FLORIDA DEPARTMENT OF HEALTH
IN SANTA ROSA COUNTY

Annual Report
July 2011 - June 2012

Part of the state and national public health system since 1944
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A MESSAGE FROM THE ADMINISTRATOR

To the community and staff of the Florida Department of Health in Santa Rosa County:

We are pleased to present the 2011-2012 Annual Report for the Florida Department of Health in Santa Rosa County. As you browse the report, keep in mind that public health is much more than the services we provide. The public health system is comprised of private physicians and hospitals, community partners, businesses, educators and individuals dedicated to improving the quality of life in our communities.

It is important to provide not only quality health care, but educational opportunities and community outreach, as well. Our staff participates regularly in outreach activities and community events, working hand in hand with community partners such as the West Florida Area Health Education Center (AHEC), the Healthy Start Coalition of Santa Rosa County, the Santa Rosa School District, and Santa Rosa Kids House, among others, to identify issues that affect quality of life and reduce health disparities.

All of us at the Florida Department of Health in Santa Rosa County are committed to the mission of the Department of Health and serving the people of our county and the state of Florida.

Sincerely,

Sandra L. Park-O'Hara, A.R.N.P.
Administrator
Santa Rosa County Health Department
Mission:

To protect, promote & improve the health of all people in Florida through integrated state, county, & community efforts.

Vision:

To be the Healthiest State in the Nation.

Values:
(I CARE)

Innovation: We search for creative solutions and manage resources wisely.

Collaboration: We use teamwork to achieve common goals & solve problems.

Accountability: We perform with integrity & respect.

Responsiveness: We achieve our mission by serving our customers & engaging our partners.

Excellence: We promote quality outcomes through learning & continuous performance improvement.
10 Essential Public Health Services

1. Monitor health status to identify community health problems.
2. Diagnose and investigate health problems and health hazards in the community.
3. Inform, educate, and empower people about health issues.
4. Mobilize community partnerships to identify and solve health problems.
5. Develop policies and plans that support individual and community health efforts.
6. Enforce laws and regulations that protect health and ensure safety.
7. Link people to needed personal health services and assure the provision of health care when otherwise unavailable.
8. Assure a competent public health and personal health care workforce.
9. Evaluate effectiveness, accessibility, and quality of personal and population-based health services.
10. Research for new insights and innovative solutions to health problems.
ADMINISTRATIVE SERVICES

Finance and Accounting, Revenue Management, Budget Management, General Services, Human Resources, Vital Statistics, and Management Information Systems fall under the umbrella of the Administrative Services Division of the Florida Department of Health in Santa Rosa County (FDOH-SRC).

REVENUE/BUDGET & FINANCE

FDOH-SRC annual budget was $5.5 million for fiscal year 2011-2012 funded through federal, state and county/local revenue streams. Twenty-nine percent of our funding comes from Medicaid, 21% from federal funds, 20% from state revenues, 7% from county funds, and the remainder from other sources.

<table>
<thead>
<tr>
<th>Revenues</th>
<th>2010-2011</th>
<th>2011-2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Revenue</td>
<td>$1,522,138</td>
<td>$1,169,693</td>
</tr>
<tr>
<td>Clinic Fees</td>
<td>$92,084</td>
<td>$89,577</td>
</tr>
<tr>
<td>Vital Stats Fees</td>
<td>$81,839</td>
<td>$96,805</td>
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<tr>
<td>Environmental Health Fees</td>
<td>$354,447</td>
<td>$350,749</td>
</tr>
<tr>
<td>Medicaid</td>
<td>$1,222,792</td>
<td>$1,677,858</td>
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<tr>
<td>Medicare</td>
<td>$1,305</td>
<td>$579</td>
</tr>
<tr>
<td>Federal Appropriated Revenues (Sch C)</td>
<td>$1,097,761</td>
<td>$1,179,371</td>
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<tr>
<td>State Appropriated Revenues (Sch C)</td>
<td>$411,335</td>
<td>$352,206</td>
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<tr>
<td>Board of County Commission</td>
<td>$382,000</td>
<td>$382,000</td>
</tr>
<tr>
<td>Other Revenue</td>
<td>$461,572</td>
<td>$414,559</td>
</tr>
<tr>
<td>Sales of Services Outside State Government</td>
<td>$0</td>
<td>$7,551</td>
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<tr>
<td>Total</td>
<td>$5,627,273</td>
<td>$5,720,948</td>
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<table>
<thead>
<tr>
<th>Expenses</th>
<th>2010-2011</th>
<th>2011-2012</th>
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<tbody>
<tr>
<td>Administrative Services</td>
<td>$761,559</td>
<td>$606,015</td>
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<td>Vital Stats</td>
<td>$67,299</td>
<td>$103,761</td>
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<tr>
<td>Allocable</td>
<td>$537,566</td>
<td>$504,389</td>
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<td>Dental</td>
<td>$665,357</td>
<td>$745,594</td>
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<td>Environmental Health</td>
<td>$575,066</td>
<td>$419,463</td>
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<tr>
<td>Health Promotions</td>
<td>$257,147</td>
<td>$81,246</td>
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<tr>
<td>Immunizations</td>
<td>$313,000</td>
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<td>Family Planning/AIDS/STD</td>
<td>$556,652</td>
<td>$546,615</td>
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<td>Healthy Start</td>
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<td>$407,872</td>
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<td>School Health</td>
<td>$369,072</td>
<td>$398,576</td>
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<td>Communicable Disease/Epidemiology</td>
<td>$406,202</td>
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<td>Public Health Preparedness</td>
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<td>Tobacco</td>
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<td>WIC</td>
<td>$666,382</td>
<td>$577,227</td>
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<tr>
<td>Total</td>
<td>$5,839,624</td>
<td>$5,413,383</td>
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</table>
How FDOH-SRC is funded

Contract Administration, Facilities Management, Property Administration, Vehicles, Purchasing, Receiving and Safety comprise the General Services Department. The department administered over 27 service contracts/agreements in FY 2011-2012. Facilities Management is responsible for all agency owned/leased property with a total asset value over $1 million. The department processes, on average, over 1,100 work tickets annually. The purchasing department procures commodities and services for the FDOH-SRC, processing over 3,400 requisitions totaling over $828,000.

Operations provides support to the county health department so our external customers can receive professional and prompt service. Operations now serves over 91 employees. The county health department installed a 240kW diesel engine standby generator with a sub-base fuel tank which can provide full backup to the entire facility, including all HVAC systems. Operations installed a double face electronic message sign at the main facility site. The message

Figures taken from the FIRS Revenue Report 2011-2012
center provides 24/7 informational updates concerning health and community service announcements. In 2011, the building’s security system was upgraded and now includes key card access on security doors, doors separating departments, and a 16 camera on-site digital video security system and building alarm monitoring.

