

Community and Family Health Annual Report 2009



Office of the Assistant Secretary
Office of Community Wellness and Prevention
Office of Infectious Disease and Reproductive Health
Office of Maternal and Child Health





DOH 120-008 July 2010

This report is available for download at: www.doh.wa.gov/cfh/About_Us.htm

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Greetings

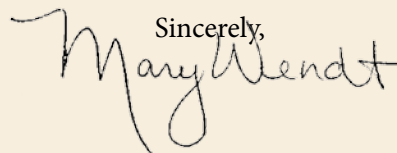
from the Assistant Secretary,
Community and Family Health Division

I'm pleased to share the Community and Family Health Division 2009 Annual Report providing a snapshot of programs and their accomplishments. My vision for these annual reports includes providing our partners and stakeholders with brief program highlights, challenges, and changes from the prior calendar year. This report introduces each of the programs and sections in the division and one or two major accomplishments. Where appropriate, it builds on baselines from 2008.

The division leadership team began work on the 2009-2013 strategic plan, selecting a theme of health equity to focus our services on improved health for all Washington citizens. Staff from across the division volunteered to serve on workgroups developing each of our six goals. We will unveil the plan this summer, reporting progress on our performance measures in future annual reports. I am honored and proud to lead such a talented and dedicated team of professionals.

We continue to look at how the division can “evolve” to meet the ever-changing needs of the populations we serve, identify areas for integration among programs, and streamline business functions. Whenever possible, we engage our partners and stakeholders to help us meet these challenges.

I look forward to another year of outstanding accomplishments!

Sincerely,


Mary Wendt, MPA:HA
Assistant Secretary, Community and Family Health

The Community and Family Health Division 2009 Overall Highlight

The Office of Health Promotion launched the revised Health Education Resource Exchange website during 2009 providing over 339 materials to more than 36,057 unique visitors. We're working to convert materials to languages other than English and currently offer 201 publications in 17 languages. Materials are contributed from many sources and are maintained by our office. Materials can be viewed at <http://here.doh.wa.gov>.

Office of the Assistant Secretary



Our Mission

To enhance the health of individuals, families, and communities. We work with and through our partners to prevent disease and promote a healthy start, healthy choices, and access to services.

We work closely with others in the agency to support our programs and services. Together with other state agencies, local health departments, and key stakeholder groups, we work to enhance the health of individuals, families, and communities. The following functions occur from within the sections of the Office of the Assistant Secretary.

Programs and 2009 Accomplishments

Office of Health Promotion applies expertise in health promotion and marketing strategies, educational materials, professional development, and coordinated school health to advance state and local public health programs. We distribute competitive funding to local health jurisdictions and tribes through the federal Preventive Health and Health Services Block Grant.

- Provided 18 consultations with Department of Health and partner programs.
- Assisted 38 Department of Health programs with their health promotion efforts.
- Worked with the Office of the Superintendent of Public Instruction and the State Board of Health to publish a report linking academic achievement and health in Washington students.
- Partnered with Community Wellness and Prevention to launch the Healthy Communities Project.
- Translated the Living with MRSA publication into nine additional languages.
- Worked collaboratively with Tacoma Pierce County Health to create a new MRSA publication for people transitioning between long-term care and hospitals.

