



*Promoting Healthy Lifestyles and a
Clean and Safe Environment*

Annual Report

December 2011



Public Health
Prevent. Promote. Protect.

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Daniel E. Regenye, M.H.A., Lic. H.O.
Public Health Coordinator

A MESSAGE FROM THE CHAIRPERSON OF THE BOARD

Since its inception in 1978, the Ocean County Board of Health has overseen and provided guidance for the day-to-day operations of the Ocean County Health Department. The Ocean County Board of Chosen Freeholders appoints Board members that represent municipalities throughout Ocean County for three-year terms. Members of the Board are committed to providing the most comprehensive and necessary health services to our residents. Every program that we have provided undergoes evaluation to assure the effectiveness and efficiency of the program. Every new program that we implement has been thoroughly researched to assure it is compatible with our mission and our service structure and its cost effectiveness. In these harsh economic times, we have examined our programs carefully, looked at the expense of the program and to see if it is provided elsewhere.

I would like to take the opportunity to thank the employees of the Ocean County Health Department for their dedication, outstanding efforts and commitment they have shown. Many of our employees have taken on additional responsibilities as we look at the limited resources available during these difficult economic times. Our goal is to offer the greatest benefit to the taxpayers of Ocean County while keeping the tax rate at a reasonable level.

As Chairperson of the the Board of Health, and on behalf of my fellow Board members, I encourage you to attend our Board meetings where you will have the opportunity to offer suggestions, share concerns, and learn how to become more involved in improving the health status of our community.

The Ocean County Board of Health is committed to working “in partnership with our community” to achieve healthier lifestyles and a clean and safe environment for all of Ocean County residents.

John J. Mallon
Chairperson of the Board



Daniel E. Regenye, M.H.A., Lic. H.O.
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A Message from the Public Health Coordinator

Over the past decade, the Ocean County Health Department (OCHD) has seen much change. In these difficult economic times, it is important that we continually evaluate how we can best provide services to our county residents while being fiscally responsible. Our mission statement reflects our commitment to the residents of Ocean County while explaining our philosophy as an organization.

Over the past 5 years, the OCHD has conducted a critical review of almost every program we provide. Through this program evaluation, the OCHD has been able to streamline programs and examine effectiveness. This change has been made possible through a very proactive and supportive Board of Health in addition to staff who have been open to change and a new way of performing the essential functions of the organization.

This report provides an opportunity to share some of our accomplishments and challenges. The OCHD is an example and role model as to how public health services in New Jersey can be best delivered. The services and programs provided by the OCHD are extremely diverse and are delivered by a highly dedicated staff.

In addition, it highlights many of our accomplishments such as our H1N1 response, our Community Health Improvement Plan, our work towards Healthy People 2010, and now the newly publicized Healthy People 2020 goals and objectives.

As the Public Health Coordinator of the Ocean County Health Department, I wish to extend my sincerest thanks and great pride in all that we have accomplished this past year in addition to the great efforts of many outside agencies and departments, our county schools and the many community groups that create our active and ongoing partnership. As always, we look forward to hearing from and working with our residents to assure a healthier life in Ocean County.

Daniel E. Regenye
Public Health Coordinator

OCEAN COUNTY HEALTH DEPARTMENT

MISSION STATEMENT



In partnership with our community, we are committed to promoting healthy lifestyles and a clean and safe environment. We are dedicated to advocate for and to provide leadership in assuring consistent, quality healthcare in our community.

We are guided by the following principles:

- To assess the priority needs and wants of the community we serve through comprehensive health planning;
- To inform and educate residents about public health issues;
- To encourage people to take responsibility for their own and their neighbors' health;
- To utilize a team approach in achieving our mission;
- To commit to problem solving utilizing a systemic approach;
- To promote a work environment which fosters creativity, innovation, respect, sense of caring, commitment, trust, quality, and dependability

PUBLIC HEALTH PRACTICE STANDARDS

The Ocean County Health Department and its Board of Health are governed by the Public Health Practice Standards of Performance for Local Boards of Health in New Jersey, N.J.A.C. 8:52. Inherent duties and responsibilities are summarized in the three Core Public Health Functions and the Ten Essential Public Health Services.

