

Mission

- **The central purpose and role of the Northampton County Health Department is defined as:**

“We provide clinical, educational, and home health services, promote health, prevent disease, and protect the environment, with the goal of ensuring optimal public health for all citizens of Northampton County through leadership, vision, advocacy, and commitment of public health practice in our community and throughout the State.”



This document reflects the areas of focus of the Northampton County Health Department during the next two-year period 2010-2011.

The Northampton County Health Department is committed to carrying out the following action plan to improve the health of Northampton County Residents.

Northampton County Health Department
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The Leadership Team of the Northampton County Health Department envisions an agency that strives to meet the following guiding principles.

- Health Department acquires and maintains Local Health Department Accreditation Status defined in policies and protocols maintained by all programs
- Service deliverables and expansion are driven by community need
- Improved efficiency is attained in all divisions
- Health Department recruits, develops and retains a well-qualified, diverse workforce
- Public Image of Health Department is positive
- Quality of services is assured through implementation of the quality assurance plan
- Residents experience improved health outcomes and quality of life
- Health Department is accountable to the public in fiscal responsibility and service delivery
- Efforts are conducted through improved internal collaboration and communication
- Expanded service availability is provided through on-going support by the BOH and County Commissioners
- Funding is available to support and improve our programs
- Best practices, as recognized by the public health community are utilized in service provision
- Department is capable of providing a comprehensive response to Public Health Emergencies

The Northampton County Health Department BOH and Management staff identified the following key strengths, weaknesses, threats and opportunities for Northampton County Health Department.

Strengths	Weakness	Threats
<ul style="list-style-type: none"> • Staff – qualified, efficient, “seasoned”, capable, professional, committed, loyal • Quality Services • Effective in addressing many health issues • Positive relationships with community members, agencies, and partners • Friendly atmosphere • Secured funding for all programs through 2011 • Interpreter/Language line • Advertising all services, awareness of HD 	<ul style="list-style-type: none"> • Internal customer service • Limited funding; rural area with few resources • Advocating for self development • Limited transportation 	<ul style="list-style-type: none"> • Budget – cuts, changes, loss of grant funding • Politics, Legislative decisions • duplication of services • Regionalization of LHDs • Staff retention • Staff burnout; Client non-participation, stress in keeping numbers up and revenues up

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programs • Accredited		
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Strategic Goals

The following goals were identified in the Healthy Carolinians action plans in response to the Northampton County Health Department's Community Health Assessment.

<u>Goal 1</u>	Increase the number of men participating in bi-annual prostate screenings to 225
<u>Goal 2</u>	Decrease teen pregnancy rate by 25% in girls 15-17
<u>Goal 3</u>	Implement educational strategies to increase knowledge of diabetes and improve diabetes management in 25 persons
<u>Goal 4</u>	Increase utilization of new recreational facility by Northampton County citizens through marketing by 25%
<u>Goal 5</u>	Increase the number of Northampton County residents screened for HIV by 25% and decrease Chlamydia and gonorrhea rates by 25%
<u>Goal 6</u>	Implement North Carolina Department of Public Health's new Health Information System (HIS) for automated means of capturing, monitoring, reporting and billing services.

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Community Health Assessment 2006

The Northampton County Health Department in collaboration with members from a variety of service agencies such as Northampton County Parks and Recreation, Northampton County Manager’s Office, Partnership for Children, Cooperative Extension, community members, and the Northeastern Partnership Staff Epidemiologist conducted a community health assessment to identify health priorities for Northampton County. Focus Groups, key informant interviews, a community survey and analysis of secondary data were all used in defining the 2006 Health Priorities. A full copy of the community health assessment can be found on the departments’ webpage at www.northamptonhd.com.

Priorities Identified in the 2006 Community Health Assessment are:

1. Cancer
2. Recreation/Physical Activity
3. Diabetes
4. HIV/STD
5. Teen Pregnancy

1. Cancer – During 2003, there were 119 new cancer cases diagnosed among Northampton County residents; the leading cancers were prostate, breast, lung, and colon. The high incidence of cancer in the county was a major concern.

2. Teen Pregnancy – During 2004, there were 20 pregnancies among teenage girls ages 15-17. The Teen Pregnancy rate is 1.4 times that of the state rate.

