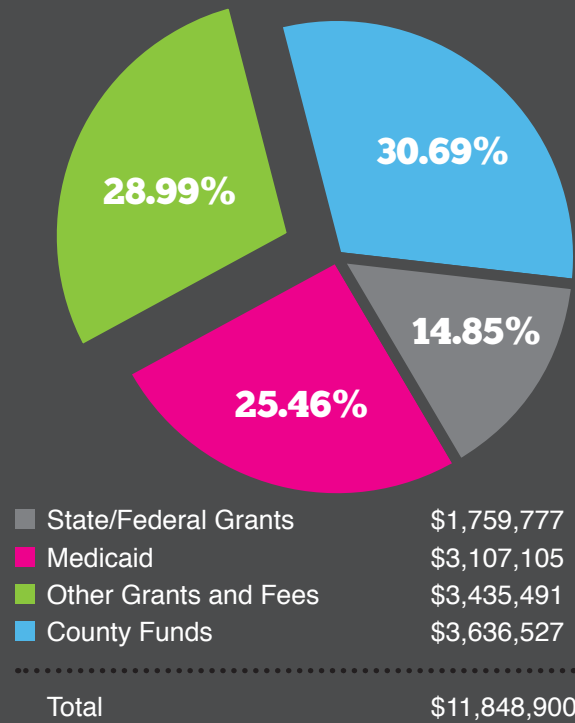


## Board of Health MEMBERS

- Michael Alexander, O.D. – Optometrist Member  
 Robert R. Blackburn, Ed. D. – Public Citizen Member (Chair)  
 Ronald Hawkins – County Commissioner Member  
 Charles S. Hayek, M.D. – Physician Member  
 Jackson Hunt, D.D.S. – Public Citizen Member  
 Kendalyn Lutz-Craver, D.D.S. – Dentist Member  
 William L. Marsh, R. Ph. – Pharmacist Member  
 Robert L. Miller – Public Citizen Member  
 Steve Rackley, P.E. – Professional Engineer Member  
 Elizabeth H. Shipley, R.N. – Registered Nurse Member (Vice-Chair)  
 Theresa Taylor, D.V.M – Veterinarian Member

## 09 - 10 FISCAL YEAR BUDGET



### CLEVELAND COUNTY HEALTH DEPARTMENT

315 E. Grover Street · Shelby, NC  
[www.clevelandcounty.com/public/health](http://www.clevelandcounty.com/public/health)

## Public Health is Not Immune to Challenges

# ANNUAL Report

# 2008

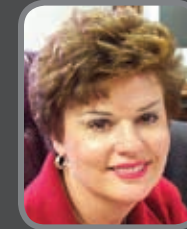
### CLEVELAND COUNTY HEALTH DEPARTMENT

# 2009

**Our Mission:** To assure, enhance and protect the health of Cleveland County citizens through prevention and education.

## LETTER FROM THE Director

Dear Residents,  
 Public Health is not immune to the challenges we are all experiencing with our economy. Our department has worked diligently to assure you are protected and essential public health services are provided.



**The H1N1 flu and seasonal flu have been a challenge to address but I am confident our planning and proactive implementation of flu vaccination initiatives have resulted in our community being better protected.**

Our department continues to focus on other community health issues such as; teen pregnancy prevention, preventing and managing diabetes, implementing the NC Smoking Ban in restaurants and bars, obesity, litter prevention, rabies control and other public health concerns.

We have included a snapshot of program highlights for you to read, and I encourage you to visit our website, [www.clevelandcounty.com/public/health](http://www.clevelandcounty.com/public/health) and learn more about our department and outcomes we achieved last year.