**VITAL STATISTICS**

The Vital Statistics Department continues the paperless Electronic Birth Registration (EBR) and Electronic Death Registration (EDR) system initiative. In March 2011, FDOH-SRC and local funeral homes made the transition from paper copies of death certificates to the electronic system.

Parents no longer have to wait weeks to receive their child’s birth certificate. The child’s birth is registered electronically by the hospital, and the certificate is available in a matter of hours. On August 15, 2011, FDOH-SRC opened a satellite vital statistics office in the south end of the county. Parents can now apply for their child’s birth certificate at the Midway location, alleviating the travel to the main office 25 miles away.

<table>
<thead>
<tr>
<th>Vital Statistics</th>
<th>2010-2011</th>
<th>2011-2012</th>
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</thead>
<tbody>
<tr>
<td>Birth Certificates</td>
<td>4,723</td>
<td>4,759</td>
</tr>
<tr>
<td>Death Certificates</td>
<td>6,020</td>
<td>7,512</td>
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</tbody>
</table>

*Taken from the Contract Management System Vital Statistics Report*
HUMAN RESOURCES

Maintaining a highly skilled, results-oriented, and diverse workforce is vital to successfully accomplishing the FDOH-SRC mission. Activities are prioritized to support the mission and promote an environment where dignity and ethical conduct are valued.

Recognizing the importance of a strong workforce, Human Resources has developed a New Employee Training Program. Human Resources ensures FDOH-SRC attracts people with the right skills, experiences, and competencies and places them in the right jobs at the right time. In addition, cross training, career path programs, and successful and effective retention planning enhance preparations for future demographic challenges and potential staff shortages.

The FDOH-SRC considers employee development to be an integral part of routine succession planning. Employees are encouraged to draft an Individual Development Plan and to discuss it with their supervisor as part of their semi-annual performance review. Employees seeking to advance their careers with the FDOH are given opportunities to participate in strategic planning, provided with leadership opportunities and encouraged to continue their education.

INFORMATION TECHNOLOGY

The Information Technology department is tasked with providing technical support for the FDOH-SRC. Responsibilities include local and wide area network operation, desktop computers, laptops and video conference support. IT staff support over 100 customers, 115 desktops, and 35 laptops and completed over 1,000 work tickets at four separate locations. The FDOH-SRC website was completed in April 2011, with approximately 50% of the initial data changed or updated. IT now supports Holmes and Washington CHDs with website design maintenance.
WE CARE

The We Care program was established in 2001 to assist adult indigent and working poor Santa Rosa County residents who need quality specialty medical care. Patients may be referred by a primary care physician or the specialty physician may make a referral. All patients applying for the program must provide income and residency documentation in order to be determined eligible. We Care participating specialists donate their services and are exempt from malpractice lawsuits. More than $2 million has been donated through in-kind services by physicians and area hospitals to over 2,391 clients.

Medical specialists who volunteer their time include:

- Cardiologists
- Gastroenterologists
- Oncologists
- Endocrinologists
- Orthopedists
- ENTs
- Pulmonologists
- Nephrologists
- Physical Therapists
- Urologists
- Gynecologists
- General Surgeons
- Dermatologists
- Hematologists
- Neurosurgeons
- Rheumatologists
- Thoracic Surgeons

Services were provided at local hospitals; Santa Rosa Medical Center and the Baptist Healthcare facilities (Jay Hospital and Gulf Breeze Hospital), which also participate in the program.
TABLE OF ORGANIZATION

Administrative Services Division

- Administrative Services Director
  - Accountant Supervisor I
  - Accountant Supervisor I
  - Data Administration Analyst
  - Distributed Computer Systems Analyst
    - Operations Analyst I
    - Senior Clerk
  - Accountant Supervisor I
    - Facilities Services Specialist
    - Data Entry Operator
    - Senior Clerk
  - Accountant Supervisor I
    - Fiscal Assistant II
    - OPS Fiscal Assistant II
    - Clerk Typist Specialist
COMMUNITY HEALTH IMPROVEMENT

Community Health Improvement Committee (CHIC)

CHIC Vision Statement:
A responsive and sustainable community health system that improves the health of all citizens in Santa Rosa County.

The Florida Department of Health in Santa Rosa County is actively involved in community health improvement planning utilizing the Mobilizing for Action through Planning and Partnerships (MAPP) process. Funded by a mini grant through the Division of Public Health Statistics and Performance Management, the process involves bringing together community partners representing a variety of businesses and agencies throughout the county with the goal of identifying issues affecting our public health system and the health of the community and developing a sustainable plan to address these issues.

Members of the Santa Rosa County CHIC include representatives from:

- Florida Department of Health in Santa Rosa County (FDOH-SRC)
- Northwest Florida Rural Health Network
- Santa Rosa County Sheriff’s Office
- Lifeguard Ambulance Service
- Navarre YMCA
- The Good Samaritan Clinic
- Santa Rosa Medical Center
- Gulf Breeze Hospital
- Santa Rosa County School District
- Santa Rosa Emergency Management
- United Way of Santa Rosa
- Healthy Start Coalition of Santa Rosa County

The committee continued to add new members as it moved through the assessment process. The four MAPP assessments have been completed and a draft of the final report has been submitted to comply with grant requirements.

In FY 2012-2013, the Florida Department of Health will begin the process of applying for statewide accreditation through the national Public Health Accreditation Board with the goal of becoming the first state to have all county locations fully accredited. Community Health Improvement is a component of the application process.
DENTAL HEALTH

The Florida Department of Health in Santa Rosa County Dental Program provides diagnostic, restorative, preventive, and educational services to all children on Florida Medicaid or who qualify through eligibility by proof of income. The program has three dentists, one dental hygienist, four dental assistants, two clerks and an administrative assistant to take care of clients' dental needs at two clinic locations. The dental program served 2,192 clients and performed 8,085 services in FY 2011-2012 (taken from HMS reports). Our dental clinics are the only providers of dental care for Medicaid eligible children in Santa Rosa County.

Focus . . .

To improve and maintain the oral health of Florida's citizens by promoting and developing high quality, cost-effective community and school-based preventive, educational and treatment programs which emphasize elimination of oral health disparities.

Purpose . . .

• An integrated, coordinated oral health system between the public and private sectors exists that:
  o Provides maximum access to community and school-based preventive and educational programs.
  o Provides access within 48 hours for the relief of pain and infection.
  o Provides access to basic preventive and corrective care that assures adequate dental function and reasonable esthetics.

• An oral health surveillance system exists that provides adequate data to monitor oral health status and to facilitate policy development.

• The organizational structure of the Public Health Dental Program allows it to adequately function as a base of information, technical assistance and support to facilitate the development of a statewide integrated, coordinated oral health system.

