BEING THE DIFFERENCE

IN THE HEALTH OF MOBILE COUNTY

MOBILE COUNTY HEALTH DEPARTMENT 2012 ANNUAL REPORT

DEPARTMENT OF PUBLIC HEALTH
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DEPARTMENT OF PUBLIC HEALTH
FROM THE HEALTH OFFICER

I am pleased to present the Mobile County Health Department's Annual Report for the October 2011-September 2012 fiscal year. During the 12-month period, employees of the Health Department worked diligently to expand our efforts of promoting, improving and protecting the health of those who work and live in Mobile County.

One high point came on May 2, 2012, when U.S. Surgeon General Dr. Regina Benjamin announced a $500,000 grant to renovate a nearly 70-year-old clinic in Citronelle. The funds will be used for the expansion of services to patients in the North Mobile County community and beyond as we work to become the provider of choice.

Late summer brought more welcome news. The Health Department received its third reaccreditation from The Joint Commission after a three-day unannounced ambulatory survey. And in August, an innovative new approach to preventive health was introduced. AURA, a wellness center for women and men, opened inside the historic Keeler building. The goal of the incentive-based program is to increase vital health screenings among adults while enhancing self-image.

In October, the Health Department recorded another milestone when it opened the Southwest Mobile Health Center in Tillman's Corner. Just like other MCHD clinics, the new center provides primary care services for adults and children on a sliding fee scale. The site was opened using grant money after research showed that the need of certain at-risk groups were the greatest in southwest Mobile County where access to care is more limited than in other areas.

In this report, you will read about other highlights and see facts and figures regarding the activities carried out each day at the Health Department. I would like to emphasize one that I believe illustrates the dedication of the Health Department's professionals: This year, we recorded more than 553,996 community contacts with people seeking services during the fiscal year. That's more than half a million opportunities to touch someone's life in a positive way.

As Alabama's oldest health agency closes in on 200 years in the community, staff members are continually looking for ways to offer dynamic customer service and high quality care to patients and clients. We would like to take this opportunity to thank those who live and work in Mobile County for assisting us in our efforts to achieve a healthy community.

Bernard H. Eichold II, M.D., Dr. P.H., F.A.C.P.
Health Officer

Elizabeth Minto, M.D.
Chairman, Mobile County Board of Health

DEPARTMENT OF PUBLIC HEALTH
AT A GLANCE

$36,182,629
FISCAL YEAR REVENUE
(SEPT 30, 2011 - SEPT 30, 2012)

$71,587,128
COMMUNITY ECONOMIC IMPACT

46
PROGRAMS

553,996
COMMUNITY CONTACTS

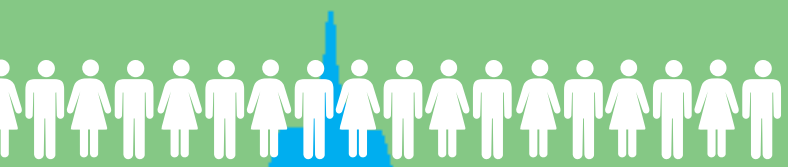
10
HEALTH CENTERS

139.11
AREA SERVED
SQUARE MILES

454
STAFF

12
INCORPORATED CITIES

412,577
TOTAL MOBILE COUNTY RESIDENTS



1816
YEAR FOUNDED IN

Founded three years before Alabama became a state to provide healthcare services to Mobile County residents, the Mobile County Board of Health preceeds any other health department in Alabama by almost 100 years.

DEPARTMENT OF PUBLIC HEALTH
STRATEGIC GOALS

Customer Satisfaction:
"There's no place like home."

Following the Strategic Plan for 2012-2014, the Mobile County Health Department has outlined the following goals:

TEAM WORK
Create an atmosphere of mutual trust, respect, cooperation, and effective communication through transparency with employees and the community.

CUSTOMER SATISFACTION
Provide high-quality professional services in a timely manner based on customer needs.

OPTIMAL PERFORMANCE
Provide high quality service resulting in improved outcomes.

ACCESSIBILITY
Improve organizational effectiveness and remove patient barriers.

ORGANIZATIONAL INTEGRITY
Provide services which conform to the highest standards of ethical practices.

FIDUCIARY RESPONSIBILITY
Develop fiscal strategies to support program commitments within financial targets.

DEPARTMENT OF PUBLIC HEALTH
PUBLIC HEALTH CENTERS

The Mobile County Health Department operates 10 healthcare facilities throughout the county and provides free or low-cost services to those with no insurance.

KEELER
251 N. Bayou Street
Mobile, AL 36603
(251) 690-8158

NORTH MOBILE
950 Coy Smith Highway
Mt. Vernon, AL 36560
(251) 829-9884

NEWBURN
248 Cox Street
Mobile, AL 36604
(251) 405-4525

SCHOOL-BASED
800 Whitley Street
Plateau, AL 36610
(251) 456-2276

WOMENS CENTER
248 Cox Street
Mobile, AL 36604
(251) 690-8935

SOUTHWEST MOBILE
5580 Inn Road
Mobile, AL 36619
(251) 666-7413

SEMMES
3810 Wulff Road East
Semmes, AL 36575
(251) 445-0582

EIGHT MILE
4555 St. Stephens Road
Mobile, AL 36613
(251) 456-1399

CITRONELLE
19250 N. Mobile Street
Citronelle, AL 36522
(251) 866-9126

MEDICAL UNIT
251 N. Bayou Street
Mobile, AL 36603
(251) 690-8158

DEPARTMENT OF PUBLIC HEALTH
ADMINISTRATIVE SERVICES

Employee of the Year 2012, Dr. Debbie Walks

ADMINISTRATIVE SERVICES

Just as the Mobile County Health Department has a mission to promote, improve and protect the health of area residents, the Administrative Services branch of MCHD works to support bureaus and divisions within the agency so they may provide services more efficiently. Included within Administrative Services is Management Information Systems and Corporate Compliance and Privacy. The Human Resources department oversees more than 454 employees; 261 merit and 193 contract employees.

