

CUYAHOGA COUNTY  
.....  
BOARD OF HEALTH

YOUR TRUSTED SOURCE FOR PUBLIC HEALTH INFORMATION

**2012**  
**Annual Report**



## Members of the Board

standing L to R: James T. Gatt, Charles T. Riehl, Esq., Terry Allan, Health Commissioner & Board Secretary, Gregory L. Hall, M.D.

sitting L to R: Debbie L. Moss, Esq., Ye-Fan Glavin, Ph.D.

## Core Values

Accountability, Community Service, Integrity, Leadership & Partnership

## Mission

To prevent disease and injury, promote positive health outcomes, and provide critical services to improve the health of the community.

## Vision

To optimize the public health status of the community through transformational programming that creates a clear line of sight between what we do every day and how the organization performs.



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## TIME FOR A NEW LOOK

Creating an identifiable brand is important no matter what business you are in and CCBH is no different. For the first time in several years, we are changing our look to better reflect who we are.

Taking the place of our longtime logo which featured the county outline is a sleeker, cleaner presentation that emphasizes the value we bring to the community.

“Your Trusted Source for Public Health Information” is not just a tagline to us. It is what we desired to be upon our inception in 1919 and it is indicative of the work we perform 94 years later in the name of protecting public health.

57 municipalities, 850,000 residents and thousands more businesses depend on the knowledge and skill of our team of professionals to safeguard their water, air and food supplies. They also look to us for clinical services, disease monitoring and dozens of other essential but perhaps lesser-known services.


The reason for that is we know what to do and you can trust us to help you. That is the message which we want to communicate when people think of the Cuyahoga County Board of Health.

## CCBH.NET

We want to share our public health information with you and we make it easy for you to get it. Log on to our website at [www.ccbh.net](http://www.ccbh.net) for access to a variety of subjects ranging from bedbugs to emergency preparedness to prescription drug abuse education. You can also keep up with the latest health-related news, learn about local events, download essential forms and applications, view our staff directory and search job opportunities.

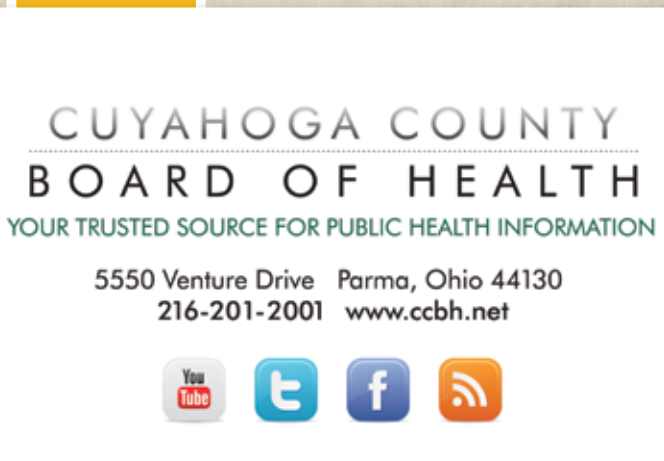
On our homepage, you can view current public health topics in 27 different languages thanks to Google Translate. Our food safety resource section explains the right way to prepare, store and cook your food. We also solve the mystery of sell-by and use-by dates so you'll know when it's time to use up the milk.

CCBH is also active when it comes to social media. Follow us for public health updates, news and more.

 [www.facebook.com/ccbh.net](http://www.facebook.com/ccbh.net)

 [www.twitter.com/CCBH\\_Net](http://www.twitter.com/CCBH_Net)

Hopefully, you now have a better feel for who we are, what we can do and where you can find us. When the time comes, give us a call or drop us a line. We want to hear from you and find out what we can do to help.



## OUR ANNUAL MESSAGE



Our 2012 Annual Report offers a platform for us to reflect on the opportunities and challenges we faced last year and also to share our optimism and strategic directions for 2013.

delivery of preventive health services that reduce health care costs and improve the lives of our residents.

Healthy eating and active living programs that promote access to healthy food choices, create safe routes for children to walk and bike to school, and support the development of community gardens continued to grow, acting as a catalyst for the visioning and creation of healthy neighborhoods.

In 2013, the Health Improvement Partnership-Cuyahoga, also known as HIP-C, will complete the region's first countywide health improvement plan. The result of our long-standing collaboration with over 50 community agencies, emphasis will be placed on engaging residents in the discussion, selection and application of the public health priorities that emerge.

Our role will continue to evolve in the coming months and years as we work toward positioning the Cuyahoga County Board of Health to meet the evolving needs of our communities. We welcome your input, encourage your involvement and thank you for taking the time to review the 2012 annual report.

The sluggish economic recovery from the Great Recession continued to present fiscal challenges as the demand increased for safety net services and other programs that support the children and families of Cuyahoga County.

We moved closer to our goal of creating interoperable electronic health records, which are critical to accessing essential data on major public health issues like diabetes, asthma, and obesity, while opening the door to more targeted and effective community interventions that move the needle on these epidemics.

In anticipation of the Affordable Care Act mandates that will take effect in 2014, we have expanded the scope of our agreements with insurance carriers. Our intent is to increase our level of reimbursement for the

This year's report highlights our expanding role in offering a range of cost-effective, multi-county services such as:

- Enforcement of Ohio's SmokeFree Law for communities in three counties [ccbh.net/smoke-free-workplace-act](http://ccbh.net/smoke-free-workplace-act)
- Storm Water management services for communities in three counties [ccbh.net/stormwater](http://ccbh.net/stormwater)
- The Breast and Cervical Cancer Program serving seven counties [ccbh.net/breast-cervical-project](http://ccbh.net/breast-cervical-project)
- The Dental Options Program, which provides free or low-cost dental care for low income individuals in fourteen counties [ccbh.net/dental-options](http://ccbh.net/dental-options)



## BRIDGING THE GAPS

As a public health provider in an area that features a tapestry of cultural diversity, we know how factors such as language, traditions and customs can influence one's ability to seek, understand and use health information. These same aspects also affect the ways in which we deliver information and services to our clients.

