



CLAY COUNTY  
**PUBLIC  
HEALTH  
CENTER**



# 2019

## ANNUAL REPORT

## MISSION

The mission of the Clay County Public Health Center is to deliver the essential public health services of prevention, promotion and protection to the communities of Clay County.

## VISION

Empowering all people in Clay County to lead healthier lives!

## BOARD OF HEALTH



**Patricia Dixon**  
Chair



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## PUBLIC HEALTH LEADERSHIP TEAM

**Gary E. Zaborac, MS**, Director of Public Health

**Darrell Meinke**, Deputy Director

**Robert Gilliland**, CEHS, Section Chief, Environmental Health Protection

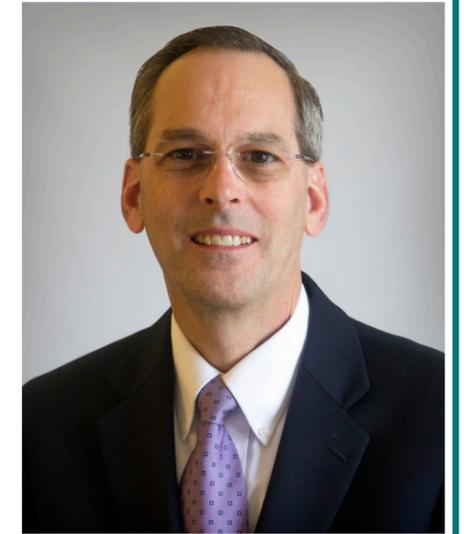
**Jami Hrenchir**, MPA, SPHR, Section Chief, Operations

**Jason Stalling**, MBA, CFHA, Section Chief, Family and Personal Health

**Ashley Wegner**, MPH, CIC, Section Chief, Health Planning and Policy

## A MESSAGE FROM THE DIRECTOR

Welcome to our 2019 Annual Report! The following pages offer a brief review of the many accomplishments of your nationally accredited Clay County Public Health Center (CCPHC) during 2019. We continue to work hard every day to assure conditions exist in which all of our citizens can be healthy. Our Board of Health is committed to ensuring the highest standard of public health services are delivered to the residents of Clay County.



- We continue to be a nationally accredited health department with the Public Health Accreditation Board (PHAB). Our continued compliance with the performance measures they require demonstrates the ongoing commitment by our board and highly skilled staff to deliver essential public health services to each one of you in the highest quality manner possible.

- After a very successful completion of our 2016-2018 plan, we developed a new 2019-2023 CCPHC Strategic Plan which provides us with a detailed roadmap for the next four years. We aim to meet and exceed your expectations as we strive to be the Chief Health Strategist in Clay County. To learn more about our strategic planning efforts, please visit [clayhealth.com/strategicplan](http://clayhealth.com/strategicplan).

- We continue to have a lead role in the investigation and containment of a number of disease outbreaks in Clay County. This very important work is accomplished each year behind the scenes and beyond the public spotlight. Our dedicated team of epidemiologists, environmental health specialists, public health nurses and support staff respond quickly to effectively identify and contain outbreaks to prevent the spread of disease in Clay County men, women and children.

- CCPHC is proud to continue to have a lead role in the Northland Health Alliance (NHA), a strong collaborative of Northland health and community service providers. To identify the health issues affecting Clay County citizens, the NHA conducted a new Community Health Needs Assessment (CHNA) in 2019 utilizing the most current data available. A new Community Health Improvement Plan that will address the identified issues in that CHNA will be developed by the NHA in 2020.

In order to be successful in assuring conditions exist for people to be healthy, it takes a strong network of collaborative partners. We extend a sincere thank you to each of our partners in the local public health system in Clay County. I also am very privileged to work beside the dedicated CCPHC staff that makes us so successful. Finally, we thank the people of Clay County for your continued support!

Gary E. Zaborac  
Director of Public Health

# 2019 AT A GLANCE

## COMMUNITY HEALTH PROMOTION

Personal health services provided: 1,401  
 STD clinic visits: 515  
 Immunizations provided: 14,889  
 School-based dental screenings: 14,208  
 School fluoride applications: 12,377  
 WIC visits: 16,380  
 Nutrition education contacts: 5,784



## OPERATIONS

Birth and death certificate requests processed: 18,561  
 Staff completion rate for required annual training: 100%  
 New social media followers: 503



## HEALTH PLANNING & POLICY

Communicable disease cases investigated: 698  
 Students covered by school disease surveillance: 42,399  
 Children covered by daycare disease surveillance: 853