ADMINISTRATIVE SERVICES SUPPORT

Ensuring that Performance Improvement policies are continually met is one goal of the Administrative Services Support Department. Emergency Preparedness and the Mobile Medical Reserve Corps also are included. The MMRC is a national program that aims to support local health efforts, improve emergency response capabilities and build resiliency within communities.

- The Physical Plant and Equipment Department renovated a portion of the former Tuberculosis clinic to create a new space for Aura, a wellness program. The department also began renovation on a facility at the Southwest Mobile Health Center.
- Management Information Systems (MIS) upgraded the MCHD's network infrastructure at three clinic locations. These upgrades allow the MCHD's phone system to be more dependable and flexible.
- Medical Reserve Corps recruited 120 volunteers, logging more than 400 hours of community service.
- The Human Resources Department managed more than 450 staff members.

BUREAU OF FINANCE

Within the financial arm of Alabama's oldest public health agency is housed: patient billing, purchasing, and insurance and other benefits.

- The Purchasing Department publicly advertised six competitive bids and processed 7,605 requisitions for goods and services.

COMMUNITY EDUCATION PROGRAMS

Raising awareness about emerging health issues, alerting the public to environmental hazards and promoting vital services provided by

DEPARTMENT OF PUBLIC HEALTH
ADMINISTRATIVE SERVICES

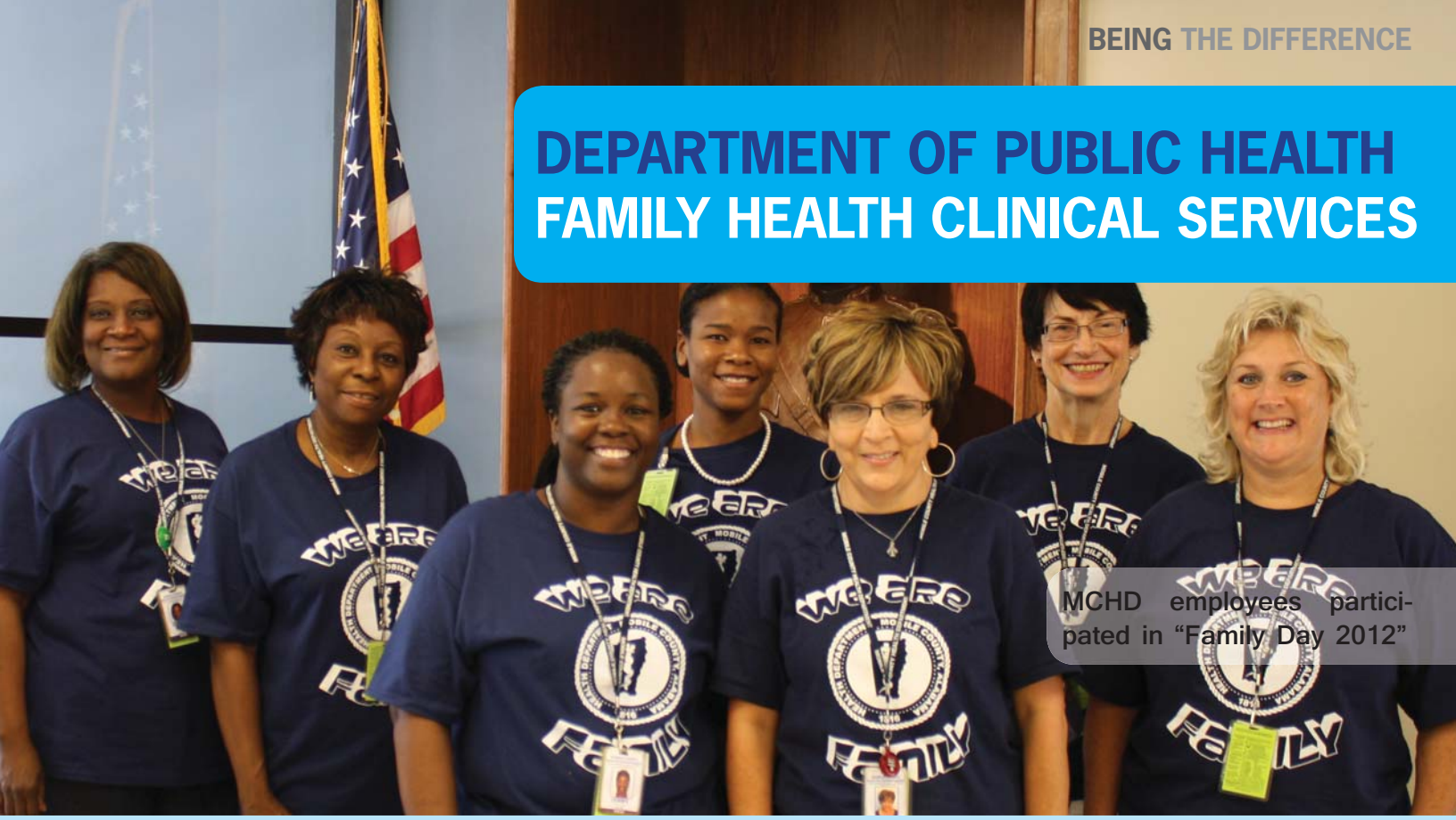
Mobile County Health Department clinics and other departments are goals of the staff of Community Education Programs. Also included in the department is a statewide cancer registry and Vital Records, which provides certificates of birth, death, marriage and divorce to Mobile County residents.

- The Marketing Department assisted with initializing the rebranding process which included: enlisting USA Polling Research for community, patient and employee surveys and Lewis Communications marketing firm to create a new logo, tagline and website development.
- Vital Records issued 21,779 copies of certificates, which included birth, death, marriage and divorce, for a total of $457,359.

2012 marked the 196th year that the Mobile County Health Department has provided health and environmental services to our community. More than 450 employees staff the agency's ten sites and had 553,996 community contacts.

An employee appreciation event was held in October as a way to thank Mobile County Health Department staff for their hard work and accomplishments.