In response to this, we offer our staff training opportunities about topics such as health literacy, religious beliefs, and cultural differences among populations to enhance their individual and collective ability to provide services to the variety of communities that we serve.

Recent opportunities include our staff's participation in a Cultural & Linguistic Competence Policy Assessment developed by Georgetown University, and an interactive in-service session with the Diversity Center of Northeast Ohio.

We also ensure that our clients among the Limited English Proficient population can access services and information through the availability of interpretive and translation services.

Our TTY line, also known as Text Telephone, enables us to interact with clients who may be deaf, hard of hearing or speech-impaired. The TTY device allows them to use their telephone to type messages back and forth with us.

Our goal each day is to be respectful of and attentive to the needs of everyone we serve, regardless of the language they speak or the ways in which they communicate. By including diversity training as an ongoing component in the professional development of our staff, we can broaden their experience level, improve the delivery of our services, and work toward better outcomes for those who need our help.



# PROGRAMS & SERVICES

## ADMINISTRATION

- Communications
- Fiscal Management
- Grants Coordination
- Information Technology
- Legal Counsel
- Organizational Development
- Quality Improvement
- Strategic Planning

## ENVIRONMENTAL PUBLIC HEALTH

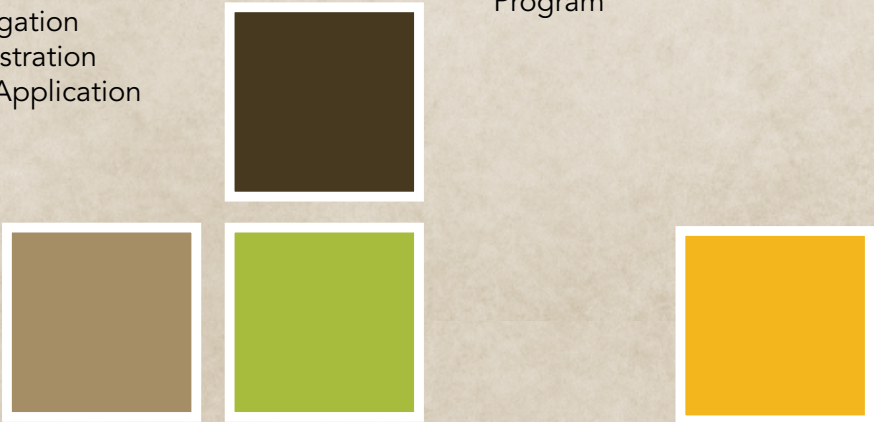
- Beach Monitoring
- Complaint Response & Investigation
- Consumer Products Safety & Recall Tracking
- Emergency Preparedness & Response
- Food Service Licensing & Inspection
- Health Education & Training
- Healthy Homes Program
- Lead Hazard Risk Assessment
- Pest & Rodent Control
- Private Water Systems Sampling
- Rabies & Zoonotic Diseases
- Solid Waste & Wastewater Site Inspection
- Swimming Pools & Spas Licensing & Inspection
- Storm Water Assessment
- Tattoo & Body Piercing Licensing & Inspection

## EPIDEMIOLOGY, SURVEILLANCE & INFORMATICS

- All Hazards Emergency Preparedness & Planning
- Cancer Cluster Investigation
- Data Analysis & Evaluation
- Disease Investigation
- Network Administration
- Outbreak Investigation
- Research Administration
- Study Design & Application

## PREVENTION & WELLNESS

- Adult & Child Immunizations
- Breast & Cervical Cancer Project
- Bureau for Children with Medical Handicaps
- Child & Family Health Services
- Child Fatality Review
- CPR & Health Education
- Creating Healthy Communities
- Dental OPTIONS
- East Cleveland Teen Collaborative
- Family Planning Clinic
- Fatherhood Programs
- Health Impact Assessment
- Health Improvement Partnership – Cuyahoga
- Help Me Grow
- Nutrition Services for Children with Special Health Care Needs
- PEER Program
- Personal Responsibility and Education Program
- Place Matters
- Ryan White Part A Services
- School-Based Dental Sealant Program
- School Health Services
- Special Needs Child Care Training
- Teen Pregnancy Prevention Program
- Travel Immunization Clinic
- Welcome Home – Newborn Home Visiting Program



# FOOD PROTECTION: Continuous Quality Improvement and Food Defense

The CCBH Food Protection Unit is comprised of a dedicated team of sanitarians who conduct routine inspections of all operations that sell food. There are approximately 4,000 countywide locations that vary from small snack shops selling candy bars and popcorn to large catering facilities that can serve thousands of meals at one time.

CCBH recently became involved with the Innovative Food Defense Grant from the United States Food and Drug Administration. This grant requires us to conduct unannounced audits of retail facilities such as nursing homes, grocery stores, and buffet restaurants with the goal of determining if the food in these locations is safe from food terrorists. The collected data will be analyzed and used in training sessions for local food operations with the intent of making our retail establishments and food supplies more secure.



Mobile and temporary food operations at fairs and festivals, as well as vending machines offering sandwiches, cups of coffee, pizza, and other perishable items, are also inspected to safeguard foods at special events and for locations without a food worker present.

Our inspections focus on a variety of risk-factors that can contribute to foodborne illness such as purchasing food from safe, approved sources and thoroughly cooking foods to eliminate disease-causing organisms known as pathogens.

