



Strategies for Health

MESSAGE FROM THE DIRECTOR

Promote. Protect. Prevent: It's what we do. Defining our role in public health is a life-long mission, particularly because the health needs of a community is an ever-changing landscape. Here in Stratford we are working together with partners to: reduce heart disease, diabetes and obesity levels in adults and children; remove the stigma of seeking mental health services and promote getting treatment for substance abuse; and provide adequate and equitable access to health care. Lofty goals, but at the heart of it is that *a healthy community is a vibrant community.*

Promote. The work we do as a collective through the Primary Care Action Group (PCAG) has allowed us to leverage resources, outreach and brain power. One of our "signature" health promotion campaigns is *Know Your Numbers* where residents are screened for blood pressure, cholesterol, blood sugar, waist circumference and BMI (an indicator of obesity). Knowing your personal data can motivate you to change behaviors and/or seek care.

Protect. We launched a #worththewait social media campaign this year to educate customers who frequent nail salons about how to protect themselves against potential health risks associated with getting manicures and pedicures, such as contracting fungal infections or skin rashes. Simultaneously we offered training to all nail salons and their workers in 5 different languages!

Prevent: Another frightening data trend this year is the significant increase in deaths associated with opioid overdoses. The Stratford Health Department (SHD) and Community Services, along with partners, sponsored a Narcan training and library showing of the documentary "Dying in Vein." A community discussion about this growing public health problem followed the viewing.

We've said before, what gets measured, gets done. Data and trend analysis are at the core of assessing whether we are achieving improved health through our programs and policies. Data also helped inform our quality improvement projects this year: improving Hepatitis C data collection, decreasing the risk of childhood lead poisoning, and educating the public and employees on safe nail salon practices.

Looking forward in the next fiscal year we will work with food establishments as we adapt to the State's recent adoption of the FDA food code, joining the ranks of other states embracing this science and evidence-based model. Stay tuned for more!

Dive into our 5th annual report to see how we collect, analyze and use data to help prevent disease and promote and protect the health of Stratford residents.

In Health,

Andrea L. Boissevain, MPH

AT A GLANCE: PUBLIC HEALTH BY THE NUMBERS

44 Putting on Airmail asthma visits	540 Flu vaccines administered
2,247 Visits to Wooster School Clinic	112 Individuals immunized
1,048 Counseling sessions provided	754 Disease reports reviewed
44,359 Food pantry meals provided	706 Citizen complaints investigated
1,335 Pounds of medication deposited	185 Screened through Know Your #'s
266 Energy assistance applications	74 Ticks tested for disease



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"Committed to improving the quality of life for Stratford residents through the promotion of health, prevention of disease, and by assuring a clean and safe environment."

ENVIRONMENTAL SAFETY

EMERGENCY PREPAREDNESS

FAMILY ASSISTANCE AND SHELTER TRAINING

Stratford, Trumbull, Monroe Medical Reserve Corps (MRC) volunteers took part in a regional **Family Assistance Center (FAC) Training** at the Fairfield Pavilion. The event included just-in-time training and live-action demonstrations of FAC job functions including greeting, intake, family briefing, interview, and victim service processes. Volunteers in a separate Red Cross Shelter Fundamentals training learned how to effectively and efficiently set-up, operate, and demobilize an emergency shelter.

KNOW YOUR NUMBERS

A major focus of the MRC was assisting in the implementation of the SHD **Know Your Numbers (KYN) campaign**, which screens residents in all 3 towns for the risk of heart disease and diabetes and helps connect individuals to health care providers for follow-up. Volunteers screened over 180 people. Non-emergency exercises such as KYN prepares volunteers for real medical emergencies and disasters.

ANIMAL RESPONSE

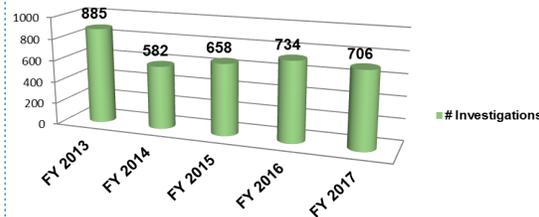
Volunteers participated in an **Animal Response training** in partnership with the State Animal Response Team where they learned how to safely manage and care for animals during emergencies, understand the meaning of animal behaviors, and effectively set up a temporary animal shelter.

MASS FATALITY

The CT Department of Public Health (CTDPH) hosted a 3-day **Mass Fatality training** in Windsor Locks. SHD staff and MRC volunteers participated in the training which covered topics such as morgue operations, recovery of remains, family assistance center operations, and crime scene investigation.