DEPARTMENT OF PUBLIC HEALTH
FAMILY HEALTH CLINICAL SERVICES



MCHD employees participated in "Family Day 2012"

Family Oriented Primary Health Care Clinic's (FOPHCC) mission to provide healthcare services to the underserved of Mobile County continues to drive its employees as demonstrated by the exceptional medical and dental care offered through its centers. FOPHCC recorded 127,249 encounters with 44,059 patients. The department's actives include direct healthcare services and prevention. Its wide-ranging services include the following:

CHILDREN'S MEDICAL SERVICES

Children's Medical Services provides preventive screenings and diagnostic, treatment and follow-up services for children in Mobile County. Dentistry and optometry services are also provided.

- The Patient First Children's Care Coordination Program provided case management services for children up to their twenty-first birthday. Services were provided to 649 patients.
- The Eight Mile and Keeler Pediatric Departments celebrated their annual Reach Out and Read Campaign giving out 200 new age-appropriate books to patients.

MATERNAL AND CHILD HEALTH

Maternal and Child Health is responsible for planning, implementing and evaluating services that address the health priorities and primary needs of infants, children, mothers and families in Mobile County through on-going assessment and quality assurance. The program generated 23,496 medical visits. Its staff is composed of a multidisciplinary team of physicians, public health nurses, administrators, nutritionists, health educators, social workers and support staff.

- The Women's Center provided family planning, maternity care and home visit nursing services, generating 23,496 medical visits.
- The TEEN Center provided medical care to 4,280 patients.

DEPARTMENT OF PUBLIC HEALTH
FAMILY HEALTH CLINICAL SERVICES

- The Maternity Care Coordination Program provided support and follow-up to 895 maternity patients with 435 deliveries. The program focused on patient appointments, transportation and psychosocial issues.
- The Family Planning Care Coordination Program assisted 691 women in applying for Medicaid's Plan First program, and 572 Plan First patients were assessed for risk factors for unintended pregnancies.

ADULT SERVICES

Adult Services provides preventive screenings and diagnostic, treatment, X-rays, nutrition services and follow-up services for adults in Mobile County. A total of 46,448 medical and dental patients received care in 2012. At least 760 people infected with HIV/AIDS received direct primary healthcare services.

- Family Oriented Primary Health Care recorded 127,249 encounters with 44,059 patients served.
- The HIV division added Peer Mentors and a Clinical Therapist to the program to increase patient education and management of mental health issues.
- A total of 760 people infected with HIV/AIDS received direct primary health care services.
- The Saturday Clinic staff provided medical and dental services to 1,083 patients with service hours from 8 a.m. until noon.
- The North Mobile Health Center provided care to 8,436 patients in Mobile and Washington counties.
- Citronelle Clinic, located in north Mobile County, recorded 5,066 medical encounters.
- The Semmes Clinic, La Clinica de Semmes, continues to target migrant and seasonal farm workers in northwest Mobile County. The site recorded 17,440 patient visits.
- The Eight Mile Clinic staff recorded 10,056 medical and dental encounters.
- The School-Based Clinic provided year-round medical, counseling and case management visits to more than 2,000 students, families and community members.
- The Patient First Adult Care Coordination Program provided case management to 1,875 patients. The patients were assessed for unmet needs, transportation, appointment reminders and agency referrals.
- A total of 187 patients were served by the Elderly and Disabled Waiver Program. It is a community-based program that is an alternative to nursing home care for patients who need assistance with at home care for maintaining independent living.

DENTAL CLINIC

The Dental Clinic provides cleanings and examination services to children between the ages of 3 and 20 and others who qualify. Its staff includes dentists, dental hygienist and support personnel.

- The Dental Clinic served 5,799 patients between the ages of 3 and 20 and several sub-specialty populations.
- "Through With Chew," an educational outreach aimed at high school students involved in extracurricular sports, served 170 teens.

DEPARTMENT OF PUBLIC HEALTH
FAMILY HEALTH CLINICAL SERVICES

Optometry is located in the Keeler building, 2nd floor.

OPTOMETRY CLINIC

The part-time staff at the Optometry Clinic generated 1,389 encounters. Services provided to children under the age of 19. Equipment for an additional exam room was purchased with funds donated from the Lions Club of Mobile, Lions Club International and the Eye Sight Foundation.

- The Optometry Clinic generated 1,389 patient encounters.
- In partnership with the Lions Club of Mobile, Lions Club International and the Eye Sight Foundation, a second exam room was opened to expand services to children and adolescents.

MOBILE UNIT

In a brightly-decorated mobile-medical clinic, the Mobile Unit staff provides intensive outreach focused on early detection of breast and cervical cancer. To date, more than 900 patients have been served. Its staff is composed of a nurse practitioner, administrators and other support staff.

DID YOU KNOW?
The Mobile County Health Department is one of five health departments in the nation to receive the Joint Commission accreditation.

2011-12 GOVERNING COUNCIL

- Leslie Carley, Chairperson
- Chief Wilford Taylor, Vice Chair
- Stephanie, Danzy, Secretary
- Lionel Alexander
- Ora D. Autry
- Juanita Burgess
- Addie Ellis
- Jolette Fischtziur
- Dolores Harvey
- Doris Longa
- Pheres Pickett
- Mervin Thomas

DEPARTMENT OF PUBLIC HEALTH
PROGRAM SERVICES

The Program Services Division of the MCHD oversees more than a dozen different areas where public health workers focus on protecting and serving those who work and live in the community. To do that, employees inspect restaurants, schools and hotels. They track the spread of infectious diseases, even attacking Mobile's mosquito population by land and air. Other programs offer vaccines vital to children and adults, and promote healthy choices through innovative nutrition and pregnancy prevention initiatives.

DISEASE CONTROL AND ENVIRONMENTAL HEALTH

Reducing the occurrence, severity and consequences of chronic diseases and protecting the areas environmental health by promoting healthy behaviors and conducting surveillance of diseases is the mission of the Disease Control and Environmental Health division. The following groups are included: Immunizations, Sexually Transmitted Diseases Clinic, Tuberculosis, Epidemiology, Food and Lodging, Onsite Sewage and Vector Control.

