

REQUEST FOR BOARD ACTION

HENDERSON COUNTY BOARD OF COMMISSIONERS

MEETING DATE: April 20, 2016

SUBJECT: Budget Amendment – Health Department
Evidence-Based Strategies for Maternal and Child Health

PRESENTER: Steve Smith, Health Director

ATTACHMENTS: 1. Evidence-Based Strategies for Maternal and Child Health
Agreement Addendum
2. Budget Amendment

SUMMARY OF REQUEST:

The Henderson County Department of Public Health has the opportunity to participate in a defined media outreach campaign to improve birth outcomes, infant mortality rates and the health status of children ages 0-5. The effort would be supported by one time monies from the NC Division of Public Health (see agreement addendum).

The project was discussed with the Henderson County Board of Health at their March 8, 2016 meeting and the initiative was supported by the board.

BOARD ACTION REQUESTED:

The Board is requested to approve the attached budget amendment, which would provide the resources necessary to accomplish the agreement deliverables.

SUGGESTED MOTION:

I move that the Board of Commissioners approve the attached budget amendment appropriating additional revenue from the NC Division of Public Health in the amount of \$70,000.

Division of Public Health

Agreement Addendum

FY 15–16

| | |
|--|--|
| Henderson County Department of Public Health | Women’s and Children’s Health Section / Women’s Health Branch |
| Local Health Department Legal Name | DPH Section/Branch Name |
| 164 Evidence-Based Strategies for Maternal and Child Health | Leslie deRosset, 919-707-5690 leslie.derosset@dhhs.nc.gov |
| Activity Number and Description | DPH Program Contact (name, telephone number with area code, and email) |
| 04/01/2016 – 05/31/2016 | DPH Program Signature Date |
| Service Period | (only required for a <u>negotiable</u> agreement addendum) |
| 05/01/2016 – 06/30/2016 | |
| Payment Period | |

- Original Agreement Addendum**
 Agreement Addendum Revision # _____ (Please do not put the Budgetary Estimate revision # here.)

I. Background:
 In Session Law 2015-241, the North Carolina General Assembly allocated funding to be distributed to local health departments to implement evidence-based strategies that are proven to lower infant mortality rates, improve birth outcomes, and improves the overall health status of children ages birth to five. The law requires the establishment of a competitive process to award local health departments to implement evidenced-based strategies to achieve these aims starting in FY 2016-17.

In 2014, the State’s overall infant mortality rate was 7.1 deaths per 1,000 live births. This represents a small overall increase from the 2013 rate of 7.0. The white non-Hispanic rate decreased 7.3 percent; after remaining the same for the previous three years. The Native American non-Hispanic and other non-Hispanic rates both decreased more than 14 percent. Significant racial disparities remain. The African American non-Hispanic rate was 2.5 times higher than the white non-Hispanic rate. The Hispanic rate showed the largest increase over the course of one year. The rate was six per 1,000 births in 2008. The rate declined steadily for the following five years, but rose again from 2013 to 2014 and is now 6.2 per 1,000 births.

In North Carolina, 53% of children 0 to 8 years of age live in poverty according to the 2014 Kids Count data. In 2011-12, the total percentage of children who were reported as having less than very good health was 15%. Of the African American population, 30% were reported as having less than very good health; 34% of the Hispanic population as compared to 8% of the non-Hispanic White population was reported as having less than very good health.

| | | |
|---------------------------|----------------|------|
| Health Director Signature | (use blue ink) | Date |
|---------------------------|----------------|------|

| | |
|---|------------------------------------|
| Local Health Department to complete: (If follow up information is needed by DPH) | LHD program contact name: _____ |
| | Phone number with area code: _____ |
| | Email address: _____ |

II. Purpose:

This Agreement Addendum enables local health departments to complete planning and capacity building activities to improve birth outcomes, infant mortality rates and the health status of children 0-5 by implementing media campaigns to reduce the use of tobacco and promote the importance of breastfeeding.

III. Scope of Work and Deliverables:

The Local Health Department shall:

1. Identify the primary contact for this initiative by April 15, 2016.
2. Work with the Division of Public Health (DPH) Program Manager to determine the type of media to be utilized and purchased [radio, television (cable and broadcast), print, out-of-home (billboards, gas pump toppers, other)].
3. Select approved media advertisements from a list, provided by DPH Program Manager.
4. Work with the Department of Health and Human Services (DHHS) Media Buyer to purchase the selected media between April 1, 2016 and May 31, 2016.
5. Submit a final report on the media that was purchased. Include in this report the total amount spent on media buys, the dates the media buys ran and the number of people reached.

