Cobb & Douglas Public Health - Mission

Cobb & Douglas Public Health, with our partners, promotes and protects the health and safety of the residents of Cobb and Douglas counties.

We work to achieve healthy people in healthy communities by:

- Preventing epidemics and spread of disease
- Protecting against environmental hazards
- Preventing injuries
- Promoting and encouraging healthy behaviors
- Responding to disasters and assisting in community recovery
- Assuring the quality and accessibility of health care

By excelling at our core responsibilities, we will achieve healthier lives and a healthier community.

Cobb & Douglas Public Health - Vision

By 2020, Cobb & Douglas Public Health will be an acknowledged leader among health departments in the United States.

In order to continuously improve our effectiveness and the health of our communities, we will work internally and with community partners to:

- Demonstrate significant improvement on key health and safety indicators
- Achieve operational excellence by exceeding local public health system performance expectations
- Champion workforce enhancement

To achieve these ambitious goals, we will engage, respect and value our staff and partners, thereby creating healthier lives and a healthier community.
A Message From the Director

Cobb & Douglas Public Health has been serving the Douglas and Cobb county communities for nearly 100 years. Since our inception, we have worked to provide quality healthcare services and access to care to our residents, from perinatal care and childhood development to disease surveillance and adult health. The FY2016 Cobb & Douglas Public Health Annual Report details the work of our dedicated staff who contribute to more than 30 different programs to improve the lives of the diverse communities we serve.

After becoming the first health department in the state of Georgia to achieve national accreditation from the Public Health Accreditation Board in 2015, Cobb & Douglas Public Health has continued to meet or exceed public health quality standards. Throughout FY2016, we have focused on promoting and achieving collective impact by mobilizing and strengthening community partnerships, expanding our reach with new and improved facilities, and providing access to quality care through multiple awareness campaigns and the devotion of our skilled and committed staff members.

The Douglas Public Health Center’s extensive renovation, coupled with the completion of the Marietta Public Health Center Campus’ facility improvements this fall, have allowed residents to enjoy improved waiting area and service spaces for programs such as WIC (Women, Infant & Child Supplemental Nutrition) and Family Health. Renovation efforts in Building A at the Marietta Public Health Center campus have provided both improved access to care and quality of services for residents visiting several programs including Adult Health, Capstone Health, our Dental Clinic, and Travel Health Services. In addition to these projects made possible by the 2016 Cobb County SPLOST, the continued support from elected officials and residents has allowed us to begin plans for building a new Acworth/Kennesaw Public Health Center, and to relocate and renovate the Smyrna Public Health Center.

Much of our work would not be possible without the skills, support, and dedication of our public health staff, board members and community partners who are integral in helping Cobb & Douglas Public Health create a culture of quality that is driven by our mission to promote and protect the health and safety of the residents of Cobb and Douglas counties. We are sincerely appreciative of those efforts that have helped us strive toward and achieve excellence in clinical services, emergency preparedness, environmental health, community health & wellness advocacy, childhood health & development, and disease surveillance.

It is my pleasure as the director of Cobb & Douglas Public Health to present this document as a reflection of the hard work, strong commitment and passion for providing quality public health services that helps us positively impact the health, wellness and safety of all who live, work and play in Cobb and Douglas counties. I would like to sincerely thank the Georgia Department of Public Health, our Boards of Health, our community partners, our Foundation Boards, and supportive residents that have joined us in working to pursue Healthier Lives and a Healthier Community.

John D. Kennedy, M.D.
District Health Director
Cobb & Douglas Public Health

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CDPH Continues to Strive for Excellence Through Quality Improvement

In 2016, CDPH built upon its major 2015 accomplishment of becoming the first health department in Georgia to earn the five-year national Public Health Accreditation Board (PHAB) accreditation status. PHAB sets standards against which more than 3,000 public health departments can continuously work to improve the quality of their services and performance. In 2016, CDPH launched an agency-wide quality improvement initiative to become even more efficient and effective at delivering high quality services to its patients and the community. Additionally, CDPH has worked tirelessly with other health departments in Georgia and across the nation to help them also achieve accreditation status.

Zika Virus Outbreak

In February 2016, the World Health Organization (WHO) declared Zika virus a Public Health Emergency of International Concern. Local transmission of Zika had been reported in many countries and territories and it was likely it would continue to spread to new areas. The full impact of this virus was unknown at the time, but concerns over the life-threatening impact to unborn babies proved true. CDPH was very concerned due to the extremely high volume of global travelers in the community. Because mosquitoes that transmit Zika virus can be found in many parts of the U.S., including Georgia, there was (and continues to be) a risk that travelers from affected areas could transmit Zika virus to local mosquitoes. Infected mosquitoes could then transmit Zika virus to other humans, causing local spread. CDPH also learned that the virus could be spread by sexual contact, through blood transfusions and from mother to unborn child.