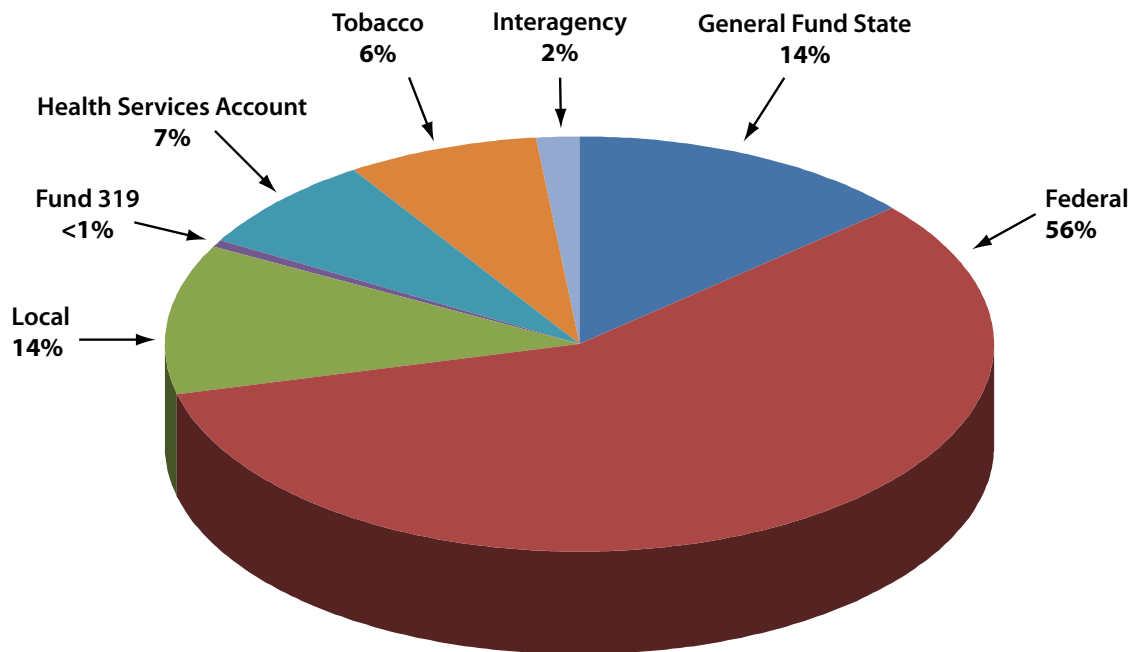
Information Services provides project management, systems analysis and design, software coding, testing, implementation, and maintenance of various public health applications.

- Successfully designed the Women, Infants, and Children (WIC) computer system to include fruits and vegetables to the Food Instrument options choices. This was the first major change to the food options in over 25 years and was mandated by the United States Department of Agriculture.

Communication and Performance Accountability Section provides expert consultation for development and review of content for division communications products. The section manages division performance assessment and reporting processes.

- Created a new Web Team to support the division's online needs.
- Coordinated the division's participation in the national beta testing of Public Health Standards.

2009 Expenditures by Fund Source – Total \$329 Million



Budget and Operations Section provides oversight to business activities and functions related to division-wide financial processes and operational procedures. Our budget is comprised of dollars from many sources, including 56 percent federal funds from a variety of grants including 1 percent of federal from ARRA grants and 14 percent from Washington State General Funds. Interagency reimbursement supports basic food and nutrition education, coordinated school health, a wide-variety of maternal and child health-related activities, and HIV case management. Health Services Account provides funding for vaccines.

Local Community Health Leadership Liaison works with local health partners to strengthen the public health system, and participates in the Community Health Leadership Forum, representing public health nursing directors statewide.

- Implemented and tested the division's Emergency Communications Plan. Developed the division's Continuity of Operation Plan.
- Convened face-to-face meetings with local health jurisdictions and the division's leadership to address budget and organizational changes.

Legislative and Policy Section provides expert consultation on and management of major legislative, policy, and rulemaking issues. We support our staff to navigate the processes supporting legislative activities, policy development (particularly rule making), and public records disclosure requests.

The following legislation passed in 2009 and has a direct impact to our programs, stakeholders, and the public we serve.

- **House Bill 1596** demonstrated the type of policy change that supports healthy communities. Updates to the state's anti-discrimination law now protect a woman's right to breastfeed in public places. It also made breastfeeding a status protected from unfair treatment.
- **Substitute Senate Bill 5340** continued efforts to restrict youth access to tobacco products. This legislation prohibits the shipping and delivery of tobacco products ordered by mail or through the Internet.

Office of Community Wellness and Prevention



Nutrition, Physical Activity, and Obesity Prevention Program works to ensure access to healthy foods and physical activity where we live, learn, work, and play.

Chronic diseases are among the most prevalent and costly of health care problems as well as the most preventable.

Community Wellness and Prevention addresses chronic diseases by focusing on common causes like tobacco use and obesity. Developing and sustaining healthy behaviors requires supportive policies and environments, social support, and up-to-date information to make informed choices. We're pooling our resources and expertise into an initiative called *Healthy Communities Washington*. We're collaborating across programs, aligning with business, schools, health care, communities, and others to help communities make policy and environmental changes through financial, training, technical assistance, surveillance, and evaluation support. Our strategies for accomplishing this work are building public health policy; creating supportive environments; strengthening community action; developing personal skills; and reorienting health services.

