

## ANNUAL REPORT

# health promotion & outreach

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***Anh Tran, a Vietnamese outreach worker for the Lincoln-Lancaster County Health Department's Healthy Homes program, listens as Hao Ngo, mother of 22-month-old Dominic and newborn Hannah, explains her concerns about her children's health.***

### **HEALTHY HOMES, HEALTHY CHILDREN, HEALTHY FAMILIES**

Four Community Outreach Specialists are trained as childbirth educators and doulas. Each outreach worker handles a

caseload of about 30 families. In the past year, 230 babies with their moms and families have been served by the Healthy Homes Program, which assisted in connecting them to medical, health and numerous community services.

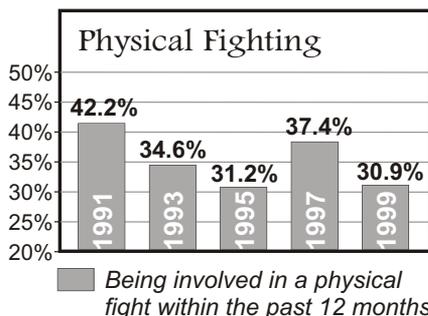
Over 180 clients have been able to participate in 1999 in our Teddy Bear Cottage program, in which participants accumulate points for healthy behaviors and exchange these for needed children's clothing and baby items. Lincoln Kiwanis Clubs have volunteered over 200 hours in the past year to staff the Cottage.

To promote culturally competent services, 52 conferences on culture, health, human relations and diversity reached over 1,700 participants from September 1, 1999 to August 31, 1999.

***"Knowing the health status and health behaviors of our youth requires sound epidemiological practices. One important way we measure the health behaviors of our youth is through the Youth Risk Behavioral Survey."***

**Steve Beal**

The 5th Youth Risk Behavioral Survey (YRBS) was completed in May 1999. The

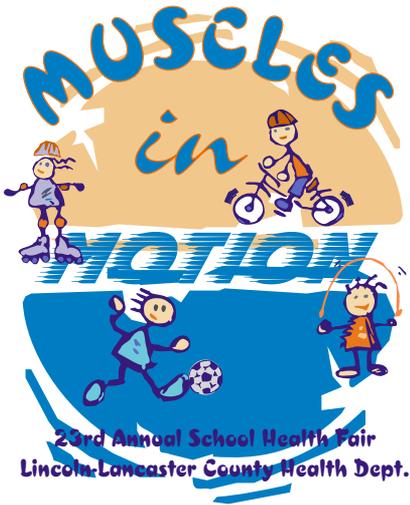


Source: Lincoln-Lancaster County Health Department Youth Risk Behavioral Survey

Department has surveyed youth risk behaviors biannually since 1991. Questions developed by the Centers for Disease Control and Prevention assess youth behaviors in areas of tobacco use, violence, alcohol and drug use, sexual behaviors, suicide, nutrition and physical activity.

### **PREVENTION IS THE KEY TO ASSURING HEALTHY CHILDREN AND FAMILIES**

"Muscles in Motion" was the theme for the 1999 School Health Fair attended by over 1000 students from 21 Lincoln and Lancaster County elementary and middle schools. The 23rd Annual School Health Fair Awards Banquet was held in May. Board of Health President Mary Helen Elliott and County Commissioner on the Board of Health Larry Hudkins were special guests and presented the awards. Rick Rodenburg, owner of Bike Pedalers, co-owner of Walton Trail Company and former assistant coach of the



University of Nebraska Swim Team, challenged the banquet attendees to lifelong physical activity. This year's fair was made possible through financial support from Bryan/LGH Medical Center, Pfizer Inc., Novartis Inc., Valentino's, Centurion International, Rose Equipment, Aliant, Archer Daniel Midlands Co., Woodmen Accident and Life Co., and Cornhusker Bank.

The Summer Food Program was offered for the 19th year as an extension of the USDA School Lunch Program. An average of 490 free meals were served daily at 26 neighborhood sites from June through August to children and youth, ages 3-18. Free breakfasts were served at the "F" Street Recreation Center, Hispanic Community Center, Family Services at Saratoga Elementary, Lincoln Action Program at 2601 "P", Irving Middle School and Salvation Army

on North 27th. Site managers at the cooperating churches, recreation centers, schools, community centers, parks and businesses distributed 26,200 meals. LLCHD contracts with the Child Nutrition Division of the Nebraska Department of Education to operate the program.