Sincerely,  
**Denese R. Stallings**  
 Health Director

## KINGS MOUNTAIN Walking Routes

The Physical Activity and Nutrition Branch of the Division of Public Health awarded the Cleveland County Health Department \$8696.00 through the Eat Smart Move More Community grant program to identify and mark walking routes in the City of Kings Mountain and to implement a program at West Elementary School to encourage healthy eating and increased physical activity. Working with the planning department staff at the City of Kings Mountain, six routes were identified as appropriate for this project; the city agreed to make the signs and install them which reduced the projected costs and will allow for all six routes to be implemented.

All of the routes begin downtown at the gazebo at Patriots Park. There will be two one-mile routes, two two-mile routes, and two three-mile routes marked with the green Eat Smart Move More logo and the AAH Kings Mountain logo developed under the earlier Fit Together initiative. Students, faculty, staff and parents at West Elementary School will be offered opportunities for weight management programs, enhanced walking clubs and one Safe Walk to School activity under this grant project.

## CCHD SATELLITE Farmer's Market



The Cleveland County Health Department was pleased to host the first satellite Farmer's Market in Cleveland County from May through September in the front parking lot at the main building. Developed as a collaborative project with the Alliance for Health and the ACHIEVE initiative, vendors from across the county presented fresh fruits and vegetables each Tuesday morning for sale to Health Department staff and patients, individuals from the hospital complex and residents of the surrounding neighborhoods.

A bonus for consumers at the satellite market were recipes for seasonal offerings developed by the staff of the WIC program to encourage consumers to try different fruits and vegetables. The Farmer's Market was developed as a satellite program of the Foothills Farmer's Market which operates on Wednesdays and Saturdays in uptown Shelby. The satellite market will be back in the Health Department parking lot this year beginning on May 4, 2010 and running through the end of August.



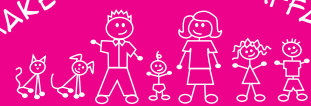


**GLAXOSMITHKLINE**

## Child Health Award

Cleveland County Health Department is a recipient of the 2009 GlaxoSmithKline Child Health Recognition Award. Local Health Department Recognition Awards were made to departments that have developed innovative programs producing measurable, sustainable outcomes.

MAKE IT A FAMILY AFFAIR



Rabies & Tdap Vaccine Clinic  
May 2, 2009

The Cleveland County Health Department received the award for its "Making Vaccination a Family Affair" program.

The Cleveland County Health Department, through collaborative efforts with the Alliance for Health, the local veterinarians, the Cleveland County Board of Commissioners, the Cleveland County Board of Health and the Cleveland County Animal Control Program, took a proactive approach to address and bring more awareness for the need to have more children and families vaccinated for tetanus, diphtheria and pertussis (Tdap) and for pets to be vaccinated for rabies. The Cleveland County Health Department received a monetary grant for \$5,000. The Board of Health accepted the grant and allocated the money to be used to purchase additional vaccines to support future vaccination clinics.

The GlaxoSmithKline Child Health Recognition Awards were established to honor health departments, public health staff and individual citizens for their dedication to improving child health. A committee of healthcare professionals established by the North Carolina Public Health Association chose the award recipients.

## TEENS ADVOCATING Change

Supported by the Cleveland County Substance Abuse Prevention Coalition and the Cleveland County Board of Health, Teens Advocating Change (TAC) is a youth group composed of 11th and 12th grade students from all four county high schools who aim to help alleviate the issues associated with underage drinking in Cleveland County by advocating for changes in policies that govern "alcopops".

**Alcopops--sweetened alcoholic beverages that are often bubbly and fruit-flavored, and resemble soda or soft drinks--are the most commonly consumed alcoholic beverage among underage drinkers.**