Healthy Communities Accomplishments

- Developed a cross-office approach and combined resources to fund five new Healthy Communities capacity-building projects.
- Developed and distributed *Chronic Disease Awareness* and *Call to Action* materials; collected hundreds of pledge cards at a statewide Chronic Disease Summit from individuals and organizations pledging to promote healthy foods, smoke free environments, and physical activity in their communities.
- Developed and implemented integrated training, tools, and data to support Healthy Communities projects; transitioned the Tobacco Prevention Resource Center to the Healthy Communities Washington Resource Center.
- Partnered with the Washington Health Foundation to lead a statewide comprehensive chronic disease alliance.

Programs Accomplishments

Asthma Program works to reduce exposure to asthma triggers in the environment, helps people learn how to manage their asthma, and helps health-care providers improve asthma treatment.

- Provided training on home environmental assessment and asthma self-management education to 86 health workers and other stakeholders from around the state.
- Recognized by the Asthma and Allergy Foundation of America for leadership in comprehensive statewide school policies; on their "honor roll" for second straight year.

Breast, Cervical, and Colon Health Program provides uninsured or underinsured low-income people, ages 40–64, with free cancer screenings and other services.

- Screened 19,506 women for breast and/or cervical cancer, achieving an all time high for the program.
- Screened 1,969 women and men for colon cancer.

Comprehensive Cancer Control Program partners with over 90 organizations in the Washington CARES About Cancer Partnership to reduce cancer incidence and deaths caused by cancer. The program promotes policies and practices that support prevention, education, screening, increasing communications between providers and patients, eliminating health disparities, and access to quality cancer care.

- Launched the 2009–2013 Comprehensive Cancer Control Plan. We published the plan on CD-ROM to reduce printing costs and create a product partners can easily disseminate.

Cancer Registry provides accurate data about new incidences of cancer cases to professionals and scientific researchers for public health planning and medical research.

- Exceeded national data quality timeliness and completeness standards set by the Centers for Disease Control and Prevention Center for data submitted in 2009.

Diabetes Prevention and Control Program provides leadership in diabetes prevention and control strategies in Washington.

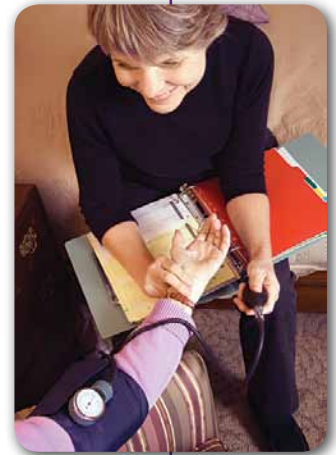
- Partnered with the Department of Social and Health Services to expand the number of chronic disease self management programs. As a result, Medicaid now reimburses eligible members for the program.

Heart Disease and Stroke Prevention Program uses research to identify, promote, and use the most effective strategies to prevent and treat heart disease and stroke.

- Convened a statewide stroke conference and four regional cardiac systems of care workshops to build capacity for faster treatment for heart attacks and stroke.
- Successfully piloted a worksite blood pressure monitoring project to support employees in self-management of high blood pressure.

Nutrition, Physical Activity, and Obesity Prevention Program works to ensure access to healthy foods and physical activity where we live, learn, work, and play.

- Partnered with the University of Washington to reach nearly 45 childcare providers with training designed to reduce the amount of kids' TV and computer screen time.
- Provided a Food Policy Council Workshop with the Access to Healthy Foods Coalition to train 49 attendees from nine counties on community food assessments and related activities.
- Hosted a Childhood Obesity Summit with Seattle Children's Hospital and the American Heart Association with over 100 policy makers present.





Supplemental Nutrition Assistance Program – Education (SNAP-Ed)

teaches people who use food stamps about preparing healthy foods and living active lives, and offers training and technical assistance to local agencies providing nutrition education.

- Reached nearly 900,000 low income Washington residents through local programs that provide guidance for increasing fruit and vegetable consumption, choosing low fat dairy products, and eating more whole grains, leaner meats, and beans.

Tobacco Prevention and Control Program uses comprehensive, proven, and cost-effective strategies to reduce the use of tobacco products.

- Made steady progress toward reducing tobacco use: adult smoking dropped from 16.5 percent to 15.3 percent; the sixth lowest rate in the nation. Second-hand smoke exposure is down 61 percent since 2000.
- Provided help to 27,591 people who called the Tobacco Quit Line, almost 6,000 more than in 2008.