- Total cases of Tuberculosis in Mobile County were 11, compared to 17 at this time last year.
- The Sexually Transmitted Disease Clinic recorded 7,070 contacts. The Disease Intervention Specialist compliance with STD protocols and the Alabama Department of Public Health Laboratory Quality Assurance procedures received satisfactory scores.
- The Epidemiology Department recorded more than 500 investigations.
- The Food and Lodging Department completed 6,768 inspections and conducted food handler classes for 11,985 participants.
- The Onsite Division issued 949 plumbing permits.
- Vector Control treated more than 1,473 mosquito service requests.
- Immunizations staff administered 42,956 vaccines. Of those, 34,578 were given to children while adults received 8,378 of the injections.

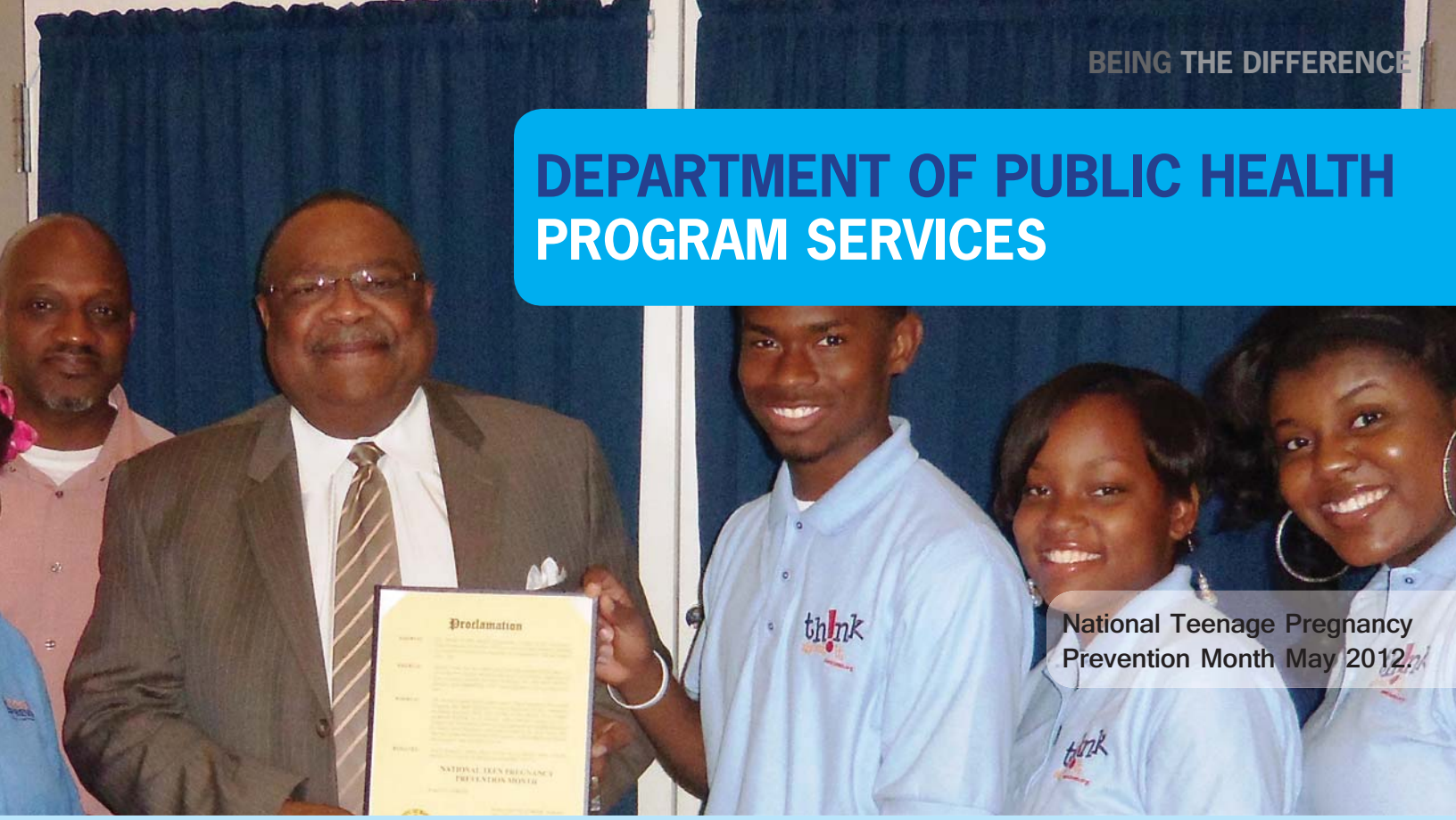
HEALTH SERVICES ADMINISTRATION

Determining what happened when an infant dies before his or her first birthday, how to be a responsible parent and eliminating racial disparities in prenatal care are some of the goals of programs within the Health Services Administration. Part of the mission of Teens Empowered through Education and Nurturing (TEEN) is to reduce the incidence of child abuse and neglect in Mobile County and beyond. Counseling, family support for pregnant and parenting teens and life skills also are provided.

The Tobacco Control Program raised awareness in the community on the dangerous effects of secondhand smoke through the Just Breathe campaign. During the campaign, the City of Mobile enacted a stronger smoking ordinance eliminating secondhand smoke in restaurants and workplaces. The Student's Working Against Tobacco (SWAT) team made 251 presentations at 29 sites and reached at least 7,296 children in grades 3 through 8 during the year.

- The Fetal Infant Mortality Team held its annual Alabama Baby Coalition Infant Mortality Conference

DEPARTMENT OF PUBLIC HEALTH
PROGRAM SERVICES



National Teenage Pregnancy Prevention Month May 2012.

in August 2012. More than 100 participants attended with seven presenters.

