

The Cleveland County Public Health Board met on Tuesday, June 11, 2024, at 6:00 p.m.

Board members present: Chair Sara Karner, Nancy Cline, Robert Miller, Marty Hamrick, Mark Heiner, Henry Gilmore, and Heather Bridges Moore

Health Department staff present: Tiffany Hansen, DeShay Oliver, Heather Voyles, Nathan McNeilly, Anne Short, Rebecca Slayton, Jennifer Ladd, Andrea Power, and Jacey Hillman (Intern)

County Attorney present: Martha Thompson

CALL TO ORDER/WELCOME:

Chair, Sara Karner called the meeting to order at 6:02 pm and welcomed everyone.

Mr. Miller gave the invocation.

CITIZEN RECOGNITION:

No citizens requested to appear before the Board.

APPROVAL OF AGENDA FOR JUNE 11, 2024, PUBLIC HEALTH BOARD MEETING:

Chair Karner presented the proposed agenda for the June 11, 2024, Public Health Board meeting for consideration of adoption.

Motion: A motion was made by Robert Miller with a second by Marty Hamrick to adopt the agenda for the June 11, 2024, Public Health Board meeting as prepared. The motion carried unanimously.

APPROVAL OF MAY 14, 2024, PUBLIC HEALTH BOARD MEETING MINUTES:

Chair Karner presented the May 14, 2024, Public Health Board meeting minutes for consideration of approval.

Motion: Henry Gilmore moved that the minutes of the May 14, 2024, Public Health Board Meeting be approved, and Marty Hamrick made the second. The motion carried unanimously.

VITAL RECORDS & DENTAL UPDATE:

Chair Karner introduced Jennifer Ladd with the Vital Records and Dental Update. Jennifer Ladd began with presenting information on Cleveland County Vital Records. She explained that the Cleveland County Health Department is responsible for reporting all death and birth events that occur within Cleveland County. In 2023, Cleveland County had 1329 deaths and 1304 births. The Health Department partners with the State Vital Records Office and the local Register of Deeds

Office, which is housed within the County Administration Building, to ensure family members and funeral homes can obtain certified death and birth certificates. The NC Department of Health and Human Services implemented an electronic reporting system for deaths in May of 2022 and births in February of 2023. The system is called NC DAVE (NC Database Application for Vital Events) and it serves all 100 counties in North Carolina. All funeral homes, providers, certifiers, and medical examiners input information into NC Dave for deaths and births. Funeral homes and Atrium-Cleveland start the initial process by creating a case. After the information is put into NC Dave, the case is sent electronically to the local Health Department for acceptance or return. No information can be altered by the Health Department. Once the electronic death or birth certificate is accepted into NC DAVE; it then goes to Raleigh and will be sent over to the Register of Deeds the next day. If the death or birth certificate is rejected, it is returned to the funeral home or Atrium-Cleveland for corrections. In addition to processing death and birth certificates sent over from funeral homes and Atrium-Cleveland, the Cleveland County Health Department vital records also create cases for homebirths performed in the county as well as an Affidavit of Parentage. An Affidavit of Parentage is adding a father to the birth certificate after leaving the hospital. The average homebirth rate in Cleveland County is 5 per year. The average amount of AOP's performed by the Health Department per year is 10-15. Mr. Miller asked if there were any fetal deaths in 2023 and Jennifer answered that we only had 1. Mr. Miller also asked how many homebirths were delivered by a midwife and Jennifer said only 1 was a midwife delivery, the others were delivered by their fathers. Jennifer also updated everyone on the progress with our mobile dental unit. We are hoping that the unit will be finished some time in the fall. We will then deploy the unit out into the elementary schools. The unit will be a 52-foot trailer and will have state of the art equipment to provide services to our community. We want to begin with the elementary schools, then move into including the middle and high schools. Sara asked how the unit would be staffed. Jennifer said we would contract a dentist and have two dental hygienists on staff.

WIC PRESENTATION:

Chair Karner introduced Rebecca Slayton with the WIC Presentation. Rebecca began by explaining that WIC stands for the Women, Infant, and Children's Program. This is a nutritional program that helps families stay healthy. The program serves children up to five years of age, pregnant women, infants, breastfeeding women who have had a baby in the last 12 months, and women who have had a baby in the past 6 months. You must live in North Carolina to be eligible for WIC, have a family income less than WIC income guidelines or receive Medicaid, TANF or food stamps, or have a nutritional need determined by the WIC nutritionist. WIC provides support and education to mothers to help them breastfeed successfully. WIC offers guidance on how to shop for healthy food, how to prepare it and how to entice children to eat it. WIC also provides access to information, including prenatal nutrition, breastfeeding tips, eating tips for children, parenting tips, and healthy recipes. WIC is a network built for moms. We connect them, we educate them, and we learn from them. Our community consists of nutritionists, lactation specialists, and peers. We can introduce moms to resources outside of WIC that include healthcare professionals such as pediatricians, OBGYN's, and dentists, immunization services, substance abuse counselors, domestic abuse counseling, and social services. WIC has a variety of healthy food options it offers that helps pave the way for a lifetime of nutritious eating that include beans, whole grains, fruits and vegetables, cheese, cereal, eggs, canned fish, peanut butter, milk, juice, formula, and infant

cereal and baby food. WIC has and International Board-Certified Lactation Consultant on staff, offers a breastfeeding peer counselor program, provides breast pumps, provides infant feeding classes and has an employee pump room within the workplace. We also have a WIC van that we are hoping to deploy out to the community for those that cannot find a way to CCHD. WIC has 90 state agencies, 1900 local agencies, and 10,000 clinics. If you have anyone that you think has interest in our WIC program, please have them reach out to WIC of Cleveland County at 980-484-5170. Mr. Miller asked how clients know which food that they can purchase with their WIC card. Rebecca explained that the foods that are WIC eligible are marked on a vendor form and will ring up at the register upon purchase.