The Washington Patient-Centered Medical Home Collaborative, a joint project of the Department of Health and Washington Academy of Family Physicians, is a way to provide health care for adults, youth, and children with a partnership between the physician, or primary care provider, patient, and family. A collaborative is a learning and quality improvement process where healthcare teams work to measure and improve the quality of care delivered by their practices.

- Selected 33 primary care teams through a competitive process to participate in a two-year training and coaching process. The first learning session for the collaborative hosted 250 participants.



Women, Infants, and Children (WIC) provides health screening, nutrition education, and breastfeeding promotion and support for low-income women, infants and children up to age five. Supporting breastfeeding is WIC's top priority.

- Served over 313,000 women, infants, and children in 2009.
- Supported almost 85 percent of new WIC moms to start breastfeeding, leading to a \$415,512 performance award from the United States Department of Agriculture. The award will fund more training and support for breastfeeding promotion efforts at hospital birthing centers and worksites.
- Implemented the new national WIC food rule. WIC foods now match current national dietary guidelines and are lower in fat and cholesterol. In addition to low fat milk, juice, cereal, eggs, and legumes, WIC families now receive checks for fresh fruits, vegetables, and whole grain breads and tortillas.

Office of Maternal and Child Health

We protect and improve the health of women, children from infancy through adolescence, and their families by strengthening community partners that touch the lives of children. Our programs support a healthy start in life, maximize child and adolescent development and the early identification and follow-up on identified health needs.

Maternal and Child Health's work builds on recent research describing how social, environmental, and economic factors acting at each life stage have a profound impact on health. It also shows how each life stage influences the next. The interplay of these factors contributes to the health of today's children over the course of their lives and into future generations.

Maternal and Child Health priorities recognize life course and inter-generational influences on health. Many Washington community partners and systems serve women of childbearing age, children from infancy through adolescence, and their families. Our work focuses on developing tools and supports for these partners and systems. We also link and integrate these systems. Finally, we connect women and children with the systems they need.

Programs and 2009 Accomplishments

Assessment supports the office through data analysis, surveys, surveillance systems, and program evaluation. This work, published broadly, guides our programs by looking at the burden, trend, and disparity in diseases and risk behaviors.

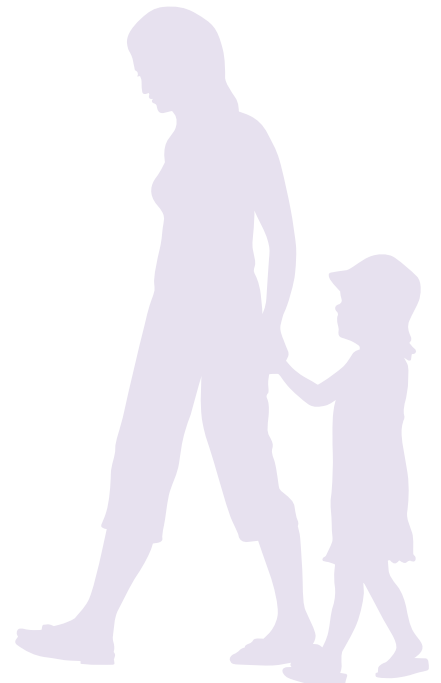
- Provided epidemiological support to the agency's H1N1 influenza team focusing on impacts to pregnant women.
- Conducted surveillance of all pregnant women hospitalized with influenza.
- Integrated Washington's Child Death Review database with a nationally supported system to monitor child deaths and promote the review and analysis of the data.

Oral Health Program promotes best practices to protect the oral health of women, infants, children, adolescents, and children with special health care needs. The program promotes the Smile Survey, community-based oral health coalitions, preventive practices such as school sealants and fluoridation education, and dental referrals for high-risk individuals.

- Published the Washington State Collaborative Oral Health Improvement Plan with input from hundreds of partners and stakeholders.
- Created and distributed 45 fact sheets on oral health for children with special needs. Separate fact sheets for caregivers, dental providers, and medical providers focus on autism, epilepsy, and over a dozen other chronic conditions. This groundbreaking effort will be useful nationally.



Our programs support a healthy start in life, maximize child and adolescent development, and the early identification and follow-up on identified health needs.





Children with Special Health Care Needs promotes an integrated system of services for all children who have or are at risk for chronic physical, developmental, and behavioral conditions.