This year the FDOH-SRC partnered with the Good Samaritan Clinic to provide facilities use after hours in the Midway location to service adult patients with dental needs.
### Milton

#### Revenues
- Medicaid: 896,061
- Grants and Donations: 8,315
- General Revenue: 6,541
- Third Party: 150
- **Total Milton Revenue:** 911,067

#### Expenditures
- Salary: 437,492
- OPS: 4,655
- Expenses: 41,620
- Medical Equipment: 4,686
- Contractual Services: 6,105
- **Total Milton Expenditures:** 494,558

#### Revenues Minus Expenditures
416,509

### Midway

#### Revenues
- Medicaid: 502,209
- Grants and Donations: 0
- General Revenue: 0
- Third Party: 0
- **Total Midway Revenue:** 502,209

#### Expenditures
- Salary: 190,154
- OPS: 17,177
- Expenses: 41,324
- Medical Equipment: 0
- Contractual Services: 2,381
- **Total Midway Expenditures:** 251,036

#### Revenues Minus Expenditures
251,173

### Combined Milton and Midway Dental

#### Revenues
- Medicaid: 1,398,270
- Grants and Donations: 8,315
- General Revenue: 6,541
- Third Party: 150
- **Total Combined Revenue:** 1,413,276

#### Expenditures
- Salary: 627,646
- OPS: 21,832
- Expenses: 82,944
- Medical Equipment: 4,686
- Contractual Services: 8,486
- **Total Combined Expenditures:** 745,594

#### Revenues Minus Expenditures
667,682
**Did you know . . . ?**

- Tooth decay is the most widespread chronic disease in children and adults, even though it is mostly preventable.
- 28% of children 2 to 5 have had tooth decay in their baby (primary) teeth.
- 51% of children 6 to 11 have had tooth decay in their baby (primary) teeth.
- 10% of children 6 to 8 have had tooth decay in their permanent teeth.
- 31% of children 9 to 11 have had tooth decay in their permanent teeth.
- 59% of teens 12 to 19 have had tooth decay in their permanent teeth.
- 71% of Florida's population has the right amount of fluoride in the water to help prevent tooth decay.

### Rankings, Target Population and Fluoridated Water

#### Ranking

- By Percent Reached: 31.30%
- Ranked of 67: 37

#### Target Population

- Population: 145,550
- 200% Poverty: 28.70%
- Population < 200%: 41,737
- CHD Target: 6,261
- Reached by CHD: 1,960
- Percent Reached: 31.30%

#### Percent of Population Served with Fluoridated Drinking Water

- Population: 145,550
- Population with Fluoride: 76,856
- Population with Water System: 144,603
- Water System Population w/Fluoridated Water: 53.10%
- Percent of City Population w/Fluoridated Water: 52.80%

*Figures taken from HMS Reports.*
TABLE OF ORGANIZATION
Dental Services

Dental Services Director

- Dentist
- Dentist
- Dental Assistant
- Dental Assistant

- Dental Assistant
- Administrative Assistant I-SES

- Clerk Specialist
- Clerk Specialist

- Dentist

- Dental Hygienist
- Dental Assistant
- Dental Assistant
The Florida Department of Health in Santa Rosa County is the first line of defense against environmental problems. The Environmental Health Division helps prevent illness and injury by reducing environmental risks through education and the enforcement of Florida Statutes and Administrative Codes.

Environmental Health works closely with neighboring health departments, clients, and community partners to provide local training for our business partners. In conjunction with the local chapter of Florida Environmental Health Association (FEHA) we provide at least 12 hours of continuing education for on-site sewage treatment and disposal contractors each year. Attendance at these trainings approaches 100 trainees for each class.

The FDOH-SRC Environmental Health Division is committed to the community and staff frequently attend local events to promote environmental health initiatives and educate citizens about important public health topics. The department has attended a diverse range of events, given topic-specific presentations for both large and small groups, and sponsored, promoted, supported, and participated in many community based projects and events.

The Environmental Health staff has co-hosted educational presentations or facilitated informational sessions at health fairs, public schools, and seminars. The division has provided presentations on topics such as food safety, proper hand-washing techniques for schoolchildren, and recycling, among others.

Environmental Health analyzes or inspects:

- Contaminated foods
- Day care facilities/foster homes
- Mobile home parks/camps
- Septic tanks
- Rabies/communicable disease control
- Public swimming pools
- Tanning Salons

Bill Sirmans
Environmental Manager
GROUP CARE PROGRAM

The Group Care Program is designed to ensure that group care facilities comply with minimum standards relating to the protection of the health, safety, and well-being of those using these facilities.

The elderly, children, and immune-compromised populations living in group care facilities are more susceptible to disease. Therefore, group care facilities are inspected on a regular basis by the Division of Environmental Health in order to reduce the risk of disease transmission to residents, workers, and visitors. Environmental Health personnel inspect the construction, sanitation, operation, and maintenance of group care facilities.

This program includes both residential and non-residential facilities. Examples of residential facilities include: assisted living facilities, nursing homes, transitional living facilities, foster homes, drug treatment centers, community-based residential group homes, and mental health facilities. Non-residential facilities include; child care centers, adult day care centers, public schools, and private schools.

FOOD SERVICE INSPECTIONS AND COMPLAINTS

Environmental Health staff conduct food service inspections on many facilities not open to the public and work with medical staff to investigate food borne outbreaks.

MOBILE HOME PARKS, LODGING & RECREATIONAL VEHICLE PARKS, RECREATION & MIGRANT LABOR CAMPS

In accordance with state law, mobile home parks, lodging and recreational vehicle parks, and recreation and migrant labor camps are required to obtain an annual operating permit from the Division of Environmental Health. Environmental Health performs semi-annual inspections of these facilities, primarily to ensure:

- The safety of drinking water supplies
- Proper disposal of sewage
- Swimming pools (where provided) are safe and disease free
- Establishments are garbage and debris-free
- Establishments are free from harmful insects and rodent infestations
PUBLIC/PRIVATE WATER

Environmental Health monitors chemical and biological testing of public water supplies to ensure quality. Residents may request bacterial testing of private drinking water wells by visiting the Environment Health office at 5505 Stewart Street and completing an application. The office works closely with the Department of Environmental Protection and Northwest Florida Water Management in an effort to resolve water complaints.

On-site Sewage Treatment and Disposal Systems
Septic Tank Inspections

Environmental Health performs site evaluations, issues construction permits, and performs inspections on all On-site Sewage Treatment and Disposal Systems, (OSTDS), commonly called septic systems.

<table>
<thead>
<tr>
<th>Fees Collected in FY 2011-2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>OSTDS</td>
</tr>
<tr>
<td>Facility Permits</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

**FIRS expenditures report by OCA.

RABIES/COMMUNICABLE DISEASE CONTROL

Environmental Health staff assists the Communicable Disease Division and medical staff with the investigation and reporting of communicable diseases, including rabies. The FDOH-SRC provides post exposure rabies vaccine (PEP) to individuals who have been bitten, or otherwise exposed, to animals that may be infected with rabies. In FY 2011-2012, the FDOH-SRC spent $8,857 on rabies PEP**.