***"On arriving in Lincoln from a refugee camp in Syria, I was glad to find a program to screen my children for lead poisoning. I have peace of mind***



***knowing that steps are being taken to reduce their blood lead levels and return them to a healthy childhood."***

**Khansa Khalaf**

The Childhood Lead Poisoning Prevention Program (CLPPP) received grant funding from the Centers for Disease Control and Prevention through the Nebraska Health and Human Services System. During the first three years of funding, 4,447 children ages six months to six

years were screened for elevated blood lead levels. The Health Department offers screenings to high-risk children living in pre-1978 homes through Well Child Clinics, Immunizations, Women-Infant and Child (WIC), Dental Health and walk-ins. Additionally, screening sites are arranged through cooperation with Family Services WIC programs, Head Start Programs, child care facilities, community events, neighborhoods and churches.



## **YOUTH VIOLENCE PREVENTION**

The support and commitment of the community to pro-actively address violence involving youth is proving to be a wise and beneficial investment.

Below is a comparison of 1997 and 1999 Youth Risk Behavior Survey violence-related data:

The percentage of high school students who reported both carrying a weapon in the past 30 days and being involved in a physical fight during the past 12 months decreased from 71% in 1997 to 68.2% in 1999.

The percentage of high school students who report both being involved in a physical fight during the last 12 months and consuming five or more drinks in a row decreased from 54% in 1997 to 43% in 1999.

The percentage of students who reported both using marijuana in the past 30 days and also seriously considering suicide during the past 12 months decreased from 40% in 1997 to 26% in 1999.

With the support of the AmeriCorps\*VISTA members and organizations and agencies including the Nebraska Office of the Corporation for National and Community Service, the "F" Street



Recreation Center, Heartland Big Brothers Big Sisters and Lighthouse over 1,900 youth participated in 22 Safe Nights last year. Safe Nights provide a supervised environment for youth to gather and participate in recreational activities including carnival games, swimming, basketball, volleyball and much more. A core component of each

Night USA event held at State Fair Park. Twenty-two local youth service agencies were instrumental in planning this entertaining and educational youth violence prevention event.

### **Injury Prevention And Traffic Safety**

National and local attention has effectively increased public awareness of the potential dangers resulting from unrestrained or improperly restrained child passengers. Local Injury Surveillance System data reveal that motor vehicle-related injury is the leading cause of unintentional death among Lancaster county residents, ages 1 through 29 years. The Health Department and the Lincoln-



Safe Night is a “teachable moment” when youth are engaged in a non-violent conflict resolution exercise.

On June 5, over 200 youth attended the community-wide Safe

Lancaster County Safe Communities/SAFE KIDS Coalition took the lead in assuring this critical child safety concern was effectively addressed in our community.

Health officials inspected 269 child safety seats for proper installation and use during the past



year at locations including Wal-Mart, State Farm, Building Blocks Child Care Center, Du Teau Chevrolet, Doctors of Children Pediatrics Clinic and the Lincoln-Lancaster County Health Department. Of those, 256 (95%) were improperly installed or used.

Eight local child safety advocates received certification as Child Passenger Safety Technicians after successful completion of a four-day hands-on training session.

Twenty crawling infants participated in the Third Annual Diaper Derby in conjunction with National Child Passenger Safety Awareness Week held at East Park Plaza Mall.

Eleven child passenger safety presentations and in-service training were provided to 170 clients and staff of the Lincoln Medical Education Foundation Employment First Program, Saint Elizabeth's Halo Program (Child

Care Providers), First Plymouth Mothers Group, Early Head Start and State Farm's First Time Moms Club.

The Lincoln-Lancaster County Safe Communities/SAFE KIDS Coalition and the Lincoln Foster Grandparent Program teamed up during National SAFE KIDS Week to conduct interactive injury prevention education using the Safety at Grandma's House game. Twelve presentations engaging about 700 students in identifying injury hazards in "Grandma's House" were conducted at six schools during this designated safety week.

Partnerships with the Kiwanis Clubs of Lincoln and Lincoln Public Schools enabled the Safe Communities/SAFE KIDS Coalition to reach over 2,000 children with bicycle safety education, and sell over 500 low-cost bike helmets at 24 bicycle safety rodeos. Over 200 helmets were sold to member companies of WorkWell, Inc. and Family Care Solutions. Another 200



helmets were sold at community health fairs, church-sponsored events and at the Lincoln-Lancaster County Health Department.