To ensure that our communities are provided the best services from our agency, continuous quality improvement programs are used to monitor program effectiveness. Health inspection data is reviewed to identify any spikes in violations in a specific community. If unusual violations are found, our sanitarians are provided with specific educational information that will be brought to the food operator's attention for future implementation. The sanitarians themselves are also trained and their activity is tracked to assure that their focus is on critical risk-factor violations.



## KEEPING YOU SAFE AT THE BEACH

A day at the beach is one of the best ways to experience Lake Erie. Have you wondered how safe it is for swimmers?

The CCBH Beach Program helps to protect the public from potential health risks that can be associated with swimming in Lake Erie or other bodies of water.

Pollution at a beach can come from many sources, but it is mostly associated with rainfall that carries with it pollution from streets, lawns, litter, and other waste. Urban areas, with older sewer systems, may also experience sewer overflows, which consist of a combination of storm water and sewage. These combined sewers were designed to prevent basement flooding during heavy rain events by moving the overflowing water into Lake Erie or another location.

Water quality sampling is conducted during the summer months to determine if bacterial levels are safe for swimming. When bacterial levels become unsafe, the possibility of illness increases. Children, the elderly, and those with weakened immune systems are most at risk for becoming ill during these times. Nausea, cramps, or diarrhea may occur as a result of swallowing polluted water. High bacteria levels can also lead to respiratory, eye, and skin infections.

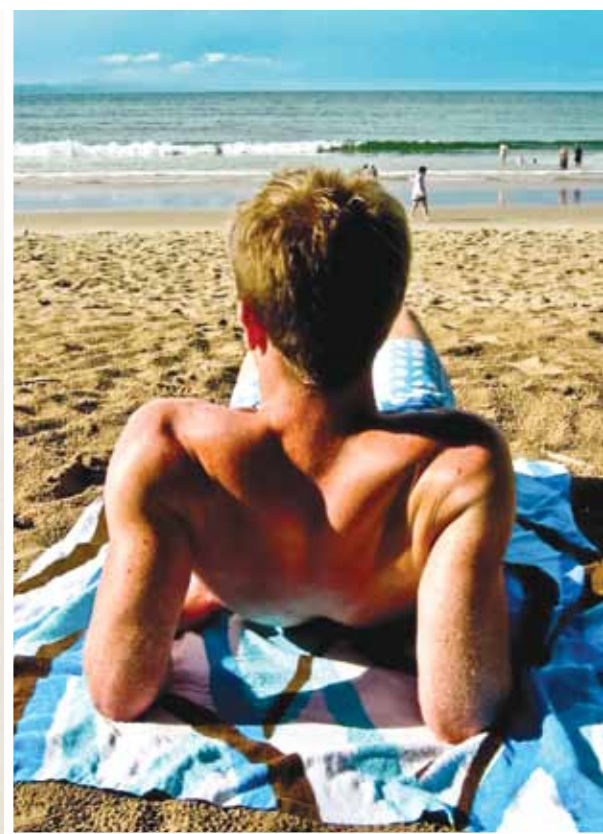
**Bacterial levels are likely to be high during the following conditions:**

- 24-48 hours after heavy rains.
- When it is very windy and waves are high. These conditions can stir up the bottom of the lake and cause the water to appear dirty.
- If the beach has a large population of birds, seagulls, or geese. Feces from birds and waterfowl can increase bacterial levels in the water.

You can find out if your favorite beach is sampled and view its water quality information at [www.ccbh.net](http://www.ccbh.net).

CCBH is also using technology and social media to quickly inform the public of water quality conditions. A forecasting system called Nowcast has been used at Huntington Beach in Bay Village since 2006. The system is unique because it lets us predict the water quality based on factors such as rain, wind, and waves.

Water quality information for Huntington Beach is updated daily and available from Memorial Day through Labor Day by following CCBH Facebook and Twitter postings or visiting the Ohio Nowcast website at [www.ohionowcast.info](http://www.ohionowcast.info)



## PEST CONTROL & COMMUNITY EDUCATION

CCBH sanitarians handle dozens of calls annually from residents regarding pest problems in and around the home. Everything from mosquitoes, ants, skunks, and bed bugs has the potential to cause stress and anxiety. Often, the concern is about the potential for disease transmission.

Integrated Pest Management (IPM) is CCBH's approach to controlling pest problems. IPM is an effective and environmentally sensitive approach to managing pests that relies upon common sense practices. Examples of IPM include the following:

- Sealing up cracks/crevices with caulk to keep pests out of the home.
- Removing debris from around your home and garage to eliminate hiding places for pests.
- Checking gutters and other areas of standing water to prevent mosquito breeding.

In some cases, pesticides are necessary and effective, dependent on the selection and proper use of the correct product. Care is needed by the pesticide user to ensure that they do not over apply the pesticide and cause more health problems to the occupants of the home than the actual pest.

Prevention, rather than reaction, is the key to effective pest control.

### RABIES

As a part of our regular activities, we track animal bites and participate in an annual vaccine distribution program to help prevent the spread of rabies in wild animals such as raccoons, skunks, coyotes, bats and foxes. Please visit [www.ccbh.net/rabies/](http://www.ccbh.net/rabies/) for more information.



### MOSQUITO CONTROL PROGRAM



Since 1975, our Mosquito Control Program has been actively working to prevent the spread of mosquito-borne encephalitis such as West Nile Virus, a potentially fatal inflammation of the brain and spinal cord.

Our staff is trained to survey problem areas in order to identify the level of mosquito breeding and the presence of adult mosquito populations. We treat areas of standing water including catch basins, roadside ditches and woodland pools. Surveillance, or trapping, is also conducted countywide among the adult mosquito population to monitor for potential disease activity.

Please visit <http://www.ccbh.net/mosquito-control/> to learn more about what we do and to find out what you can do to control mosquitos at your house.

