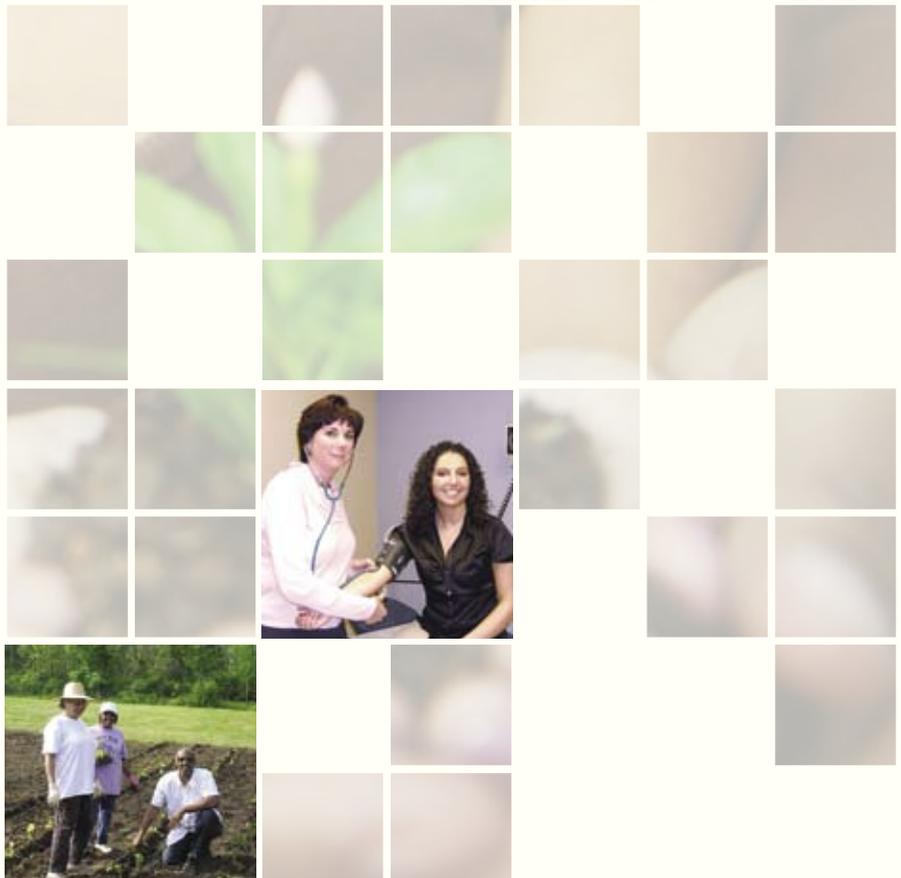


Cuyahoga County Board of Health  
**2007 Annual Report**  
[www.ccbh.net](http://www.ccbh.net)



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## MEMBERS OF THE BOARD

- Greg W. Gatt, President
- Charles T. Riehl, Esq.
- David G. Litaker, M.D., Ph.D.
- Debbie L. Moss, Esq.
- Ye-Fan Glavin, Ph.D.
- Terrence Allan, R.S., M.P.H., Secretary &  
Health Commissioner
- Joseph Bucci (not pictured)

## Message from the Cuyahoga County Board of Health

2007 proved to be an eventful year with a wide range of public health challenges and a landmark victory. For more than a year, we have been implementing Ohio's ground-breaking Smoke-free Ohio law, which was approved by a majority of voters in November 2006. The fervor over the impact of this new law has largely been a tempest in a teapot, with more than 95% compliance among Greater Cleveland businesses. We appreciate the cooperation we have received from businesses that have adapted to the new law and patrons who now politely step outside if they choose to smoke. A study recently published by the New York State Department of Health found that there were 3,813 fewer hospital admissions for heart attacks in 2004. This represents an 8% decline in comparison to what was expected without the implementation of its smoking ban in 2003.

The Cuyahoga County Board of Health (CCBH) also responded to a number of public health challenges of local and national significance. The public outcry over lead found in imported toys raised concerns about the safety of a range of imported consumer products. A series of Methicillin Resistant Staphylococcus Aureus (MRSA) and Norovirus outbreaks occurred in a number of school, institutional, and community settings. CCBH also expanded implementation of a range of programs that work to reduce teen pregnancy and chronic conditions like childhood obesity and cardiovascular disease.

The impact of all our activities can only be demonstrated through rigorous evaluation of our programs to objectively measure our success. This report will specifically focus

on the data we have collected to date and will provide evidence that all the hard work of our very talented staff has indeed made a difference in the lives of the children and families that we serve in Cuyahoga County. In 2008, we will continue to expand our program evaluation and data analysis capacity to further demonstrate our value to the community. Thank you for taking time to review our report. We focus this year on three overarching themes: **Living Well, Healthy Environments and Protection from Disease and Injury.** We feature several of our programs and encourage you to visit our web site at [www.ccbh.net](http://www.ccbh.net) for the most current public health information.