IV. Performance Measures/Reporting Requirements:

The Local Health Department shall:

1. Notify the DPH Program Manager in writing when primary contact is identified by April 15, 2016. This shall be evidenced by the written notification.
2. Collaborate with the DHHS Media Buyer to purchase selected media outlets [radio, television (cable and broadcast), print, out-of-home (billboards, gas pump toppers, other)] that will increase awareness and promote the importance of tobacco cessation and breastfeeding. This will be evidenced by written report from the Local Health Department of the media purchased, including: type, number of advertisements, and location of the advertisements.
3. Submit a report by June 15, 2016 about the media that was purchased on behalf of campaigns to reduce the use of tobacco and promote the importance of breastfeeding. Include in this report the total amount spent on media buys, the dates the media buys ran, and the number of people reached.

V. Performance Monitoring and Quality Assurance:

1. The Branch will monitor the Local Health Department by reviewing the required report by the DPH Program Manager to determine that program deliverables are being met. If deliverables are not being met, the DPH Program Manager will request a written response from the Local Health Department to document any barriers that are preventing deliverables from being met.
2. If the Local Health Department is deemed out of compliance, the DPH Program Manager shall provide technical assistance and funds may be withheld until the Local Health Department is back in compliance with deliverables. If technical assistance does not prove beneficial, the Agreement Addendum may then be terminated.

VI. Funding Guidelines or Restrictions:

1. Up to 10% of the total funds may be used for administrative costs.
2. Utilize all other funds received for the sole purpose of purchasing media from the approved list provided by the DPH.

| Activity 164 | AA | 13A1 5700 00 | Proposed Total | New Total |
|----------------|-----|--------------------|-------------------|--------------|
| Service Period | | 11/01-05/31 | | |
| Payment Period | | 12/01-06/30 | | |
| 01 Alamance | | 0 | 0 | 20,000 |
| D1 Albemarle | * 1 | 60,000 | 60,000 | 200,000 |
| 02 Alexander | | 0 | 0 | 20,000 |
| 04 Anson | | 0 | 0 | 0 |
| D2 Appalachian | | 0 | 0 | 60,000 |
| 07 Beaufort | | 0 | 0 | 20,000 |
| 09 Bladen | | 0 | 0 | 0 |
| 10 Brunswick | | 0 | 0 | 0 |
| 11 Buncombe | | 0 | 0 | 20,000 |
| 12 Burke | | 0 | 0 | 0 |
| 13 Cabarrus | | 0 | 0 | 0 |
| 14 Caldwell | | 0 | 0 | 20,000 |
| 16 Carteret | | 0 | 0 | 20,000 |
| 17 Caswell | | 0 | 0 | 0 |
| 18 Catawba | | 0 | 0 | 20,000 |
| 19 Chatham | | 0 | 0 | 20,000 |
| 20 Cherokee | | 0 | 0 | 0 |
| 22 Clay | | 0 | 0 | 20,000 |
| 23 Cleveland | | 0 | 0 | 20,000 |
| 24 Columbus | | 0 | 0 | 0 |
| 25 Craven | | 0 | 0 | 0 |
| 26 Cumberland | | 0 | 0 | 18,000 |
| 28 Dare | | 0 | 0 | 20,000 |
| 29 Davidson | | 0 | 0 | 0 |
| 30 Davie | | 0 | 0 | 0 |
| 31 Duplin | | 0 | 0 | 0 |
| 32 Durham | * 1 | 145,000 | 145,000 | 165,000 |
| 33 Edgecombe | | 0 | 0 | 20,000 |
| 34 Forsyth | | 0 | 0 | 0 |
| 35 Franklin | | 0 | 0 | 0 |
| 36 Gaston | | 0 | 0 | 20,000 |
| 38 Graham | | 0 | 0 | 20,000 |
| D3 Gran-Vance | | 0 | 0 | 0 |
| 40 Greene | | 0 | 0 | 20,000 |
| 41 Guilford | * 0 | 130,000 | 130,000 | 130,000 |
| 42 Halifax | | 0 | 0 | 20,000 |
| 43 Harnett | | 0 | 0 | 0 |
| 44 Haywood | * 0 | 15,000 | 15,000 | 15,000 |
| 45 Henderson | * 0 | 70,000 | 70,000 | 70,000 |
| 46 Hertford | | 0 | 0 | 20,000 |
| 47 Hoke | | 0 | 0 | 18,000 |
| 48 Hyde | | 0 | 0 | 0 |
| 49 Iredell | | 0 | 0 | 20,000 |
| 50 Jackson | | 0 | 0 | 20,000 |

