Preparedness staff attended the Integrated Emergency Management Course (IEMC) brought to Colorado Springs by the Federal Emergency Management Agency (FEMA). FEMA selected the City of Colorado Springs to engage in a community-specific integrated emergency management. Although many jurisdictions apply to receive an IEMC, it is a highly competitive program and many are not accepted. This was a unique opportunity to enhance the preparedness of the City of Colorado Springs.
- Emergency Preparedness staff met with the Coroner’s Office to discuss the current mass fatality plan and the new Public Health Emergency Preparedness capability 5: Mass Fatality. Discussion centered on potential improvements to the plan and moving it toward completion. Emergency equipment for the Coroner’s Office was discussed.
- Emergency Preparedness staff participated in the Community Assessment for Public Health Emergency Response (CASPER) in Golden, Co. This CASPER was a survey to determine community needs after the flooding last year.

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

Communicable Disease (CD) - reflects CD activities in March, 2014:

- Reportable infectious diseases - 40 infectious disease cases were reported and investigated: campylobacter (1), giardia (5), chronic hepatitis B (7), influenza, hospitalized (2), pertussis (3), Salmonella (3), Shiga-toxin Producing e coli (STEC) (2), strep pneumo invasive (5), varicella (5), and viral meningitis (7).
- Possible foodborne illness complaints: 3
- CD Staff investigated eight norovirus outbreaks in March, all in long term care facilities.
- CD Program responded to nine calls regarding human or pet exposures to potentially rabid animals, or other rabies-related concerns. From those inquiries three animals were tested for rabies (one cat, one raccoon, one skunk), and all were negative.

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

Black Forest Fire Response and Recovery

- Environmental Health continues to review on-site wastewater treatment system evaluations as part of the plan approval process that helps assure the property owner that the rebuilt structure will be connected to a system that is adequately sized, and wasn't damaged by the fire or fire-fighting activities.
- To date, 302 on-site wastewater treatment system evaluations of the 488 homes that were destroyed have been submitted for our review. Of the 302 OWTS evaluations, 58 have required a repair permit to either replace a damaged system or relocate the system.

EH Emergency Preparedness Training - Division director attended the Integrated Emergency Management Course at the Colorado Springs Emergency Operations Center. The course was a four day exercise-based training activity that placed all El Paso County responding agencies under realistic crisis situations. The situations included an airplane crash near the Colorado Springs Airport, large water-borne outbreak that initiated a boil water order for all of Colorado Springs and Sulfur Dioxide spill on I-25.

Recreational Water Program

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

- Regular inspections: 38
- Follow-up inspections: 5
- El Paso County Public Health sponsored an educational workshop for more than 70 pool and spa operators. Information was provided to help operators avoid the top three critical items cited by public health during 2013. Presentations were also provided by the National Swimming Pool Foundation, on methods to prevent recreational water illness; and by the Colorado Springs Fire Department, on approved chemical storage practices. Local pool designers, builders, chemical suppliers, and Certified Pool Operator Instructors also set up display tables to distribute information.

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: 418
- RFE follow-up inspections: 51
- RFE plan reviews – new construction: 12
- RFE plan reviews – remodel: 1
- RFE pre-operational inspections: 35

- RFE complaint investigations: 17
- RFE compliance proceedings: 6
- 38 students took advantage of our online Basic Food Safety class
- 66 students took our on-site Basic Food Safety class
- Two staff attended a one-day Food and Drug Administration (FDA) Standards Workshop at Jefferson County Health Department. Information on the newly revised Standard 2: Trained Regulatory Staff was provided and discussed. The Environmental Health Division is certified as compliant with Standard 2. The information will be used to upgrade the environmental health training program and to maintain compliance.

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: 29
- OWTS soil and site evaluations: 28
- OWTS new permits issued: 19
- OWTS repair permits issued: 16
- OWTS application/design reviews: 32
- Pumper truck inspections: 21
- Complaints of surfacing sewage and/or system failure: 2

Land-Use and Planning

- Six El Paso County Development Services Division projects were submitted for review and comment. One of the projects was proposed by a local water district and the adjoining subdivision for an exemption plat for the purpose of legalizing a division of land, and to increase the size of the well tract to fully encompass the existing water well house.
- One City of Manitou Springs development project was submitted for review and comment for a change in use from a clothing shop to a retail food establishment.