**Mission:**

*Prevent disease and injury, promote positive health outcomes, and provide critical services to improve the health status of the community.*

**Core Values:**

*Leadership, Integrity, Accountability, Partnership, Community Service*

**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.*



**Strategic Planning Through Continual Quality Improvement**

2007 marked a change in strategic planning at the Cuyahoga County Board of Health. Performance goals and objectives were written to mirror the national standards set forth in the Centers for Disease Control and Prevention’s (CDC) foundational documents, Operational Definition of a Functional Health Department and Ten Essential Services of Public Health, rather than State of Ohio improvement standards alone.

Our goals will help position us to meet the new state and national standards for voluntary accreditation and allow us to serve our communities in the most effective manner possible. We are building a culture steeped in continual quality improvement (CQI) because it is the most transparent way to measure our progress, outcomes and impacts. It will ensure that we build the capacity needed to meet emerging challenges in years to come. We are working to determine the public health needs of the community through evidence and research. To that end, we continue to collaborate with a number of academic institutions and community partners to further our mission.



## 2007-2008 Performance Goals

### Monitor the Health Status and Understand Health Issues Facing the Community

- Create a community profile of all CCBH programmatic data and other relevant health and social service data for one community in the CCBH health jurisdiction
- Orient local providers to, and increase utilization of, the enhanced NEO health alert network
- Develop a template for conducting a community health assessment
- Expand existing collaboration with the medical community to acquire and analyze relevant community health data
- Conduct a leading cause of death and potential years of life lost analysis for Cuyahoga County

### Protect People from Health Problems and Health Hazards

- Develop and implement plans to increase early event surveillance activities
- Develop and implement strategies to address children with blood lead levels 5-9 µg/dl
- Expand current programming for seniors incorporating educational outreach and home safety assessments to prevent unintentional injury
- Complete the Emergency Response Plan (ERP) and identify/train employees responsible for developing supporting standard operating guidelines, checklists, and job action sheets
- Increase community disaster awareness and preparedness to meet the needs of special populations

### Give People Information They Need to Make Healthy Choices

- Expand electronic Public Service Announcements and media releases to educate the public about emerging health concerns utilizing new technology
- Develop a coordinated system to communicate health information to community leaders
- Develop an organizational strategic plan for providing culturally & linguistically appropriate services (CLAS) based on national CLAS standards
- Implement a coordinated school health pilot project based on the CDC's coordinated school health model in two local school districts

### Engage the Community to Identify and Solve Health Problems

- Support the formation of consumer engagement methods in the 'aligning forces for quality' initiative to improve health outcomes and quality of care

### Develop Public Health Policies and Plans

- Develop and promote a positive health behaviors campaign
- Identify the roles of public health in the built environment to sustain healthy people in healthy places of Cuyahoga County
- Develop and implement a written organizational policy of legislative initiatives and convene a meeting of stakeholders to advocate for public health policies

### Enforce Public Health Laws and Regulations

- Analyze and report on the critical CDC risk-based factors to reduce foodborne illness
- Monitor and enforce the Ohio Smokefree Act to maximize community compliance and health impact

### Help People Receive Health Services

- Identify changing health needs in the general health district by engaging elected representatives
- Collaborate with area healthcare providers to increase access to care for under- and uninsured populations
- Assess need and cost to establish enhanced clinical services to the community

### Maintain a Competent Public Health Workforce

- Conduct an organizational assessment to determine recruitment and retention practices to assure a diverse staff
- Implement a system to accept client payments electronically

### Evaluate and Improve Programs

- Utilize customer and external partner satisfaction surveys to evaluate effectiveness and quality of CCBH programs
- Assure that all programs have at least one quality improvement/assurance measure in place

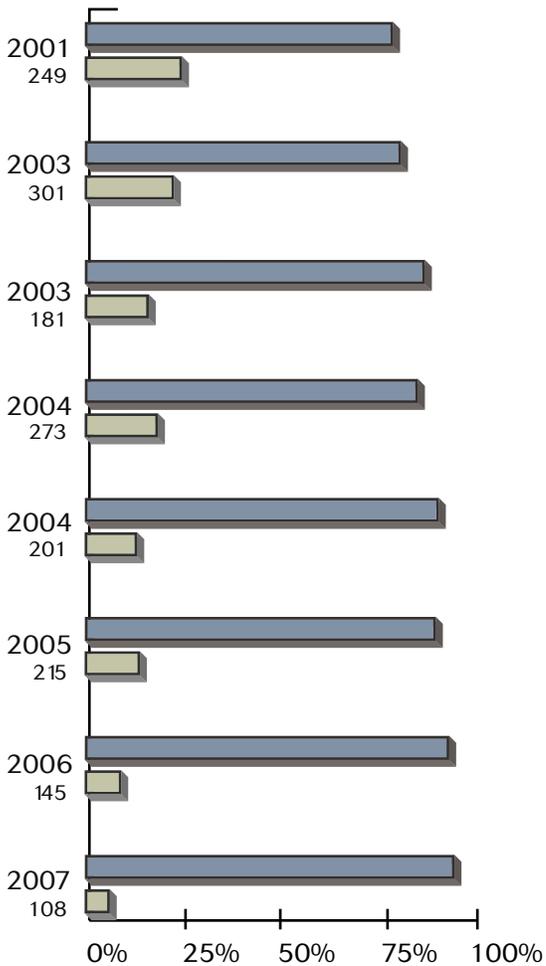
### Contribute to and Apply the Evidence Base of Public Health