While these products derive much of their alcohol from distilled spirits, the alcohol industry calls them "flavored malt beverages" because that makes them sound like beer, which keeps their taxes low. Teens Advocating Change strives to influence a change in policy that would properly classify alcopops as distilled spirits, thus making them taxed at a higher rate and moved into ABC stores. As a result, underage drinkers would have significantly narrowed access to these popular alcoholic beverages. Teens Advocating Change has presented to and received support from such groups as the Cleveland County Board of Health; Safe Kids Cleveland County; Alliance for Health Board of Directors; Alliance for Health Partners; Communities in Schools; Cleveland, Gaston, and Lincoln County Substance Abuse Prevention Providers; Pathways Providers; and various Rotary Clubs. Teens Advocating Change's goal is to work collaboratively with these supporters to apply pressure and influence a representative to carry a Bill that will classify alcopops as distilled spirits, thus raising their price and moving them into ABC Stores, thereby helping prevent underage drinking in Cleveland County and across the state of NC.

## Student Drug Use SURVEY

Beginning in 1996, the Student View Survey was administered to all students in grades 6, 9, and 12 countywide to collect data concerning student drug use incidence and prevalence, age of onset, and perception of social disapproval of drug use and violence by youth in schools and communities. A follow-up survey has been conducted in the same grades every three years since the initial implementation to help track student drug use trends from within the same categories. The last drug use survey, entitled the Pride Survey, was conducted in March of 2009.

**When comparing the results of the 2009 survey with results from previous years, we see a clear decrease in the percentage of Cleveland County students using gateway drugs, including alcohol, tobacco, and marijuana.**

These decreases in the incidence and prevalence of drug use among Cleveland County students help support the effectiveness of substance abuse prevention programs implemented in grades 7, 8, 9, and 11. Furthermore, the results of these and future surveys will help to further identify school and community needs for substance abuse prevention programming, better address the needs determined by such results, measure the achievement of existing program objectives, and refine and maintain effective programs.

## Rural Health Grant FOR DENTAL CLINIC

In 2009 The Cleveland County Health Department was awarded a grant from the Office of Rural and Community Health to purchase both new equipment and new technology to replace aging equipment in the dental clinic. Three new operatories (chair, set-up trays, lighting system) were purchased as well as a ProTaper Universal Endo System that allows the clinic to perform root canals on site. Thirdly, an automatic film processor was installed to replace an old and nonfunctioning film processor. Lastly, both high and low speed hand pieces were acquired to replace older hand pieces. With the new equipment in place the dental clinic is now able to serve Cleveland County more efficiently.

### 3 New Operatories

PURCHASED TO REPLACE AGING EQUIPMENT



## H1N1 PANDEMIC FLU PREPAREDNESS

The CCHD already had an existing pandemic flu plan prior to the World Health Organization declaring that H1N1 was a worldwide pandemic on June 11, 2009. The county has 4 designated point of dispensing (POD) sites for the general public to receive preventive medication in the event of a pandemic or other disease outbreak. As for the H1N1 campaign, the CCHD, as well as, 45 contracted physician offices, and both local and corporate pharmacies continue to provide H1N1 vaccinations to the citizens in our county.

### A drive through H1N1 clinic was held at the CCHD on November 7, 2009.

Additional clinics were held at CCC, GWU, St Mary's Catholic Church (Hispanic population), the county administrative building, Shelby and Boiling Springs Fire Department, etc. The CCHD alone has given 5957 H1N1 vaccines. Citizens are still encouraged to get both the H1N1 and the seasonal flu vaccines at the CCHD or other multiple locations throughout the county.

## 5,957 H1N1 Vaccines

ADMINISTERED BY THE CCHD

## TEEN Pregnancy Prevention TASK FORCE

In early 2009 the Cleveland County Health Department appointed a task force of thirty Cleveland County residents from various backgrounds and professions to discuss how best to address teen pregnancy prevention. This task force created a survey, asking the community what it saw as the best way to influence the county's teens. Surveys, asking citizens to respond to their top three choices in a variety of settings, such as school based services, community services, etc. were distributed at the Annual Minority Health Conference, the Paul Sarazen Forum, as well as teen surveys given in the schools. The surveys were compiled and several options are currently being evaluated to see how best to move forward in the community.