Air Quality Control Program

- Staff reviewed and approved nine construction activity permits to assure that contractors have adequate fugitive dust control plans.
- Staff reviewed and approved eight open burning permits to evaluate air quality issues that may impact public health.
- Staff attended the Pike Peak Region Air Quality Technical Committee strategy planning session which centered on goals and objectives for the coming year. The committee will work on improving outreach to the public and the media on issues related to criteria pollutants, particularly ozone. The group also intends to facilitate voluntary reductions in greenhouse gas emissions and increase the use of alternative fuel vehicles.

Childcare Inspection Program

Environmental health specialists completed the following activities to prevent the spread of disease in licensed childcare facilities.

- Regular inspections: 9
- Follow up inspections to assure compliance: 2
- Preoperational inspections: 5

- Staff have been busy developing a childcare inspection program logic model that will be used to identify program components and activities, list community stakeholders, and establish short-term and long-term program objectives.

Body Art Safety Program

Environmental health specialists completed the following activities to prevent the spread of disease at body art facilities:

- Regular inspections: 6
- The body art advisory group met on March 31st. An update on the most recent body art complaints was provided. A document outlining a proposed Excellence in Body Art Safety program was discussed and set aside for use later in the year when all existing establishments will have two years of critical item inspection data. Members were also assigned sections of the body art regulations to review for proposed changes.

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

Nurse Family Partnership (NFP)

- There are 210 first time mothers enrolled in the program. Two new Nurse Home Visitor nurses are in the process of building caseload.
- Program Manager, Nurse Supervisor, nine Nurse Home Visitors and one Program Assistant participated in Professional Development Day. 2014. A representative from TESSA (community resource for victims of domestic violence) provided a presentation regarding domestic violence.
- Program Manager, Nurse Supervisor and Nurse Home Visitors participated in a training provided by El Paso County Department of Human Services on Wraparound Services, a program designed to facilitate care coordination for at risk clients who are involved in multiple systems.

Maternal Child Health (MCH)

Child Health/ Early Childhood Obesity Prevention (ECOP)

- The Community Health Educator is working with the Public Health Information Officer on promoting the consistent early childhood obesity prevention messages that was developed by the Colorado Department of Health and Environment (CDPHE). The current message that is being promoted is “Getting Fit and Healthy As a Family”. It appears on our website and has been distributed through our community partners including Alliance for Kids and Child Care Connections.
- The Community Health Educator set up a three-case display at the East Library focusing on Healthy Eating Active Living (HEAL), My Plate, 5-2-1-0 (5 Fruits and Vegetables, no more than 2 hours of recreational screen time, 1 hour of physical activity and 0 sugar sweetened beverages daily) and the message to “drink more water and reduce sugary drinks.”
- On March 15, 2014 the ECOP Public Health Nurse conducted the third Health Eating Active Living (HEAL) Class. This class included presentations by the medical director of Allergy Safe Kids and EPCPH Clinical Services Division Director on menu planning in child care. Eight child care centers were represented with a total of 14 participants. Mentoring visits will be provided to each center that participated.

ABCD (Assuring Better Childhood Development) Developmental Screening

- An ABCD stakeholder’s meeting was held with 19 participants in attendance. Work continues on a Developmental Screening Roadmap.

Health Care Program for Children with Special Needs (HCP)

- The HCP Public Health Nurses provide care coordination to children with special needs. Our current caseload is 44. We picked up five new referrals this month and provided information and referrals to 19 clients. HCP Public Health Nurse attends weekly trans-disciplinary meetings with Early Intervention at The Resource Exchange to coordinate services.
- The HCP staff conducted a visit to the Social Security Administration to learn about SSI (Social Security Income) benefits for children with special needs.