## **YOUTH DRIVER TRAINING PROGRAM:**

Nationally and locally, motor vehicle crashes continue to be the leading cause of death for young drivers. Through the volunteer efforts of Lincoln-Lancaster County Safe Communities/SAFE KIDS Coalition, a Youth Driver Training Program was developed to address four priority safety issues in Lancaster County: youth driving, seat belt use, impaired driving and speed-related crashes.

Two hundred fifty copies of the Youth Driver Training workbook, containing a comprehensive driving log, were printed and distributed. Six eight-hour sessions (held in four two-hour segments) were scheduled to meet overwhelming demand. Seven Lincoln-Lancaster County Safe Communities/SAFE KIDS Coalition members volunteered to present for a part of the eight-hour sessions which consisted of a fast paced variety of presentations, videos, group discussions and demonstrations.

Registrations for 1999 included 13 rural school students, 18 parochial school students, 55 Lincoln Public School students, one



Lincoln-Lancaster County  
HEALTH DEPARTMENT



home-schooled student and five students from other school districts including Ralston, Omaha, Plattsmouth and Wilber. An average of 25 teens and parents attended each session.

The wrecked car display and "Buckle Up/Don't Drink and Drive" sign was used at six high schools throughout the year as well as the Lancaster County Fair.

Southeast students conducted an intensive seat belt campaign making daily announcements using statistics and information. Based on pre- and post- observational surveys, use for males increased from 65 to 79% and females from 79 to 87%.

Seven observational seat belt surveys were conducted in 1998/99. Use in areas other than southeast ranged from 59% to 83.9%.

Buckle Bear was checked out nine times throughout the year for schools or health fairs, and informational brochures on seat



belts were distributed to these and an additional five schools/daycares and eight larger health fairs.

Traffic safety and injury prevention staff attended a Child Safety Seat Technician training April 12 to 16 in Lincoln. Staff checked an average of five to ten child safety seats each month for "walk-ins" or for the child safety seat loaner program.

Currently, the child safety seat loaner program has a total inventory of 124 seats, including 32 which were donated by a Lincoln Optimists Club in April.

Coalition members organized three child safety seat checkup events at Goodyear and State Farm, checking 78 seats. Members participated in two additional events in conjunction with the April training where over 200 seats were checked.

Presentations on child safety seats were given to 40 daycare providers at St. Elizabeth's, 20

parents at First Plymouth Church and nine mothers-to-be at State Farm.

The Lincoln-Lancaster County Safe Communities Resource Guide printed in September 1998 and sent to nearly 1,000 daycares, rec centers and other local organizations, was mentioned in the national Safe Communities Bulletin. Requests were received from 14 out-of-state agencies for copies and assistance in creating their own



local guides. An additional 200 copies were distributed locally through Lincoln Public Schools, Lancaster County rural school nurses and the Lincoln Police Department.

About 5,000 pedestrian/Halloween safety tip flyers with 6,000 glow sticks were distributed by Safe Communities Coalition members to children in two nights for a "See and Be Seen" safety campaign in October 1998. This event was repeated a second year with the joint Coalition in 1999.

Individual seatbelt/eggmobile presentations were made to six

daycare or school classes totaling about 150 children.

About 500 eggmobile presentations were given at eight health fairs to an estimated total of 5,000 children and adults.

The LLCHD was one of five cities nationwide awarded grant funding from NACCHO for a six-month pedestrian safety project targeting Lincoln's rapidly growing minority community. Staff is working with three local schools to produce a bi-lingual pedestrian safety video based on behaviors witnessed in observational surveys done at five schools.

Coalition members worked together to sponsor and facilitate a Pedestrian Safety Road Show for 44 individuals representing community groups, neighborhood associations, the disabled community and federal, state and local government officials. Two follow-up meetings were held with the visually impaired and handicapped community and city engineers to attempt to resolve safety problems.

A group called the School Traffic Education and Enforcement Program formed to address school related pedestrian safety issues.

Members organized and facilitated two radar training sessions for 18 individuals representing neighborhood and school groups.