The CDPH Epidemiology, Emergency Preparedness & Response and Environmental Health staff worked closely with the CDC, Georgia Department of Public Health, local officials and health providers to establish testing, tracking and education of local residents to reduce the impact of the disease. Just locally, almost 200 residents, mostly pregnant women, were tested, tracked and referred for care as needed. The CDPH staff also provided hundreds of community presentations about the disease and helped trap local mosquitoes for testing.

Completion of Marietta Building A Renovation and Design of New Acworth/Kennesaw and Smyrna Public Health Centers

In 2016, Cobb & Douglas Public Health (CDPH) completed a year-long renovation of the 64,000 square foot Marietta Public Health Center - Building A. The International Travel Health Clinic, Child Health, Adult Health, Capstone Health, Dental, Vital Records and Perinatal Case Management all moved into the newly renovated areas and are positioned to better serve the community for years to come. This building renovation was funded primarily by the Special Purpose Local Option Sales (SPLOST) Tax program which Cobb residents passed in 2010. It is fully paid for—there is no debt—and an estimated 30% of the funds came from non-county residents. Special thanks are given to former Cobb Commission Chairman Tim Lee, retired Commissioner Helen Goreham and former Cobb Chairman/former Georgia Attorney General Sam Olens. On any project like this, it takes a large team of professionals to make the dream a reality!

CDPH would like to especially thank the Design and Construction team:

• Piper, O’Brien, and Herr Architects
• Spratlin Construction
• Cobb County Government Administration and Property Management
• Cobb & Douglas Public Health Administration and Facilities staff

In 2016, the team also secured new sites and completed the design phase for new Public Health Centers in Acworth/Kennesaw and in Smyrna. These facilities will be constructed or renovated in 2017-18.
The primary mission of the Cobb & Douglas Public Health (CDPH) Epidemiology & Health Assessment department is to prevent epidemics and the spread of disease within the community. This includes local tracking, testing and education related to world-wide outbreaks (e.g., Zika) and being the primary investigator/prevention specialist for local outbreaks in schools, nursing homes, corporate settings, hotels and restaurants.

Per OCGA 31-12-2, diseases deemed notifiable by the state must be reported to Public Health by physicians, laboratorians, and other health care providers. Timely disease reporting is essential for effective follow-up for patients, to help identify the outbreaks, and to reduce the further spread of the disease. CDPH epidemiologists are also responsible for conducting the Cobb and Douglas Community Health Assessments (CHA) and tracking key health status metrics to determine progress toward CDPH’s 2020 goals.
### Population by Race & Ethnicity, Cobb County, 2011-2015

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The total population of Cobb Co. has increased by 6.3%, from 697,553 to 741,334 between 2011 and 2015.

Source: DPH OASIS - https://oasis.state.ga.us/

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### Population by Race & Ethnicity, Douglas County, 2011-2015

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The total population of Douglas Co. has increased by 5.5%, from 133,355 to 140,733 between 2011 and 2015.

Source: DPH OASIS - https://oasis.state.ga.us/
Cobb County’s Population
Increased by 6.3% between 2011-2015

Douglas County’s Population
Increased by 5.5% between 2011-2015

Population by Age, Cobb County, 2015
Although the largest age group is between 35-64 years of age (41%), Cobb County saw a 28.5% increase in the 65+ age group between 2011 and 2015.

Population by Age, Douglas County, 2015
Although the largest age group is between 35-64 years of age (41%), Douglas County saw a 25% increase in the 65+ age group between 2011 and 2015.

Source: DPH OASIS - https://oasis.state.ga.us/
Cobb County

Heart and Vascular Diseases continue to be the leading causes of death in adults in both Cobb County and the state of Georgia.

The dashboard arrow indicates where the county ranks compared to the state of Georgia. All rankings are age adjusted. The color-coded gauge represents percentiles from the lowest county death rate (green) to the highest county death rate (red). The number below the cause of death indicates the total number of deaths for this cause between 2011-2015.

Ischemic Heart & Vascular Disease (i.e., Heart Attack) 1,528
Alzheimers Disease 646
All Other Mental & Behavioral Disorders* 1,328
Lung Cancer 1,114
Stroke 967
Chronic Lung Disease Except Asthma 862

Alzheimers Disease 646
Accidental Poisoning and Exposure to Noxious Substances 439
Colon Cancer 422
Blood Poisoning 413
Pneumonia 411

*All Other Mental and Behavioral Disorders includes Dementia, Schizophrenia, and Bipolar Disorder.


Leading Cause of Death in Specific Age Groups

15-19 year olds
Motor vehicle crashes (22 deaths)

20-44 year olds
Accidental Poisoning and Exposure to Noxious Substances (241 deaths)

45-64 year olds
Ischemic Heart and Vascular Disease (i.e., Heart Attack) (353 deaths)

65-74 year olds
Lung Cancer (368 deaths)

75+ year olds
All Other Mental and Behavioral Disorders (*Dementia) (1,220 deaths)

Douglas County

Lung Cancer is the leading cause of death in adults in Douglas County.