- The Office of Social Services coordinated 9,904 social service case management activities with a goal of reducing barriers and increasing access to health care for all patients.
- Teens Empowered through Education and Nurturing (TEEN) continues its mission to eliminate racial disparities in prenatal care as well as to reduce the incidence of child abuse and neglect. Nearly 500 presentations were offered to 9,941 students in 35 schools. Counseling, family support for pregnant and parenting teens and life skills were provided to students within Mobile County.
- The Tobacco Control Program assisted in educating the community on the dangerous effects of second-hand smoke through the Just Breathe Campaign. During the campaign, the City of Mobile enacted a stronger smoking policy eliminating second-hand smoke in restaurants and workplaces. More than 200,000 people will be protected from the dangers of second-hand smoke and will be able to breathe a little better.
- The Student's Working Against Tobacco (SWAT) team made 251 presentations at 29 sites reaching 7,296 children in grades 3 through 8.

OFFICE OF NUTRITION SERVICES

Through the Women, Infants and Children nutrition education program, thousands of parents and caregivers of Mobile County's most vulnerable youngsters received $10,885,298 in vouchers to buy healthy foods. WIC's mission is to increase awareness among postpartum and breastfeeding women and the parents and caregivers of participants between the ages of 1 and 5 of the need to balance food intake and daily physical activity, to promote increasing the intake of fruits and vegetables, and to increase awareness of the benefits of breastfeeding.

- A monthly average of 13,656 participants received Women, Infants and Children (WIC) food instruments during the year. This was an increase of 345 participants over the previous year. The WIC Program estimated that $10,885,299 in WIC food dollars were spent in Mobile County. The participation caseload consisted of three categories that included women who were pregnant, breastfeeding,

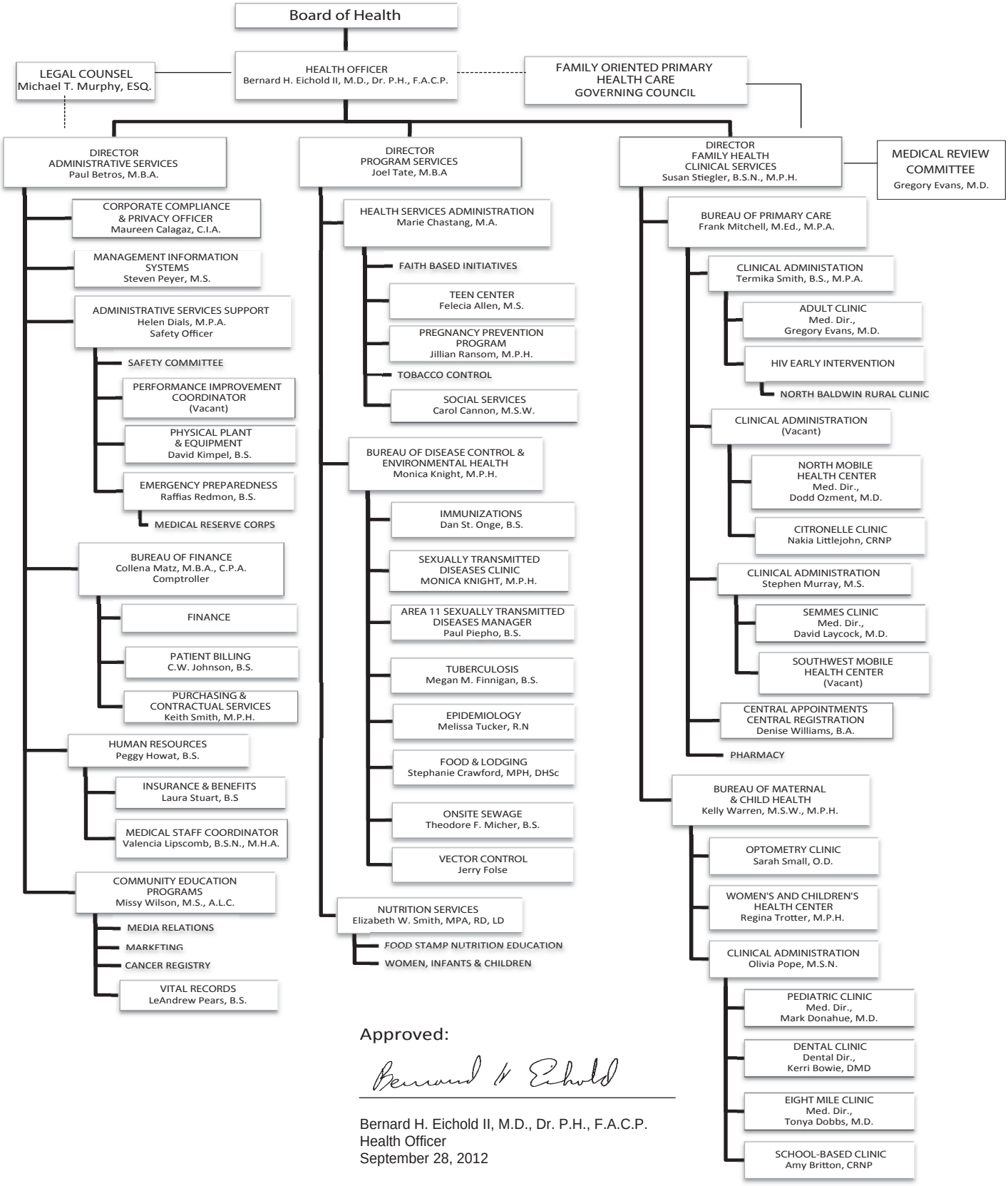
DEPARTMENT OF PUBLIC HEALTH
PROGRAM SERVICES

SWAT students support "Kick Butts Day" March 21, 2012.

or postpartum; infants from birth to a year old; and children from 1 to 5 years of age.