- Collaborate with academia and/or the medical community to identify one new research project
- Present CCBH generated data at six national, state, and/or local scientific meetings

### Administer the Health District

- Prioritize and initiate the five-year informatics plan for implementation
- Collaborate with statewide public health partnership on the performance standards project
- Complete the Management By Objective (MBO) pilot process and build a standard employee evaluation tool

## Tobacco Vendor Compliance Rates



*15% fewer businesses were selling tobacco to children under 18 years old.*

- Compliance
- Non-compliance

The Cuyahoga County Board of Health leads the Cuyahoga County Comprehensive Partnership for Tobacco Reduction. This partnership is comprised of nearly 20 agencies and is funded by the Ohio Tobacco Prevention Foundation and the United Way Community Vision Council. We provide expertise, education, smoking cessation support and services to reduce the burden of tobacco use in the county. In addition, the Partnership assists worksites to develop 100% tobacco-free campus policies and implements tobacco vendor compliance checks.

### Program Highlights of 2007:

- 2,773 youths were provided tobacco prevention curriculum in the following school districts: Cleveland Metropolitan School District, Euclid City Schools, Garfield Heights City Schools and Maple Heights City Schools.
- 359 adults were provided tobacco cessation programming at worksites, hospitals and federally qualified health clinics.
- 108 sites were visited during the 2007 tobacco vendor compliance checks. Youths were able to buy tobacco products at only 9 sites, yielding an 8.3% non-compliance rate.

# Living Well



## Smoke-free Ohio

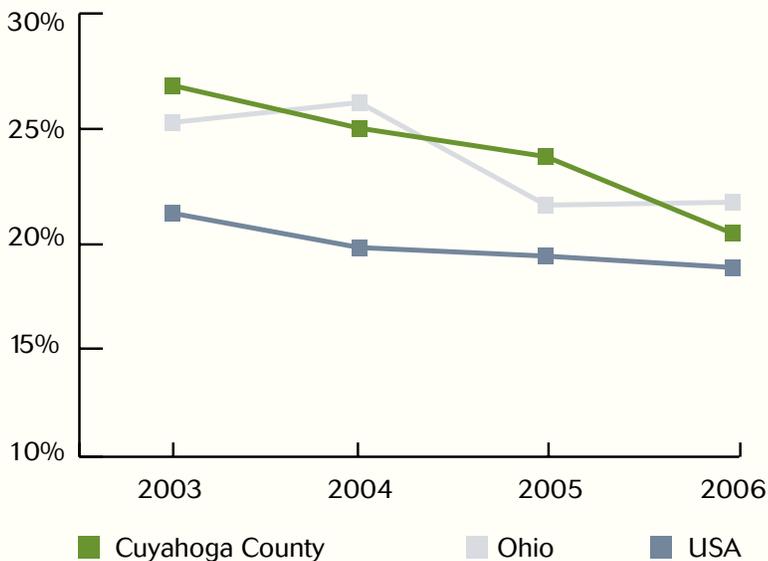
On November 7, 2006, the majority of Ohio voters (58.3%) voted to protect all workers and citizens from the dangers of exposure to secondhand smoke. Since the law's inception on December 7, 2006, the Ohio Department of Health has designated, through a rule-making process, the local health departments as the enforcement authority. In adhering to these requirements, our offices have been active in fielding complaints and conducting investigations.



*Tobacco items purchased by local youth during our vendor compliance checks.*

Overall, businesses have responded very well, and citizens have not hesitated to report violations of the Smoke-Free Workplace Act. Since May 2007, there has been a significant decrease in complaints, and it appears that as the year ended, complaints and investigations stabilized.

## County, State and National Trends in Cigarette Smoking



### Since December 7, 2006:

- \* 893 complaints were received
- \* 712 investigations completed (181 duplicates)
- \* 103 warning letters were sent

*Preliminary analyses of 2007 data indicate that smoking rates in Cuyahoga County continue to decline.*



## The Built Environment

There has been growing recognition that the built environment, the man-made physical structures and infrastructure of communities, has an impact on our health. In 2007, the Cardiovascular Health program (CVH) identified the built environment as a key focus in helping people to adopt healthier lifestyles. The local CVH task force in East Cleveland and North Randall chose to pursue community gardens as a way to improve access to fresh fruits and vegetables, promote physical activity, increase community involvement and lead to community revitalization. Gardening helps reduce stress, prevents violence and teaches people skills that can help promote healthy behaviors.

Through partnerships with more than 15 community agencies and businesses and with support from community volunteers, two asphalt lots, once littered with weeds and debris, were transformed into community gardens and are maintained by citizen volunteers.

- More than 4,700 square feet of gardens provided healthy fresh fruits & vegetables to 40 families in East Cleveland and North Randall.
- More than 400 gardeners attended a series of five workshops.
- 50 community volunteers showed up to remove litter and debris.