The dashboard arrow indicates where the county ranks compared to the state of Georgia. All rankings are age adjusted. The color-coded gauge represents percentiles from the lowest county death rate (green) to the highest county death rate (red). The number below the cause of death indicates the total number of deaths for this cause between 2011-2015.

*All Other Mental and Behavioral Disorders includes Dementia, Schizophrenia, and Bipolar Disorder.


leading Cause of Death in Specific Age Groups

10-24 year olds
Motor vehicle crashes (21 deaths)

25-44 year olds
Accidental Poisoning and Exposure to Noxious Substances (38 deaths)

45-54 year olds
Diabetes (26 deaths)

55-74 year olds
Lung Cancer (185 deaths)

75+ year olds
All Other Mental and Behavioral Disorders (*Dementia) (237 deaths)

The comprehensive Cobb and Douglas Community Health Assessments (CHA) are conducted every five years. The 2016-2017 CHA utilized the Mobilizing Action through Partnerships & Planning (MAPP) process and was led by Cobb & Douglas Public Health and Kennesaw State University in partnership with our Cobb2020 and Live Healthy Douglas Steering Teams. Results of the CHA will guide the development and implementation of the Community Health Improvement Plan (CHIP) for both counties and will be available for public use in the summer of 2017.

The CHA report will include primary and secondary statistics on county demographics and characteristics, leading causes of death and injury, chronic and infectious diseases, maternal and child health, behavioral health, environmental health, as well as local resources for residents. The CHIP will serve as the five year strategic health plan for our communities and will guide our Steering Teams and partners as they strive to make Cobb and Douglas Counties the healthiest place to live, work, learn and play.
Cobb & Douglas Public Health Programs and Services

Cobb & Douglas Public Health (CDPH) provides services to all residents in the community through more than 30 programs offered at 6 locations – and counting! CDPH also partners with hospital sites through numerous outreach efforts all over the district to bring quality services to the diverse populations and needs of Cobb and Douglas county residents. The types of services CDPH offers can be broken into two categories:

- **Mandated Services**: Mandated services are those that are required and mostly funded by the federal or state government, such as Environmental Health, WIC (Women, Infants & Children nutrition program), Children 1st, Immunizations, and Epidemiology/Disease Surveillance.

- **Non-mandated Services**: Non-mandated services are not required by government, but are critically important and often under-funded public health programs & services, including Safe Kids - Injury Prevention, Adolescent Health & Youth Development, Chronic Disease Prevention, the Pharmacy, Babies Born Healthy, and the International Travel Health Clinic.

Cobb & Douglas Public Health sees roughly 110,000 clients through its clinical settings like Adult Health, and another 70,000 through its prevention and outreach programs such as Chronic Disease & Injury Prevention.

CPH has continued to improve and link many of its clinical & prevention programs, leading to greater service delivery for Cobb and Douglas residents through increased staff awareness about CDPH services, improved referral mechanisms between programs, and streamlined clinical needs assessment processes.

FY2016 also marked the beginning of CDPH’s Quality Improvement initiative with InsightVision. The initiative is a proactive, agency-wide approach that couples with Balanced Scorecard metrics to help empower staff to identify impactful changes they can make to everyday processes. The initiative also encourages staff to work with the Leadership Team to provide actionable solutions to better serve the residents of Cobb and Douglas counties.
Cobb & Douglas Public Health’s (CDPH) Center for Administration includes several areas that oversee day-to-day administrative functions. The administrative tasks include managing business operations as well as creating an efficient organizational process. The Center for Administration is comprised of the following divisions: Accounting (Budgeting, Payroll, Purchasing and Accounts Payable), Billing and Collections, Human Resources, Facility Management, Information Technology, and Vital Records. The divisions work together to support the various programs offered by the agency to ensure public health services are delivered in a timely, responsive, and professional manner. While only Vital Records directly serves the public, each of the other Administration groups support those serving the public.

**HIGHLIGHTS FOR FY2016**

- Finished renovations at the Marietta Public Health Center Campus to improve patient flow and meet HIPAA compliance standards.
- Completed planning for the relocation of the Smyrna Public Health Center to a site with better client access.
- Secured a new location for the Acworth/Kennesaw Public Health Center.
- Prepared the first Comprehensive Annual Financial Report (CAFR) for FY2016, expanding financial information to include 10-year history and trends.
Many believe that all public health services are fully funded by tax-payer dollars. The reality is that almost 40% of our total budget, or over $14 million annually, must be secured through fees, private grants and individual donations.
Cobb & Douglas Public Health’s (CDPH) Center for Community Health supports the preventive, population-based and non-clinical health services to improve the health status of Cobb and Douglas residents. The primary focus is to provide residents with the skills and tools to prevent injury and promote optimal health. This is done through local policy improvement, environmental and systems changes, fundraising, partnership development, education and support for families in our community so that they can access needed services to improve their health.