CORE PUBLIC HEALTH FUNCTIONS

- Assess and monitor the health of communities and at-risk populations to identify health problems and priorities.
- Formulate public policies with community and government leaders to address local and national public health problems and priorities.
- Provide all populations with access and appropriate and cost-effective care, including health promotion, disease prevention, and follow-up evaluation.

TEN ESSENTIAL PUBLIC HEALTH SERVICES

- Monitor health status to identify community health problems.
 - Diagnose and investigate health problems in the community.
 - Inform, educate, and empower people regarding health issues.
- Mobilize community partnerships to identify and solve health problems.
- Develop policies and plans that support individual and community health efforts.
 - Enforce the laws and regulations that protect health and ensure safety.
- Link people to needed personal health services and ensure healthcare when it is otherwise unavailable.
 - Ensure a competent local public health system and a competent personal healthcare workforce.
- Evaluate effectiveness, accessibility, and quality of personal and population-based health services.
 - Research innovative solutions to health problems.

Services Provided by the Ocean County Health Department

Alcohol and Drug Services

- Intoxicated Driver Resource Center
- Municipal Alliances

Animal Facilities

- Northern Ocean County Animal Facility – Jackson
- Southern Ocean County Animal Facility – Manahawkin
 - *Pets for Adoption
 - *Rabies Clinics – Animal Vaccinations

Child Development Services

- Early Intervention
- Special Child Health Services

Clinic Services

- HIV/AIDS Clinic
- Eye Screening Clinic
- Hepatitis B Vaccine Program/Bloodborne Pathogen Program
- Tuberculosis Clinic
- Tuberculosis Testing
- Sexually Transmitted Disease Clinic

Communicable Disease Services

- Animal Bite and Quarantine Investigations
- Education and Surveillance
- Epidemiology
- Foodborne and other Infectious Disease Investigations
- Monitoring Emerging Infectious Disease
- Rabies Clinics – Pre-Exposure
- Rabies Clinics – Animal Vaccinations
- Rabies Control and Consultation
- School Immunization Audits
- West Nile Surveillance Reporting

Environmental Health – Consumer Health

- Body Art Facility Inspections
- Recreational Bathing Inspections
- Public Pool and Spa Inspection and Enforcement

- Retail Food Establishment Inspections and Plan Reviews
- Tanning Facility Inspections
- Youth Camp Safety Inspections

Environmental Health – Environmental Protection and Services

- Air Pollution Complaints
- Campground Inspections
- Childhood Lead Poisoning Investigations
- Control of Rodent Vectors of Disease
- Enforcement of State and Local Regulations
- Environmental Complaint Investigations
- Ground Water Investigations/Well Water Sampling for Analysis
- Hazardous Material Incidence Response
- Noise Control
- Public Health Nuisance Complaint Investigations
- Right to Know* Program
- Septic System Installations Plan Review and Inspections
- Site Plan and Subdivision Reviews for Local Planning and Zoning Boards
- Well Water Analysis Certifications for New Construction, Replacement Wells and Re-sales
- Wells and Septic Systems Certification Inspections

Health Education

- Community Health Fairs
- School, Business and Community Programs
- Dental Coordination and Education

Health Screenings

- Blood Pressure Screening
- Tuberculosis Screening
- Lead Screening
- Osteoporosis Screening for Women
- Safe Medication Management Program
- Mobile Stroke Risk Assessment Program

Home Health Care

- Skilled Nursing Care
- Physical/Occupational/Speech Therapy
- Dietician and Social Work Evaluations
- Certified Home Health Aides, as needed

Public Health Emergency Preparedness

- Bioterrorism and Emergency Response
- Preparedness Planning
- Emergency Response
- Health Alert Network
- Medical Reserve Corps

Public Information

- Resources, Community Programs, Website Information, Press Releases

WIC (Women, Infants and Children)

- Supplemental Nutrition Program
- Breastfeeding Services



Community Partnerships

The philosophy of the Ocean County Health Department per its Mission Statement is to work in partnership with our community. As such, staff from the Health Department are involved or have been involved in many community collaborations and partnerships including but not limited to the following:

- Family Planning Center of Ocean County, Inc.
- Governor's H1N1 Communication Task Force
- Health Advisory Committee
- Health Education Leadership Planning (H.E.L.P.) for H1N1 in Schools
- Juvenile Justice Committee
- Lakewood Complete Town Committee
- Lakewood Emergency Preparedness Council
- Local Emergency Planning Council
- Monmouth/Ocean Regional Perinatal Consortia
- New Jersey Action for Healthy Kids
- New Jersey BREATHEs
- New Jersey Comprehensive Cancer Control Committees
- NJ HealthEASE
- Ocean County Cancer Coalition
- O.C.E.A.N. , Inc. Health Advisory Council
- Ocean County Office of Emergency Management
- Ocean County Emergency Response Committee (ERC)
- Ocean County Human Services Advisory Council (HSAC)
- Ocean County Professional Advisory Council (PAC) Committee
- Ocean County Special Needs Shelter Plan Working Group
- Public Health Emergency Preparedness Advisory Committee

- Southern Ocean County Coalition Against Substance Abuse (SOCCASA)
- Southern Regional Governmental Public Health Partnership
- Strengthening Families
- Substance Abuse Prevention: Project MORE
- Substance Abuse Prevention: Project DART
- United Way Community Impact Subcommittee
- YMCA Community Development Committee



Ocean County Health Department H1N1 Response

In 2009, a new strain of influenza emerged; influenza A H1N1, also called swine flu. It was initially detected during March-April 2009 with cases in Mexico and the United States and within two months was declared a worldwide pandemic with reported cases in 74 countries.

Ocean County was not immune to H1N1 and quickly developed its own response to schools, local and state media, and calls from the public. As cases increased the OCHD used its County Health Alert Network to get out daily updated material to schools, hospitals and other groups affected by H1N1, in addition to daily press releases for the media. Staff participated on frequent conference calls with the New Jersey Department of Health and Senior Services (NJDHSS). OCHD staff worked closely with our school administrators, nurses, and the media to distribute the most current information. As soon as school dismissed for the summer, the OCHD provided information on H1N1 and prevention information to every summer camp and recreation program in Ocean County.

The Ocean County Health Department held a refresher training anticipating the receipt of federal medical supplies to assist with the response. In preparation for H1N1 vaccine receipt and distribution, the OCHD identified potential vaccination sites throughout the county, using several of our strategically located high schools.

Once the OCHD received its first shipment of H1N1 vaccine at the end of October 2009, our first clinic was held within 48 hours. As more vaccine arrived, less H1N1 was reported, and the risk group restrictions were lifted, as steady balance was reached and anyone desiring the vaccine could receive it. The OCHD administered approximately 20,000 H1N1 vaccinations to county residents through 2010.

Ocean County took tremendous pride in its emergency preparedness planning, preparations and delivery operations during the H1N1 response. Highlights and accomplishments from this challenge include:

- 150 clinics conducted vaccinating approximately 20,000 residents
- Organizing an Ocean County Public Health response team, which met weekly to keep the response organized and coordinated
- Intense media and education campaign targeting the media, schools, local businesses, daycare agencies and the general population
- Organized and co-chaired a multidiscipline countywide planning and coordinating group called Health Education Leadership Planning (HELP) for Schools, to update and coordinate response and planning activities. This group later received national recognition from the National Association of County and City Health Officials (NACCHO) as a Promising Practice
- Response efforts recognized by the NJDHSS as the only health department in the State of New Jersey to present its planning and response to the CDC during a subsequent state site visit



Mumps Outbreak

In September 2009, the Ocean County Health Department (OCHD) was notified of several physician-diagnosed cases of mumps. Through the epidemiological investigation, we became aware that additional cases had been reported in New York City and New York State.

The number of cases reported in the Northeast grew into an outbreak that increased in size reaching 3,502 cases by June 2010, becoming the largest U.S. mumps outbreak since 2006, when the United States experienced a resurgence of mumps with 6,584 reported cases nationwide.

In Ocean County, transmission of mumps was initially limited to schools but subsequently observed in households and the community at large. By the end of the outbreak, 459 cases were reported among Ocean County residents. The median age of patients was 18 years (range: 3 months–62 years), and 71% were male.

Despite the large number of cases documented in Ocean County, it is believed that good vaccination practices, coordinated health education messages, and multidisciplinary prevention efforts were critical in minimizing the further spread of disease in the community. This outbreak is a reminder to everyone of the importance of vaccinations to prevent the spread of disease.