- Through the Adult and HIV clinics, a total of 1,197 patients received dietary counseling which included diabetic instructions, hypertension care plans, weight management and HIV nutrition assessments and follow-ups. Also, weight loss and diabetic classes were offered and attended by 120 patients. The "Fit Kids" program was introduced to pediatric patients this fiscal year, attended by 19 patients.
- The WIC Program completed its two-year nutrition education plan of increasing fruit and vegetable consumption among WIC participants in Mobile County. In 2009, the program implemented the first major change to the food package since 1974. These changes were to align the WIC supplemental foods with the Dietary Guidelines for Americans and to be consistent with the American Academy of Pediatrics recommendations for infant feeding. Fresh fruits and vegetables and whole grains were included in the food package for women and children. The new food packages and the nutrition education plan were designed to help decrease obesity in women and children.
- The Office of Nutrition Services coordinated the statewide Scale Back 2012 weight loss competition. The Health Department had a total of 84 employees take part. A total of 385 pounds was lost by MCHD employees. Also, Nutrition Services coordinated and conducted a food drive during the holiday season. Health Department employees donated 1,090 pounds of food, enough to provide 838 meals for needy families.
- The Office of Nutrition Services distributed 21,000 educational newsletters through a partnership with the USDA Supplemental Nutrition Assistance Program (SNAP). Fact sheets were developed, printed and distributed to the local food stamp offices, Mobile Area Council on Aging Senior Centers, Mobile Community Action Head Start Centers, and area food pantries serving Baldwin and Mobile counties. Five public schools received nutrition education targeting elementary school students. A total of 7,400 direct contacts were made to SNAP recipients during the year. An emphasis was placed on how to use MyPlate, which illustrates the five food groups that are the building blocks for a healthy diet using a familiar image.

DEPARTMENT OF PUBLIC HEALTH ORGANIZATIONAL CHART



Approved:

Bernard H. Eichold II, M.D., Dr. P.H., F.A.C.P.
Health Officer
September 28, 2012

DEPARTMENT OF PUBLIC HEALTH
OPENS NEW CLINICAL LOCATION

In October of 2012, the Southwest Mobile Health Center -- a new Family Oriented Primary Health Care Clinic -- opened in Tillman's Corner to better serve patients who live in surrounding communities.

A division of the Mobile County Health Department, staff members began seeing patients on Oct. 15 in the former Family Medical building off Highway 90 near Interstate 10. This new clinic is another example of how the Health Department is working to expand services to meet the needs of those who need our services the most.

Just like other Health Department clinics, the new center provides primary care services for adults and children on a sliding fee scale. The site was opened using grant money after research showed that the needs of certain at-risk groups were the greatest in southwest Mobile County where access to care is more limited than in other areas.

By the spring of 2013, plans call for increasing medical, dental and mental health services at the Tillman's Corner location. When it reaches full capacity, staff at the clinic in Southwest Mobile will consist of a physician and two mid-level providers. A dentist and hygienist also will provide on-site comprehensive primary medical and dental services to adults and children.

Specialty medical services by referral will include optometry, OB/GYN and HIV testing and care. Ancillary services provided on-site will include WIC, mental health and substance abuse screening and counseling, nutritional screening and counseling, pharmaceutical assistance and laboratory testing.

Among other patients, the Family Oriented Primary Health Care Clinic is working to serve those whose incomes are less than 200 percent or more of the federal poverty level, at-risk children and adults, the uninsured and underinsured, patients enrolled in Medicaid and CHIP, those with limited English proficiency, Hispanics and refugees.

DEPARTMENT OF PUBLIC HEALTH
SURGEON GENERAL VISITS

U.S. Surgeon General
Dr. Regina Benjamin

U.S. SURGEON GENERAL ANNOUNCES GRANT

In May, U.S. Surgeon General Regina Benjamin toured the Mobile County Health Department, announcing a grant of $500,000 to expand services and enhance patient care at a site in north Mobile County.

Specifically, the grant will be spent to renovate the Citronelle clinic to use the space more efficiently. In turn, the agency hopes to add a new medical provider with a goal of seeing more patients each year. After the renovation, Health Department leaders said, the Citronelle clinic could accommodate an additional 5,000 patient visits annually.

Before a news conference on May 2, Benjamin spent about 30 minutes touring Alabama's oldest Health Department, where she was greeted with hugs from friends, former patients and even a few strangers. She took time to pose for photos with staff members and talked with physicians about their work.

The surgeon general, who's from Baldwin County, visited Mobile to announce the local grants and others throughout the state, promoting the Obama administration's Affordable Care Act, which, she said, has increased funding to Alabama's 162 community health centers.

JOINT COMMISSION ACCREDITATION

For the third time since 2006, The Joint Commission accredited the Mobile County Health Department after an unannounced three-day inspection. The Mobile County Health Department is one of five health departments in the nation to achieve the gold seal of approval.

Health agencies who seek accreditation by the Joint Commission do so because they have a goal of continuously improving health care in the communities they serve.

An independent, not-for-profit organization, The Joint Commission accredits and certifies more than 19,000 health care organizations and programs in the United States. Joint Commission accreditation and certification is recognized as a symbol of quality that reflects an organization's commitment to meet performance standards.

DEPARTMENT OF PUBLIC HEALTH
PRIMARY CARE MEDICAL HOME

THE QUEST FOR A PRIMARY CARE MEDICAL HOME

Just as raising a child can take a village, caring for a patient most often requires a team. That's one reason many seeking to make the American health care system better are looking to the Primary Care Medical Home (PCMH) concept. At its core, the PCMH is a way to ensure people lead healthier lives through more meaningful encounters with a team of health care providers.

The Mobile County Health Department is seeking to become a Primary Care Medical Home for its patients as a way to maintain a high-standard of care as the agency works to consistently improve health outcomes and offer efficiency in its health care services.

Launched in July 2011, the Primary Care Medical Home initiative for Joint Commission accredited agencies focuses on care coordination, enhanced access to care and an interdisciplinary team working together with the patient and when needed, with their families.

WHAT IS A PCMH?
Interdisciplinary team-based model of care to maximize patient health outcomes.

Some physicians who are already embracing the plan say it's not just about offering care, but about making sure outcomes are better so patients can lead healthier lives. For the concept to be successful, doctors have to become part of a team that also includes nurses, pharmacists, social workers and other providers.

The idea is that more communication about someone's chronic and acute conditions by an interdisciplinary team will ultimately lead to a healthier patient.