The Center for Community Health actively supports the Cobb 2020 and Live Healthy Douglas Community Health Partnerships to complete periodic Community Health Assessments (CHA) and make the information available to all agencies and residents. As a result of the CHA, the Cobb 2020 and Live Healthy Douglas Steering Teams establish collaborative Community Health Improvement Plans (CHIP). These plans guide our efforts to create partnerships and harness needed resources to address the most important community health issues such as Access to Health Services and Healthy Lifestyles.

Community Public Health Programs housed in this Center include Chronic Disease and Injury Prevention, School Health, Worksite Wellness, Epidemiology, Health Assessment, STD Prevention and Outreach, WIC (Women, Infant and Children’s Nutrition Supplement program), Children 1st, Babies Can’t Wait, Children’s Medical Services, Babies Born Healthy, Perinatal Case Management, and Newborn Hearing Screening. These services cover a wide-range of public health responsibilities including disease outbreak investigations, linking families to needed community health services, assuring access to prenatal care, attending to school health issues and educating families about preventable childhood injuries.

Because CDPH only receives about 60% of its budget from federal and state sources, the Development Office is critically important to securing additional funds for important local public health efforts. The Development Office actively pursues local, state, federal and private grants as well as individual donations. The Cobb Health Futures Foundation and Douglas Health Futures Foundation Boards are made up of key community leaders who advocate for resources and educate donors and the community about the impact of public health.

**Highlights for FY2016**

CDPH staff launched and maintained an effective Zika Response Plan to assure that hundreds of local residents who had traveled to Zika-affected countries were appropriately tested, educated and tracked to prevent the spread of the disease locally.

Working with CDPH, the Cobb County School District (CCSD) was recognized as the first school system in Georgia to achieve the CDC’s Asthma-Friendly designation demonstrating CCSD’s commitment to reducing asthma triggers in all schools through model policy and processes.

Cobb and Douglas Health Futures Foundations hosted the inaugural “State of Public Health” breakfasts in both counties for 100+ leaders bringing attention to the important services public health provides to residents and the need for private funding support.

The 12th annual Cobb Public Safety Golf tournament raised a record-breaking $75,262 for Safe Kids Cobb County and the Cobb County Safety Village.
Early Hearing Detection and Intervention Program:
Cobb & Douglas Public Health (CDPH) received a referral from Kennestone Hospital for baby ‘Carla’, who failed her right ear hearing test right after birth. A follow up hearing screen was completed in the Marietta Public Health Center when she was just two weeks old. Baby Carla failed the tests for both ears during this screen. CDPH then referred her for a complete diagnostic hearing test and assisted the family with applying for Medicaid in order for this to be possible. Her final diagnosis was completed just after she turned 3-months-old. Baby Carla was found to have Bilateral Sensorineural Loss. She was referred to both Babies Can’t Wait (BCW) and a CDPH partner, GA PINES, and she was enrolled before turning 6-months-old. Baby Carla’s mom said that she wears her hearing aids and is seen by a speech therapist through BCW twice a month. She also sees her GA PINES coordinator twice a month and has regular appointments with her audiologist. Baby Carla has started to say a few words and is well on her way to optimum language development thanks to the follow up and intervention services she has received through Cobb & Douglas Public Health.

Children 1st/1st Care:
In 2015 ‘Lucas’ was born seven weeks earlier than expected. His mother noticed that she was not feeling movement as in the past and she became concerned. As a result, the baby was born by C-section. He had suffered IUGR (intrauterine growth retardation). Mom was very frightened from the experience and was not sure how it would impact her baby. She said that she was very grateful for the Children 1st/1st Care program because the nurses provided information to confirm that ‘Lucas’ was on track developmentally. 1st Care provided case management services for the infant and ensured he had a pediatrician and specialists to handle his medical concerns. ‘Lucas’ has been in the program for over a year and his mom states: “he is doing very well!”
According to the National Environmental Health Association, the combined environmental health advancements of drinking water chlorination, milk pasteurization, proper sewage disposal, food establishment inspections, and mosquito control have contributed significantly to the 32-year increase in average life expectancy that has occurred in the United States since 1900. To help assure that these public health gains are maintained and improved upon, the Cobb & Douglas Public Health Center for Environmental Health provides the services that are necessary to recognize and resolve the various environmental issues that could potentially threaten the health and safety of our community.