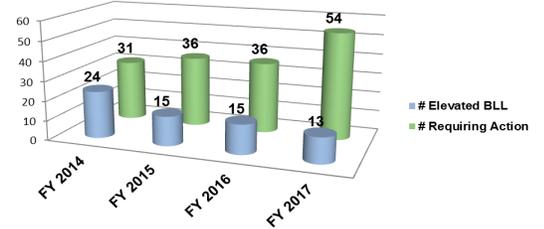
A Focus on Trends

COMPLAINT INVESTIGATIONS



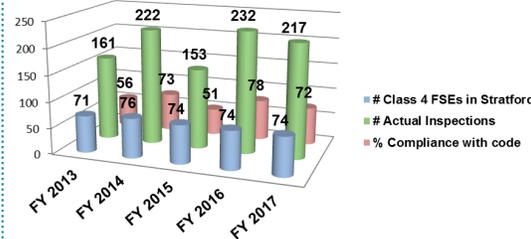
The SHD receives hundreds of resident complaints each year related to garbage, varmints, odors, mold, noise and more. SHD staff responds to all complaints within a specified time frame, initially through a phone call and later through an investigation to the site. Orders to correct violations are issued as appropriate and must be corrected within a mandated time frame.

BLOOD LEAD LEVELS (BLL)



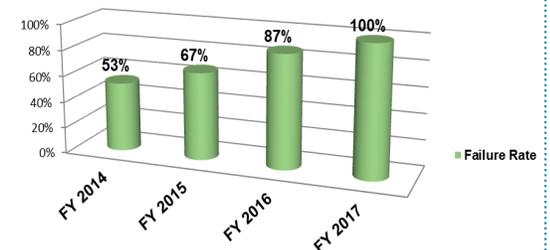
Cases involving children under 6 with elevated blood lead levels (BLL) are investigated. BLLs above 15 µg/dL require environmental action. The SHD engaged in a quality improvement project to further prevent lead poisoning that included Section 8 housing lead inspections and targeted family education at lower BLLs prior to mandated environmental inspection.

CLASS 4 FOOD INSPECTIONS



Class 4 Food Services Establishments (FSE) represent the highest risk for foodborne illness and CT code mandates 4 inspections per year. Percentage that comply are FSEs that were inspected according to this algorithm. FSE inspection frequency will change as the SHD rolls out the newly adopted FDA food code that requires 3 inspections annually for this class.

NAIL SALON FAILURE RATE



Unannounced inspections at 16 nail salons revealed improper cleaning and sanitizing procedures and reuse of single-use items. All salons failed and required hearings for the same critical health code violations. In response, the SHD conducted a QI project that included salon employee training in multiple languages, social media campaign, and a YouTube training video.



STRATFORD PARTNERSHIP

Stratford Partnership for Youth and Families (Partnership) mobilizes youth and community partners to reduce youth substance abuse and create a safe, healthy and drug-free environment where youth and families thrive. The Partnership implemented prevention strategies to reduce youth substance use: Annual **Freshman Forum**, an underage drinking and youth marijuana use prevention forum for all 9th graders and their families; **Coffee Cup Sleeve Campaign**, in collaboration with Stratford Rotary Club, where coffee cup sleeves with a message encouraging parents to talk early and talk often to their children about the risks of underage drinking and marijuana use were distributed at the Thanksgiving Football game and local coffee shops; **Safe Prom and Safe Graduation Campaigns** reached all 12th graders and their families; **Sticker Shock Campaign**, in collaboration with Police Explorers, where stickers were placed on alcoholic beverages in 3 liquor stores reminding adults of the consequences of providing/buying alcohol for minors. Learn more at www.stratfordpartnership.org!



COMMUNITY ENGAGEMENT

85 CAMPAIGN

The Partnership's Youth Committee launched a town-wide social norms campaign, spreading the number '85' asking—"Do you ride with the 85?" It created plenty of "buzz" with many wanting to know its significance. On November 21st, the Youth Committee revealed that "It's NO joke! 85% of teens don't smoke weed." The '85' stands for the percentage of Stratford 7-12th grade students that reported not using marijuana in the past 30-days based on Stratford's 2016 Search Institute Survey results. In addition, other facts about marijuana use according to the survey were released, including parental disapproval, peer disapproval and perception of harm and risk. Other facts about marijuana use according to the survey were released, including that according to Stratford teens:

- 90% say their parents disapprove
- 59% say their peers disapprove
- 57% of Stratford teens say it is harmful



ENFORCEMENT ACTIVITIES

In collaboration with the Stratford Police Department (PD), one tobacco and one alcohol compliance check were conducted. Compliance checks resulted in a 33% failure rate of tobacco merchants and 18% failure rate of off-premise alcohol merchants (liquor stores) this past year. When merchants are found in violation, they are fined and referred to the State for sanctions and penalties. In addition, Stratford PD increased surveillance in local parks and beaches to ensure safe and family friendly environments.