### BED BUGS

They are hitchhikers without boundaries. They will attach themselves to your bed, furniture, luggage or clothing in search of a home. That home may be an unsanitary place or a five-star hotel. No matter to the bed bug. The females just want a cozy place to start laying their eggs, each one capable of laying 500 during their lifetime.



*Kind of creepy right? Don't worry. We are on the case.*

As a founding member of the Cuyahoga County Bed Bug Task Force, our staff works with area businesses, property owners, healthcare institutions and many other organizations to provide education and assistance in the fight against bed bugs. Meetings are held several times throughout the year, including an annual conference which draws hundreds of attendees.

Please visit <http://www.ccbh.net/bed-bugs/> to learn more about bed bugs and to link to the Bed Bug Task Force website.

# Epidemiology, Surveillance & Informatics

## INFECTIOUS DISEASE

Health care providers, hospitals and labs are required by law (under Ohio Administrative Code Chapter 3701-3) to report the occurrence of certain infectious diseases to local and state health departments. It is then our responsibility to investigate these reports in order to provide timely identification of disease outbreaks, offer education, make proper recommendations, and/or take steps to prevent the further spread of disease.

Some of the most commonly reported infectious diseases in Cuyahoga County are related to foodborne illnesses such as Salmonella. In fact, the Centers for Disease Control and Prevention (CDC) estimates that 48 million people each year gets sick from a foodborne illness.

Evidence has shown that educating food preparers in restaurants and home kitchens can have a positive impact on food safety and decrease the amount of new cases of foodborne illness. Because of this, staff from our Food Protection Unit use this information during routine inspections of food establishments and discuss foodborne illness prevention measures.

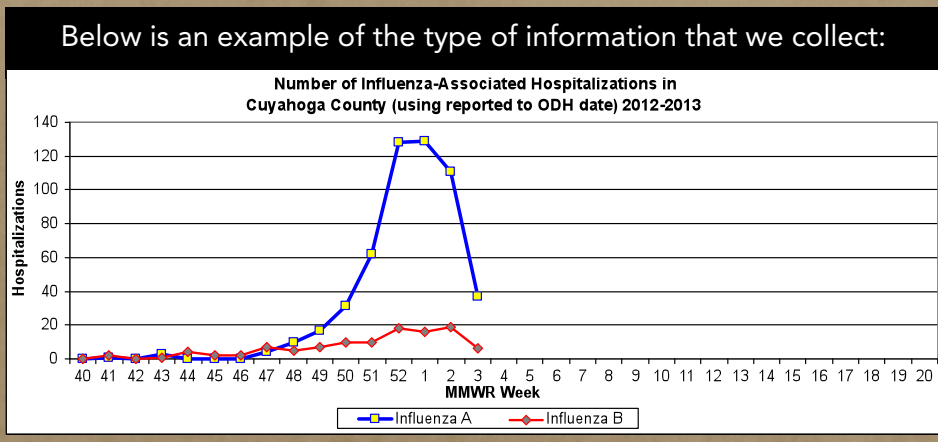
To learn more about the infectious disease information that we track, including our quarterly and annual reports, please visit our website at: <http://www.ccbh.net/reportable-disease-program>

## Public Health by the Numbers

One of the main tasks at CCBH, and all public health departments, is to regularly track the amount of disease occurring in our community. This regular monitoring is called surveillance.

Surveillance allows public health officials to identify increases or decreases in the amount of certain diseases and to know if specific places or groups are being affected more often when compared to other areas or groups.

Using surveillance methods, we can get a better understanding of whether or not programs that are designed to reduce or eliminate certain diseases are working. We can also find out if there is a need to increase awareness and education so that people can learn about ways to protect themselves.



## Influenza (Flu)

Another infectious disease that is closely monitored is influenza, or flu. CCBH publishes a weekly surveillance report each year during flu season (October through April) which tracks a number of factors related to the incidence of flu.

The information we gather is used to:

- Gain a local understanding of the impact and severity of flu activity.
- Promote awareness of what groups are affected to help focus messaging.
- Identify "hot spots" to help minimize and/or prevent future illness clusters or outbreaks.
- Allow for comparisons to previous years.

## TRACKING HEALTH ISSUES

### CHRONIC DISEASE

It is well-established that heart disease and cancer are the two leading causes of illness related to chronic disease. We track data about deaths due to chronic disease and information about new cases of disease which are reportable by law, including cancer.

We also monitor infant and child deaths, looking at the factors which affect the health of both the mother and child such as childhood lead poisoning.

### INFANT AND CHILD HEALTH

To learn more about the information that we track related to maternal and child health issues including annual reports, please visit our website at the following links:

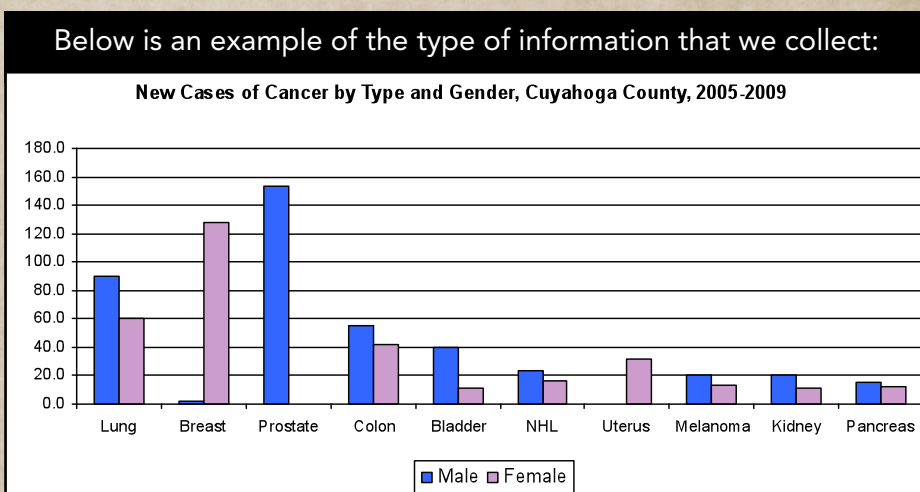
- [ccbh.net/child-fatality/](http://ccbh.net/child-fatality/)
- [ccbh.net/cfhs/](http://ccbh.net/cfhs/)
- [ccbh.net/lead-poisoning/](http://ccbh.net/lead-poisoning/)