- Connected 12,500 children with special health care needs and their families to community resources and services through a network of coordinators in local health jurisdictions and 15 neurodevelopmental centers.
- Raised awareness of issues surrounding a diagnosis of autism to diverse families across the state with the distribution of new materials in seven languages.

Genetic Services promotes early identification of individuals with genetic disorders or disabilities, enhances the health care delivery system to serve people with genetic disorders or disabilities, and connects people with the health resources they need.

- Collected about 84,000 newborn hearing test results and conducted 12,200 follow-up actions to make sure infants got needed tests and treatments.

Immunization Program CHILD Profile works to prevent the occurrence and transmission of vaccine-preventable diseases, promotes healthy families, and increases use of preventive health care for children from birth to age six years.

- Met the goal of 90 percent provider participation in the CHILD Profile Immunization Registry. Eighty percent of all public school districts representing 95 percent of student enrollment participate in the registry.
- More than 450,000 families received reminders for immunizations and check-ups from the CHILD Profile Health Promotion System.
- Purchased and distributed nearly three million doses of childhood vaccines valued at 105 million dollars to more than 1,200 provider sites.
- Ordered and distributed more than two million doses of H1N1 influenza vaccine to over 2,500 provider sites.
- Worked with health care providers, insurers, and the Legislature to change the way vaccines are financed and assure all of Washington's children have access to all vaccines.

Maternal, Infant, Child and Adolescent Health works to protect and improve the health of women and ensure infants a healthy start, and to promote and protect the physical and mental health, and overall development of children and youth, birth to 21 years.

- Redesigned the First Steps Maternity Support Services program to focus services on Medicaid women at high-risk for low birth weight and premature births. The redesign used evidence-based and promising practices to address a legislatively mandated 20 percent program budget reduction. Over 30,000 women received Maternity Support Services.

- Worked with the Washington State Perinatal Collaborative to improve maternal and infant outcomes through quality improvement in labor and delivery practices. This collaborative of public and private agencies, associations and perinatal care providers focused on identifying the reasons for rising caesarean sections and possible modifiable factors. Sponsored well-attended webinars on improving quality in labor and delivery practices.

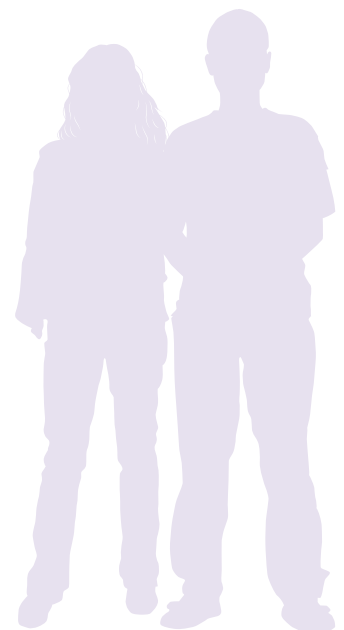


We planned for and distributed more than two million doses of H1N1 influenza vaccine to more than 2,700 provider sites who agreed to administer this vaccine.

Major response to new flu strain – H1N1 (swine flu)

April 2009 marked the start of a major public health response to a new flu strain. Our response involved people from across the agency and our division responsibilities were led by the Immunization Program CHILD Profile.

We planned for and distributed more than two million doses of H1N1 influenza vaccine to more than 2,700 provider sites who agreed to administer this vaccine. We worked closely with local health partners to share information routinely. We used radio and TV ads and social media like Twitter to promote vaccination and disease prevention. We developed a special web page dedicated to H1N1 influenza vaccination and used our CHILD Profile Health Promotion system to get H1N1 information to families throughout the state.





Provided funding to support the exchange of 8.3 million clean syringes for used ones to reduce transmission of HIV and hepatitis C and to reduce the number of contaminated syringes.

We provide services to prevent and control sexually transmitted diseases (STDs), HIV/AIDS, tuberculosis (TB), and unintended pregnancies, and we support the Governor's Advisory Council on HIV/AIDS.

In order to maintain health, it is important for everyone to know his or her HIV status. In 2009, we revised HIV testing, counseling, and partner notification rules to make it easier for health care providers and local health jurisdictions to offer HIV testing to all individuals. Under the new rules:

- Health care providers have more flexibility to offer HIV testing to all individuals.
- Local health officers are authorized to directly provide partner services with a newly diagnosed HIV-positive individual rather than provide services with the permission of the health care provider.