MATS FOR MERCHANTS

The Partnership provided Stratford liquor merchants with counter mats that remind customers to comply with the law and not sell or provide alcohol to underage youth. This reminder at the point-of-sale is one of the Partnership's environmental strategies to limit youth access to alcohol. The counter mats were designed and produced by CT Distributors and distributed by the Stratford PD.

MEDICATION DROP BOX

This past year 1,335 pounds of medication were deposited in the **Drop Box** located at the Stratford PD, which brings the grand total since its opening in 2013 to 4,300 pounds of medication. This strategy helps to keep unused and potentially dangerous medication out of the hands of adults and youth.

FOCUS ON MENTAL HEALTH

Stratford Community Services (SCS) mission is to enhance the quality of life of Stratford's diverse community by providing clinical and social services, linking residents to resources, and planning and coordinating partnerships and initiatives. Core services include youth and family counseling, social services, child and youth development, substance abuse prevention, and advocacy. SCS focused on implementing strategies that foster an inclusive, caring and vibrant Stratford where residents feel safe, valued, supported and respected such as:

- **Mental Health and Youth Mental Health First Aid**—3 workshops with 58 participants helped to continue the initiative to reduce stigma associated with mental health and substance abuse.
- **Juvenile Review Board**—10 panel meetings took place to review 53 youth cases. 70% of youth completed the JRB diversion program which helps keep youth out of the juvenile justice system.
- **The Center for Family Justice**—SCS is home to a satellite office, which provides caring support, information and referral, crisis services and shelter for victims of domestic and sexual violence and child abuse.
- **Life Skills classes**—Programming included **Girls Circles**, **Community Services Club**, **Adventure Challenge** and yoga/mindfulness with a total of 227 youth participants.
- **CT Energy Assistance Program**—SCS processed 266 applications reaching a total of 666 residents.

COMBATTING ADDICTION

In response to the alarming trend in local opiate abuse and associated overdoses, the SHD and SCS helped launch the **Community Care Team (C2)**. C2 works with 17 other agencies to support residents by linking them with community resources. Several strategies to deal with this growing national problem were initiated:

- A new process was developed to link residents and/or family members in need with resources. Stratford First Responders (Fire, EMS, Police) are now equipped with a card that, once signed, allows a C2 team member to contact the individual and begin assistance, possibly linking them to rehabilitation, medical treatment, counseling, family support group, housing, energy, food, or legal assistance.
- Stratford Partnership and the SHD co-sponsored a free screening of the documentary **Dying in Vein: the Opiate Generation**. After the screening, a question and answer session was held with the film's director, addiction specialists, and staff from recovery and support programs.
- A **Narcan training** was held to educate participants on overdose signs, symptoms and emergency procedures and 28 overdose kits were distributed to community members.



SOUTH END COMMUNITY CENTER

SUMMER SOIREE

The South End Community Center (SECC) organizes a summer learning and enrichment program designed to prevent the “summer slide” – the fall in achievement scores and grades among low income children that do not have sustained learning opportunities when school is not in session. In addition to typical day camp activities such as swimming and field trips, summer homework packet assistance and activities that focus on math, language arts, science and social studies skills are incorporated in the weekly theme-based curriculum. During summer 2016, 33 children attended camp. Of those, 90% of the families were low-income and qualified for scholarship assistance.

COMMUNITY OUTREACH

SECC is home to a food pantry, where 82 adults, 66 children, and 32 seniors are served monthly. Clothing was distributed through the Coat Closet program, which is open to Food Pantry clients during the winter months. In August 2016, 35 children received new backpacks and school supplies where 27 received clothing, shoes and uniforms as part of the Back-To-School Drive. During the 2016 holiday season, 90 children received gifts. The VITA tax assistance program helped prepare 329 returns for individuals who earned less than \$54,000. The after-school program served 17 children where 52% were low-income and eligible for scholarship assistance.