## HEALTHY HOMES



**PROMOTING  
THE HEALTH  
OF PEOPLE OF ALL CULTURES,  
A PROGRAM SERVING  
PREGNANT WOMEN,  
NEWBORNS AND INFANTS.**

*21% of Healthy Homes mothers are teen-agers.*

*49% of clients require translation services regularly.*

*67% of Healthy Homes mothers and babies received assistance with medical transportation.*

*96% of clients enrolled in WIC.*

*95% of all Healthy Homes families are part of a joint case management plan.*

*Nearly 80% of all Healthy Homes women receive prenatal care as determined by the physician.*



## **REDUCING HEALTH DISPARITIES AND PROMOTING THE HEALTH OF ALL CULTURES**

Neighborhood outreach, cultural competence and community partnerships continue to be the cornerstones of the Healthy Homes Program. Prevention and treatment services contribute to the self-sufficiency of families of all cultures.

### **MOBILE HEALTH CLINIC**

The Mobile Health Clinic has become widely recognized throughout the community. Purchased by the Public Health Foundation with contributions from the community, this versatile vehicle is equipped to provide dental, medical and health education services to the high-risk and under-served populations of Lincoln and Lancaster County. In the past year, LLCHD, in cooperation with the Lincoln Public Schools and the UNMC College of Dentistry, has used the clinic to provide school-site dental services to hundreds of at-risk children. This collaborative school-site dental screening and treatment program was nationally recognized by both the Association of State and Territorial Health Officers and by the National Association of City County Health Officials.

Through the mobile health clinic, testing is done for diabetes, high blood pressure and elevated



cholesterol. The clinic has also established regular hours of health services at the Malone Community Center, West Lincoln Family Resource Center, the Gathering Place, Centerpointe and a WIC site in Northeast Lincoln. In addition, the mobile clinic has been used at the Indian Center, the Malone Center, the Willard Community Center, Salvation Army, Northeast Family Resource Center and St. Mary's School to provide such services as testing for lead poisoning, screening for prostate cancer, STD and HIV testing and health education. In the past year, more than 1,100 children and adults, who otherwise may have difficulty accessing needed health care, have received services through the mobile health clinic.

### **WORKWELL, INC.**

WorkWell continues to lead Lincoln towards the prestigious



Well City designation awarded through the Wellness Councils of America. To become a Well City, 20 percent of Lincoln's more than 140,000 employees must work for companies that have completed the comprehensive process of becoming a Well Workplace. This cost-effective process helps companies accurately determine and address the specific health needs of employees and their families. To date, 14 of Lincoln's companies have become Well Workplaces, while another 13 are working toward the award bringing an enhanced level of worksite wellness to 17,000 employees.

Recognizing the need for staff be as healthy as possible and to actively model good health behaviors, the ten Lincoln schools participating in the Comprehensive School Health Initiative have become members of WorkWell. These include Roper, Fredstrom, McPhee, Riley, Sheridan, Prescott, Calvert, Elliott, Pershing and Bryan Community School.

"Wellness kits" containing information on chronic disease prevention and treatment are provided to all WorkWell companies for distribution to employees.

Staff provided testing and information on prevention and treatment of chronic diseases to the Bryan Kids Fair, Kawasaki Employee Health Fair, Lincoln Christian School Health Fair and the Centurion Employee Health Fair.

### **EVERY WOMAN MATTERS**

"Every Woman Matters," a breast and cervical cancer detection program with a focus on uninsured or underinsured women ages 50 to 64, used African American, Hispanic, Vietnamese, and Caucasian outreach workers



to aggressively promote the program to those in most need of the services. Businesses in the target area have been gracious in allowing the EWM staff to promote the program to their customers. Many enrollments have been made at business sites including Wagey Drug, Laundry Land, Arapahoe Village, Walgreens and Super Saver. Other regular sites for promotion of the program include the City Mission, Day Watch, Food Share sites, Salvation Army,

Goodwill, Good Neighbor Center, the ethnic community centers and through the mobile health clinic. EWM staff are also active participants in Lincoln's Breast Cancer Coalition, raising community awareness of the disease particularly during Breast Cancer Awareness Month and Pink Ribbon Week. The benefit of early detection of cancer is immeasurable as it is the key to survival. Among women whose cancer has not spread beyond the breast at the time of diagnosis, their five-year survival rate is 97%. From an economic standpoint, an early detected breast cancer costs about \$12,000, while a late detected breast cancer can cost more than \$145,000.