Health care providers in other states are already seeing results by using patient-centered concepts in their practices, health data indicates. "By focusing on care coordination and primary care, the Community Care of North Carolina program was able to decrease preventable hospitalizations for asthma by 40 percent and lower visits to emergency rooms by 16 percent," according to data provided on HealthCare.gov.

DEPARTMENT OF PUBLIC HEALTH
AURA WELLNESS CENTER

AURA physician, Dr. Betty Ruth Speir.

Photo courtesy of Mobile Press Register

Tucked inside the main offices of the Health Department is a serene space devoted to a new concept in preventive care. After conducting careful research and seeking community input, the wellness center AURA was constructed on the first floor of the Keeler building. It opened this fall.

Decorated with a nod to high-end boutique salons, AURA offers patients and clients of the Health Department a way to feel better about themselves while ensuring that life-saving screenings are being performed annually and when appropriate.

"It's an incentive program with a goal of promoting preventive care," said Kelly Warren, Director of the Bureau of Maternal and Child Health at the MCHD. "It's really a unique approach because you are linking beauty and health."

While some people might not seek out needed screenings such as mammograms and pap smears, those same patients often maintain costly beauty regimens. With that idea in mind, only clients of the Mobile County Health Department who have completed recommended age appropriate annual screenings will be allowed access to services provided at AURA.

For now, those fee-based services include laser hair reduction of the face and body and skin tightening for women and men. It is generally accepted that people who feel good about their personal appearance often have more self-confidence. More self-confidence can lead to a greater sense of self-worth which can, in turn, offer someone more personal and professional opportunities.

In October, Dr. Betty Ruth Speir joined the Health Department to become AURA's consulting physician. Dr. Betty Ruth said she liked the idea of the wellness center so much that she came out of retirement to take part in the health initiative.

She maintains an office at AURA where she meets with patients to see which treatments might be appropriate for them. Part of the dialogue she shares often includes information about the importance of annual check-ups and how detecting certain diseases early can make all the difference.

DEPARTMENT OF PUBLIC HEALTH
NUTRITION SERVICES

BREASTFEEDING BOOM NOTED AMONG NEW MOTHERS

In recent years, breastfeeding of newborns has risen sharply among mothers involved in a peer counseling program launched by the Mobile County Health Department.

And more breastfed infants, health providers say, often means more healthy babies and children because those newborns typically suffer from fewer health issues for much of their lifetime.

In 2005, the Health Department began employing breastfeeding peer counselors to encourage the practice, said Elizabeth W. Smith, the agency's director of Nutrition Services and the Women, Infants and Children program.

One goal of the peer counseling program is for mothers to share real-life tips and suggestions with each other, relating how they were able to breastfeed successfully and how they managed to fit breastfeeding into busy work and school schedules.

At least 47% of WIC participants in the peer counseling program breastfed their children for a year.

The number of breastfeeding mothers served through the Health Department's Teen Center WIC program has nearly doubled, Smith said. For example, in 2005, only 23 percent of new mothers at the Eight Mile clinic chose to breastfeed, health data showed. By July of 2011, that number had jumped to 41 percent.

HOW MCHD IS BEING THE DIFFERENCE

Here's what one participant had to say about the initiative: "The program has made such a tremendous impact in our lives. With budgets tighter than ever, being able to get essential needs for our family means so much. During my pregnancy and afterward it was great to know that WIC was there."

Advocates of breastfeeding call the practice one of the most underutilized ways to promote health because breastfed infants have lower rates of respiratory and GI infections because of immunities passed from mother to baby.

What's more, breastfeeding helps protect against childhood obesity, according to studies by the Centers for Disease Control and Prevention. A baby's risk of becoming an overweight child goes down with each month of breastfeeding.

For mothers, health data shows, key benefits include lower rates of breast and ovarian cancers, and a more even weight loss following pregnancy. Also, they may experience less depression, according to some studies, perhaps because of the hormones produced in breastfeeding.

In the U.S., most babies start out by breastfeeding, studies have found, but within the first week, half have been given formula, the CDC has reported. By nine months, only 31 percent of babies are being breast-fed at all, according to CDC research.

DEPARTMENT OF PUBLIC HEALTH
CASPER STUDY

Teams of Mobile County Health Department staff went door-to-door twice in 2012 to canvass communities. In August, employees converged on South Mobile County for the third time since 2010 to assess physical and mental health issues following the 2010 Deepwater Horizon Oil Spill in the Gulf of Mexico. A month later, workers traveled to Prichard's Eight Mile community to get more details about a mercaptan leak.

As a lingering odor continued to plague residents of Eight Mile throughout 2012, MCHD staff conducted household interviews in September as part of an ongoing collaboration between the Alabama Department of Public Health and the Centers for Disease Control and Prevention.

The door-to-door survey came in response to the continued odor and reports of health symptoms by residents. In April 2012, the source of the odor was identified as mercaptan, a sulfur compound with a rotten egg scent added to natural gas to detect leaks.

Short-term exposure can cause physical symptoms such as skin and respiratory irritation. Because exposure to mercaptan would typically occur in an occupational setting, there has been virtually no information on adverse health effects associated with long-term exposure.

Because of the unusual situation, Dr. Bernard Eichold led an investigation to determine any potential public health concerns related to the odor. Data collected from the interviews was analyzed by the CDC's National Center for Environmental Health Division of Environmental Hazards and Health Effects Health Studies Branch. Among other things, the study found that those who lived closer to the source of the odor reported more incidence of shortness of breath, nasal congestion, eye irritations and agitated behavior.

Overall, more than a third of residents sought care for symptoms attributed to the odor, primarily at their family doctor or community health center. A majority of respondents reported more than 14 out of the past 30 days as being physically and mentally unhealthy, in addition to being unable to do normal activities. These numbers were higher than those reported in two prior surveys in Mobile County and Alabama.