## ENVIRONMENTAL HEALTH

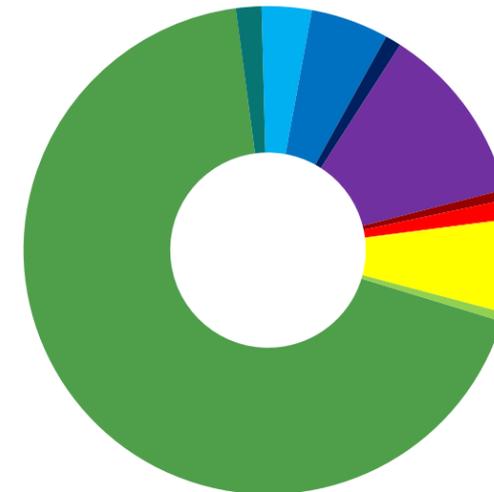
Food establishment inspections: 1,390  
 Food handlers trained (online and in-class): 3,306  
 Pool/spa inspections (indoor and outdoor): 435  
 On-site sewage permits issued: 100  
 Lodging inspections conducted: 18



# 2019 FINANCIALS

TOTAL 2019 BUDGET: \$6,331,621

## REVENUE



Local Taxes	\$4,787,898
Interest	\$118,884
Vital Records	\$231,762
Environmental Fees	\$362,122
Clinic Fees	\$74,352
Federal Grants/Contracts	\$836,155
State Grants/Contracts	\$46,671
Medicaid/MC+	\$89,464
Medicare	\$5,474
Insurance Billing	\$429,509
Other*	\$41,377

**TOTAL 2019 REVENUE: \$7,023,666**

\*Facility rent (Rodgers Health), miscellaneous refunds and reimbursements

## EXPENDITURES



Salaries	\$2,744,526
Benefits	\$1,294,102
Supplies	\$124,747
Contracted Services	\$453,847
Travel	\$82,537
Utilities/Rent	\$146,319
Other*	\$696,108

**TOTAL 2019 EXPENDITURES: \$5,542,185**

\*Banking fees, vehicle expense, vaccine costs, contingency, interest expense, depreciation expense

Additionally, the health center maintains a current **balance sheet allocation** of **\$3,165,000** which is distributed into the following areas: emergency reserve fund, lease purchase agreement to pay off the building built in 2007 and capital renewal funds which are used to maintain/repair building infrastructure.



# CELEBRATION OF SERVICE

After 21 years of serving on the Board of Health, Freddie Nichols was recognized during her final meeting in March.

There was a special item on the agenda for the Board of Health meeting on March 14. This was to be the last meeting for Freddie Nichols, who had been a board member for the past 21 years. As part of the celebration, fellow board members and health center staff shared kind words about Ms. Nichols and spoke to the impact she made through her relationships and her work.

"In my 16 years here at Clay County, I've never seen a better advocate for the health department and what we do," said Director of Public Health Gary E. Zaborac. "She's been amazing and everyone here really appreciates everything she's done."

Nichols was first appointed to the Board of Health in 1998 by the Clay County Commission to fill an unexpired term. She had years of experience as a dedicated public servant, having previously served as a Clay County commissioner, a member of the North Kansas City Schools Board of Education and president of the Missouri PTA, to name a few.

Throughout her 21 years, Nichols was

present for many monumental events in the history of the health center, such as the 50th and 60th anniversaries. She was also part of the board as they helped CCPHC gain national accreditation in 2015 and construct and open a new location in 2007.

"I'd say that opening the new building was the most exciting thing we did while I was on the board," said Nichols. "It was sad to leave the old building but it was wonderful to get the new one and have everything exactly how each department needed it."

Nichols served as treasurer for the entirety of her time as a board member. In addition, she was part of the leadership committee for the National Association of Local Boards of Health and in 2009, became the first chairman of the Missouri Association of Local Boards of Health.

"I think, if I did anything, I made people more aware of the health department and the ways it makes an impact in the community," said Nichols. "I enjoyed my time on the board and took it seriously."

# EASY TO IMMUNIZE

A new online registration system makes it easier for parents to sign up their children to receive immunizations at school.

In fall 2017, Clay County Public Health Center began offering a new way to access immunization services. For the first time, middle and high school students could receive required and recommended immunizations without having to leave school.

"The in-school immunization clinics were started with two goals in mind," said Doris Egli, RN, immunizations lead nurse. "One was to help school nurses get their students compliant with state requirements before the beginning of the school year. The other was to help parents not have to take off work to get their children immunized."