Twenty-eight (28) environmental health professionals monitor approximately 3,800 permitted facilities in Cobb and Douglas counties through the food service, public swimming pool, tourist accommodation, trailer park and body art programs. Services include conducting complaint investigations, technical reviews and compliance inspections. The staff is also involved with numerous fairs, festivals and special events that occur in the district by reviewing plans and performing site inspections for the temporary vendors that sell food at these events each year. In addition to the regulated facilities, the staff provides technical reviews, site inspections, failing septic system investigations and well water site approvals through the On-site Sewage Management program, and public health complaint investigations and resolution through the Nuisance Complaints program.

Though Environmental Health is often viewed as the regulatory branch of public health, it offers many services that go beyond permits and inspections. Educational opportunities, including ServSafe Manager Training and Certified Pool Operator Certification, are routinely offered to facility operators, as well as updated sessions to inform community members of changes associated with the rules and regulations. If a child is found to have an elevated blood lead level a Certified Lead Investigator will partner with the Regional Lead Coordinator to conduct a home investigation to determine the source of lead exposure and recommend steps for abatement.

In many ways, Environmental Health has a positive impact on day to day lives, whether it’s from a meal at a restaurant, a dip in a neighborhood pool, or a stay at a local hotel. The staff of the Center for Environmental Health is committed to providing the high quality services that are necessary to enhance the lives of Cobb and Douglas residents.

HIGHLIGHTS FOR FY2016

- Began reviewing the numerous food service, swimming pool, and tourist accommodations plans associated with the Atlanta Brave’s new home at SunTrust Park, as well as the adjacent Battery development.

- The CDPH Food Service program received a $20,000 grant from the Association of Food and Drug Officials to support the ongoing effort to meet the FDA’s Voluntary National Retail Food Regulatory Program Standards. Meeting these standards will assure that the CDPH Food Service program operates on a solid foundation that will grow stronger through a culture of continuous quality improvement.

- Four ServSafe Managers Training courses and two Certified Pool Operator courses were offered to facility operators within the community.
When one thinks of food safety, the first thing that probably comes to mind is the handling of food by the employees of restaurants, grocery stores, and food processing facilities, but foodborne illnesses are also a threat when preparing meals at home. According to the CDC, approximately 48 million people get sick each year from foodborne illness. It is critical that food safety information finds a way to reach not only those working in the food industry, but individuals preparing food in their homes. While public health has traditionally targeted food service operators for food safety education, there had to be a more effective way to get this valuable information out to the community at large. The solution: Food Safety Partnership Panels!

In 2010, Karen Gulley, Environmental Health County Manager at Cobb & Douglas Public Health (CDPH), contacted Wes Tallon, Director the Douglas County Communications and Community Relations Department, to discuss the possibility of creating a TV program that discussed food safety issues in a manner that would be both entertaining and accessible to a broader audience. A concept was developed where each episode would feature a diverse panel comprised of public health, food service industry and consumer representatives who would discuss key food safety issues from each of their perspectives. After much planning and discussion, the first Food Safety Partnership Panel was recorded and broadcast on the Douglas County government access channel (dctv23) that same year. In order to maintain momentum, another episode was planned, and over the next six years, ten episodes were recorded and broadcasted throughout our district on dctv23 and CobbTV 23.

Each Partnership Panel episode addresses a relevant food safety issue such as food allergen awareness, personal hygiene, common food safety violations, service animals in food service establishments, multi-cultural food safety challenges, and employee health. In addition to the panel discussion of each topic, separate scenarios illustrating the theme of the episode are incorporated to make the food safety information more relatable to the viewing audience. Collectively, these ten Partnership Panels serve as a toolbox that is readily accessible to food service industry professionals and consumers for education and training purposes via local cable system broadcasts and by online streaming.

This year, the National Association of City and County Health Officials (NACCHO) recognized the Food Safety Partnership Panels by presenting CDPH with a Model Practice Award. As a result, these panels will become part of NACCHO’s Model Practice Database that may inspire other health departments to broadcast food safety infotainment to their respective communities.
The Center for Clinical Services provides services through 12 programs. All services are offered at the Marietta location, and three satellite locations (Acworth, East Cobb, and Douglasville) offer a subset of services.

Dental Health Services, focused primarily on children, are offered at the Marietta Public Health Center. Dentists and hygienists perform exams, x-rays, hygiene, emergency, and basic restorative services. Renovations completed during FY2016 allow for new dental space to accommodate more clients.

Family Planning and Sexually Transmitted Infection (STI) Services are offered at all four clinical locations. Functioning under state nursing protocols, the Nurses and Advanced Practice Registered Nurses (APRNs) are able to identify and treat a wide variety of complaints, as well as provide family planning counseling and intervention. The APRNs are also trained to insert Long-Acting Reversible Contraceptives (LARCs). Additionally, there are breast cancer and cervical cancer prevention programs serving clients in these locations.