The new HIV testing, counseling, and partner services rules went into effect in early 2010. Information about the rule is posted on the HIV and Adult Viral Hepatitis Web page:

<http://www.doh.wa.gov/cfh/hiv/prevention/policy/default.htm>

Programs and 2009 Accomplishments

The Family Planning and Reproductive Health Section provides funding, leadership, consultation, and technical assistance on family planning issues. This program promotes links among related programs, acts as a clearinghouse for family planning information and training, and monitors compliance with state and federal regulations.

- Funded local family planning agencies serving 148,700 family planning clients: 141,132 women and 7,568 men. Based on national estimates, these services averted over 25,000 unintended pregnancies.

The Adult Viral Hepatitis Prevention Program is responsible for the coordination, control, and prevention of viral hepatitis in high-risk adults. Program components include surveillance, public and professional education, consultation to local health jurisdictions and other health providers, and implementing the Washington State Hepatitis C Strategic Plan.

- Distributed 10,909 doses of combination hepatitis A and B vaccine (Twinrix) to 22 local health departments, two tribal health clinics, two community-based organizations, and the Washington Department of Corrections.

The Human Immunodeficiency Virus Program provides support and funding for prevention and education services to control HIV, support health insurance, or pay for medications and health care services for low-income individuals living with HIV. The program also funds agencies across the state to assist people with access to HIV testing and obtain the services they need to live with HIV if they are infected.

- Provided funding to support the exchange of 8.3 million clean syringes for used ones to reduce transmission of HIV and hepatitis C, and to reduce the number of contaminated syringes.
- Provided 26,195 HIV tests for persons at risk for infection, including 8,300 rapid HIV tests.
- Served approximately 4,400 clients with HIV/AIDS with over 2,900 receiving life-saving medications, and provided case management and other community programs for about 1,822 individuals.

The Sexually Transmitted Diseases Program is responsible for coordinating and supporting disease surveillance, intervention, screening, and education for the control and prevention of sexually transmitted diseases.

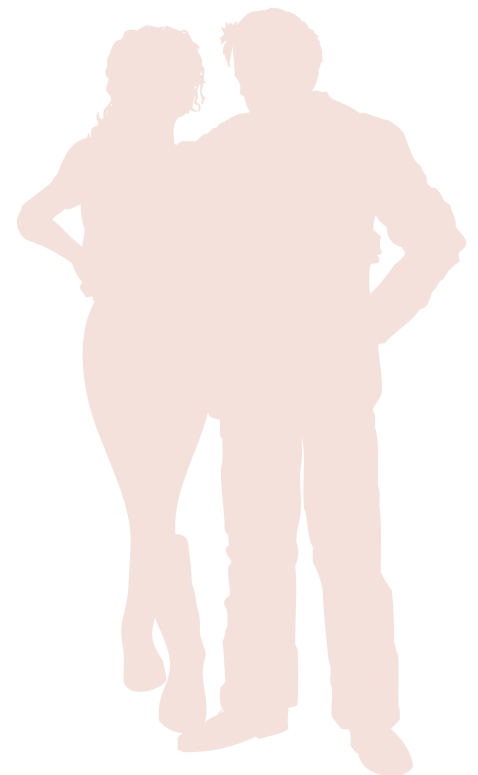
- Collaborated with the University of Washington and local health jurisdictions to continue implementation of a statewide Expedited Partner Therapy program to interview 8,675 chlamydia cases and 1,209 gonorrhea cases.
- Provided testing kits and laboratory services to test 74,518 individuals for chlamydia and gonorrhea. Identified and treated 4,725 new cases of chlamydia and 963 cases of gonorrhea. These interviews assured treatment for 895 partners for gonorrhea and 7,091 partners for chlamydia.

The Tuberculosis Program assists state, local, and community efforts to reduce the spread of the disease and prevent the emergence of drug-resistant strains of tuberculosis (TB). Provides technical assistance for the screening, diagnosis, and treatment among populations at high-risk for TB.

- Released the first newsletter issue *TB News* to inform local health jurisdictions and stakeholders about current TB program activities. *TB News* is published quarterly and available at: www.doh.wa.gov/cfh/TB/TBNews.htm.
- Launched TB Public Health Issue Management System, a new TB surveillance database in January 2009. All local health jurisdictions report TB cases through the new system. Provided all local health jurisdictions with an informational webinar on using the TB Public Health Issue Management System program.
- Collaborated with the CDC on a new genotyping information management system pilot. This system can help detect suspected TB outbreaks and direct public health action and response more efficiently. This new tool interrupts TB transmission by encouraging collaboration and exchange of information regarding outbreaks across state lines.