Many parents wait until July or August to take their children to get immunized, which can result in long wait times at the health center. By reaching kids at school throughout the fall and spring semesters, the clinics reduce the workload for school nurses and immunizations staff during back-to-school season and improve the overall experience for kids and parents.

Five different vaccines are available to be administered at the clinics. The two required vaccinations are Meningococcal/ACWY and Tdap,

while the recommended shots are for flu, HPV and Meningococcal B. Parents choose which ones they would like their child to receive during the registration process.

For the first year and a half of the program, parents registered their children using paper forms. However, thanks to quality improvement efforts of health center staff, online registration became available in spring 2019. This made the process easier and more accessible to parents and prevented miscommunication with the health center.

"Previously, we had some difficulties reading handwriting along with other challenges," said Kara Martorana, program manager of records and client services. "Now parents can go online, sign up, take pictures of their insurance cards and it just makes the process smoother for everyone involved."

After five semesters of the program's implementation, a total of 3,085 students have received immunizations at school. The program continues to be critical in keeping students healthy and maintaining school attendance and learning.



# LEARNING CURVES

Four inspectors and two managers were introduced to the newly-structured environmental health team in 2019.

From a change of leadership to publishing a new food code, the environmental health section at Clay County Public Health Center experienced many changes in 2019. The year proved to be one of transition and growth for the team and overall strengthened the health center's environmental health protection capacities.

In June, Robert Gilliland, previously a senior environmental health specialist at CCPHC, took on the role of section chief. At the same time, the new role of program manager was filled by former senior environmental health specialist Leah Ferris. As program manager, Ferris enforces ordinances and oversees the training and scheduling of inspectors.

This new role was especially important as the health center hired four new inspectors in 2019, growing the number of team members by two. New inspectors must go through many levels of training for food, pools, lodging and onsite sewage before they are ready to conduct inspections on their own.

The typical training process for an inspector involves months of online and in-person

courses with partners like the Food and Drug Administration and Missouri Department of Health and Senior Services, in addition to training in the field and doing joint inspections with Ferris or senior staff members. The inspectors must also become certified to teach and proctor food manager, food handler and aquatic operator courses.

"The inspectors first have to learn about the science behind our ordinances," said Ferris. "You can't just tell people they can't do something, you have to know and be able to explain why it's unhealthy for them to operate in a certain way."

As the population of Clay County continues to grow and more establishments move into the area, the environmental health team is more vital than ever.

"We're not out here trying to get praise," said Ferris. "But I really do feel like we make a difference in protecting the health of the public. Even though people aren't always thrilled when the health department shows up, our inspectors really are an important part of saving people from getting sick with foodborne and recreational water illnesses."

# IT HAPPENS HERE TOO.

Health planning and policy staff found new ways to combat opioid misuse in Clay County through a \$75,000 grant.

In April, Clay County Public Health Center was awarded a grant from the Missouri Department of Health and Senior Services. This grant, totaling \$75,000, was awarded to the health center to address the nationwide issue of opioid misuse on a local level.

Opioid overdoses are not considered a reportable condition, which makes it difficult for the health center to track non-fatal overdoses. This is one reason why over 40% of the grant funding was used to increase biosurveillance capacity. Having access to more timely and accurate data about opioid misuse in the county makes it easier for policy staff to focus their health improvement efforts.

"I believe that receiving the money gave us the push that we needed," said Ashley Wegner, section chief of Health Planning & Policy (HPP). "If we hadn't had the opportunity for that funding, developing the infrastructure needed to start addressing the opioid crisis in Clay County would have been much slower."

One of the ways the grant encouraged staff to focus on opioids was through strengthening relationships with local, state and national partners. For example, CCPHC partnered with Missouri Poison Center and now has access to their local reporting data. Staff were also able to obtain more data mapping resources and training, learn more about narcotic administration rates in the county and better utilize ESSENCE, an emergency room reporting tool.

The other 60% of the grant funded an educational advertising campaign created by health center staff. The goal of the campaign, entitled *It Happens Here*

*Too*, was to reduce stigma surrounding opioid addiction. This was accomplished through messages that explained how addiction can happen quickly, to anyone and that it happens right here in Clay County.

The campaign reached Clay County residents through advertisements on billboards, radio, movie theater screens and digital platforms like Facebook, Google and YouTube. Every ad directed viewers to the health center's opioid website that supplied more information about opioids and addiction, what's being done to prevent addiction locally and resources for people of all types to seek help for themselves or others.