In late 2007, the Village of North Randall was awarded a CVH scholarship to develop a walking path adjacent to the community garden. This path will be developed in 2008 though a partnership with CVH and the Village of North Randall.

CCBH staff assisted with building a KaBOOM! playground in June 2007 and with forming the East Cleveland Playful City Taskforce. KaBOOM! is a national non-profit organization dedicated to play. KaBOOM! hopes to create a place to play within walking distance for every child. The task force created a video grant proposal that competed

nationally for a \$25,000 playground grant. They were awarded the grant in December 2007 and construction is scheduled for spring 2008. The playground's learning gazebo, walking path and community garden will promote physical activity and learning for children of all ages.

In 2008 we will continue to develop a healthy land-use strategic plan in East Cleveland to utilize vacant properties and brown fields for gardening and green space.



- 1,589 children were identified in Cuyahoga Co. (including the City of Cleveland) with blood lead levels  $> 10\mu\text{g}/\text{dl}$  in 2005
- 201 children were identified within the Cuyahoga County Board of Health's jurisdiction during this same time period
- 109 housing units were made lead-safe in 2007
- 7 million dollars in grants were awarded in 2007 to make houses lead safe



Unfortunately childhood lead poisoning is still a major public health issue in Cuyahoga County. Consequently, the Board of Health manages a comprehensive Childhood Lead Poisoning Prevention Program through a joint nursing, environmental and community health partnership involving education, blood lead screening, case management, home assessment and remediation.

As a delegated authority of the Ohio Department of Health, the Cuyahoga County Board of Health has the statutory authority to conduct public health interventions and enforcement activities for cases involving children identified with elevated blood lead levels ( $>10 \mu\text{g}/\text{dl}$ ).

Primary prevention activities, including medical provider education and the support of the Greater Cleveland Lead Advisory Council, have been provided by the St. Luke's Foundation since 2005. More than 1,000 health care providers have received training since the inception of the grant.

Healthy  
Environments

Part of the overall primary prevention initiative has been to recognize and implement a higher standard of care based upon a lower blood lead action level in Cuyahoga County (>5 µg/dl). This has resulted in interventions for children that have not yet exceeded the current federal threshold. Ample data show that IQ detriments among children occur at lower levels of exposure to lead.

Additional primary prevention activities and housing remediation have been supported by Lead Hazard Control Grants funded by the Department of Housing

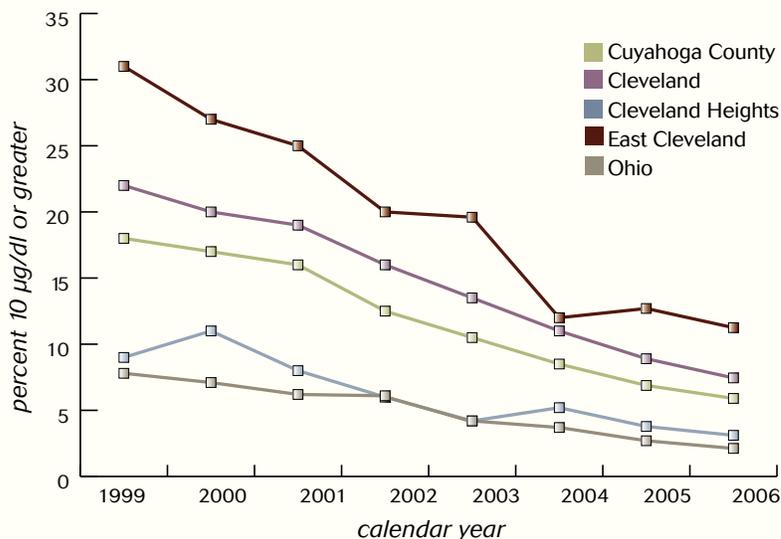
and Urban Development. We have been directly awarded five grants and have participated as a sub-recipient on two additional grants, which represent more than 15 million dollars in local funding to remediate more than 1,000 housing units since 1998.

All these activities support the national goal of eliminating childhood lead poisoning by 2010. Through comprehensive programming and partnerships, we have seen a dramatic decline in childhood lead poisoning rates since 1996.

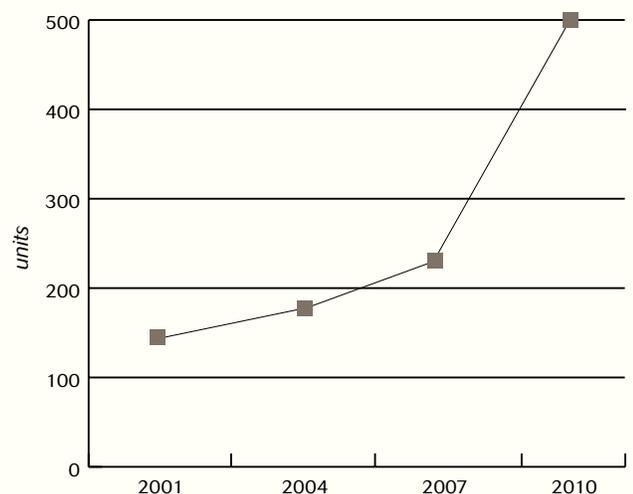
**The following graphs indicate:**

- Childhood lead poisoning rates have dropped almost 20% since 1999
- 1,000 housing units will be made lead safe for children by 2010

**Percentage of Confirmed Elevated Blood Lead Levels 10 µg/dl or Greater in Children 0-5 Years of Age**



**Lead Safe Units**





## Predicting Water Quality

Lake Erie is a true gem in the Midwest. While we usually think of the lake as a great place for family recreation, we don't often consider the health risks associated with bacterial pollutants in the water. The Cuyahoga County Board of Health (CCBH) monitors the lake to ensure that families can enjoy a relaxing day at the beach.