Immunization/Travel Program

- Served increasing percentage of Medicaid-enrolled children as result of growth stemming from the Affordable Care Act as well as one larger local provider is no longer vaccinating Medicaid clients. Share of Medicaid children to overall client visits in 2013 equaled 43.5 percent; first quarter 2014 stands at a 63.2 percent monthly average.
- Noted increased call volume from travelers seeking yellow fever vaccination due to inability to find this vaccine in the community. A shortage exists in vaccine supply; we are being limited to 15 doses per month, which is 1/3 to 1/2 our normal usage.

Clinical Services

- In collaboration with the Strong and Healthy Families program, 12 women (ages 19 to 36 years) were provided educational information about various methods of family planning by the Clinical Services manager. A questionnaire was administered at the end of the class to collect and the feedback was positive about learning new information to assist the ladies to space their children and plan their pregnancies.
- Program manager continues to collaborate with the Pikes Peak Breast Coalition to provide educational events to prevent breast cancer and to provide community resources for breast screening for underinsured and uninsured woman. This year educational event is planned in May.
- Clinical Services staff is able to register and provide financial billing via an electronic medical record system, Insight.

Women, Infants and Children: February caseload: 14,125

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

Tobacco Education and Prevention Partnership (TEPP):

- The TEPP led (\$1.25 million) southeastern Colorado, 17 counties, six-month tobacco prevention campaign, “Be a good role model. Be tobacco free.” designed to increase the awareness of the dangers of tobacco use and drive people to an online resource (tobaccofreeco.org) ended mid-March. The campaign reached approximately 64,721,375 adults in the 18-49 demographic. Spanish language impressions TBD; English language television: 8,493,000 impressions; radio: 5,735,000 (Colorado Springs Metro Buy) + 5,063,550 (Outer Market Radio Buys) = 10,798,550 impressions online: 43,900,000 impressions; outdoor advertising (billboard): 1,529,825 on television and more than 18.8 million adults total on the TobaccoFreeCO.org website. Next steps are to work on the post buy media analysis report and a qualitative campaign performance report.
- Led efforts to promote the Kick Butts Day event, which is a national day of activism that empowers youth to speak up and take action against tobacco use. Resulting media coverage including radio spots and a [front page news story](#) in *The Gazette* newspaper. The article featured the work of children from two of the city’s community centers as they picked up cigarette butts from city parks in close proximity. The local feature also included tobacco facts and statistics and two color photos.

- Helped students from Palmer High School organize and plan a [Kick Butts Day event](#) at their school to encourage their peers to quit smoking for at least one day or asked them to pledge to never start. The event was very successful and earned local media attention. KOAA, channel 5 featured the efforts of the kids at Palmer High School highlighted the point that 4,100 Colorado kids under the age of 18 become daily smokers every year.
- Partnered with Colorado Springs Parks, Recreation & Cultural Services to teach kids about the dangers of tobacco and implement spring break tobacco clean-up activities at Deerfield Hills and Meadows Park Community Centers in Colorado Springs. Many of the 77 youth who participated in the clean-up activities also signed a pledge to never start using tobacco.
- Launched the Colorado QuitLine Fax Referral policy/program within EPCPH direct service programs. This accomplishment is the result of seven months of teamwork across EPCPH, with the intent of encouraging tobacco cessation. EPCPH referred eight clients to the QuitLine in March.
- Participated in the Community Resource Fair held at Pikes Peak Community College. Tobacco cessation information was provided, including Colorado QuitLine (CQL), CO Quit Mobile and Tobaccofree.org. Approximately 150 people attended the fair.
- Participated in the Spring Creek Health Fair and promoted the CQL and provided information on the dangers of tobacco. Many display tools were used. For example, (actual pig) lungs were used to demonstrate the effects of smoking a pack a day for 20 years, a tar jar was used to represent how much tar stays in a human body of people that smoke a pack a day for a year; Dipper Dan was used to show how chewing tobacco can cause oral cancers and the Yuck Mouth tool was used to show what can happen inside a mouth from spit tobacco. Approximately 85 youth and young adults attended the fair.
- Attended training on the Counter Tools Colorado Mapper tool. The Colorado Mapper tool is a new GIS mapping system provided through the Colorado Department of Public Health and Environment (CDPHE) to all State Tobacco Education and Prevention Program (STEPP) grantees. The purpose of the training was to become familiar with the various features of the mapping system, and to brainstorm some ways this information could be used in our local communities.
- The Medical Director and TEPP staff member attended a Marijuana and Public Health Symposium hosted by the Colorado School of Public Health. Evidence on the health effects of marijuana and public health-related policies and programs relevant to retail marijuana were shared. The TEPP team will review the information shared at the symposium and identify themes relevant to tobacco control work in our community.

