



The Mission of Southwest Nebraska Public Health Department in partnership with other entities, is to promote a healthy and secure quality of life for our communities.

Prevent • Promote • Protect

Front : Linda Gordon, Heidi Wheeler, Helena T Janousek, & Maxine Logan.

Back: Janet Brenning, Myra Stoney, Jamey Keen, Denise Ringenberg, & Doris Tryon.

MAPP

Mobilizing for Action through Planning and Partnerships (MAPP) is a community-driven strategic planning tool for improving community health. This tool helps public health leaders in our communities to apply strategic thinking in prioritizing public health issues and identifying resources to address them. MAPP is not an agency-focused assessment tool; rather, it is an interactive process that can improve the efficiency, effectiveness, and ultimately the performance of local public health systems.

Six steps outline the program: organizing, visioning, four assessments, strategic issues, goals/strategies, action cycle.

SWNPHD kicked off this strategic planning process in October 2010 with a visioning workday. The day was facilitated by Deb Burnight. Thirty two public health partners from across the eight county health district worked to develop the answer to the visioning question, "What do we see in place in 3-5 years as a result of our collection action?" The answer: **Healthy people thriving in caring communities.**

Four strategic directions came out of the planning session held in December 2011. The directions include:

How can we ensure access by linking people to needed personal health services and assure the provision of healthcare?
How can the public health

community improve access to needed health related services?
How can we raise awareness to the public about the importance of making healthy choices?
How can the public health system prepare the community for emergencies?

After review of the data gathered during the assessment phase, groups have been formed to work on each of the strategic issues. Currently they are recruiting members from each county and working on the results.

Please contact our office if you would like to become involved with the MAPP process.

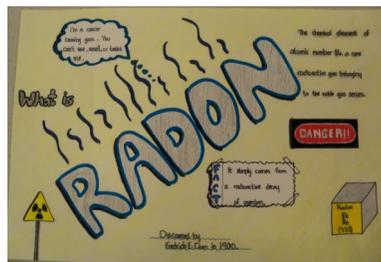
Radon Poster Contest

There were a total of 240 posters submitted to the 2011 Radon Poster Contest. Students from Arapahoe Public Schools, Stratton Elementary School, Hayes Center Elementary School, Wauneta/Palisade Public Schools, Southern Valley Elementary School, Perkins County Middle School and Central Elementary of McCook shared their artwork

The goal of the contest is to raise awareness about the dangers of radon. Radon gas is cancer-causing, radioactive gas. It is undetectable to human senses (sight, taste, or smell). According to the US Environmental Protection Agency, radon is estimat-

ed to cause thousands of lung cancer deaths each year. In Nebraska, 1 out of every 2 homes tested has high radon level (above 4.0 pCi/L.)

1st place winner was Claire Moaliao a 7th grader at Perkins County Middle School in Madrid. She received a 26" mountain bike.



2nd place went to Zane Walker, a 5th grader at Central Elementary - McCook. He received a Nintendo DS.



3rd place went to Rosemarie Stoney, a 5th grader at Central Elementary-McCook. She received an iPod Shuffle.



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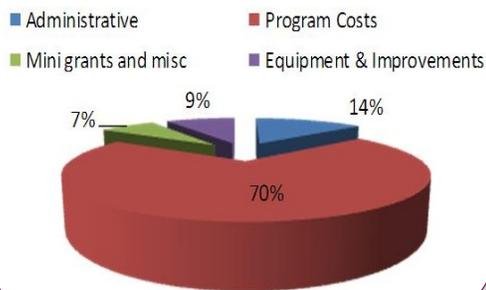
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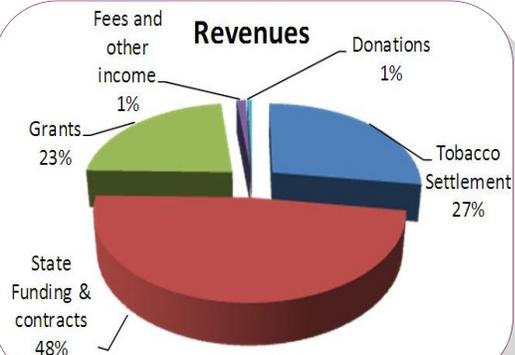
Financials