The CDPH Child Health Clinic offers well-child and sick-child primary care at the Marietta location. It is one of only a few public health departments in the state offering pediatric primary care services. The clinic is staffed by physicians and APRNs who also staff Children’s Healthcare of Atlanta emergency departments.

Immunization Services are offered at all four clinical locations ensuring access to necessary immunizations for all residents of Cobb and Douglas counties. Over 17,000 clients were served in FY2016. Partnerships with community businesses offer opportunities for outreach with flu vaccination clinics each fall. International Travel Health Services have been expanded to include the Douglasville location with the Acworth location soon to follow.

HIV Prevention and Treatment Services are offered at the Marietta location under the direction of an Infectious Diseases physician. Two APRNs also provide care alongside case managers, a nutritionist, a patient navigator, and a linkage coordinator. The on-site Pharmacy ensures access to program-specific medications central to treatment plans for these clients.

Tuberculosis (TB) and Refugee Services are housed at the Marietta location and managed 26 active TB cases in FY2016. CDPH Staff treat patients of all ages in the clinic and at their homes.

The focus of the Center for Clinical Services is to reach and provide care to those who are uninsured or underinsured. Many services are offered on a sliding fee scale, which frequently results in no-cost services. While the centers do accept some commercial insurances, the majority of clients do not fall under this type of coverage.

HIGHLIGHTS FOR FY2016
• The Dental Clinic more than doubled the number of patient visits from FY2015 to FY2016.
• The expansion of Travel Health Services into Douglas County.
• The Marietta Public Health Center renovation and expanded space for all clinical programs.
One afternoon, “Max” visited the Cobb & Douglas Public Health (CDPH) Immunization Clinic with his mother. When the nurse called him back to the clinic area for his immunizations and assessment, she noticed he was having trouble breathing. Max was working hard to breathe and his color indicated he was not getting enough oxygen. Max’s mom said she had not noticed anything different or concerning.

A nurse practitioner was available to evaluate Max and began a medicated breathing treatment right away. It was determined that he was having an asthma attack. When his mom was asked if Max had a history of asthma, she said he did, but that she had never actually seen him have an asthma attack. The nurse and the nurse practitioner spent time with Max’s mother to teach her about warning signs of an asthma attack and the proper actions for her to take in response.

During this time, Max completed his breathing treatment, he was breathing more easily, and his skin color was much improved. He became more active and was clearly feeling better. If Max’s mother had not brought him in to CDPH that day, his asthma attack could have progressed into a life-threatening emergency.

Max and his mother left with prescriptions for appropriate asthma medications. Appointments were made for Max to return for asthma follow-up and for a well-check visit. He was able to return the following week for his needed school immunizations and forms.
The Center for Emergency Preparedness & Response (EP&R) continues to focus on the goal of community preparedness. EP&R supports emergency preparedness of community responders, area hospitals and local partners in preparing for, and responding to emergency events. In emergencies, the EP&R team collaborates with local, state and federal partners to handle any crisis and relay current and accurate information to the residents of Cobb and Douglas counties. The center accomplishes this feat through several programs offering a full-range of preparedness functions.

The Training & Exercise Coordinator assesses the training and development needs of the District. The information is then used to develop the annual training calendar, to conduct preparedness trainings, drills and exercises for CDPH team members and partners, and to evaluate participant’s abilities to perform vital preparedness functions during exercises or actual public health emergencies.

The Healthcare Liaison represents EP&R’s interests when dealing with hospitals, EMS providers, community health centers, nursing homes and any additional health providers during preparedness activities. Additionally, the Liaison manages the Cobb & Douglas Medical Reserve Corps (CDMRC) program. This program organizes medical and non-medical volunteers who stand ready to donate time and expertise to the recovery of a disaster or other public health emergency.

The Strategic National Stockpile planner develops and implements emergency preparedness initiatives, goals and objectives for the Strategic National Stockpile Cities Readiness Initiative Program. This includes oversight of current Points of Dispensing (POD) sites and the solicitation and development of additional closed POD sites.

The Emergency Management Specialist oversees the development and management of the District Emergency Operations Plan, Continuity of Operations Plan (COOP), and any additional plans associated with the emergency preparedness functions of the District.

**HIGHLIGHTS FOR FY2016**

- Completed a Full-Scale Mass Dispensing Exercise at Arbor Place Mall in Douglas County.
- Participated in a Radiation Injury Treatment Network activation exercise in partnership with Emory Hospital.
- Successful completion of first Medical Counter Measures Operational Readiness Review.
- Trained 80+ Georgia State Defense Force personnel to perform patient aircraft load/off load operations.
In a recent exercise on Dobbins Air Reserve Base, the Director of the Center for Emergency Preparedness & Response had the opportunity fulfill the position of the Operations Section Chief.