### CANCER

State law requires healthcare providers in the community to report new cases of cancer to a central database that is maintained by the Ohio Department of Health (ODH). CCBH obtains this information through a partnership with ODH. We use this information to track the amount of cancer that occurs in people living in Cuyahoga County to determine if the amount of cancer is changing. We also establish if the amount of cancer in a specific community or population is higher or lower within a specific group of people or community.

To learn more about the cancer information that we track including our annual cancer report can be found on our website at: <http://www.ccbh.net/cancer>.



## NEWBORN HOME VISITING

In cooperation with the Invest in Children agency, a registered nurse from CCBH visits the homes of select newborns and their mothers during the first six weeks following birth. In 2012, more than 1,500 visits were made to local families.



The purpose of the visit is to:

- Identify and address potential medical, mental or social risk factors.
- Provide education about newborn care.
- Answer questions about caring for the baby and mother after delivery.
- Link families with community resources that support and improve infant health status.
- Emphasize the importance of a safe sleep environment for the infant.

CCBH employs two Child Find Specialists to recruit families six days weekly at Fairview Hospital, Metro Health Medical Center and University Hospitals of Cleveland.

The following groups are identified as priorities during recruitment:

- Low-income mothers earning less than 200% of poverty level.
- Teen mothers through age 19.
- Mothers with identified risk factors such as domestic violence, drug abuse, advanced maternal age and others.
- Mothers referred directly by the Department of Children and Family Services.

For more information, please visit  
<http://www.ccbh.net/newborn-home-visit/>

## CHILD FATALITY & SAFE SLEEP



During 2011, 187 children in Cuyahoga County died. 144 of those children, or 77%, were under one year of age including 19 infants who died while asleep.

With the child fatality rate often considered an indicator for a community's health status, a recommendation was made to conduct a countywide "Safe Sleep for Babies" messaging campaign. The safe sleep card shown below is distributed locally by hospitals, family service agencies, community-based programs and CCBH.

The Child Fatality Review Program's membership includes doctors, nurses, mental health experts, social workers, police officials, and the county medical examiner. The group examines the deaths of all children 18 and younger to better understand how and why they are dying. By looking at the causes, risk factors and circumstances, we hope to find ways to prevent future fatalities.

The program also provides education about infant and child safety. In addition to safe sleep, other topics include visiting the doctor during pregnancy, general care for young children, and protecting homes from fire and other threats.

Please visit <http://www.ccbh.net/child-fatality/> to view the 2010 and 2011 Child Fatality reports.



**Keep your baby safe.  
It's as simple as A, B, C.**

I sleep... **A** lone

on my **B** ack

in a bare naked **C** rib

## FAMILY PLANNING CLINIC

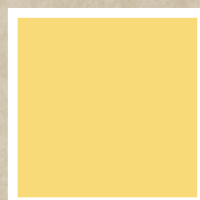
Using funds received from the Center for Community Solutions, CCBH has operated a Family Planning Clinic since 2010 as way of filling a gap in services for teens and adults in the southwestern area of Cuyahoga County.

In 2012, approximately 350 clients throughout the county received reproductive health services which included educational counseling, social services resources, pregnancy testing, access to birth control and condoms, and sexually transmitted infection testing and treatment.

According to the National Prevention Strategy, planning for and experiencing a healthy pregnancy is vital to the health of women, infants, and families. Planning pregnancies helps to raise educational attainment, increase employment opportunities, and enhance financial stability. Access to quality health services and support for safe sexual practices can improve physical and emotional well-being and reduce teen and unintended pregnancies, HIV/AIDS, viral hepatitis, and other sexually transmitted infections.

Located at the CCBH office in Parma, the clinic provides confidential services two days a week by appointment or walk-in. Teenagers 13 years or older may receive services without a parent or guardian. The clinic accepts Medicaid and private insurance. Out of pocket costs for those without insurance are based on income. Clients with little to no income may receive services at little to no cost.

Please visit <http://www.ccbh.net/family-planning> for more information.



# PROTECTING WATER QUALITY BEYOND OUR BORDERS

## SO WHAT IS A WATERSHED?

A watershed is the land area to which all water flows before moving toward a common water body, such as a river or lake.

CCBH's Watershed Protection Unit is designed to protect public health and our water resources from the impacts of pollution. Watershed-based planning is essential to the success of our water quality programming.

Water quality issues do not begin and end within our county borders. Because water naturally flows from one community into another, it is vital that water quality problems and programs are managed collaboratively using regional approaches.

CCBH has been active in protecting waters both in and beyond Cuyahoga County. Our Storm Water Program, developed in 2002, serves 50 communities across three counties and is a sought-after service. The cities of Aurora, Barberton, North Ridgeville, Norton and Shaker Heights have partnered with us to work toward meeting EPA storm water requirements.

Using United States Environmental Protection Agency (EPA) Beach Act funding, CCBH has assisted the Lorain City Health Department and the Lorain County Metro Parks with monitoring of the water quality at Lakeview Beach. Our work is also helpful to the Ohio Department of Health, which would otherwise need to conduct the work themselves since there is no formal program in the city of Lorain.