Launched the TB Genotyping Information Management System to help detect suspected tuberculosis outbreaks and direct public health action and response more efficiently.



Community and Family Health Program Directory

Adult Viral Hepatitis Prevention Program

Phone: 360-236-3440

Web: www.doh.wa.gov/cfh/Hepatitis/default.htm

Asthma Program

Phone: 360-236-3851

Web: www.doh.wa.gov/cfh/asthma/default.htm

Basic Food Nutrition Education Program – now known as SNAP-Ed

Phone: 360-236-3739

Web: <http://www.doh.wa.gov/cfh/snap-ed/>

Breast, Cervical and Colon Health Program

Phone: 360-236-3784

Web: <http://www.doh.wa.gov/cfh/bcchp/default.htm>

Cancer Registry, The

Phone: 360-236-3624

Web: <https://fortress.wa.gov/doh/wscr/>

Children with Special Health Care Needs Section

Phone: 360-236-3571

Web: www.doh.wa.gov/cfh/mch/cshcnhome2.htm

Comprehensive Cancer Control Program

Phone: 360-236-3628

Web: www.doh.wa.gov/ccp

Coordinated School Health

Phone: 360-236-3740

Web: <http://depts.washington.edu/waschool/>

Diabetes Prevention & Control Program

Phone: 360-236-3799

Web: www.doh.wa.gov/cfh/diabetes/default.htm

Family Planning and Reproductive Health

Phone: 360-236-3403

Web: <http://www.doh.wa.gov/cfh/FPRH/default.htm>

Genetic Services Section

Phone: 253-395-6741

Web: www.doh.wa.gov/cfh/mch/Genetics/default.htm

Health Education Resource Exchange (H.E.R.E.)

Phone: 360-236-3709

Web: <http://here.doh.wa.gov/>

Health Promotion

Phone: 360-236-3736

Web: www.doh.wa.gov/cfh/OHP/

Heart Disease and Stroke Prevention Program

Phone: 360-236-3792

Web: www.doh.wa.gov/cfh/heart_stroke/default.htm



HIV Client Services

Phone: 360-236-3426

Web: <http://www.doh.wa.gov/cfh/hiv/prevention/default.htm>

HIV Prevention and Education Services

Phone: 360-236-3424

Web: www.doh.wa.gov/cfh/hiv.htm

Immunization Program CHILD Profile Section

Phone: 360-236-3595

Web: www.doh.wa.gov/cfh/immunize/

Infectious Disease and Reproductive Health (IDRH) Assessment Unit

Phone: 360-236-3455

Web: <http://www.doh.wa.gov/cfh/IDRH-Assessment/default.htm>

Local Community Health Leadership Liaison

Phone: 360-236-3734

Maternal and Child Health Assessment Section

Phone: 360-236-3533

Web: www.doh.wa.gov/cfh/mch/mch_assessment/mch_assesshome.htm

Maternal, Infant, Child and Adolescent Health

Phone: 360-236-3584

E-mail: micah@doh.wa.gov

Northwest Regional Stroke Network

Phone: 360-236-3855

Web: www.doh.wa.gov/cfh/NWR-Stroke-Network

Nutrition, Physical Activity, and Obesity Prevention Program

Phone: 360-236-3757

Web: www.doh.wa.gov/cfh/nutritionPA/default.htm

Oral Health Program

Phone: 360-236-3524

Web: www.doh.wa.gov/cfh/oral_health/index.htm

STD Program

Phone: 360-236-3460

Web: <http://www.doh.wa.gov/cfh/STD/default.htm>

Tobacco Prevention and Control

Phone: 360-236-3665

Web: www.doh.wa.gov/tobacco/

Tuberculosis Program

Phone: 360-236-3447

Web: <http://www.doh.wa.gov/cfh/TB/default.htm>

Washington Patient-Centered Medical Home Collaborative

Phone: 360-236-37937

Web: www.doh.wa.gov/cfh/MH-Coll/default.htm

WIC Nutrition Program

Phone: 1-800-841-1410

Web: www.doh.wa.gov/cfh/WIC





PUBLIC HEALTH
ALWAYS WORKING FOR A SAFER AND
HEALTHIER WASHINGTON