** Almost any warm blooded animal can become infected with rabies, but those most commonly affected are foxes, skunks, bats, and raccoons. Animals suffering from rabies may appear sick or lethargic, have trouble swallowing, drool or salivate excessively. Wild animals may appear tamer than usual. Some animals may show no symptoms at all.

Did you know . . . ?
PUBLIC SWIMMING POOLS

Public swimming pools and bathing places regulated by the Florida Department of Health in Santa Rosa County (FDOH-SRC) are inspected at least twice annually to ensure they are operated in a safe and sanitary manner to minimize the risk of disease and injury. These inspections consist of testing for proper water chemistry, cleanliness of the facilities, and compliance with applicable state codes and Santa Rosa County ordinances.

HEALTHY BEACHES

Santa Rosa County is part of Florida's Healthy Beaches water sampling program, which began in 1998 with a pilot program that included 11 Florida coastal counties. Beach water sampling is conducted every two weeks and the results are reported on the FDOH Healthy Beaches website and in local news media.

The coastal beach water samples collected are tested for certain bacteria. Environmental Health personnel currently collect samples from seven locations along the coast. These sampling points, illustrated on the map at the right, include:

1 - Shoreline Park  
3 - Navarre Beach West  
5 - Navarre Park Highway 98  
6 - Navarre Beach Pier  
7 - Juana’s Beach

Water samples are analyzed for fecal coliform and enterococci bacteria that normally inhabit the intestinal tracts of humans and animals. The presence of these bacteria in the environment may be an indication of fecal pollution, which may come from storm water runoff, pets, wildlife and/or human sewage.

High concentrations of fecal coliform and enterococci in recreational waters may cause diseases, infections, or rashes if ingested while
swimming or enter the skin through a cut or sore. The Division of Environmental Health issues health advisories when elevated concentrations of these bacteria are confirmed. According to reports posted to the DOH Healthy Beaches website, water quality in the areas sampled in Santa Rosa County remained in the “Good” to “Moderate” range for most of FY 2011-2012. The FDOH-SRC issued only one water quality advisory notice from July 1, 2011 to June 30, 2012.

Environmental Services for 2012 by Program

- Onsite Sewage 5,124
- Food Services 854
- Rabies Control 548
- Pools & Bath Areas 451
- Group Care 228
- Coastal Beach Monitoring 213
- Mobile Home & RV Camps 188
- Drinking Water 181
- Sanitary Complaints 154
- Tanning Facilities 89
- Super Act 43

Figures taken from HMS reports.

From HMS Reports, Service Profile by Program, June 30, 2012
PUBLIC HEALTH PREPAREDNESS

The Public Health Preparedness (PHP) program works to coordinate federal and state policies with planning efforts at the local level. The PHP Planner collaborates with partners in the community to coordinate resources and emergency response plans and activities to provide Santa Rosa County residents with the best protection from man-made and naturally occurring disasters through preparation, response, and recovery operations.

All employees of the Florida Department of Health in Santa Rosa County must be available to respond in the event of an emergency or natural disaster, such as a hurricane. FDOH-SRC employees staff Emergency Support Function 8 (ESF 8), responding to citizens’ medical needs during activation of the Emergency Operations Center and operate the Special Needs Shelter, which serves the county’s special needs population.

Emergency Kits

You may need to survive on your own for up to 72 hours after an emergency. This means having your own food, water, and other supplies in sufficient quantity to last for at least three days. The best way to prepare is to have an emergency kit ready. An emergency kit should include, but not be limited to:

- Food and water for 3 days
- Radio
- Flashlight and extra batteries
- First aid kit and medications
- Copies of personal documents
- Local maps
- Cell phone with chargers
- Family and emergency contact information
- Extra cash
The Health Services Division is the largest of the six divisions of the Florida Department of Health in Santa Rosa County (FDOH-SRC), employing 42 staff members in 15 programs. In Fiscal Year 2011-2012, estimated revenues exceeded $1.8 million from federal, state, local and grant funding, as well as fees collected for client services.
IMMUNIZATIONS

The State of Florida requires that children be fully vaccinated against 10 vaccine preventable diseases prior to entry into public school, including:

- Diphtheria
- Tetanus
- Pertussis (Whooping Cough)
- Poliomyelitis (Polio)
- Measles
- Mumps
- Rubella (German Measles)
- Hepatitis B
- Varicella (Chicken Pox)
- Haemophilus Influenzae type B (Hib)

The Florida Department of Health in Santa Rosa County makes these vaccines available to children six months through 18 years of age through the Vaccines for Children Program (VFC). Seasonal flu vaccine is also available, in limited quantities, through VFC, as well as vaccines that protect against Pneumococcal pneumonia, meningitis, Hepatitis A, and Human Papillomavirus.

Vaccines for adults are available for a fee equal to the cost of the vaccine plus a $15.00 administration fee.

Vaccines Administered in FY 2011-2012

<table>
<thead>
<tr>
<th>State Provided Vaccines</th>
<th>$10,628</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-state Provided Vaccines</td>
<td>$927</td>
</tr>
<tr>
<td>Total Vaccines</td>
<td>$11,555</td>
</tr>
<tr>
<td>Total Cost</td>
<td>$23,110</td>
</tr>
</tbody>
</table>

Sources: Reports generated from the Florida Department of Health, Health Management System (HMS) and FIRS.
The FDOH-SRC Family Planning Program is funded in part by the Title X Federal Grant Program of the Public Health Service Act, the health department’s general revenue fund, and fees collected for services. The program provides comprehensive family planning and related health services to all who want and need them. Priority is given to individuals from low income families. The FDOH-SRC Family Planning Program provides contraceptive and sterilization services, pregnancy testing, counseling, and education to help eligible women plan their families and ensure their reproductive health.

All services are provided on a sliding fee scale determined by income and family size and are strictly confidential. Medicaid and third party insurance are also accepted.

In Fiscal Year 2011-2012 the program provided services to more than 1,800 women.

<table>
<thead>
<tr>
<th>Clinic Site</th>
<th>Client Count</th>
<th>Service Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Milton</td>
<td>1,278</td>
<td>13,019</td>
</tr>
<tr>
<td>Gulf Breeze</td>
<td>513</td>
<td>4,545</td>
</tr>
<tr>
<td>Jay</td>
<td>16</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>1,807</td>
<td>17,664</td>
</tr>
</tbody>
</table>

Figures taken from the FDOH HMS report, Client Services by Program Component
SEXUALLY TRANSMITTED DISEASES (STD)

The FDOH-SRC strives to be proactive in providing education, testing, and treatment for sexually transmitted diseases. Statistics indicate that STD rates are on the rise, not only in Santa Rosa County, but the state of Florida, as well. In addition to a full time advanced registered nurse practitioner, the health department employs two certified registered nurse clinicians, who have received advanced training in providing STD services.