Currently, water quality monitoring tests results can take up to 24 hours to produce. This lag time can pose a threat to health as beaches with dangerous levels of bacteria may not be accurately posted until the following day. CCBH, in partnership with the U.S. Geological Survey (USGS), has implemented an innovative system for predicting beach advisories in a same-day, real-time fashion, providing the public with water quality information before they go to the beach. This system is known as Nowcast.

- NBC Nightly News has interviewed CCBH staff about the Nowcast system, which continues to receive significant local, state and national recognition.
- Water quality data is made available to the public by 9:30 a.m. every morning between Memorial Day and Labor day via the Nowcast web site, [www.ohionowcast.info](http://www.ohionowcast.info). Notices are also posted at the beach.
- Nowcast accurately predicted water quality 80% of the time in 2006 and 83% in 2007, without lag time. Traditional testing methods are still utilized for comparison to help refine the Nowcast model.
- Since 2006, 189 water quality predictions have been made.
- The Nowcast system is currently being operated at Huntington Beach in Bay Village. Huntington Beach is the first Lake Erie beach to utilize a predictive system. There are only three other similar predictive models that are being used across the nation.

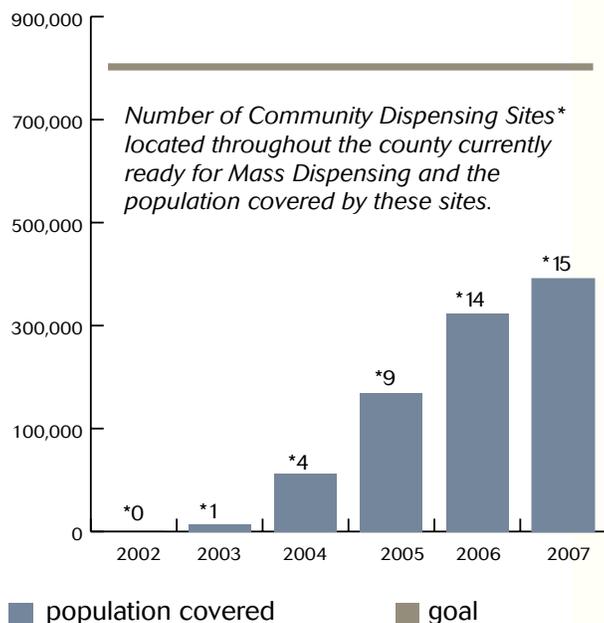


*Signs posted every day at Huntington Beach indicating the quality of the water for swimmers.*

In recent years, public health has been formally recognized as a critical first responder during natural and man-made emergencies. Specifically, public health has taken on leadership roles for biological events (e.g. West Nile Virus, SARS, Pandemic Flu) but also provides support for non-biological events. Planning for community based prophylaxis (i.e. providing medicine to protect the public against a potential health threat) has been a primary focus.

This graph represents the progress made over the past five years toward developing county-wide capability to dispense medication to the entire population over a short time period (i.e. 48 hrs). During mobilization, community sites are staffed primarily by community volunteers in collaboration with the health department.

#### Readiness Indicator for Mass Dispensing of Medication in the CCBH Health Jurisdiction



- 5,000 CERT (Community Emergency Response Team) volunteers from 35 communities in the county have been identified to help respond to an outbreak or disaster through a collaboration with area Emergency Coordinators.
- CCBH, as the regional public health coordinating agency, has assisted in aligning the preparedness plans of 12 health departments in a five-county region including Ashtabula, Lake, Geauga, Cuyahoga and Lorain counties.
- In partnership with the Ohio Department of Health, Case Western Reserve University and the Rainbow Center for Global Child Health's 'Children in Disasters Project,' CCBH developed a course to educate first responders and public health professionals on the special needs of children in disaster situations. The course was offered in six cities across Ohio including: Columbus, Dayton, Cleveland, Akron, Toledo and Athens.
- The Cuyahoga County Board of Health is a partner agency in the newly formed Northeast Ohio Regional Fusion Center. This center will collect and analyze data from diverse sources. This information is then shared with various agencies to assist with risk-based prevention and emergency response activities.