| | | | | | |
|-----------------|---|---|---------|---------|-----------|
| 51 Johnston | | | 0 | 0 | 0 |
| 52 Jones | | | 0 | 0 | 20,000 |
| 53 Lee | | | 0 | 0 | 0 |
| 54 Lenoir | | | 0 | 0 | 0 |
| 55 Lincoln | | | 0 | 0 | 0 |
| 56 Macon | | | 0 | 0 | 20,000 |
| 57 Madison | | | 0 | 0 | 20,000 |
| D4 M-T-W | | | 0 | 0 | 60,000 |
| 60 Mecklenburg | * | 1 | 125,000 | 125,000 | 145,000 |
| 62 Montgomery | | | 0 | 0 | 20,000 |
| 63 Moore | | | 0 | 0 | 0 |
| 64 Nash | | | 0 | 0 | 18,000 |
| 65 New Hanover | * | 0 | 60,000 | 60,000 | 60,000 |
| 66 Northampton | | | 0 | 0 | 18,000 |
| 67 Onslow | | | 0 | 0 | 20,000 |
| 68 Orange | | | 0 | 0 | 20,000 |
| 69 Pamlico | | | 0 | 0 | 20,000 |
| 71 Pender | | | 0 | 0 | 0 |
| 73 Person | | | 0 | 0 | 0 |
| 74 Pitt | * | 1 | 70,000 | 70,000 | 90,000 |
| 76 Randolph | | | 0 | 0 | 0 |
| 77 Richmond | | | 0 | 0 | 20,000 |
| 78 Robeson | * | 1 | 40,000 | 40,000 | 60,000 |
| 79 Rockingham | | | 0 | 0 | 20,000 |
| 80 Rowan | | | 0 | 0 | 0 |
| D5 R-P-M | | | 0 | 0 | 60,000 |
| 82 Sampson | | | 0 | 0 | 20,000 |
| 83 Scotland | | | 0 | 0 | 20,000 |
| 84 Stanly | | | 0 | 0 | 0 |
| 85 Stokes | | | 0 | 0 | 0 |
| 86 Surry | | | 0 | 0 | 0 |
| 87 Swain | | | 0 | 0 | 0 |
| D6 Toe Rriver | | | 0 | 0 | 60,000 |
| 88 Transylvania | * | 0 | 15,000 | 15,000 | 15,000 |
| 90 Union | | | 0 | 0 | 20,000 |
| 92 Wake | | | 0 | 0 | 20,000 |
| 93 Warren | | | 0 | 0 | 0 |
| 96 Wayne | | | 0 | 0 | 20,000 |
| 97 Wilkes | | | 0 | 0 | 20,000 |
| 98 Wilson | | | 0 | 0 | 0 |
| 99 Yadkin | | | 0 | 0 | 0 |
| Totals | | | 730,000 | 730,000 | 1,942,000 |

Sign and Date - DPH Program Administrator
Heather K. Karpis 3/7/16

Sign and Date - DPH Section Chief
Pat Anderson 3/7/16

Sign and Date - DPH Contracts Office
A. Hill 3-7-16

Sign and Date - DPH Budget Officer
D. Gray 3/7/16

W. S. Smith 3/7/16

**LINE-ITEM TRANSFER REQUEST
HENDERSON COUNTY**



Department: Health/General

Please make the following line-item transfers:

What expense line-item is to be increased?

| Account | Line-Item Description | Amount |
|----------------------|------------------------------|-----------------|
| <u>115510 512100</u> | <u>Salaries & Wages</u> | <u>\$5,000</u> |
| <u>115510 538100</u> | <u>Professional Services</u> | <u>\$65,000</u> |
| <u> </u> | <u> </u> | <u> </u> |
| <u> </u> | <u> </u> | <u> </u> |
| <u> </u> | <u> </u> | <u> </u> |
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| <u> </u> | <u> </u> | <u> </u> |
| <u> </u> | <u> </u> | <u> </u> |

What expense line-item is to be decreased? Or what additional revenue is now expected?

| Account | Line-Item Description | Amount |
|----------------------|-----------------------|-----------------|
| <u>114510 492005</u> | <u>Misc. Grants</u> | <u>\$70,000</u> |
| <u> </u> | <u> </u> | <u> </u> |
| <u> </u> | <u> </u> | <u> </u> |
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Justification: *Please provide a brief justification for this line-item transfer request.*
 Needed to add additional state funds. SEE ATTACHED

 Authorized by Department Head

 Date

 Authorized by Budget Office

 Date

 Authorized by County Manager

 Date

| <i>For Budget Use Only</i> | |
|----------------------------|-------|
| Batch # | _____ |
| BA # | _____ |
| Batch Date | _____ |