COMMUNITY SERVICES

HEALTHY KIDS

The SHD led initiatives to promote a healthy community where children thrive. Together with the School Readiness and Childcare Advisory Council, staff implemented the evidence-based **Nutrition and Physical Activity Self-Assessment for Child Care (NAP SACC)** program and worked with 3 providers to develop and institute health policies in their centers. In August 2016, the SHD hosted a back-to-school Healthy Kids Day event at the Stratford Farmer's Market with free activities such as gardening, yoga, and crafts. The SHD also runs the **School-Based Health Center (SBHC)** at Wooster Middle School, which operates as an outpatient clinic with Social Workers and an APRN. The SBHC had 427 students enrolled and 2247 visits. The **School-Based Dental Clinic** at Stratford Academy and mobile dental clinics various schools had 111 visits that included oral exams, cleaning, and restorative care. As part of seasonal flu clinics, the SHD hosted a **Harry Potter-themed flu clinic** where staff dressed-up as popular characters to provide immunizations along with activities for 123 residents, with 41% being children.

FOOD ACCESS

The SHD continued to work on environmental strategies to make it easier for residents to access healthy foods. The **Stratford Farmers Market** took place each Monday from June through October at Paradise Green. The **Donate Produce** program, which provides a pathway for **The Farm at Stratford Community Garden** and backyard gardeners to donate excess produce to food pantries and soup kitchens, entered its second year. The SHD partnered with LifeBridge Community Services to institute a Stratford location for **Fresh Connections**, a produce-distribution program where residents can purchase 10 or 20 pounds of seasonal produce twice a month for a small fee and the ability to shop for individual items from a "pop-up" stand.

WINTER WELLNESS

In January, the SHD hosted a **Winter Wellness Fair** to kick-off New Year's health resolutions. Free health screenings were provided in addition to physical activity opportunities, relaxation and stress reduction information, massage, and nutrition education.



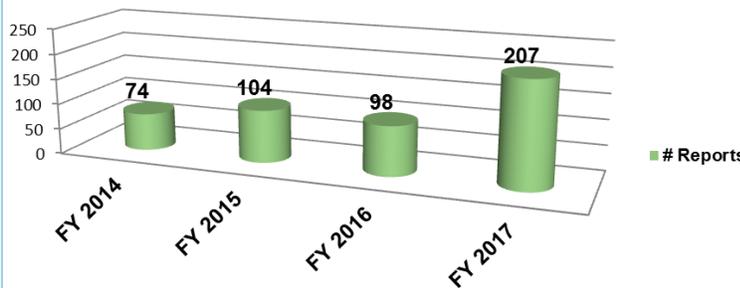
COMMUNITY HEALTH

A Focus on Trends

The SHD was unable to determine the number of active Hepatitis C patients and confirm follow-up on positive cases. Working with the CTDPH, the SHD developed a comprehensive program that included surveillance, and education and outreach to physicians and laboratories on the need for testing, reporting and treatment. The outcome of the project was a sustainable system to identify active Hep C patients and determine if positive active patients are linked to care.

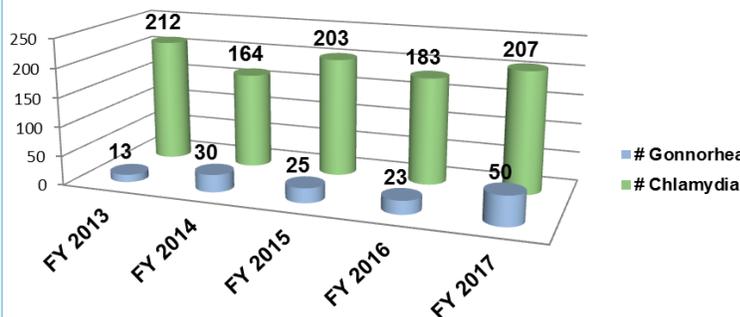
Cases of Chlamydia and Gonorrhea increased most alarmingly among 15-19 year olds, where a 50% increase in Chlamydia and 433% increase in Gonorrhea were observed. This alarming trend prompted the SHD to embark on a Quality Improvement project to examine root causes for the increase and brainstorm strategies that will be explored with community partners in the next fiscal year. The SHD continues to partner with public schools to provide student education and offers free condoms for residents.

HEPATITIS C CASES



Note: Data differs from originally published as a result of QI project.