# Protection from Disease and Injury

## Home Injury and Falls Prevention

Since starting our Home Injury Prevention Program (H.I.P.P.) in 2004, CCBH has been active in developing services to prevent in-home injuries to senior citizens across our region. According to the CDC, one of the leading causes of death for adults age 65 and older is unintentional falls. We have systematically increased our capacity to prevent injury to senior citizens by moving from awareness-based education to Matter of Balance (MOB), an evidence-based, cognitive transition program. Through partnerships with the Western Reserve Area Agency on Aging, Ohio Department of Aging, the Cuyahoga County Department of Development, Older Adult Connection Council, Tri-C Consortium and the cities of North Olmsted and Brooklyn, we have been able to provide home assessments and subsequent structural improvements along with education proven to change behavior and prevent senior injuries. In 2007, we worked with the city of Garfield Heights to enroll 50 participants in a comprehensive fall prevention program. In 2008, we will be conducting assessments in more than 200 homes.

*"I am more aware of my walking habits. I now do more exercises while I sit and I find myself exercising more often following the training."*

– Matter of Balance Graduate, April 2007

*"I am very grateful to have had the railings and grab bars installed into my home. I appreciate the visit. It was very enlightening and enjoyable."*

– Garfield Heights Senior, October 2007

### Home Injury Prevention Program

- 2,000 seniors were educated on the risk factors associated with falls and on the importance of physical activity.
- More than 100 homes belonging to seniors at risk for falling were assessed to identify and rectify structural and physical conditions associated with falling.

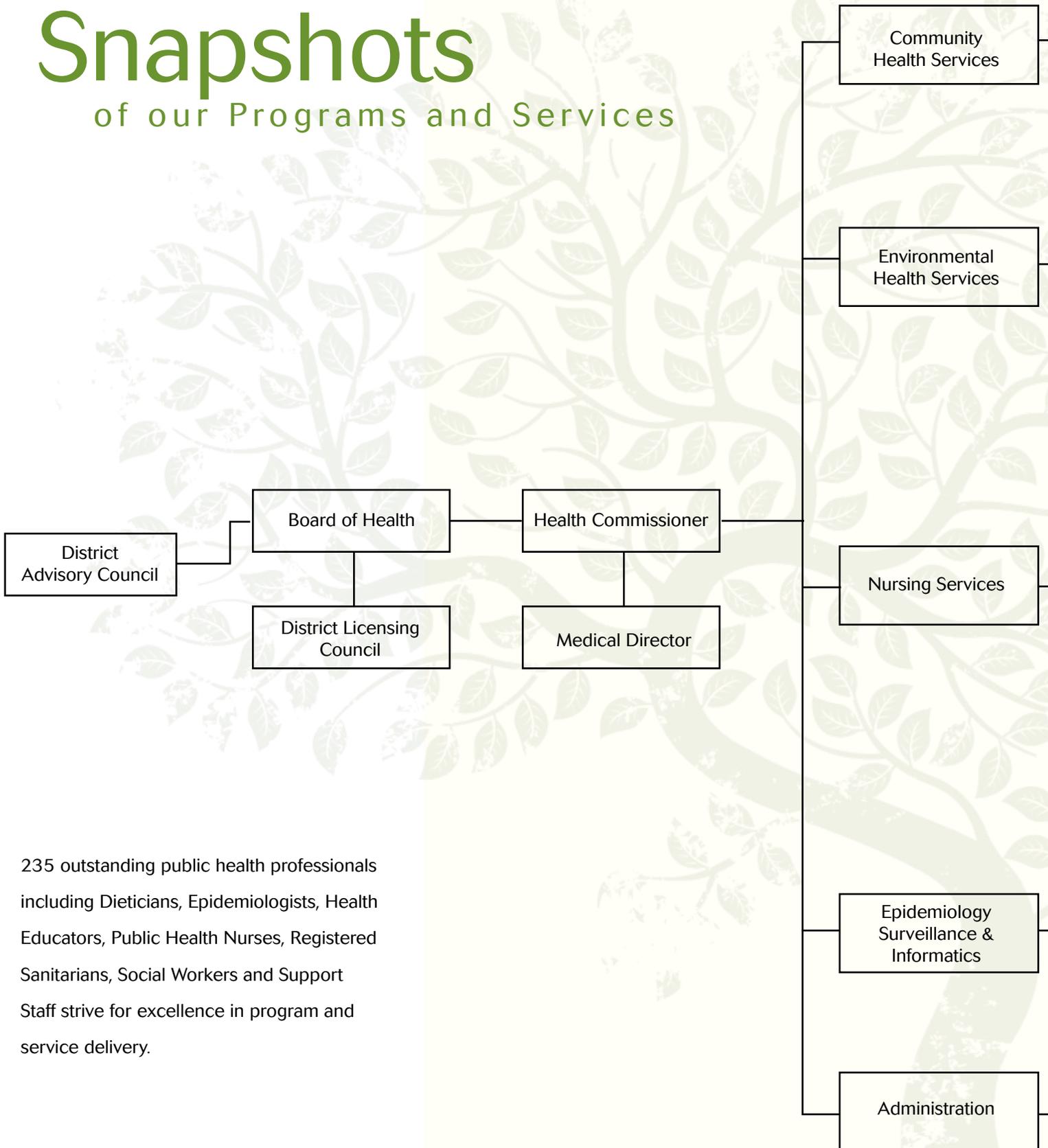
### Matter of Balance

- 129 seniors were trained on the risk factors of falling since August 2006.
- 67% of participants noted in follow-up surveys that their awareness of the risks associated with falls and the importance of exercise increased.
- The same participants increased their level of physical activity following the training.
- 26 community coaches were trained in Matter of Balance to continue training seniors across our region.