## **TOBACCO PREVENTION AND CONTROL**

Tobacco use is the number one preventable cause of death and illness in the United States. Not only is it the greatest health problem facing our state, it also

# We're Celebrating Smoke Free Dining Day!



Today, as  
**EVERYDAY!**

Sponsored by  
the Tobacco Free Lincoln Coalition  
&  
the Lincoln-Lancaster County  
Health Department

Come in & enjoy  
the delicious  
aroma of  
our food &  
our clean air.

drains hundreds of millions of dollars annually from Nebraska's economy. With use of tobacco beginning typically by age 12, and with 38% of Lincoln's 9th- through 12th-grade youth using tobacco in the last 30 days (39% statewide), smoking/chewing is aptly labeled a "pediatric" disease. LLCHD and the Tobacco Free Lincoln Coalition are working aggressively with others in the community to reverse the trend in youth tobacco use. Goals are tobacco prevention and education, tobacco cessation and smoke-free environments.

Accomplishments:

became actively involved in state legislation related to tobacco

co-coordinated a tobacco youth rally that included more than 400 high school students from Lincoln and throughout the state; the students learned about tobacco issues and discussed tobacco legislation with their senators

sponsored a Smoke-free Dining Day in which 25 "smoking" restaurants went smoke-free for the day

surveyed restaurants in Lincoln, and found more than 50% to be smoke-free

presented the tobacco prevention message to hundreds of public school students

co-sponsored with Glaxo-Wellcome an "Addiction of Tobacco" presentation to area physicians

completed two Operation Storefront assessments of 45 tobacco retail establishments

provided presentations on the hazards of environmental tobacco smoke to numerous civic, child-care and parent groups

worked with the American Cancer Society to place counter-advertising billboards in the city

served as a tobacco prevention resource to schools and the public

met with leaders in the African American community to raise awareness of the growing problem of tobacco use among its youth

worked closely with the media to raise public awareness of the problem of youth tobacco use and the hazards of Environmental Tobacco Smoke; an entire section of the Lincoln Journal Star was devoted to these issues

Graduate students from the UNL Dietetics Program provided a six-week series on cardiovascular health to residents of the Malone Manor and Union Manor

Staff sponsored health-related activities for National Public Health Week



**INFORMATION & REFERRAL**  
The United Way of Lincoln  
and Lancaster County and the City

of Lincoln Urban Development Department collaboratively provided a \$31,500 grant for the IRis Pilot Project. Five pilot sites were selected to participate including Cedars, CenterPointe, Cornhusker Place, Hispanic Community Center and People's City Mission. Each site received the IRis software license, the LLCHD IRis database, and training and technical support provided by LLCHD staff.

The IRis database of over 835 health and human resources maintained by LLCHD staff has been installed at the Lincoln Area Agency on Aging and Lincoln Action Program. Staff access the database in multiple sites to provide referrals for clients.

The IRis Directory on Disk has been installed at United Way of Lincoln and Lancaster County, Lincoln Action Program and People's City Mission. The Directory on Disk allows the user access to the LLCHD IRis database for referrals.

Twenty-five thousand copies of 1999/2000 "Community Connections," a guide to resources for families, were produced and distributed throughout Lincoln and Lancaster County. BryanLGH Medical Center and Saint Elizabeth Regional Medical Center each provided \$2500 to offset printing costs.

Collaboration with the Human Services Federation resulted in the production of the 1999 Human Services Directory (Blue Pages) of the Aliant Communications phone book.

Over 200 hours of staff support were provided for the Human Services Federation Information and Referral Committee. The Human Services Federation provides partial financial reimbursement for support services.

**GRANTS/AWARDS, 1998-99**

**Childhood Lead Poisoning Prevention**

Centers for Disease Control and Prevention \$152,521  
EPA \$ 60,000

**Cardiovascular**

**Risk Reduction** \$ 30,900  
Nebraska Department of Health & Human Services

**Tobacco Prevention**

**Education** \$ 44,800  
Nebraska Department of Health & Human Services

**Every Woman Matters**

\$ 45,176  
Nebraska Department of Health & Human Services

**Traffic Safety Education**

\$ 50,000  
Nebraska Office of Highway Safety

**AmeriCorps Vista** \$ 72,477

Corporation for National Service

**Summer Food Program**

\$ 50,708

United Department of  
Agriculture (includes  
reimbursement for meals)

**Injury**

**Prevention/Surveillance**

\$ 8,381

Nebraska Department of  
Health & Human Services

**Pedestrian Safety**

**Program** \$ 12,000

**School Health Fair**

\$ 1,200

Community Donations

**Tobacco Free Lincoln**

**Coalition** \$ 5,435

**IRis** \$ 30,780