CCBH has also managed grant-funded stream restoration projects in the cities of Hudson and Twinsburg. These two cities, their school districts, the Tinkers Creek Watershed, and ultimately, Lake Erie, will benefit from improved water quality, storm water management, and increased educational opportunities as a result of our partnerships.

Clean and safe water is one of our region's most valuable resources. CCBH is proud to play a role in protecting that resource, regardless of where it may flow.



## SAFE ROUTES TO SCHOOL

Recent statistics indicate a substantial decline in the numbers of students walking or biking to and from school. Reasons may include distance to school, traffic-related danger, weather, and fear of crime.

The goal of the Safe Routes to School (SRTS) program, funded by the Ohio Department of Transportation (ODOT), is to assist communities in developing and implementing projects and programs that encourage and enable children in grades K-8, including those with disabilities, to safely walk or bike to school.

SRTS programs support increased physical activity time for students outside of the school day and structural changes which can benefit the entire community. Impactful SRTS programs focus on the physical environments within a one-mile radius of a K-8 school building and promote walking and biking through special events and educational programs.

The effects of a solid SRTS program can be far-reaching. Participation in a SRTS program can improve the health and safety of not only children, but pedestrians and bicyclists as well.

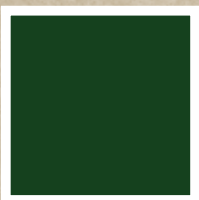
CCBH staff members provide technical assistance to school districts in various ways:

- Coordination of SRTS coalition meetings.
- Completion of classroom tallies and parent surveys.
- Attendance at community events supporting the promotion of walking and biking.
- Development of a SRTS social marketing campaign.
- Assistance with the adoption of local policies supporting active transportation.

To help the individual community programs create a lasting impact, CCBH will continue to seek funding from ODOT to support improvements and education campaigns. The adoption of local active transportation policies will help the SRTS model to take root in each participating district, ensuring its sustainability and effectiveness.

CURRENT Safe Routes to School PARTICIPANTS  
 BROOKLYN CITY SCHOOLS  
 EAST CLEVELAND CITY SCHOOLS  
 SOUTH EUCLID-LYNDHURST CITY SCHOOLS

Please visit <http://www.ccbh.net/safety-routes> for more information.





## DENTAL OPTIONS

DID YOU KNOW THAT NEARLY 4 MILLION OHIO ADULTS HAVE NO DENTAL INSURANCE?



The Dental OPTIONS Program (Ohio Partnership To Improve Oral health through access to Needed Services) provides reduced dental care for uninsured individuals with limited income.

Thanks to a private-public partnership between the Ohio Dental Association and the Ohio Department of Health, 287 licensed dentists are currently enrolled in the program and provide discounted services to patients across 14 Northeast Ohio counties, many of whom require extensive treatment.

The community need for discounted dental care remains strong. Approximately 400 patients are

waiting for an opening with a participating dentist to begin their treatment.

Our Regional Referral Coordinators screen patients to determine their eligibility and carefully match them with a participating dentist in their area who can address their specific dental needs. Treatment can last up to three years and cases are closely managed to ensure a positive outcome.

During the 2011-2012 grant year, 284 patients were served by participating dentists and more than 1,100 individuals were referred to community resources. The value of donated dental services totaled \$269,773.80.

Since we launched the program in 1997, our Dental OPTIONS Program

has delivered close to \$4 million in dental services to area residents.

Dental care providers who are interested in becoming a part of the Dental OPTIONS program are encouraged to contact us at 216-201-2063.



Please visit <http://www.ccbh.net/dental-options> for more information.



## BREAST AND CERVICAL CANCER PROJECT

The Breast and Cervical Cancer Project (BCCP) provides low income, uninsured, under-served women with access to timely breast and cervical cancer screenings.

Funded by the Ohio Department of Health, the BCCP program at CCBH is a true collaborative with over 100 medical providers and community partners supplying services to women in Northeast Ohio.

Since 1994, CCBH has served over 13,000 women in seven counties which include Ashtabula, Cuyahoga, Geauga, Lake, Lorain, Medina and Trumbull.

During the 2012 grant period, our region provided services to over 2,000 area women.

To be eligible, a woman must be 40 years old, have limited income and no insurance.

Local program staff can typically enroll clients over the phone or by mail.

Free services include clinical breast exams, pap tests, and pelvic exams. Women 50 and older, or those who are high risk for breast cancer, are eligible for a mammogram.

If an abnormal result is found, clients are offered diagnostic testing, surgical consultations, and biopsies along with case management and navigation through the healthcare system.

BCCP receives additional money through the Susan G. Komen for the Cure Northeast Ohio Affiliate to pay for breast diagnostic services that are not covered. The Komen dollars are also used to make mammograms available to women ages 40-49.

Under the BCCP, women who are diagnosed with breast or cervical cancer are eligible to enroll in the BCCP Medicaid program which then pays for complete treatment services.

If detected early, nearly all breast and cervical cancers can be treated successfully (Ohio Cancer Facts and Figures 2010).

Please visit [ccbh.net/breast-cervical-project](http://ccbh.net/breast-cervical-project) for more information.



# OPIATE ABUSE EPIDEMIC

The number of accidental deaths associated with the misuse of prescription medication is evidence of a nationwide public health crisis. A 372% increase in fatalities occurred from 1999-2010, largely driven by the abuse of opiate pain relievers.

Currently, unintentional drug overdose is the leading cause of injury-related death in Ohio, ahead of motor vehicle crashes, suicides, and falls.

The consequences of this epidemic go far beyond the individual who is misusing or addicted to these drugs and reach well into the community. This results in instability for communities often already in economic crisis and contributes to increased demand on many community services such as hospitals, medical professionals, court systems, children's services agencies, treatment centers and law enforcement.