# Snapshots

of our Programs and Services



235 outstanding public health professionals including Dietitians, Epidemiologists, Health Educators, Public Health Nurses, Registered Sanitarians, Social Workers and Support Staff strive for excellence in program and service delivery.

Behavioral Health:	Teen Pregnancy Prevention Program, Cardiovascular Health
Health Promotion:	Nutrition Services, Dental Services, Tobacco Use Reduction, Community Wellness
Health System Development:	Immunization Action Plan, Child Fatality Review, Child & Family Health Services
Preventative Health Care:	Lead-Based Paint Hazard Control, Home Mold & Moisture Program, Breast & Cervical Cancer Screening & Treatment, Senior Home Injury Prevention Program

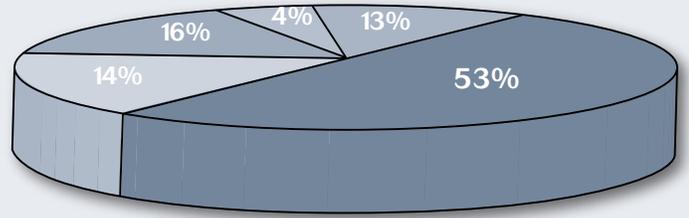
Healthy Environments:	Emergency Preparedness & Response, Environmental Lead Risk Assessment, Healthy Homes Programs, Manufactured Home Parks Inspections, Mosquito Control, Rodent Control, Nuisance Abatement
Injury Prevention:	Aging Initiatives, School Inspections, Consumer Products Safety, Recalls Tracking, Rabies/Animal Diseases, Tattoos & Body Piercing Licensing & Inspections
Food Protection:	Retail Food & Food Service Licensing & Inspection, Health Education & Training, Epidemiological Investigations, Childcare Assessments, Vending Inspections
Watershed Protection:	Bathing Beach Monitoring, Marina Inspections, Phase II Storm Water Assessments, Private Water Systems Sampling
Waste & Waste Water:	Solid Waste Site Inspection, Wastewater Site Inspection, Environmental Hazards Assessment

School Health Services:	Health Education, Maturation Classes, OSHA Regulations, Communicable Disease Updates
Family Health Services:	Programs for Special Needs Children, Children with Medical Handicaps (BCMHI) Assistance, Employability Assessment, Home Care Visitation
Child Care:	Ohio Childcare Resource & Referral Programs, Daycare Assessment
Health Education:	Child Care Assessment, First Aid Training, Child Abuse Prevention, Communicable Disease Prevention, CPR, Shaken Baby Syndrome Prevention
Vaccine Preventable:	Child & Adult Immunizations, Consortium for Healthy Immunized Communities
Preventive Health:	Influenza Immunizations, Senior Programs, Lead Poisoning Prevention, Perinatal Outreach, Occupational Health

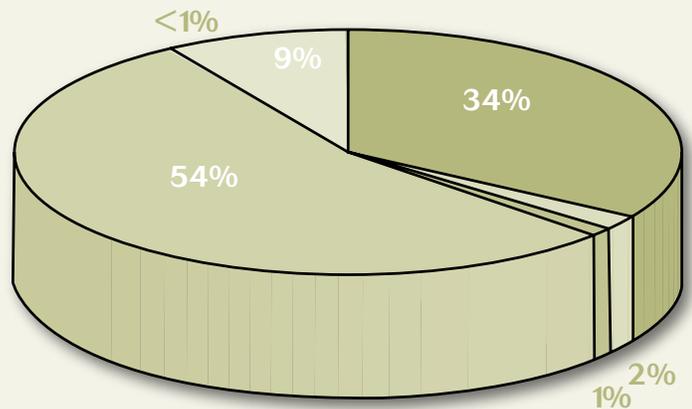
Disease Investigations	Preparedness	Data Analysis/Evaluation
Outbreak Investigation	Study Design	Informatics
Surveillance	Data Collection and Management	Network Administration
Cancer Cluster Investigations	Research Administration	All Hazards Planning

Legal Council	Public Reception	Information Technology
Fiscal Oversight	Strategic Planning	Marketing
Grants Management	Human Resources	

Revenue	In Dollars	Percent
City Contracts	2,986,284	13%
Federal, State & Local Funds	11,571,755	53%
Licenses, Permits & Fees	3,199,684	14%
Charges for Services	3,580,552	16%
Other Receipts	792,468	4%
<b>Total Revenue</b>	<b>22,130,743</b>	<b>100%</b>



Expenditures	In Dollars	Percent
Personal Services	11,582,418	54%
Debt Services	5,576	<1%
Services & Charges	1,866,437	9%
Grants & Subcontracts for Services	7,373,238	34%
Supplies & Materials	480,402	2%
Capital Outlays	314,126	1%
<b>Total Expenditures</b>	<b>21,622,197</b>	<b>100%</b>