The purpose of this exercise was to evaluate the operational capabilities required for Emory University Hospital/Emory Healthcare to manage patients who have been exposed to a radiological event and who require treatment for marrow toxic injuries. Coordination of Emory University Hospital’s response with the regional Federal Coordinating Center (FCC) and the Dobbins Air Reserve Base (DARB) were also assessed. Additionally, the emergency operations and medical surge coordination were evaluated.

Several capabilities were exercised during the scenario, including communications, emergency planning, medical surge, radiological screening and decontamination, triage, pre-hospital, and hospital treatment.

The exercise began with the arrival of patients to DARB through the National Disaster Medical System, exercising the ability to safely unload, triage, package and transport more than 60 ambulatory and non-ambulatory patients.

Using Cobb & Douglas Medical Reserve Corps and Georgia State Defense Force volunteers, all patients were successfully off loaded from the aircraft and transported to Emory University Hospital to receive treatment for marrow toxic injuries.

Another recent training simulated what might happen in the case of a major disease outbreak. Over 100 volunteers participated in the setup of a closed point of dispensing, or POD, at Transfiguration Catholic Church in Cobb County. The purpose of which is to dispense life-saving antibiotics to members of their congregation. This test, which took over a year to plan, measured how quickly emergency staff could handle such a formidable situation.

Both of these exercises were resounding successes and just two examples of the many ways the Center for Emergency Preparedness & Response contributes to the health, wellness and preparedness of the residents of Cobb and Douglas counties.
The Office of Quality Management (OQM) oversees the health department’s accreditation, performance management, strategic planning and quality improvement (QI) efforts which have helped Cobb & Douglas Public Health (CDPH) to proactively address and adapt to the changing public health environment.

**Accreditation**
This was CDPH’s first year as an accredited health department (accredited by the Public Health Accreditation Board (PHAB) on May 12, 2015). As the first accredited health department in the state of Georgia, CDPH continues to provide accreditation support statewide by sharing tips and sample documents, and presenting its accreditation journey during statewide meetings. The health department also showcased its accomplishments over the past year through the submission of its first PHAB Annual Report. The PHAB Annual Report highlighted progress made in implementing the Community Health Improvement Plan, which focuses on improving access to health services and promoting healthy lifestyles among residents. In addition, CDPH highlighted its plans to complete the second iteration of its Community Health Assessment (CHA). Through the assessment process, CDPH, with its community partners, will gather health data to identify health issues and establish future health priorities for Cobb and Douglas counties.

**Performance Management and Strategic Planning**
Since 2009, CDPH has managed its agency performance through the Balanced Scorecard Framework (see Figure 1 on the following page). Each year, during the annual Leadership Team’s Retreat, the agency’s performance is evaluated and strategic priorities are established to improve gaps in desired performance. This year, CDPH identified four strategic initiatives, also referred to as agency-wide QI projects, and focused on Performance Management, Information Technology, Workforce Development, and Community Health Improvement. Efforts towards improving these processes will begin FY2017.
Quality Improvement (QI)

CDPH is dedicated to developing a “culture of quality,” which fosters continuous, agency-wide QI. This year, CDPH provided a QI-themed continuing education day which was attended by all staff. In addition to the strategic agency-wide QI projects listed on page 20, CDPH is implementing QI projects across each of its programs. Future plans include developing a QI training plan that introduces advanced training in QI concepts. CDPH’s Quality Council, which oversees the health department’s journey towards becoming a culture of quality, will continue to champion QI within each CDPH center/program. The council will provide support for the Clinical QI team, focusing solely on improving patient-care processes, and the Business QA/QI team, focusing on improving billing processes. For a FY2016 QI project highlight, see Figure 2 below.

Figure 2: QI Project Highlight – The Public Health Talks

In our disease surveillance role, it is critical that health providers know how to report certain infectious diseases (page 3). To expand this awareness, CDPH launched a QI project related to our provider “PH Talks.”
| **3,534** | Food Service Inspections |
| **2,874** | Swimming Pool Inspections |
| **1,111** | Nuisance Complaint Investigations |
| **259** | Tourist Accommodation Inspections |

**3,400**
Sexually Transmitted Infection (STI) cases reported and investigated in Cobb & Douglas Counties (15% increase from FY2015)

**$75,262**
The record-breaking net proceeds provided to Safe Kids Cobb from the annual Cobb Public Safety Golf Tournament

**16,814**
Pregnant women, breastfeeding moms and children under the age of 5 who are actively enrolled in the CDPH WIC Nutrition program

**530**
Douglas County teens who participated in the Power in Truth Conference to learn leadership and life skills, particularly related to drug and alcohol prevention

**#1**
The ranking that CDPH WIC has in Georgia for helping new moms to start to breastfeed their newborns

**900**
The number of families enrolled in the CDPH Babies Can’t Wait program - designed to help developmentally-delayed children maximize skills to ensure success for a lifetime