Ocean County Health Department Northern Annex

1771 Madison Avenue, Lakewood

The Ocean County Health Department officially opened its Northern Annex Offices on December 15, 2010. This building is home to one of the two Women, Infants, and Children (WIC) Administrative sites in Ocean County, Early Intervention, and Public Health Emergency Preparedness Planning. The site is ideally located between the Center for Health, Education, Medicine and Dentistry (CHEMED), a Federally Qualified Health Center, and the Lakewood Board of Education.

Over the past few years, Ocean County has seen a tremendous growth of clients from Northern Ocean County utilizing both our WIC and Early Intervention Services. This new location allows the Ocean County Health Department to meet the current and future needs of Northern Ocean County while offering tremendous enhanced parking, access, and public transportation to our services.

The WIC facility has been identified as a best practice in both the State of New Jersey and the nation. The offices were designed to create an ideal clinic flow from station to station in a more efficient, timely manner. A multidiscipline team of staff planned and coordinated the offices for WIC to create an outstanding design and atmosphere that creates a comfortable ambiance in addition to being family and child friendly, colorful, and easy to sanitize.

The move to Lakewood has also enabled most of the Early Intervention Service Coordination staff to reach out to families in a timely manner. In addition, travel time and vehicle operating costs have decreased significantly providing better access to Northern Ocean County from this site.

The Lakewood site has given our Public Health Emergency Preparedness and Planning Unit the opportunity to work in close collaboration with municipalities in Northern Ocean County to develop a multitude of initiatives.

Ocean County Emergency Health Preparedness and Planning

Ensuring the health and well-being of our residents is of extreme importance. Over the past few years, especially after the terrorist attack on 9-11, the anthrax incidents, fears of an influenza pandemic, and the response following Hurricane Katrina have all acknowledged our need for having a better prepared national and local public health infrastructure and response plan.

The OCHD Emergency Public Health Preparedness and Planning Unit works to prepare for, and respond to public health emergencies and threats. Possible emergencies cover a wide range and can include a terrorist attack, identification of a new infectious pathogen, or a natural disaster such as a hurricane or flooding. Several national reports have identified major gaps in preparedness at all levels related to funding, infrastructure, planning, and communication. The reports emphasize the importance of making public health preparedness a serious priority at the national, state, and local level. The OCHD works closely with the New Jersey Department of Health and Senior Services (NJDHSS) and the Office of Emergency Management (OEM) in developing and implementing emergency plans and services that have been adapted to our County needs. Our unit works closely with our first responders, law enforcement, Office of Emergency Management, and area hospitals. Our unit would be called upon in responding to emergency situations and also work with our County officials in distributing medication and vaccines, working with hospitals and also working closely with the County and State epidemiologists in identifying possible threats.

We know that preparing for an emergency provides you your best chance of survival, in the event of any type of emergency. Many are unexpected and therefore, our Emergency Preparedness and Planning Unit is continually involved in various exercises simulating different types of events. Within this unit, we have the Health Alert Network, which disseminates timely and accurate messages 24/7. This unit also oversees the recruiting and training of the Medical Reserve Corps, a group of volunteers who are trained to respond to different emergencies and disasters and would be able to assist in an actual emergency.

Over the past few years, the Emergency Health Preparedness and Planning Unit coordinated one of the largest vaccination (H1N1) campaigns in US history. They conducted over 150 H1N1 vaccination clinics throughout Ocean County; vaccinating over 20,000 residents. This effort was recognized by the New Jersey Department of Health and Senior Services as one of the best vaccination efforts in New Jersey and was also selected by the NJDHSS to present its response to the Centers for Disease Control and Prevention (CDC).

The unit also coordinated all public healthcare related emergency preparedness and response activities with local police, State Police, County OEM, State OEM, County Emergency Medical Services (EMS) and healthcare partners throughout Ocean County.



COMMUNITY PUBLIC HEALTH ACTIVITIES

The New Jersey Public Health Practice Standards require the Health Officer to report the status of the community and how it compares with corresponding objectives set forth in Healthy New Jersey 2010. It also mandates that health departments develop a plan for improving the health of county residents. In addition; the Health Officer is to report how we are meeting our objectives in its Community Health Improvement Plan.