An important component of the campaign was conducting a random-sample survey of Clay County residents to evaluate the awareness, effectiveness and perceptions of the campaign.

"We wanted to answer the question of 'so what?'" said Wegner. "We knew there would be limitations to the evaluation but wanted to take advantage of the opportunity to track our impact on the health of our community."

Overall, the funding helped improve CCPHC's ability to track and address public health issues like opioid misuse. The lessons learned and experience gained from working on such a large effort will continue to impact the work of HPP and communications staff in the future.





# POP-UP PANTRY

The health center began partnering with Harvesters in June to offer fresh and healthy foods at no cost through a monthly food pantry.

Approximately 11% of Clay County residents (26,280 people) struggle with food insecurity, meaning that for a variety of reasons, there is not enough food in the household for everyone to live healthy, active lives. Of these residents, 44% are ineligible for federal assistance programs like SNAP, creating a gap where those who still need help may not be able to get it.

To address this issue, Clay County Public Health Center started working with regional food bank Harvesters – The Community Food Network in March to establish a monthly food pantry where anyone could come to the health center and receive fresh, healthy foods at no cost.

“It’s sometimes hidden, that people don’t realize what’s happening in their community. These are their neighbors, their classmates and coworkers that might be in need of food,” said Jessica Kejr, director of Programs and Client Collaboration Initiatives for Harvesters. “We’re looking for those strategic and proactive partners where we can partner to bring more food out to the community.”

CCPHC’s first “mobile food pantry” was held in June and continued on the first Wednesday of every month, offering enough food for roughly 75 families. Each month, approximately five to seven high-quality

food items were delivered by Harvesters to the health center. Foods offered in 2019 included potatoes, onions, tomatoes, watermelons, squash, peppers, eggs, juice, apples, oranges, plums, grapes and more!

From the first event in June to the event in December, the pantry evolved and improved every month. Staff and volunteers learned how to most efficiently and effectively host the event in the health center setting. They also found opportunities to provide more resources for attendees to get the most value out of their visit and to reach more people in the community.

“Our goal at CCPHC is to be a resource for improving the health of our community,” said Community Development Specialist Ryan Shafer, who also manages CCPHC’s food pantry. “This partnership with Harvesters has allowed us to expand what that means and we hope to continue to build on that in the future.”

Over 1,600 people benefitted from the food pantry at CCPHC in 2019. Four of the seven events ran out of food to give away, usually within the first 30 minutes. In 2020, the staff looks forward to increasing the amount of food offered and being able to assist even more families in need.

## BY THE NUMBERS

**475** FAMILIES SERVED  
 — 839 ADULTS  
 — 688 CHILDREN  
 — 165 SENIORS

ZIP CODES SERVED: **31**  
 TOP FIVE ZIP CODES: 64068, 64118, 64119, 64117, 64157

## “COMMUNITY COMMENTS

“Thank you for all that you do! Even the prepared snacks are very special.”

“Thank you so much for helping the community. I have found this to be such a blessing as I’m going through some tough times.”

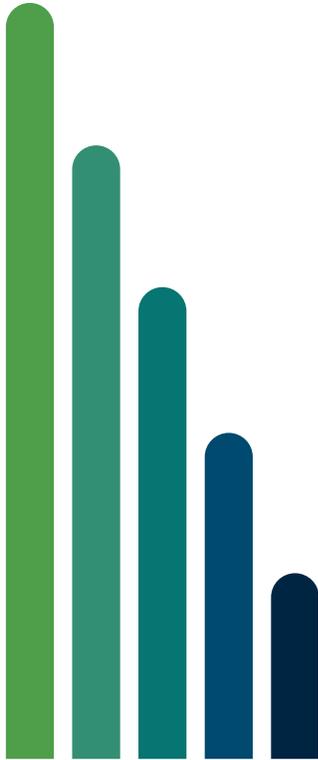
## COOKING WITH CLAY COUNTY



Every month, the WIC nutrition staff takes advantage of the fresh produce and captive audience that the food pantry brings to the health center. Using some of the ingredients being given out at each day’s event, nutritionists provide recipes, samples and cooking demonstrations to pantry participants to give them more ideas about how to cook their items into healthy meals at home.

After the excitement and new opportunities of last year, the WIC staff is already looking forward to the new ways they can utilize the food pantry in 2020.

“We’re going to schedule WIC clients in a nutrition class before the pantry starts,” said WIC program manager, Lori Bunton. “So they can come and get nutrition education and their vouchers at the same time.”



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