## ESTIMATED AVERAGE ANNUAL COSTS OF UNINTENTIONAL DRUG OVERDOSE IN OHIO

Type of Cost	Fatal Costs	Non-fatal, hospital admitted cost
Medical	\$4.9 million	\$19.1 million
Work Loss	\$1.2 billion	\$5.2 million
Quality of Life	\$2.2 billion	\$7.6 million
Total	\$3.5 billion	\$31.9 million

Proper disposal of prescription drugs is important in the fight against drug abuse. Operation Medicine Cabinet brings awareness to the issue and offers the public a way to help.

A community-wide confidential collection of expired and unwanted medications, the effort involves local law enforcement and health officials working together to get drugs out of homes and on their way to a secure gathering site. Over 23,000 pounds of drugs were collected in Northern Ohio during two events in 2012.

In between collection events, the public can use the permanent drop boxes currently in place at several police stations throughout the county. Please visit [www.rxdrugdropvox.com](http://www.rxdrugdropvox.com) for a complete listing.



CCBH is proud to have come together with numerous community partners to raise public awareness, promote community action and implement educational programs about the dangers and devastating effects of prescription opioid abuse.

Examples of our involvement include:

- Charter member of the Cuyahoga County Prescription 4 Prevention Coalition.
- Partner in Operation Medicine Cabinet, a biannual event which allows residents to safely dispose of unwanted and expired medications.
- Advocate for the formation of a countywide Poison Death Review Committee that would compile, present and interpret data related to accidental and intentional overdose deaths.
- Organizer of the "Opiate Epidemic Across the Lifespan" regional conference in 2012.
- Respected community educator in the areas of opiate abuse and proper disposal of prescription medications.

Collaboration with local, state, and national partners has led to an increased understanding of the complexity of this issue as well as the steps that need to be taken in order to increase awareness and ensure a reduction in deaths associated with the misuse of opiates. By being part of a collaborative regional approach, CCBH can help to address this epidemic from the critical perspectives of prevention, treatment, law enforcement, and education.

For a complete overview of Cuyahoga County's Opiate Epidemic, including the public health implications surrounding the increase in heroin use, please visit the newly developed county-wide website at: [www.cuyahogacountyopiatecollaborative.com](http://www.cuyahogacountyopiatecollaborative.com)

Created in partnership with the Cuyahoga County Executive's Office, the website is meant to be a comprehensive resource where the public can find valuable information and have an opportunity to link to the agencies that are actively involved.

## SMOKE FREE OHIO LAW REDUCES EXPOSURE TO SECOND-HAND SMOKE

The Smoke Free Workplace Act of 2006 impacts approximately 280,000 public places and places of employment in Ohio. It protects and improves the health of all Ohioans by prohibiting smoking in workplaces and public places with very few exceptions.

As designated by the Ohio Department of Health, CCBH is responsible for local enforcement of the law as well as enforcement activities in Geauga and Portage counties and the City of Ravenna.

To adhere to the law, affected businesses and public places must do three things:

- Prohibit smoking in any “public place” or “place of employment.”
- Post no-smoking signs with the toll-free enforcement number, 1-866-559-OHIO (6446), at all entrances or areas of transition between non-regulated and regulated areas.
- Remove ashtrays and other tobacco receptacles.

The first violation of the law results in a warning letter. Repeat and subsequent violations result in fines ranging from \$100 to \$2,500. Fines can be doubled for intentional violation of this law.

In 2011, data collected both before and after the smoking ban was analyzed to compare trends for emergency department and urgent care chief complaint visits related to heart attack and/or acute myocardial infarction.

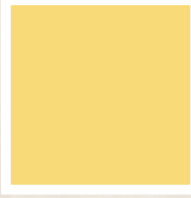
Based on the results, the data suggests a reduction in the harmful effects of second-hand smoke exposure. We have seen a 95% countywide compliance rate and a 26% statewide drop in chief complaints for heart attack admissions in emergency rooms.

For a complete analysis of the impact of Ohio’s Smoke-Free Workplace Act and more information regarding the law and rules, please visit [odh.ohio.gov/smokefree/sf1/](http://odh.ohio.gov/smokefree/sf1/).

### NO SMOKING



To report violations call  
**866-559-OHIO (6446)**  
in accordance with Chapter 3794  
of the Ohio Revised Code.



## HEALTH IMPROVEMENT PARTNERSHIP-CUYAHOGA (HIP-C)



Health Improvement Partnership-Cuyahoga is an innovative planning process designed to engage a community in a collaborative effort that identifies strengths, issues, and resources influencing the health of all county residents.

CCBH is a lead partner in this countywide initiative, along with the Cleveland Department of Public Health, the Shaker Heights Health Department, and the Prevention Research Center for

Healthy Neighborhoods of Case Western Reserve University. Membership includes more than 70 local agencies, organizations, and community representatives.

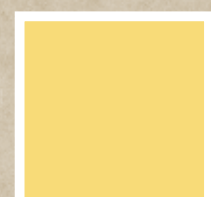
The goal of HIP-C is to use existing data and community input to aid in the development of a plan that will improve the health of all people who live, work, learn, and play in Cuyahoga County.

Using a model created by The Centers for Disease Control and Prevention and the National Association of County and City Health Officials called Mobilizing for Action through Planning and Partnerships (MAPP), HIP-C emphasizes a broad definition of health; one that includes social, economic, political, and environmental conditions as factors which can impact health and opportunity.

The MAPP process has been implemented in hundreds of communities across the United States, providing the framework for successful prioritization of community health issues and needs, while also supplying methods for developing goals and strategies to address the priorities.

Rather than “experts” telling residents what makes them “healthy,” HIP-C encourages community involvement at every level of the process, making the plan truly representative of the area’s pressing health-related needs.