Although much of 2009-2010 was dedicated to H1N1, our efforts were not solely focused on H1N1 pandemic preparedness and response. We continued our efforts in all of the primary public health concern areas, such as retail food inspections, communicable disease investigations, cancer screenings, hazardous materials response, Early Intervention, WIC services, and a wide variety of other programs to maintain our daily services.

The OCHD has always used a comprehensive approach to assessing the quality of life in Ocean County. To do this, Ocean County utilized the MAPP (Mobilizing for Action through Planning and Partnerships) process in 2007, which is a strategic health planning process and a thorough and rigorous tool, to prioritize public health issues and identifying resources to address them. We are once again beginning the process to evaluate and prioritize our county health needs. MAPP is designed to be a community driven process engaging the entire community to reach the desired results. The process is comprised of six phases all leading to the vision that is the ultimate outcome the community is working toward and allows us to envision what our community will look like years from now.

We began our MAPP process using the Behavioral Risk Factor Surveillance Survey (BRFSS), which is a nationally used comprehensive telephone survey tool designed to assess the health status and behavioral risk factors among individuals.

We were able to look at the current health picture of our county and extrapolate trends and behaviors. We continued the process with various assessment meetings to identify areas of strength and areas of opportunity within the Ocean County Public Health system, such as Town Hall meetings. It was important for us to see what our county residents perceived as health issues and what concerns they had about the specific issues.

The result of the BRFSS and the MAPP process was the development of the Community Health Improvement Plan (CHIP). The CHIP provides an easy to read synopsis of the process and

describes the identified priority issues, as well as strategies and barriers associated with addressing these issues.

The priority areas of the CHIP are:

- **Emergency Preparedness**
- **Mental Health**
- **General Health**
- **Asset and Resource Management**
- **Substance Abuse**
- **Access to Care**

Subcommittees were developed for each identified issue and are tasked to create and carry out action plans or initiatives to address these issues. The plan allows us to work towards our vision of how we would like to see our community years from now.

We are once again beginning the process to evaluate and prioritize our county health needs as demographics change. We know that about a quarter of our population is over the age of 65 and with improvements in medicine, health care, etc., this aging population has specific and unique needs. At this time, we have close to a hundred older adult communities with more planned.

Healthy New Jersey 2010 was built on the best scientific knowledge and designed to measure programs over a period of time. New Jersey aspires to increase the length and quality of the lives of its residents and reduce racial and ethnic disparities. There are several objectives, which address health status and quality of life directly. Some of the objectives are not addressed by the Ocean County Health Department as we are aware that they are being addressed by other agencies within Ocean County that have more expertise in the specific area identified in Healthy People 2010. The Ocean County Health Department has a long history of working with other County departments and other agencies addressing the needs of our county residents. We always look to see if there is a duplication of services, although that is sometimes a good thing. Each agency has their own specific strengths and we have developed over the years a strong referral process with other agencies.

Applicable objectives under **Healthy New Jersey 2010** that the Ocean County Health Department has addressed are the following:

1. ***Increasing the percentage of those aged 65 and older who have ever received a pneumococcal vaccine.***

The Ocean County Health Department offers over 70 flu/pneu clinics throughout Ocean County, including the majority of the senior villages. We advise residents over the age of 65 of the importance of getting this vaccine through the OCHD or their primary care provider. We also educate those 65 years and older about the importance of receiving this vaccine during any of our adult health promotion activities.

2. ***Reducing the percentage of middle school students using cigarettes, alcohol, or inhalants and the percentage of high school students who smoke cigarettes.***

The OCHD is home to the Municipal Alliance Office, which oversees many programs to middle and high school students throughout the county addressing drug use. In addition, one of the CHIP priority groups addresses substance abuse. In addition, the OCHD is the lead agency for SAFE NIGHT, a 24-hour lock-in for 7th grade students addressing self-esteem, drug, alcohol, and tobacco use. The program celebrated its tenth year in 2010. The OCHD also has anti-tobacco lesson plans available for educators to use in our middle and high schools. The OCHD Public Information Officer is a member of New Jersey Breathes, a clean indoor air coalition through the New Jersey Medical Society. This coalition working with the NJDHSS was responsible for the passing and adoption of the Clean Indoor Air Bill.