The increase in the rate of STDs in the 15-19 year old population is of particular concern. Of the 381 cases of Chlamydia reported in FY 2010-2011, 33% were in that age group. Of the 353 cases reported in FY 2011-2012, 34% were in the 15-19 year old age group. In 2010, the health department increased efforts to reduce STD rates through education by partnering with The Awareness Academy, an abstinence based, peer education program that helps students develop the skills they need to make healthy life style choices and avoid behaviors that put them at risk of contracting a STD.

The health department offers testing for all STDs, including HIV. All services are confidential, and anonymous HIV testing is available. Fees are determined on a sliding scale based on family size and income. The FDOH-SRC receives no funding specifically designated for the STD program. The program operates on fees collected for services and funds from General Revenue.

### FY 2010/2011 to FY 2011/2012

#### Reported Cases

<table>
<thead>
<tr>
<th></th>
<th>Chlamydia</th>
<th>Gonorrhea</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010-2011</td>
<td>381</td>
<td>57</td>
</tr>
<tr>
<td>2011-2012</td>
<td>353</td>
<td>90</td>
</tr>
<tr>
<td>% Change</td>
<td>-7%</td>
<td>58%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th>% of Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Syphilis</td>
<td>2010-2011</td>
<td>2011-2012</td>
<td></td>
</tr>
</tbody>
</table>
| Primary & Secondary Syphilis  
(“Infectious Syphilis”) | 0          | 5          | 500%        |
| Early Latent Syphilis  | 1          | 3          | 200%        |
| Late Latent Syphilis  | 0          | 4          | 400%        |

PRISM reports.
AIDS DRUG ASSISTANCE PROGRAM (ADAP)

The Florida Department of Health in Santa Rosa County is part of the Northwest Florida AIDS Consortium, along with Escambia, Okaloosa and Walton Counties. The AIDS Drug Assistance Program is supported by grant funds distributed under the Ryan White HIV/AIDS Treatment Extension Act of 2009. The grant supports efforts to improve the quality, availability, and organization of HIV/AIDS health care and support services.

ADAP provides prescription medications to Florida residents living with HIV and AIDS, making it possible for them to live healthier, longer, more productive lives. The program serves those who are uninsured, underinsured, indigent, or ineligible for Medicaid. In Fiscal Year 2011-2012, the program received funding in the amount of $10,000.

As of November 2012, there were 148* Santa Rosa County residents living with HIV/AIDS.

<table>
<thead>
<tr>
<th>County</th>
<th>AIDS Cases 2010-2011</th>
<th>AIDS Cases 2011-2012</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Escambia</td>
<td>38</td>
<td>35</td>
<td>.92%</td>
</tr>
<tr>
<td>Santa Rosa</td>
<td>5</td>
<td>9</td>
<td>.55%</td>
</tr>
<tr>
<td>Okaloosa</td>
<td>11</td>
<td>11</td>
<td>0%</td>
</tr>
<tr>
<td>Walton</td>
<td>3</td>
<td>3</td>
<td>0%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>County</th>
<th>HIV Cases 2010-2011</th>
<th>HIV Cases 2011-2012</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Escambia</td>
<td>77</td>
<td>63</td>
<td>.81%</td>
</tr>
<tr>
<td>Santa Rosa</td>
<td>6</td>
<td>14</td>
<td>.42%</td>
</tr>
<tr>
<td>Okaloosa</td>
<td>18</td>
<td>24</td>
<td>.75%</td>
</tr>
<tr>
<td>Walton</td>
<td>3</td>
<td>9</td>
<td>.33%</td>
</tr>
</tbody>
</table>

*Fiscal Year = July 1 to June 30
Figures taken from reports provided by Area 1 HIV/AIDS Surveillance Coordinator
HEALTHY START

Operating under a contract with the Santa Rosa County Healthy Start Coalition, the Healthy Start Program works to ensure pregnant woman have access to prenatal and infant health services. All pregnant women who receive prenatal care in Florida are offered a screening by their obstetrician to identify risk factors that may affect their pregnancy or the health of their baby. Services are provided at no fee to the client and are reimbursed under the contract. Eligibility for the program is based on the screening score, not on income, and participation in the program is voluntary.

All eligible pregnant women are assigned a healthy start care coordinator who will follow them through pregnancy and delivery, helping them access services that meet individual needs. Infants are also screened at birth, and Healthy Start services may continue with an infant care coordinator until the child is a year old. Services include:

- Help making doctor appointments
- Childbirth education
- Breastfeeding support and education
- Parenting education
- Family planning education
- Smoking cessation counseling
- Referrals for nutrition counseling
- Coordination with local agencies and resources
- Home visits by a qualified care coordinator

MOM CARE

Pregnant women with Medicaid are eligible to receive the services of a maternity care advisor through the Mom Care program. The advisor will initiate contact to ensure the expectant mother has a provider for prenatal care, is enrolled in WIC (Women, Infants and Children) supplemental nutrition program and is screened for Healthy Start risk factors.

<table>
<thead>
<tr>
<th>Healthy Start/Mom Care Cases</th>
<th>FY 2011-2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthy Start</td>
<td>733</td>
</tr>
<tr>
<td>Mom Care</td>
<td>619</td>
</tr>
<tr>
<td>Total Cases</td>
<td>1,352</td>
</tr>
</tbody>
</table>

Source: SIS Report: Healthy Start Coalition of Santa Rosa County, Inc.
SCHOOL HEALTH

All students in Santa Rosa County from Kindergarten through high school receive School Health services through a cooperative arrangement with the Santa Rosa County School Board and Pediatric Services of America (PSA). A specially trained PSA Health Technician is on duty daily at each public school. Department of Health School Nurses facilitate the School Health Program in 31 schools, serving approximately 26,000 students with staff of less than six FTE*. Services provided throughout the school year include:

- Vision, hearing & scoliosis screening
- Height and weight assessments/Body Mass Index (BMI)
- Nursing assessments
- Immunizations and health record review
- Health counseling
- Individual emergency health care planning
- Assistance with referrals and accessing community resources

BMI screenings of 1st, 3rd, and 6th grade students indicate that childhood obesity is an ongoing problem. In collaboration with the Santa Rosa School District, the health department has been instrumental in introducing nutrition education programs into the schools. One program, “Kid Power”, is an interactive 3-D presentation that teaches students the importance of exercise and good nutrition. The program was presented to Holley-Navarre Primary students in May. As a result of such efforts, the Santa Rosa School District received the Silver Level award for Florida Healthy School Districts from the Florida Coordinated School Health partnership and Florida Action for Healthy Kids.

BMI screeninngs of 1st, 3rd, and 6th grade students indicate that childhood obesity is an ongoing problem. In collaboration with the Santa Rosa School District, the health department has been instrumental in introducing nutrition education programs into the schools. One program, “Kid Power”, is an interactive 3-D presentation that teaches students the importance of exercise and good nutrition. The program was presented to Holley-Navarre Primary students in May. As a result of such efforts, the Santa Rosa School District received the Silver Level award for Florida Healthy School Districts from the Florida Coordinated School Health partnership and Florida Action for Healthy Kids.