## Health District Licensing Council

LICENSE TYPE	LICENSEE	BUSINESS ACTIVITY	RESIDENCE
Swimming Pools	Charles T. Riehl, Esq; Chair	Walter & Haverfield, LLP	Pepper Pike
Food Service Operation	Joseph Bucci	Bucci's Restaurant	Berea
Manufactured Home Parks	Gordon Adams	Columbia Mobile Home Park	North Olmsted
Marinas	Robert Ivancic	Ivancic Marine Company	Rocky River
Food Service Catering	Harlan Diamond	Executive Caterers	Bratenahl
Retail Food Establishment	John Patten	Walmart	Parma
Construction Demolition/Debris	John Kurtz	Kurtz Bros. Composting	Independence
Solid Waste	The Honorable Ken Patton	City of Brooklyn Landfill	Brooklyn

## Immunization Clinic Locations

CCBH public health nurses provide low-cost or free child and adult immunizations and screenings to residents of Cuyahoga County at the following locations:

### East Side

#### CLEVELAND HEIGHTS

Cleveland Heights City Hall  
40 Severence Circle  
Cleveland Heights, Ohio 44118

#### EAST CLEVELAND

Early Childhood Center  
14800 Private Drive  
East Cleveland, Ohio 44112

#### GARFIELD HEIGHTS

Garfield Heights Civic Center  
5407 Turney Road  
Garfield Heights, Ohio 44125

#### LYNDHURST

Lyndhurst Community Center  
1341 Parkview Drive  
Lyndhurst, Ohio 44124

### West Side

#### PARMA – MAIN OFFICE

Cuyahoga County Board of Health  
5550 Venture Drive  
Parma, Ohio 44130

#### BRECKSVILLE RECREATION CENTER

2 Community Drive  
Brecksville, Ohio 44141

#### BROADVIEW HEIGHTS

Broadview Center  
9543 Broadview Road  
Broadview Heights, Ohio 44147

#### MIDDLEBURG HEIGHTS

17951 Jefferson Park  
*(Off Engle Road, street behind Kmart)*  
Middleburg Heights, Ohio 44130

#### ROCKY RIVER

Fairview Wellness Center  
3035 Wooster Road  
Rocky River, Ohio 44116

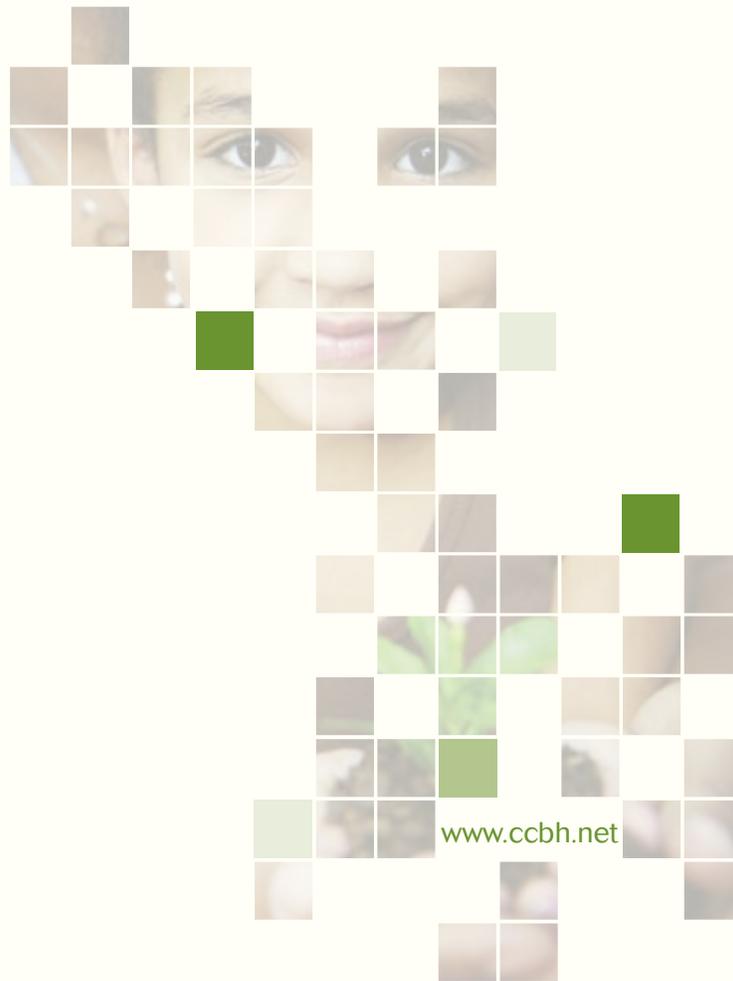
#### STRONGSVILLE RECREATION CENTER

18100 Royalton Road  
Strongsville, Ohio 44136

#### WESTLAKE

Westshore Office Park  
Community Outreach Suite I  
St. John Westshore Hospital  
29160 Center Ridge Road  
Westlake, Ohio 44145

**Please call (216) 201-2041  
to schedule an appointment.**



**Our Health District Representing more than 835,000 citizens**

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