3. Diabetes- North Carolina Diabetes Prevention and Control Branch data from 2003 estimated that 3,610 Northampton County residents had diagnosed diabetes. This represents 8.2% of the total county population. Another 2,380 have pre-diabetes and are at risk of developing the disease, while 950 remain undiagnosed.

4. Recreation- A lack of recreation was named frequently as a concern in Northampton County.

5. HIV/STD- In the 2005 Northampton County Youth Risk Behavior Survey, 45.6% of high school students answered that they have had sexual intercourse. When asked on the survey whether a condom had been used the last time they had sex, 17.3% of Northampton high school students responded with no. Regarding the use of birth control during the last time they had sex, 7.6% of Northampton high school students used none. A larger number of students (13.2%) had not used a method to prevent STD transmission the last time they had sex. (See full data in Youth Risk Behavior Highlights section.)

Department Workplan

Goal 1	To improve the health status and prevent premature death for all residents of Northampton County		
Objective # 1	Reduce the death rate resulting from leading cause of cancer death by 5%		
Baseline Data	<p>Northampton County Rates: Total Cancer Incidence and Mortality(2005) was 112 cases with rate of 383.7 and 68 deaths with rate of 223.6 for Northampton while North Carolina had 43,335 cases with rate of 492.2 and 16,675 deaths with rate of 192.5 Incidence rate for breast cancer (2005) was 124.4 to state rate of 147.5 Incidence rate for prostate cancer (2005) was 182.8 to state rate of 147.8 Cancer death rate (2000-2004) was 184.1 per 100,000 Source: North Carolina Center for Health Statistics</p>		
CHA Priority Addressed	Cancer		
Activities	Lead Person	Partners N= new; E=existing	Timeframe
Provide BCCCP (Breast and Cervical Cancer Screening Program) services for a minimum of 30 women meeting the BCCCP eligibility criteria.	BCCCP Nurse	E-Local healthcare providers	June 2011
Increase the number of men participating in bi-annual prostate screenings to 225	Hallie Peace, HED		On-going
Continue to implement and expand the Stayin' Alive...Longer faith based health promotion program. (Three churches currently active) Increase to eight by June 2010.	Virginia McClary, HED Hallie Peace, HED	E – Current Churches N= New Churches recruited	June 2011
Promote the adoption of a Healthy Foods Policy by the Northampton County Board of Health for Northampton County Health Department sponsored events that include provision of food.	Virginia McClary, HED		June 2011
Support the county Wellness Programs that incorporate exercise, nutrition and healthy	Virginia McClary, HED	E = County employees	On-going

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Goal 2	To improve the health status and prevent premature death for the all residents of Northampton County		
Objective #2	Decrease the adolescent pregnancy rate among females ages 10-17 by 5% Decrease the percentage of repeat pregnancy to teens ages 17 and under by 10%		
Baseline Data	Northampton County Pregnancy Rate for 15-19 year olds was 73.7 per 1,000 in 2007. There were 10 repeat pregnancies for 15-19 year olds in 2007. Repeat pregnancies accounted for about 20% of all teen pregnancies in the county in 2007. Source: (Adolescent Pregnancy Prevention Coalition of North Carolina)		
CHA Priority Addressed	Unsafe Sex/Unintended Pregnancy		
Activities	Lead Person	Partners N= new; E=existing	Timeframe
Family Planning Staff will provide contraceptive counseling and link to health department services to teens with one pregnancy.	Judy Hale, FP Lead Nurse Sharon Long, Health Educator		On-going
Continue to provide Emergency Contraception Services	FP Nurse		On-going
Continue to provide Family Planning services to minors without parental consent in accordance to General Statute	FP Nurse		On-going
Continue to offer education on family planning and family planning services in Northampton County Schools as requested	Virginia McClary, Health Educator	E –Northampton County Schools	On-going
Continue to support Northampton County Schools in providing comprehensive family life education curriculum in Northampton County.	Sue Gay, Health Director Sharon Long, Health Educator	E - School Health Advisory Council	On-going
Market family planning services through family planning outreach funding	Sharon Long, Health Educator		June 2011