CCHD 2024-2027 STRATEGIC PLAN:

Chair Karner introduced DeShay Oliver with the CCHD 2024-2027 Strategic Plan. DeShay began by explaining that we contracted with an individual that has been able to guide us through creation of our strategic plan. The process began with a survey, collection of those results, meetings with our leadership and management teams. DeShay explained that we are presenting the framework for our strategic plan 2024-2027 for approval to our board tonight. The plan is outlined below:

Mission

To improve and promote the health of Cleveland County through education, service and prevention.

Vision

A community where good health is within reach of everyone.

Goal Pillars

1. Expand our outreach into the community through mobile services and meeting people where they are.
2. Increase access to mental and behavioral health services through the Department and its community partnerships.
3. Elevate the entire patient/client experience through improved efficiency and customer service.
4. Cultivate the professional growth, satisfaction and retention of our staff.

Guiding Principles

- Continuously evaluate and improve operational efficiency to improve service delivery.
- Embrace collaboration and seek partnerships wherever possible.
- Practice clear, timely and transparent communication both within the Department and across Cleveland County.
- Leverage technology to help drive innovation and process improvements.

Goal Pillars and Strategies

Goal #1--Expand our outreach into the community through mobile services and meeting people where they are.

- Strategies:

- Expand the work of the mobile screening unit, potentially including virtual health visits.
- Grow WIC enrollment and outreach through use of the mobile van.
- Launch the mobile dental care unit, with a focus on school partnerships.
- Design and implement a comprehensive community awareness campaign about CCHD's services.
- Research and pilot innovative transportation solutions for patients and clients.
- Expand community health education, particularly for adults.

Goal #2--Increase access to mental and behavioral health services through the Department and its community partnerships.

- Strategies:
 - Expand partnerships, screenings and referrals for mental and behavioral health services.
 - Expand access to behavioral health information and resources, including Medication Assisted treatment and mental health prescriptions.
 - Research and pilot telehealth services for mental health patients.

Goal #3--Elevate the entire patient/client experience through improved efficiency and customer service.

- Strategies:
 - Leverage technology to improve the check-in experience and enhance communication about appointments and prescriptions.
 - Redesign the patient experience to be more welcoming and hospitable.
 - Provide an array of Department-wide training (and investigate shared training with Social Services staff) that support improved patient experience.
 - Expand availability of translation services, especially during patient check-in process.
 - Develop a Health Department Hero mascot to create positive, family-friendly associations with the Department.

Goal #4--Cultivate the professional growth, satisfaction and retention of our staff.

- Strategies:
 - Advocate for competitiveness and livability of staff pay and benefits.
 - Expand access to (and funding for) trainings, conferences and certifications.
 - Increase opportunities for staff appreciation.
 - Redesign and strengthen the onboarding process for new staff, with a focus on knowing colleagues and telling the Department's story.
 - Expand opportunities for non-traditional work environments.

Motion: Mr. Miller moved that the Strategic Plan Framework 2024-2027 be approved, and Mark Heiner made the second. The motion carried unanimously.

BUDGET AMENDMENTS-:

Chair Karner introduced Tiffany Hansen for Leslie McSwain with the Budget Amendments.

ITEM NUMBER ONE:

The Cleveland County Health Department has received \$800 from Gardner-Webb University for Nursing Students Clinical Rotation at the Health Department. We request to budget these funds in the Family Planning (539) department. These funds will be used towards necessary department supplies.

ITEM NUMBER TWO:

The Cleveland County Health Department has received a \$50.00 citizen donation. These funds will be used towards purchasing items for the Annual Feminine Hygiene Drive that will be donated to the school-based health clinics. We request to budget these funds in the Adolescent Pregnancy Prevention Department (536).

ITEM NUMBER THREE:

The Cleveland County Health Department has received a total of \$3,000 from various NC Schools of Pharmacy related to student internship stipend programs provided in our Pharmacy department. We request to budget these funds in the General Administration department (530) to be used towards departmental supplies and needs.

ITEM NUMBER FOUR:

The Cleveland County Health Department request to budget receipts totaling \$116,060 from Tier 5 drug rebates to cover year end prescription drug costs. These funds will be budgeted in the Employee Wellness Department (013.660).

ITEM NUMBER FIVE:

The Cleveland County Health Department requests to budget \$720 of employee donations for participation in our "Public Health: We'll Be There for You" t-shirt fundraiser. These funds will be used to support the emergency food bag program. We request these funds be budgeted in the Health Promotion Department (535).

Motion: A motion to recommend the proposed budget amendments to the Board of Commissioners was made by Robert Miller and a second was made by Henry Gilmore. The motion carried unanimously.

MISCELLANEOUS:

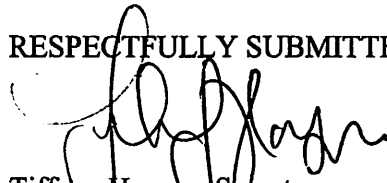
Chair Karner asked if there was any miscellaneous business to discuss. No one had any miscellaneous business to discuss.

ADJOURN: 6:36 PM

There being no further business, Chair Karner called for a motion to adjourn.

Motion: Mark Heiner moved, with a second by Marty Hamrick, that the Cleveland County Public Health Board meeting be adjourned. The motion carried unanimously.

RESPECTFULLY SUBMITTED,



Tiffany Hansen, Secretary
Cleveland County Public Health Board