Office of Communication

- Provided communication support by facilitating, coordinating and editing agency's 2013 Annual Report.

Print News Media

- 03.19.14—**News Release:** El Paso County to Kick Butts
- 03.26.14 – The Gazette, “No butts about it: Students learn tobacco risks during cigarette cleanup.” Interview and coordination of this story provided by Susan Wheelan, MBA, Communication Director, Article by Debbie Kelley. Estimated daily circulation 77,000.

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.

- 03.17.14 – KRDO Channel 13 at 4:30 p.m. and 6:00 p.m. Immunization safety, as bill goes before State Congress. Interview provided by Bill Letson, M.P.H., M.D., Medical Director, advocating for childhood immunizations. Local viewership: 18,424; estimated value: \$4,186.59.
- 03.19.14 – KOAA Channel 5 at 5:30 p.m. [Your Healthy Family: Kick Butts Day at Palmer HS](#), footage of TEPP Youth Coalition. Local viewership: 32,778; estimated value: \$1262.29.
- 03.25.14 – KXRM (Fox 21) at 9 p.m. Colorado Vaccine Legislation, Interview provided by Bill Letson, M.P.H., M.D., Medical Director, advocating for childhood immunizations. Local viewership: 24,345; estimated value: \$17,119.36
- 03.25.14—Facilitated KKTV interview with Dr. Letson in support of of HB 1288 requiring education of parents requesting exemptions from immunizing their children. Interview did not air.
- Early March began facilitating a CORA request from KKTV Channel 11 News regarding retail food establishments who received Civil Penalties in 2013 due to not correcting critical public health violation(s) after multiple follow up inspections. The Colorado Food Protection Act C.R.S. 25-4-1601, specifically 25-4-1611 establishes compliance and civil penalty procedures. Environmental Health Director provided an on-camera interview April 7 about the importance of food safety and inspections. Date for the story to air is TBD.

External Online Media

Dr. Letson provided interviews for the following stories, in support of HB 1288, which preserves the personal belief exemption option, but requires that parents who want to exempt their child from vaccination to understand the benefits and risk of vaccination both for their student and the community, by submitting to the school the signature of a health care provider licensed to administer vaccines or the certificate of completion of an online education module along with the personal belief exemption form:

- 03.17.14 – KRDO (Channel 13) “[Doctors have strong opinions regarding vaccinating children](#)” Article by Carl Winder.
- 03.24.14 – Fox 21 Newsdesk (KXRM) “[Colorado vaccine measure advances.](#)” Article by Fox Newsdesk
- 03.25.14 – Fox 21 Newsdesk (KXRM) “[Colorado Springs mom against child vaccines speaks out.](#)” Article by Aisha Morales.

Social Media/Online Digital Media

The Office of Communication provides content management for social media platforms. March content included: Tobacco prevention, healthy eating and active living, heart risk awareness, dental health and macular degeneration. Facebook: 468 “likes;” and Twitter: 1,071 current followers (7 percent increase over the previous month).

Healthinfo Requests:

The Office of Communication receives and refers e-mails that come to agency’s website each day and tracks responses. These e-mails reveal information needs that could be addressed through creation of print or website material. Between March 1 and 31, our office received and answered/referred approximately 45 emails through our website.

Website Statistics

According to Google Analytics, www.elpasocountyhealth.org had 9,528 unique visitors to the site with 20,404 page views (from March 1, to March 31, 2014). The top five most visited pages were birth and death records, home page, WIC, food safety, and directions.