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Goal 3	To improve the health status and prevent premature death for the all residents of Northampton County		
Objective # 1	By 2007 implement educational strategies to increase knowledge of diabetes symptoms and complications in an effort to reduce the county diabetes death rate		
Baseline Data	Northampton County Diabetes Death Rate: 33.3 (per 100,000) in 2007 Source: North Carolina Center for Health Statistics		
CHA Priority Addressed	Diabetes		
Activities	Lead Person	Partners N= new; E=existing	Timeframe
Collaborate with all known agencies and organizations in the county working towards diabetes prevention and treatment	Health Education	E = Northampton Healthy Carolinians, Local Health Care Providers	On-going
Participate in health fairs at churches, schools, and county agencies	Virginia McClary	N/A	On-going
Referrals to diabetes support group for diabetes education Apply for funding to continue program	Helen Ford, RN Linda Benthall, RN Cheryl Warren	N=Roanoke Chowan Foundation	December 2010
Market diabetes services and awareness 1. Submit diabetes awareness and prevention articles to local papers 2. Distribute info on DSME in provider offices through Community Care Plan case managers 3. Publicize community diabetes events in paper, radio and website.	Community Care Plan(CCP) Hallie Peace, HEd		On-going
Promote flu/pneumonia vaccines for residents with diabetes	Health Education		October 2011

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Goal 4	To improve the health status and prevent premature death for the all residents of Northampton County		
Objective #1	Implement Eat Smart Move More program in 8 churches in Northampton County		
Baseline Data	In Northampton County, 61% of adults are overweight or obese (North Carolina Division of Public Health), and 33.5% of youth ages 2-18 are overweight or at risk for becoming overweight Source: (2005 North Carolina Nutrition and Physical Surveillance System).		
CHA Priority Addressed	Recreation and Physical Activity		
Activities	Lead Person	Partners N= new; E=existing	Timeframe
Implement Eat Smart Move More program in area churches	Virginia McClary, HEd	E- Health Department	June 2011
Three churches will participate in diabetes support education and activities classes	Virginia McClary, HEd	E – Health Department, Cooperative Extension, Northampton Healthy Carolinians	June 2011

Goal 5	To improve the health status and prevent premature death for the all residents of Northampton County		
Objective # 4	Increase the number of Northampton County residents screened for HIV by 25% and decrease Chlamydia and gonorrhea rates by 25%		
Baseline Data	Northampton County rate for New HIV cases was 23.5 in 2007 compared to the state rate of 21.9 Source: North Carolina Center for Health Statistics		
CHA Priority Addressed	Sexually Transmitted Diseases and HIV/AIDS		
Activities	Lead Person	Partners N= new; E=existing	Timeframe

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Family Planning and Maternity Staff will provide education on sexually transmitted diseases including HIV to clients	Sharon Long, Health Educator	E-Health Department	On-going
Continue to offer education on sexually transmitted diseases and HIV/AIDS in Northampton County Schools as requested	Virginia McClary, Health Educator	E-Northampton County Schools	On-going
Provide STD/HIV screenings at Gaston Clinic for Wise Woman clients	Helen Ford, RN	E – Health Department	June 2011
Continue to provide STD/HIV testing through health department general clinic	Nursing	E-Health Department	On-going
Provide HIV/STD/Syphilis testing at the Northampton County Jail	Helen Ford, RN	N- Northampton County Jail E-Health Department	On-going
Provide Opt-out HIV testing in Health Dept STD and maternity clinics	Nursing	E-Health Department	On-going

Goal 6	To improve public health services and programs and increase collaboration among local agencies/health care providers leading to improved patient care.		
Objective # 1	Implement North Carolina Department of Public Health’s new Health Information System (HIS) for automated means of capturing, monitoring, reporting and billing services.		
Baseline Data	The Health Department currently handles its own billing and the medical records are not electronic.		
CHA Priority Addressed	HIS would make health care more accessible by creating a standardized patient record with most community services feeding the record.		
Activities	Lead Person	Partners N= new; E=existing	Timeframe
Train appropriate staff for implementation of HIS.	Julie Martin Gloria Vaughan Judi Northcott	E – Health Department	ongoing
Fully implement HIS.	Health Department Management Support and Nursing Staff	E – Health Department	June 2011

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Next Steps

In order to solicit community input to the Strategic Plan, the plan will be made available on the Northampton County Public Health Website and announced in the local newspaper.

Copies of the Strategic Plan will be provided to the Board of Health and available at all health department sites.

Recognizing that a strategic plan provides a sense of direction and the need to remain flexible to changing needs and requirements, the plan will be reviewed and updated annually by the health department staff and Board of Health.