**40,952**
The number of clinic visits provided by public health school nurses in the Marietta City School System last year
Center for Administration

28,483
Birth Certificates Issued

69,864
Death Certificates Issued

Center for Clinical Services

2,010
Clients served in the Travel Health program

6,778
Visits made to the Family Planning program

46,681
Vaccines administered

6,137
Visits to the Child Health Clinic

2,218
Visits to the Dental Health Clinic

26
Active TB cases managed

28,180
Prescriptions filled at the Marietta Public Health Center Pharmacy

2,616
Visits made for Sexually Transmitted Infection (STI) Services

Center for Emergency Preparedness & Response

11
New Cobb & Douglas Medical Reserve Corps (CDMRC) volunteers

106
Total number of CDMRC volunteers
Looking Forward

As we begin 2017, we remain so very committed to making a difference in the health of our residents and our community. We are so fortunate to have skilled staff, dedicated board members and engaged community partners to fulfill our mission to “promote and protect the health and safety of the residents of Cobb and Douglas counties.” As a result, our 2017 goals are ambitious.

Even though our national Public Health Accreditation helped us demonstrate very high standards of performance, we have made a significant commitment to expand our agency’s Culture of Quality. Our staff will continue to identify, prioritize and complete significant quality improvement projects throughout the coming year to better serve our residents and the community.

We share the excitement in Cobb County to welcome Atlanta Braves Baseball to our community. We have been closely involved with planning for SunTrust Park and The Battery complex through our Environmental Health, Community Health and Emergency Preparedness & Response staff. We will continue to make this work a priority, and we look forward to the first pitch in the 2017 baseball season. Additionally, we are so pleased to welcome the Atlanta United Major League Soccer and International LaCrosse teams to our community. We are also working with these groups to assure they have the best public health support for assuring the health and safety of our players and patrons.

We will also continue to improve our public health facilities for our staff and clients this year. We are thankful for the 2016-2020 Cobb SPLOST funding as well as the support from our Cobb and Douglas County Government agencies. In 2017 we will complete the exterior renovations on our Marietta Public Health Center campus, and begin construction of our Acworth/Kennesaw Public Health Center and Smyrna Public Health Center at their new locations.

Thank you for helping us to celebrate another incredible year! We appreciate your support, the faith you put in our staff and partners, and the passion we all share for making Cobb and Douglas counties the healthiest places in which to live, work, learn, and play.
Cobb & Douglas Public Health Locations

Acworth Public Health Center
4489 Acworth Industrial Drive
Acworth, GA 30101
Phone: 770-974-3330
Fax: 770-966-9192

Cobb County Environmental Health
738 County Services Parkway
Building B
Marietta, GA 30008
Phone: (770) 435-7815
Fax: 770-514-2363

Marietta Public Health Center - Building A
1650 County Services Parkway
Marietta, GA 30008
Phone: 770-514-2300
Fax: 770-514-2363

Marietta Public Health Center - Building B
738 County Services Parkway
Marietta, GA 30008
Phone: 770-514-2300
Fax: 770-514-2363

Smyrna Public Health Center (WIC)
3830 South Cobb Drive
Suite #200
Smyrna, GA 30080
Phone: 770-438-5105
Fax: 770-319-8245

East Cobb Public Health Center
4958 Lower Roswell Road
Suite 120
Marietta, GA 30068
Phone: 678-784-2180
Fax: 678-784-2198

South Cobb Public Health Center
(WIC, Adolescent Health & Youth Development/Health Promotion)
75 Six Flags Drive
Austell, GA 30168
Phone: 678-385-1360
Fax: 678-385-1376

Douglas Public Health Center
770 Selman Drive
Douglasville, GA 30134
Phone: 770-949-1970
Fax: 770-942-9469

South Cobb Public Health Center
738 County Services Parkway
Marietta, GA 30008
Phone: (770) 435-7815
Fax: 770-514-2363

Douglas County Environmental Health
Douglas County Courthouse
8700 Hospital Drive, 1st Floor
Douglasville, GA 30134
Phone: (770) 920-7311

The Cobb Health Futures Foundation and the Douglas Health Futures Foundation are 501(c)3 fundraising affiliates that support the work and mission of Cobb & Douglas Public Health. As nonprofit organizations, they provide a path to fundraising opportunities that may not be available to government agencies but that are open to organizations registered with the IRS as nonprofit organizations. This is important as only about 60% of public health’s funding needs for mandated programs comes from federal and state sources.

Fundraising efforts of the Cobb Health Futures Foundation focuses on the following programs:

- Babies Can’t Wait
- Children’s Medical Services
- Perinatal Case Management

Fundraising efforts of the Douglas Health Futures Foundation focuses on:

- Children 1st
- Babies Can’t Wait
- Children’s Medical Services
- Safe Kids – Douglas

For information on the foundations, call the Development Office at (770) 514-2325.