The OCHD collaborated with Saint Barnabas Institute for Prevention, which received a Robert Wood Johnson Foundation Grant, to develop the TIPS (Tobacco Intervention and Prevention in Schools) program, which was based in the Toms River Regional School System. Policy was established that a student who was caught smoking would be referred to this program as an alternative to suspension. Once the 3-year grant was completed, Toms River Regional School System incorporated the program into the school anti-smoking policy. Brick Township Schools have now incorporated the TIPS program into the school policy through their School-Based program. Until budget cuts this past July through the State of New Jersey, the OCHD was an active member of the Communities against Tobacco Coalition. Each year, until 2010, 2000 sixth-grade students attended CHOOSE TO BE TOBACCO FREE DAY during the first week of April.

Through the OCHD Community Health Improvement Plan's Substance Abuse Committee, an information brochure geared towards senior citizens was developed, entitled "A Deadly Mix," which was distributed throughout Ocean County.

Other programs designed for adolescents addressing substance abuse were:

- *Tools for Teens* with the Ocean County Library System
- *Project MORE*
- *Keys to Innervision* – taking control of your life, self image, problem solving and decision making for adolescents
- *Project DART* (Developing Alcohol Responsibility Together – to reduce the number of alcohol related motor vehicle accidents involving 18-25 year-olds in Brick, Lakewood and Toms River
- Ocean County Violence Prevention Project
- *Gang Wise Project*
- *Bullying and Girl Cliques*
- *Cyberconsequences*
- *How to Raise a Drug-free Kid*
- *Teen Depression*

3. *Reducing the birth rate among females aged 10 through 17*

OCHD Health Educators offer programs in schools, which deal with the topic of teen pregnancy. The GAME OF LIFE is presented in classrooms throughout the Ocean County school

districts in which adolescents learn refusal skills, where to go for help, etc. In addition, OCHD staff work closely with the Family Planning Center of Ocean County, Inc. Health Educator in referring programs and getting literature out to schools. Also, an OCHD staff member attend the Literature Review meetings at the Family Planning Center and helps to choose the most age-appropriate materials that are distributed to adolescents.

4. *Reducing mortality from HIV disease among persons 25 through 44 years-old and reducing the incidence of HIV among females ages 15 - 44 years*

The OCHD offers *HIV Counseling and Testing* two nights of the week in addition to appointments during the day. The OCHD also provides HIV/AIDS education programs throughout our school districts and serves as a resource for both education and testing.

The OCHD also networks with the Ocean County Library System's *Teen Wellness Database*. This database offers information, including HIV from credible sources through online requests.

The Ocean County Library System also developed a directory on transgender, gay and lesbian resources that the OCHD has distributed in many of its programs.

5. *Reducing the mortality from coronary heart disease*

The OCHD works with the Ocean County Library System during the month of February during National Heart Month to display books and information on heart disease. In addition, Health Educators from the OCHD offer programs on physical activity and nutrition in our schools such as the Toms River School's Channel 21, the *Fruit and Veggie of the Month*. The OCHD also works with several food service directors in our school districts in addressing healthier foods served to children during lunch. The OCHD WIC staff offers educational sessions for all clients on healthy and nutritious choices.

The OCHD has added the Stroke Screening Test to its website in addition to OCHD staff offering the *Mobile Stroke Risk Assessment program* monthly, either at the OCHD, Toms River site, or at the Ocean County Connection at the Ocean County Mall.

Staff also participate in the New Jersey Comprehensive Cancer Control Plan, Nutrition, and Physical Activity workgroup, which published a directory of physical activity sites throughout the state. They are also a member of New Jersey Action for Healthy Kids, part of the national group, Action for Healthy kids, which focuses on nutrition and physical activity in schools, and disseminates information from this group through the school superintendents in Ocean County.

Two of the six components of the Chronic Disease Self management program from Stanford University, focus on the importance of healthy eating and physical activity. One of the goals of the CHIP is addressing chronic disease. By implementing this evidence-based program in Ocean County, the OCHD received the *Society of Aging New Jersey Best Practice Award*. Staff members from the

Health Department are part of the *NJ HealthEASE* coalition that addresses health, physical activity, nutrition, falls, etc, for older adults.

A staff member also belongs to the Multicultural Senior Health Committee, which publishes a quarterly newsletter, *Eperanza Hope*, in Spanish, and addresses healthy eating and physical activity.