Compiled from screenings conducted by registered nurses with the FDOH-SRC School Health Program, 2007-2012.
*FTE = Full time Equivalent
**COMMUNICABLE DISEASE (EPIDEMIOLOGY)**

The primary responsibility of the Communicable Disease Program is to investigate, monitor, and implement the reporting and control of communicable diseases within the community. Program staff are directly responsible for investigating over 80 reportable conditions, with the exception of HIV/AIDS and sexually transmitted diseases.

Santa Rosa County Reportable Disease Incidence Report 2006-present

<table>
<thead>
<tr>
<th>DISEASES</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>YEAR TO DATE</th>
<th>CALENDAR YEAR 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aids 1</td>
<td></td>
<td></td>
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<tr>
<td>Animal Bite; Pep Recommended</td>
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<tr>
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<tr>
<td>Campylobacter</td>
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<tr>
<td>Chlamydia</td>
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<tr>
<td>Cholera</td>
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<td>258</td>
<td>305</td>
<td>275</td>
<td>367</td>
<td>327</td>
<td>268</td>
<td>248</td>
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<td>Creutzfeldt-Jakob Disease</td>
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<td>Hepatitis B Acute</td>
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<td>Hepatitis B Perinatal</td>
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<td>Hepatitis C Acute</td>
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<td>Hepatitis C Chronic</td>
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<td>HIV 1</td>
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<td>Influenza A, Novel Dr Pandemic 1</td>
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<tr>
<td>Lead Level &gt;10</td>
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<td>Legionellosis</td>
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<tr>
<td>Listeriosis</td>
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<tr>
<td>Lyme Disease</td>
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<td>Malaria</td>
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<tr>
<td>Measles</td>
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<tr>
<td>Meningococcal (Niesseria)</td>
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<tr>
<td>Meningitis (Bacterial, Crypto. Mycotic)</td>
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<td>Mumps</td>
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<td>Pertussis (Confirmed)</td>
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<td>Pertussis (Probable)</td>
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</tr>
<tr>
<td>Rocky Mn Spot Fever</td>
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</tr>
<tr>
<td>Salmonella</td>
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</tr>
<tr>
<td>Shingles</td>
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<tr>
<td>Staphylococcus 1</td>
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<tr>
<td>Strept. Group A, Inv 1</td>
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<tr>
<td>Strep Pneu, Inv</td>
<td></td>
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<tr>
<td>Strep, Group A, Morbidity</td>
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<tr>
<td>Tetanus</td>
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<td>Tuberculosis 1</td>
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<td></td>
</tr>
<tr>
<td>Varicella 1</td>
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<tr>
<td>Waterborne Disease</td>
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<td></td>
</tr>
</tbody>
</table>

Grey shading indicates value less than -2 StdDev  Red shading indicates value greater than +2 StdDev  ● Newly reportable in 2007  ● Newly reportable 2009

* Expected Number Based on last 6 years average, prorated to date  **Expected Number Based on last 3 Year Average, prorated to date  (1) Data from year disease was not reportable

1 Information is provisional and reflects data reported by the FDOH Bureau of STD Control and Prevention and HIV/AIDS Surveillance

All other data is from the FDOH Bureau of Epidemiology Merlin database (date entered range)
TUBERCULOSIS TREATMENT & PREVENTION

Tuberculosis (TB) is a disease caused by a bacterium called *Mycobacterium tuberculosis*. The disease is spread from person to person through the air when an infected individual coughs or sneezes. The Florida Department of Health in Santa Rosa County works closely with healthcare providers in the community to identify, treat, and provide follow-up care to individuals who may have been exposed to Tuberculosis, their close contacts and those who are at high-risk, to ensure the control and prevention of the disease in the community.

The FDOH-SRC does not routinely test individuals for TB. Those requesting a TB skin test are screened for risk factors and evaluated by a registered nurse. If it is determined that the individual may be at risk of developing the disease, a skin test is performed by injecting a small amount of serum into the underside of the forearm. In 48-72 hours the client must return to the clinic to have their skin test examined for a positive reaction. A positive reaction does not necessarily mean the individual has tuberculosis. Individuals with a positive reaction to a TB skin test will receive further testing, including a chest x-ray. Those who have been exposed, but are not sick, can take medication to help keep them from developing the disease. Medications are available to treat active TB, as well.

In FY 2011-2012, the FDOH-SRC treated one case of LTBI (Latent TB Infection) and one active, non-communicable, TB case.

<table>
<thead>
<tr>
<th>TB PROGRAM BUDGET</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Revenues</strong></td>
</tr>
<tr>
<td><strong>Expenditures</strong></td>
</tr>
<tr>
<td>Salary</td>
</tr>
<tr>
<td>Other expenses</td>
</tr>
<tr>
<td><strong>Total</strong></td>
</tr>
<tr>
<td><strong>Difference</strong></td>
</tr>
</tbody>
</table>

*FDOH-SRC case files and program budget records.*
GENERAL PRIMARY CARE

The Primary Care program provides routine health care for children and adults who are uninsured or ineligible for Medicaid and cannot afford basic health care. The FDOH-SRC employs a part-time pediatrician, who also serves as the health department’s medical director, to see patients at the satellite clinic in Midway. Limited services are also available at the main clinic site in Milton. Services are provided on a sliding fee scale determined by income.

In FY 2011-2012, revenues received for the Primary Care program totaled $251,359. Expenditures for the FY were $333,883.

Primary Care does not provide:

- Emergency care or emergency room visits
- After-hours care
- Care for complicated medical conditions
- Specialist care
- Hospital care
- Medications

### PRIMARY CARE PROGRAM

#### CLIENT/SERVICES COUNT

FY 2011-2012

<table>
<thead>
<tr>
<th>Program Component</th>
<th>Clients</th>
<th>Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>29 Child Health</td>
<td>775</td>
<td>1836</td>
</tr>
<tr>
<td>37 Adult Health</td>
<td>491</td>
<td>2539</td>
</tr>
<tr>
<td>Totals</td>
<td>1266</td>
<td>4375</td>
</tr>
</tbody>
</table>

*Figures taken from 2011-2012 HMS Client Services Report*
**TOBACCO CONTROL**

Funding for the Tobacco Control Program is provided by the 1997 Tobacco Settlement. Program goals include smoking prevention, cessation efforts and working to eliminate second hand smoke exposure in the community.

The FDOH-SRC is actively involved in the Santa Rosa County Tobacco-Free Coalition, a partnership of community members and agencies working together to reduce the prevalence of tobacco use through educational efforts focusing on the dangers of tobacco addiction. Other members include:

- Healthy Start of Santa Rosa County
- WIC (Women, Infants and Children) Program
- The Community Drug and Alcohol Council
- West Florida Area Health Education Center (AHEC)
- Covenant Hospice
- Safe Haven
- Santa Rosa County School District
- Santa Rosa County School Health Program
- Santa Rosa County Sheriff’s Office
- Santa Rosa Pediatrics
- University of West Florida
- Students Working Against Tobacco (SWAT)
- The AIDS Healthcare Foundation

Concerted efforts are being made to reduce smoking rates, including smoking cessation classes and nicotine replacement therapies offered in partnership with AHEC. Program staff continue to participate in meetings with local and state policy makers to discuss the implementation of smoke free multi-unit housing and work sites.