SEXUALLY TRANSMITTED INFECTIONS



ENVIRONMENTAL CONTAMINATION

The SHD has been working closely with the CTDPH, Environmental Protection Agency (EPA), and CT Department of Energy and Environmental Protection (DEEP) in preparation for the upcoming cleanup of properties impacted by the former commercial Raymark Industries. Throughout the year, SHD participated in door-to-door outreach, produced informational materials, updated property databases and held community meetings to keep the public informed of Superfund actions in town and involve residents in the decision-making process. SHD received and responded to approximately 100 inquiries about the Raymark Site, Brownfield Sites, and environmental contamination. In May 2017, the SHD hosted a Raymark open house and information session in partnership with EPA and DEEP to improve community knowledge and awareness of the Raymark site. Subject matter experts from various agencies were available to answer individual questions and address concerns. The SHD also solidified a relationship with the Connecticut Metropolitan Council of Governments (Metro COG) to work in the coming fiscal year on community education and involvement in surrounding Brownfield sites in Stratford such as Center School and Mercer Coal Towers.

STRATEGIC PRIORITIES

Monitoring Performance

Quality improvement (QI) and performance management (PMS) continue to be priorities at the SHD. Several QI projects were initiated including decreasing blood lead levels among children and improving hepatitis C reporting, follow-up and linkage to care. Additionally, the SHD instituted a QI project on communicable disease reporting to ensure that, from initial intake to data entry, the process was efficient, confidential, adhered to guidelines, had timely follow-up, and was accurate and consistent. Outcomes of the project included improved confidentiality, decrease in employee workload, improved efficiency and accuracy in data collection, improved enteric disease follow-up, and revision of standard operating procedures. The SHD management team continues to meet monthly to monitor department performance using dashboards that track programmatic and health outcome data in each division: Administrative, Environmental, Nursing, Emergency Preparedness and Health Education. Below is an example of a dashboard that includes information on performance data in each fiscal quarter, annual targets, and whether goals are met—color coded using a stop light system to reflect achievement. When goals are not met staff implement QI processes to improve performance. To access dashboards in each division visit www.townofstratford.com/health/performance.

Key Performance Measures	Strategic Plan Alignment	Q1	Q2	Q3	Q4	FY 2016-2017	Annual Target	Status
1.1) % decrease in calculated average BMI in people screened through Know your Numbers Campaign	SP Obj 2.3		27.3	28.8	27.9	Average BMI =28 0.85% decrease	-5.00%	Improved but goal not met
2.1) % decrease of Chlamydia cases reported in 15 to 19 year olds.	SP Obj 2.3			↑50%		↑50%	-3.00%	Goal not met
3.1) % of foodborne follow-up investigations conducted within 48 hours as mandated by regulations.		83.0%	80.0%	100.0%	100.0%	90.8%	100%	Improved but goal not met
3.2) % of communicable diseases tracked per quarter.		100%	100%	100%	100%	100%	100%	Goal met

ACCESSING COMMUNITY HEALTH DATA

The SHD connects residents to data that helps to paint a picture of health in our community. Data from multiple National, State and local resources including Stratford's 2016 Community Health Assessment (CHA) are shared at community events. Visit www.townofstratford.com/healthdata to access current statistics!

COMMUNITY HEALTH IMPROVEMENT PLAN (CHIP) UPDATES

The SHD meets monthly with CHIP workgroups that were formed around each health priority in the Greater Bridgeport Community Health Improvement Plan. Highlights of key accomplishments include:

OBESITY

- Healthy food access Initiatives
- Informational packets and social media campaign
- Healthy food donation programs

ACCESS TO CARE

- Asthma statewide initiative
- Improved access to specialty appointments
- Community Health Worker advocacy

MENTAL HEALTH/SUBSTANCE ABUSE

- Mental Health Awareness month events
- Care Coordination Team for ED utilizers
- Urgent care mental health screenings pilot program

DIABETES/CARDIOVASCULAR DISEASE

- Know Your Numbers campaign and screenings
- Blood pressure monitoring at food pantries
- Stop light shelving system at food pantries



ACCREDITATION

PHAB

The SHD submitted the first annual accreditation report to PHAB in April to maintain status as a nationally accredited health department. The annual report consisted of updates on key elements of accreditation: Strategic plan, CHA, CHIP, QI and PMS. The SHD also began work necessary for reaccreditation in 2021. A workgroup was formed at the State and local level to leverage resources to accomplish this task.

STRATEGIC PLANNING

UPDATES

The Strategic Plan was revised during a meeting where all SHD staff members had the opportunity to provide input and feedback. Goals and strategies were revised and a final report was provided to elected and administrative officials for comment and input. The SHD management team met monthly to monitor implementation of strategies. Key accomplishments this year included a vapor intrusion and groundwater ordinance, staff training in data analysis, public outreach on EPA Raymark activities, environmental changes to improve food access, advocacy for implementation of the FDA food code, and updates to standard operating procedures.

Strategies for Health

ANNUAL REPORT FY 17



STRATFORD HEALTH DEPARTMENT

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