6. *Reducing the incidence of cervical and rectal cancer and reducing mortality due to prostate and cervical cancer*

The Ocean County Health Department held cervical cancer screenings every month for any Ocean County woman between the ages of 18 and 40. In addition, the OCHD worked with the Lighthouse at Community Medical Center, which offers screenings and programs for older adults, in providing the New Jersey Cancer Education and Early Detection (NJ CEED) at the OCHD Toms River site. This program offers women over the age of 40 that have no insurance, Medicare or Medicaid, a medical history, pap smear and a follow-up mammography at Community Medical Center. The program also offers men over the age of 50, with no insurance, Medicare or Medicaid, prostate screening. For both men and women, if a medical issue is detected through the screenings, they will receive treatment through the NJ CEED program.

This report discussed the steps we have taken, the programs we provided and the work we have done as the Ocean County Health Department addressed the goals of Healthy New Jersey 2010.

New Jersey identified several areas that were *unlikely to be met by the year 2010*, but the OCHD has worked diligently in addressing these goals:

Reducing the percentage of New Jerseyans without health insurance coverage

The OCHD works closely with the Ocean County Board of Social Services in referring clients to its Medicaid and New Jersey Family Care programs and also the two Federally Qualified Health Centers in Ocean County.

Reducing the incidence of melanoma

Members of the OCHD staff are part of the Ocean County Cancer Coalition. Each summer, they participate in *Choose Your Cover*, a skin cancer-screening program held at beaches (Ortley, Brick, and Long Beach Island) where beachgoers can get skin cancer screening and education. The program was considered so successful that in 2010, beaches in Monmouth, Atlantic, and Cape May Counties also participated in this event.

Reduce the percentage of adults binge drinking

The OCHD Municipal Alliances held many programs addressing alcohol abuse. In addition, 1,406 clients attended the Intoxicated Driver Resource Center, held at the OCHD in 2010. There have been 728 individuals referred to treatment centers. The OCHD alcohol and drug counselor works one-on-one with clients and their family members to address binge drinking and other alcohol and drug-related issues.



Recently, the Determinants of Health for **Healthy People 2020** were released to the public. Over the next 10 years, we will see new public health issues surface. Questions, including *what makes some people healthy and others unhealthy* and *how can we create a society in which everyone has a chance to live long healthy lives* are addressed.

Healthy People 2020 is exploring these questions by developing objectives that address the relationship between health status and biology, individual behaviors, health services, social factors and policies.

Healthy People 2020 focuses on some areas that we already address and will look further to improve and enhance. Some of these new topics listed include Adolescent Health, Healthcare-Associated infections, Health-Related Quality of Life and Well-Being, Older Adults, Preparedness and Social Determinants of Health. Over the years, the Ocean County Health Department has addressed many of the topics discussed in both **Healthy People 2010** and **Healthy People 2020**. Over the years, the OCHD has worked collaboratively with our other County agencies, hospitals, Federally Qualified Health Centers, behavioral health agencies, schools and many others to identify the best resources and referrals to appropriate agencies to fit the needs of our County residents. There are many areas of **Healthy People 2020** that we do not address but we certainly have an implemented referral system to resources addressing those issues.

Over the past 20 years, **Healthy People's** overarching goals have focused on disparities. Disparities, many times, is a term interpreted to mean racial or ethnic disparities. If a health outcome is noted in a greater or lesser extent between populations, we look at this as a disparity. One of the goals in **Healthy People 2000** was to reduce health disparities among Americans, In 2010, it was to eliminate health disparities. In **Healthy People 2020**, the goal has expanded further: to achieve health equity, eliminate disparities and improve the health of all groups. This is something that the Ocean County Health Department has always examined.

Moving Forward

Public health encompasses disease prevention and health promotion through many venues. It includes physical, mental and social well-being. It is inclusive of all areas of wellness, not just the absence of “illness.” Public health includes its many services including epidemiology, public health nursing, community health, behavioral health, occupational health, environmental health, etc. The goal of public health is to improve health and quality of life through disease prevention, responding to, surveillance of, treating and vaccinating against disease.