<table>
<thead>
<tr>
<th>INDICATOR</th>
<th>COUNTY RATE</th>
<th>STATE RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults who currently smoke</td>
<td>22%</td>
<td>17%</td>
</tr>
<tr>
<td>Lung cancer deaths (per 100,000)</td>
<td>65.4</td>
<td>46.1%</td>
</tr>
<tr>
<td>Lung cancer rate (per 100,000)</td>
<td>80.5</td>
<td>66.1%</td>
</tr>
</tbody>
</table>

According to figures compiled for the County Health Status Summary, Santa Rosa County's rates of adult smoking and lung cancer are above the averages for the State of Florida, placing Santa Rosa County in the Third Quartile for these indicators.

Data sources include: FDOH Bureau of Epidemiology, Florida BRFSS Survey, FDOH Office of Vital Statistics, and the Florida Agency for Health Care Administration (AHCA)
SWAT
Students Working Against Tobacco

There is also concern about smoking rates among Santa Rosa County Middle and High School students. Although rates have declined since the year 2000, they still remain higher than state averages.

Tobacco Usage Among Middle & High School Youth

<table>
<thead>
<tr>
<th>Year</th>
<th>County Middle Schools</th>
<th>Florida Middle Schools</th>
<th>County High Schools</th>
<th>Florida High Schools</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>16.7</td>
<td>11.1</td>
<td>12.7</td>
<td>11.3</td>
</tr>
<tr>
<td>2006</td>
<td>33.4</td>
<td>22.6</td>
<td>11.3</td>
<td>9</td>
</tr>
<tr>
<td>2008</td>
<td>36.2</td>
<td>23.9</td>
<td>10.3</td>
<td>9</td>
</tr>
<tr>
<td>2010</td>
<td>31</td>
<td>22.4</td>
<td>10.5</td>
<td>8.7</td>
</tr>
</tbody>
</table>


SWAT (Students Working Against Tobacco) is a program for middle and high school students. With guidance from an adult advisor, the program provides opportunities for students to develop leadership skills that will empower them to educate their peers about the dangers of tobacco addiction and the marketing strategies of big tobacco companies that specifically target young people.

Currently, students from five Santa Rosa County high schools and one middle school actively participate in the program. In 2011-2012 the group began its “Sweet Deception” campaign, designed to educate the community about the dangers of candy flavored tobacco products. SWAT students continue to meet with local government representatives to discuss implementing policies that will encourage local stores to discontinue sales of these products.
Table of Organization
Health Services

Health Services Director

- Senior Physician
- Nursing Program Specialist
- Nursing Program Specialist
- Senior Community Health Nursing Supervisor

- Health Services Manager A-SES
- Senior Clerical Supervisor-SES
- Advanced Registered Nurse Practitioner
- Administrative Assistant I

Clinical Services

Senior Community Health Nursing Supervisor

- Registered Nurse
- Registered Nurse
- Registered Nurse
- Licensed Practical Nurse

- Licensed Practical Nurse
- Health Support Technician OPS
- Health Support Technician OPS
- Health Support Technician OPS

- Interviewing Clerk
- Interviewing Clerk
Communicable Disease (Epidemiology)

Health Services Manager A-SES

Senior Community Health Nurse  
Senior Community Health Nurse  
Health Educator  
Health Educator

Environmental Specialist II  
Clerk Typist Specialist

Clerical Staff

Senior Clerical Supervisor SES

Senior Clerk  
Senior Clerk  
Interviewing Clerk  
Interviewing Clerk  
Interviewing Clerk
MEDICAL RESERVE CORPS

Mission:
The mission of the Medical Reserve Corps is to improve the health and safety of communities across the country by organizing and utilizing public health, medical and other volunteers.

The Medical Reserve Corps (MRC) is an organization of trained community volunteers who donate their time and expertise to prepare for and respond to emergencies and natural disasters. MRC is a partner program of Citizen Corps, a national network of volunteers dedicated to ensuring hometown security. It was established and officially recognized by the Office of the Surgeon General of the United States on November 15, 2006, in part in response to the events of September 11, 2001, and is funded by a grant from the National Association of County and City Health Officials (NACCHO).

Volunteers include medical and public health professionals, such as physicians, nurses, pharmacists, dentists, veterinarians, and epidemiologists, as well as other community members, such as chaplains, office workers, legal advisors, and interpreters. The services they provide supplement existing emergency and public health resources.

Santa Rosa County currently has 71 medical and 25 non-medical registered volunteers. In FY 2011-2012, MRC volunteers participated in training exercises with FDOH-SRC and community partners, including the drive through rabies vaccination clinic hosted by Santa Rosa Animal Services.

<table>
<thead>
<tr>
<th>MRC Medical Volunteers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registered Nurses</td>
</tr>
<tr>
<td>Physicians</td>
</tr>
<tr>
<td>Licensed Practical Nurses</td>
</tr>
<tr>
<td>Advanced Registered Nurse Practitioners</td>
</tr>
<tr>
<td>All other medical professionals</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MRC Non-medical Volunteers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administrative Assistants</td>
</tr>
<tr>
<td>Teachers</td>
</tr>
<tr>
<td>Training &amp; Development Manager</td>
</tr>
<tr>
<td>Management</td>
</tr>
<tr>
<td>All other non-medical volunteers</td>
</tr>
</tbody>
</table>

MRC Program
Revenues & Expenditures
Fiscal Year 2011-2012

<table>
<thead>
<tr>
<th>FDOH-SRC budget figures for FY 2011-2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
</tr>
<tr>
<td>Expenditures</td>
</tr>
<tr>
<td>Expenses</td>
</tr>
<tr>
<td>Contracts</td>
</tr>
<tr>
<td>Total Expenditures</td>
</tr>
</tbody>
</table>
The role of the WIC program in Santa Rosa County is to safeguard and advance the nutrition status and health of mothers and children and to promote breastfeeding. The Special Supplemental Nutritional Program for Women, Infants, and Children (WIC) works to improve healthcare access for low and moderate income women and children with, or at risk of developing, nutrition-related health problems, including obesity and type 2 diabetes. WIC provides nutrition education and healthy foods enabling families to make lifelong healthy eating and lifestyle choices.