Please visit [www.hipcuyahoga.org](http://www.hipcuyahoga.org) for more information.



## FINANCIAL PAGE

Recognizing the impact that the economy has had on local governments, we have diversified revenue streams in order to assure financial stability and the continued delivery of comprehensive public health services to our communities. Examples of this sustainable approach include:

- Assuring that approximately 50% of our annual operating budget comes from federal, state and local grants and contracts. This approach allows us to expand our services and reduce the financial impact on our cities, villages and townships.
- Collecting increased revenues from Medicaid Administrative Claims for enrollment, and service provision for individuals receiving Medicaid coverage.
- Expanding contracts and credentialing among public and private insurance plans for coverage of preventive health services that we deliver to residents such as vaccinations, dental care, and reproductive health.
- Consolidating programs, sharing services, and leveraging technology to reduce overall operating costs and increase efficiency.

In 2013, we will identify new opportunities to claim uncovered costs for programs that reduce community and individual expenditures for health care services. New opportunities presented in the Affordable Care Act offer promising approaches to addressing chronic conditions like diabetes and asthma by expanding our preventive health services.

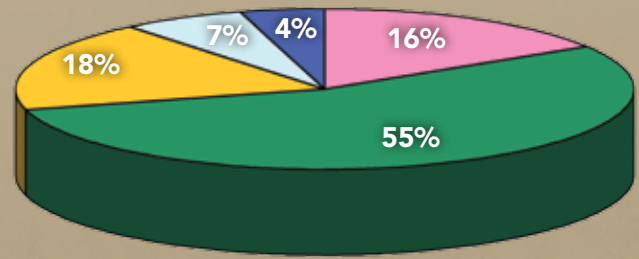


## OUR VALUED FUNDERS

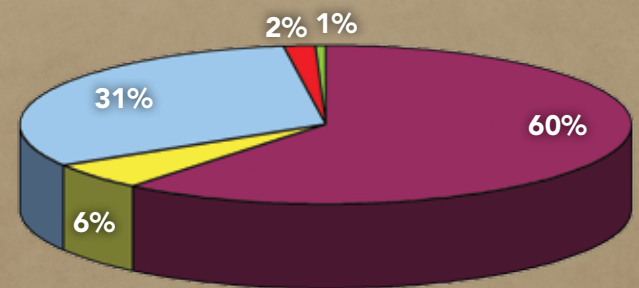
- AIDS Funding Collaborative
- Center for Community Solutions
- City of Cleveland Department of Public Health
- Cleveland Clinic Foundation
- Cleveland Foundation
- Community Endeavors Foundation, Inc
- Council of State and Territorial Epidemiologists
- Cuyahoga County Executive Office
- Cuyahoga County Solid Waste District
- Educational Service Center of Cuyahoga County
- George Gund Foundation
- Invest in Children/Office of Early Childhood
- Mt. Sinai Health Care Foundation
- National Association of County and City Health Officials
- Northeast Ohio Affiliate of Susan G. Komen for the Cure



## 2012 FINANCIAL OVERVIEW



REVENUE	IN DOLLARS	PCT
City, Village & Township	\$3,282,659	16%
Federal, State & Local Funds	11,189,870	55%
Licenses, Permits & Fees	3,712,420	18%
Charges for Services	1,341,925	7%
Other Receipts	882,859	4%
<b>TOTAL REVENUE</b>	<b>\$20,409,733</b>	<b>100%</b>



EXPENDITURES	IN DOLLARS	PCT
Personal Services	\$12,727,085	60%
Services & Charges	1,179,494	6%
Grants & Subcontracts for Services	6,603,726	31%
Supplies & Materials	350,061	2%
Capital Outlays	105,482	1%
<b>TOTAL EXPENDITURES</b>	<b>\$20,965,848</b>	<b>100%</b>



- Ohio Attorney General's Office
- Ohio Child Care Resource & Referral Association
- Ohio Department of Health
- Ohio Department of Natural Resources
- Ohio Public Health Partnership
- Saint Luke's Foundation
- Starting Point
- State of Ohio Department of Transportation
- Summit County Health District
- Urban Area Security Initiative
- U.S. Department of Housing & Urban Development
- U.S. Environmental Protection Agency
- Western Reserve Area Agency on Aging

# CUYAHOGA COUNTY GENERAL HEALTH DISTRICT

SERVING OVER 850,000 RESIDENTS IN 57 GREATER CLEVELAND COMMUNITIES

Bay Village	Chagrin Falls Township	Hunting Valley	North Randall	Solon
Beachwood	Chagrin Falls Village	Independence	North Royalton	South Euclid
Bedford	Cleveland Heights	Lakewood	Oakwood Village	Strongsville
Bedford Heights	Cuyahoga Heights	Linndale	Olmsted Falls	University Heights
Bentleyville	East Cleveland	Lyndhurst	Olmsted Township	Valley View
Berea	Euclid	Maple Heights	Orange Village	Walton Hills
Bratenahl	Fairview Park	Mayfield Heights	Parma	Warrensville Heights
Brecksville	Garfield Heights	Mayfield Village	Parma Heights	Westlake
Broadview Heights	Gates Mills	Middleburg Heights	Pepper Pike	Woodmere
Brooklyn	Glenwillow	Moreland Hills	Richmond Heights	
Brooklyn Heights	Highland Heights	Newburgh Heights	Rocky River	
Brook Park	Highland Hills	North Olmsted	Seven Hills	

## CUYAHOGA COUNTY

## BOARD OF HEALTH

YOUR TRUSTED SOURCE FOR PUBLIC HEALTH INFORMATION

5550 Venture Drive • Parma, Ohio 44130

Phone: 216-201-2000 • Fax: 216-676-1311 • TTY 216-676-1313



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