The Ocean County Health Department embraces the goals of public health. We monitor health trends through surveillance. We promote handwashing, knowing the importance of this in stopping the spreading of disease. We encourage breastfeeding knowing its immediate and long-term benefits to children. We are constantly evaluating our services, programs and how we can better provide needed services.

Over the past year, the OCHD has been reviewing the resurgence of bed bugs. A team was immediately formed in how best to address the community and what resources we would use. The OCHD now has an Emerging Health Issues component. The OCHD developed resources addressing bed bugs in homes, schools, travel, apartments, businesses, etc. All are on the OCHD website at www.ochd.org. We have offered to address schools, businesses, other agencies, etc. to provide bed bug education and resources.

Last year, the Ocean County YMCA received the CDC **ACHIEVE** (Action Communities for Health, Innovation and Environmental Change), one of ten nationwide yearly. The YMCA’s role is the “Coach” in this grant and the OCHD is collaborating as the “Partner Coach.” This three-year grant addresses tobacco and smoke free living, physical activity, nutrition, chronic disease and leadership in worksites, schools, community at large, community institutions and health care sites. It is an exciting opportunity looking to establish policies throughout the county addressing the above.

Our new WIC site has proven to be an outstanding success. Due to the layout, design, color schemes, parking, scheduling appointments made easier, our clients have expressed how easy it is to obtain the services and how enjoyable it is to visit the site.

As we look forward to re-conducting our Community Health Assessment, we have organized the Ocean County Health Advisory Group, comprised of OCHD and Long Beach Island Health Department staff, all area hospitals, and Federally Qualified Health Centers. This is the first time, except for our Bioterrorism Advisory Council, that we have worked together at this level. Working together as a team will give us a better view of the needs of our residents in addition to helping us secure future grants.

We have just begun our *Miles of Smiles* program, a collaborative effort of the Lakewood Board of Education, the CHEMED and the Ocean County Health Department where Lakewood elementary school children will be bused to the CHEMED for a Field Trip and receive an educational component and a free dental screening and cleaning. This is a first and we will be looking to establish this as a best practice.

The OCHD continues its work in providing the *Safe Medication Management Program* to older adults while working with the Ocean County Office of Senior Services.

The OCHD has always worked closely with our other County agencies. This past fall we have been distributing information on Medicare D and Medicare B preventive benefits through our flu clinics, home health care and other programs. We also work closely with the Ocean County Library System in health promotion, Teen Wellness Database and other programs that we can link together.

The OCHD website, www.ochd.org has been redesigned maintained and contains important updates, information and hundreds of resources. It is easy to navigate by the public and has been used extensively with the new format.

Take Control of Your Health, the Stanford University Chronic Disease Self Management Program has blossomed throughout Ocean County. Currently, there are over 40 peer leaders to lead the workshop and 5 Ocean County Master Trainers who can train the peer leaders. Through grant funding from the NJDHSS to the Ocean County Office of Senior Services, a person who is dedicated only to this program has been hired to coordinate the program in Ocean County. The Ocean County Health Department has received numerous awards for bringing this very important program to the residents of Ocean County.

Another important change in our structure is that our Municipal Alliance Program has been moved under Health Education. The Alliances provide education in the addressing alcohol, tobacco and other drugs and this is a perfect fit.

Every year brings new and exciting challenges to the Ocean County Health Department. The Health Department administration and staff welcome these challenges as we move forward with an ever-changing environment, new diseases we need to respond to, newer technology and a better informed public.

2010 Statistical Snapshot OCHD

- Almost 3,000 restaurants inspected annually
- Water testing for 550 public recreational bathing sites
- Impounded 4,651 animals
- Reviewed 3,114 communicable disease reports
- Audited 371 childcare centers/schools for immunization compliance
- Inspected 53 pet shops, kennels, animal facilities
- 876 animal bite investigations
- Coordinated 252 rabies specimens for testing (25 + for rabies)
- 768 residents received D&A treatment through grant coordination
- >1,500 residents attended IDRC
- 17,000 clients received WIC services
- 3,197 children evaluated for early intervention
- 526 children continued services through SCH
- 477 RTK reviewed (public and private)
- 1,051 clients tested for HIV
- Treated 179 HIV positive clients
- >150 H1N1 clinics conducted
- Over 8,000 residents vaccinated against pneumonia and seasonal flu