<table>
<thead>
<tr>
<th>Average Monthly WIC Participation</th>
<th>July 2011 - June 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pregnant Women</td>
<td>420</td>
</tr>
<tr>
<td>Breastfeeding Women</td>
<td>160</td>
</tr>
<tr>
<td>Postpartum Women</td>
<td>258</td>
</tr>
<tr>
<td>Infants</td>
<td>793</td>
</tr>
<tr>
<td>Children</td>
<td>1,836</td>
</tr>
<tr>
<td>Total participation</td>
<td>3,467</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WIC Food &amp; Service Benefits</th>
<th>July 2011 - June 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average food benefit value</td>
<td>$34.67</td>
</tr>
<tr>
<td>Average food benefit spent</td>
<td>$218,492</td>
</tr>
<tr>
<td>Total amount spent in county</td>
<td>$2,621,902</td>
</tr>
</tbody>
</table>

The foods in the WIC food packages are specifically selected for their nutritional value to supplement the dietary needs of participants to ensure good health, growth and development.

Food vouchers are spent throughout the county with a total of 16 vendors representing large chain stores, small grocery stores, and military commissaries in Pace, Milton, East Milton, Jay, Gulf Breeze, and Navarre. All vendors are approved to accept vouchers and are monitored on a quarterly basis to make ensure clients receive fresh, wholesome, reasonably priced foods. WIC continues to approve vendors in all areas of the county to minimize travel for clients and support small stores in areas where none exist. The recent approval of a store in East Milton provides an opportunity for clients to have a readily available food source to utilize their vouchers and generates revenue for the store, benefiting both the client and vendor.
The foods in the WIC food packages are specifically selected for their nutritional value to supplement the dietary needs of participants to ensure good health, growth and development.

**Breastfeeding**

Research shows that breastfeeding provides numerous health benefits to both the mother and her baby, helping to reduce healthcare costs. Breastfeeding lowers a child’s risk of obesity, type 2 diabetes, and asthma. WIC is the largest public breastfeeding promotion program in the nation, providing mothers with education and support. Three breastfeeding peer counselors, certified under the International Board of Lactation Consultant Examiners are available to assist clients during business hours in our Milton and Navarre clinics, and by phone seven evenings a week from 8:00-10:00 p.m. In addition to one to one counseling we provide both manual and electric breast pumps to our clients as needed to further encourage breastfeeding. During the last year, we have increased the number of women who breastfeed from 60.1% to 64%. While this may seem a small gain in breastfeeding, it is a significant move and we anticipate continuing to increase the breastfeeding rate in our county.

**Farmers Market Program**

The WIC Farmers’ Market Nutrition Program (FMNP) was established by Congress in July 1992, to provide fresh, nutritious, unprepared locally grown fruits and vegetables through farmers’ markets and roadside stands to WIC participants, and to expand awareness, use of, and sales at, farmers’ markets and roadside stands. Through a program administered by the state Department of Agriculture, WIC program participants receive coupons that can be used to purchase fruits and vegetables from participating farmers, in addition to their WIC benefits. The farmers’ market coupon redemption rate in 2011 was low, and, in an effort to increase participation, the health department worked with the Department of Agriculture and local farmers to open the parking lot at the health department’s Milton clinic site to approved vendors on Thursday mornings between 7:30 a.m. and 1:00 p.m. through the month of July. As a result of this effort, the coupon redemption rate increased by 26%. Last year, 10,485 coupons were issued, equaling $41,940 spent with local farmers.
Outreach

During the last year, WIC had many opportunities to participate in health promotion and community outreach activities. Staff members worked health fairs, 5K runs, and sat on the board of the Healthy Start Coalition to help plan and present the Healthy Start Baby Shower. Our main event, the annual Walk for Mommy & Me, was held for the fifth year on the Blackwater Heritage Trail. The event promotes physical activity for all ages with an emphasis on family participation. Almost 250 participants walked, biked, skated and ran the two mile course lined with 98 booths providing educational materials, children’s activities, and healthy snacks and drinks. Among the costumed characters on to entertain the children were McGruff the Crime Dog, crash test dummies, and a kangaroo!

Funding

The Santa Rosa WIC Project is totally funded by federal dollars which are sent to the state and then distributed to each project based on participation. During Federal Fiscal Year (FFY) 2012, the project received two sets of funding; the WIC allocation which is used to exclusively provide funds to administer the project in this county, and funding for the Breastfeeding Peer Counseling program. This funding is in addition to the food dollars which are spent at the local vendors. Funding for WIC was $547,847. The allocation for Breastfeeding Peer counseling was $58,500. While the money received for Peer Counseling can only be used to support that program, the WIC allocation is broken up into sections. WIC is required to spend 20%, or $109,569.40, on nutrition and 6%, or $32,870.82, as a minimum, on breastfeeding. During the last fiscal year, 29.15% was spent on nutrition services and 10.39% on breastfeeding services.

<table>
<thead>
<tr>
<th>WIC Funding Allocation FFY 2012</th>
<th>Required Expenditure</th>
<th>Actual Expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nutrition</td>
<td>$109,569.40</td>
<td>$159,697.41</td>
</tr>
<tr>
<td>Breastfeeding</td>
<td>$32,870.82</td>
<td>$56,921.30</td>
</tr>
</tbody>
</table>
TABLE OF ORGANIZATION

Women, Infants & Children
Supplemental Nutrition Program
(WIC)

WIC Director

Public Health Nutritionist
Public Health Nutritionist

Health Support Technician
Health Support Technician

Family Support Worker OPS
Family Support Worker OPS

Family Support Worker OPS
Family Support Worker OPS

Administrative Assistant I-SES

Interviewing Clerk
Interviewing Clerk
Interviewing Clerk
Interviewing Clerk

Senior Clerk
HEALTH PROMOTION & OUTREACH ACTIVITIES

All FDOH-SRC employees participate in health promotion and community outreach activities. In FY 2011-2012, employees participated in community health fairs and screenings, as well as several annual events:

**Drive Thru Rabies Vaccination Clinic**

The health department partnered with Santa Rosa County Animal Services to offer low cost rabies vaccinations for dogs and cats. The event coincided with the observance of World Rabies Day. Local veterinarians from The Ark Animal Hospital donated time and vaccine. 197 dogs and cats were vaccinated in a two hour period.

**Healthy Start Countywide Baby Shower**

The Healthy Start Coalition of Santa Rosa County presented its annual countywide baby shower in October. The health department was only one of 42 vendors participating in the event. FDOH-SRC personnel staffed a booth offering educational materials of interest to new and expectant parents on topics such as nutrition and car seat safety.

**Annual Santa Rosa Creek Indian Pow Wow**

In November 2011, the FDOH-SRC was honored to be invited to participate in the annual Santa Rosa Creek Indian Pow Wow at Floridatown. The health department offered free blood glucose screenings, blood pressure checks, and information on health related topics of particular interest to the Native American population.

**“Walk for Mommy & Me”**

The 5th Annual Walk for Mommy & Me is an event for the whole family promoting regular exercise and healthier lifestyle choices. Sponsored by the SRCHD Women, Infants, and Children (WIC) Program, the event includes activities for children, prizes, visits by McGruff the Crime Dog and other local mascots, and educational materials on a variety of health related topics.