REVENUES	APPROPRIATIONS	Local Government-County of Mobile	$ 825,984	FY 2012	$ 799,626	FY 2011
		Local Government-City of Mobile	$ 600,000		$ 600,000	
		Local Government-Other Municipalities	$ 79,584		$ 69,056	
		State of Alabama	$ 489,397		$ 489,404	
		TOTAL APPROPRIATIONS		**$1,994,965**		**$1,958,086**
	GRANTS	Eliminating Disparities	$ 1,500,350	FY 2012	$ 1,500,500	FY 2011
		Diabetic State Funding	$ 13,000		$ 13,000	
		Food Stamp Nutrition Education	$ 103,229		$ 104,431	
		Primary Care	$ 4,483,292		$ 4,539,844	
		ARRA	$ 3,483		$ 934,729	
		Migrant Health	$ 140,184		$ 135,119	
		Family Planning	$ 398,273		$ 365,627	
		Maternity	$ 302,600		$ 302,600	
		Women, Infants & Children (WIC)	$ 2,359,599		$ 2,756,920	
		HIV/AIDS	$ 1,435,231		$ 1,603,154	
		Youth Empowered Tobacco Policy Initiatives	$ 25,000		$ 51,974	
		Tobacco Control	$ 61,522		$ 74,135	
		Community Putting Prevention to Work (CPPW)	$ 1,462,951		$ 493,432	
		ALL KIDS	$ 3,500		$ 6,000	
		Robert Wood Johnson Foundation	$ 0		$ 10,750	
		Bioterrorism	$ 208,436		$ 300,501	
		Medical Reserve Corps	$ 79,324		$ 49,108	
		Breast and Cervical Cancer	$ 64,419		$ 65,671	
		Cancer Registry	$ 59,478		$ 57,789	
		Teen Fund	$ 33,750		$ 23,750	
		Teen Pregnancy Prevention	$ 627,979		$ 482,450	
		Immunization	$ 190,160		$ 192,981	
		AAP HIV Surveillance	$ 84,338		$ 93,172	
		Refugee Preventive Health	$ 29,200		$ 30,450	
		STD Control	$ 50,000		$ 139,536	
		State Employee Wellness Screening	$ 78,848		$ 87,164	
		HIV Family Planning	$ 167,500		$ 172,500	
		ADPH - EDRS	$ 24,650		$ 0	
		AIDS Control - State of Alabama	$ 89,574		$ 0	
		TOTAL GRANTS		**$ 14,079,870**		**$ 14,587,288**
	OTHER	Ad Valorem Taxes	$ 4,376,925	FY 2012	$ 4,267,941	FY 2011
		Oil & Gas Severance Tax	$ 332,165		$ 355,745	
		Medicaid and Medicare	$ 8,360,556		$ 8,951,569	
		Reimbursement (State)	$ 59,462		$ 42,231	
		Reimbursement (Other)	$ 16,800		$ 34,259	
		Clinic Fees (Private Pay, Other Insurance)	$ 1,209,360		$ 1,426,080	
		Local Fees, Permits, Misc.	$ 1,448,027		$ 1,381,399	
		Refunds and Interest	$ 77,007		$ 84,186	
		Sale of Fixed Assets	$ 11,516		$ 4,371	
		Rent	$ 63,149		$ 69,957	
		Donations	$ 50,500		$ 0	
		TOTAL OTHER		**$ 16,005,467**		**$ 16,617,738**
TOTAL REVENUES				**$ 32,080,302**		**$ 33,163,112**
EXPENDITURES		Personnel Costs	$ 22,398,848	FY 2012	$ 22,767,048	FY 2011
		Contract Services	$ 2,981,482		$ 2,908,086	
		Travel	$ 225,050		$ 203,888	
		Equipment	$ 1,021,939		$ 1,134,223	
		Supplies and Other	$ 4,473,866		$ 3,659,697	
		Land and Buildings	$ 1,409,365		$ 2,131,447	
TOTAL EXPENDITURES				**$ 32,510,550**		**$ 32,804,389**

FISCAL YEARS ENDING SEPTEMBER 30, 2011 AND SEPTEMBER 30, 2012

DEPARTMENT OF PUBLIC HEALTH
GRANTS

Dr. Eichold displays our Smoke-Free campus signs.

GRANTS

- During the spring of 2012, Family Oriented Primary Health Care Centers and the Mobile County Health Department completed a million-dollar renovation of the historic Keeler building's first floor to enhance medical services and increase patient flow.
- The MCHD and FOPHCC hosted U.S. Surgeon General Dr. Regina Benjamin for the announcement of a Notice of Grant Award in the amount of $500,000 to renovate the Citronelle Clinic.
- The FOPHCC received more than $700,000 dedicated to enhancing Women's Health Outreach and to foster the development of and Joint Commission certification as a Primary Care Medical Home. These funds are also allocated to renovate the 67-year-old Citronelle Clinic.
- The FOPHCC was awarded $650,000 for a New Access Point grant for the Southwest Mobile Health Center in the Tillman's Corner area.
- The MCHD was awarded $13,000 to promote diabetes awareness and initiate efforts to prevent diabetes.
- The MCHD Tobacco Division Just Breathe Grant educated residents on the dangerous effects of second-hand smoke. As a result of the campaign's efforts, members of the Mobile City Council voted to enact a tougher smoking ban to protect residents against second-hand smoke in restaurants and other workplaces.

The MISSION of the Mobile County Health Department is to promote, improve, and protect the health of Mobile County residents.

We are the leaders promoting a healthy, safe, prepared, and educated community.

MOBILE COUNTY BOARD OF HEALTH

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JAN. 2012 - NOV. 2012

MERCERIA LUDGOOD
PRESIDENT, MOBILE COUNTY COMMISSION
NOV. 2012 - PRESENT

MOBILE COUNTY HEALTH DEPARTMENT

BERNARD H. EICHOLD, II, M.D., Dr. P.H., F.A.C.P.
HEALTH OFFICER

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DIRECTOR OF ADMINISTRATIVE SERVICES

SUSAN STEIGLER, B.S.N., M.P.H.
DIRECTOR OF FAMILY HEALTH CLINICAL SERVICES

JOEL TATE, M.B.A.
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The Joint Commission

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