as of June 30, 2011

Expenditures



Revenues



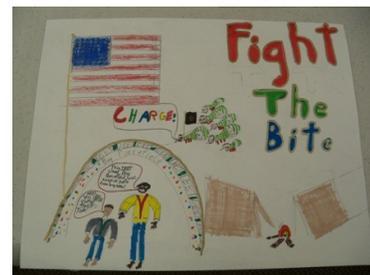
WNV Poster Contest

The first local West Nile Virus poster contest was open to 5th and 6th grade students within the health district.

1st place went to Bailey Wood of Perkins County Middle School winning an iPod touch.

2nd place went to Justyn Keen from McCook JR High winning an iPod Nano.

3rd place winner is James Carrig from Perkins County Middle School winning an iPod Shuffle.



Entries were received from Chase County Schools, McCook Public Schools and Perkins County Schools. This is the first local West Nile Virus poster contest we have sponsored. All entries were mailed into the national contest co-sponsored by the Center for Disease Control and the DEET education program.”

Clinic Services

In an effort to increase the number of children who have access to childhood immunizations by filling gaps in services and making it more accessible to residents, we have added the Vaccine for Children program to our clinic services. The program is offered in Hayes and Frontier Counties, as well as, in our office.

Adults may get their routine immunizations and stool oc-

cult blood screenings, which tests for blood in feces.

TB Testing is also being offered which screens for tuberculosis.

Free blood pressure screenings are offered as well.

You may contact our office to schedule an appointment or walk-ins are always welcomed.



404 West 10th ST
1 block north of Arby's
PO Box 1235
McCook, NE 69001

Ph: 308.345.4223 Fax: 308.345.4289

info@swhealth.ne.gov / www.swhealth.ne.gov



TOUCAN



The goal of the TOUCAN program is to reduce childhood obesity by providing education to children at a young age to enable them to choose healthier options for nutrition and physical activity. TOUCAN teaches Kindergarten through Third grade students proper eating habits, the food guide plate (myplate), physical activity in relationship to calories consumed, and exposes the children to calorie counting.

Learning is so much fun with storytelling, puppet shows and lots of fun games and physical activity. We have taken the TOUCAN program to McCook Public Schools for four years and Medicine Valley School for two years. TOUCAN provides each child with information packets on the importance of physical activity and nutrition to take home to their parents. The children were also given a bookmark, banana pen, pencil, stickers, and other handouts.

McCook



Mini Grant Award



ST. Pat's School

Through the TOUCAN program, mini-grants were offered to schools within the 8 county health district to implement or improve existing policies and procedures or changes to their health environment. Some implementations that were added were milk vending machine, salad bar and installing a keyless entry to the gym. Seven schools participated in the mini grant program: Cambridge, Chase County, Hayes Center, Maywood, McCook, Medicine Valley and St. Patrick's Schools.



Medicine Valley

NEBRASKA KIDS FITNESS AND NUTRITION DAY



SWNPHD hosted the Nebraska Kids Fitness and Nutrition Day (NKFND) on Wednesday, October 5, 2011 in McCook. Participating in this year's event were 4th grade students from Dundy County-Stratton, Hitchcock County, Cambridge, Arapahoe, Southern Valley, Eustis-Farnam, Medicine Valley, Maywood, Hayes Center, Wauneta-Palisade, Chase County, Perkins County and McCook's ST. Patrick's and Central Elementary. A total of 374 students attended with 104 volunteers and 58 school representatives.

The kids rotated through 16 physical activity stations and 6 nutrition stations. The physical activity stations took 7 minutes each to complete. They include: Stackers, Hurdle Hop Scotch, Dance Twister, Exercise Balls, Bosu Balls, Obstacle Course, Over/Under Medicine Balls, Scooters, Boot Camp and others. The 6 nutrition stations took eighteen minutes to complete and include proper hand washing, healthy snacks, label logic, my plate, energy balance and portion distortion.



NKFND was developed and is partially funded by the Nebraska Beef Council and University of Nebraska at Kearney. Donations were also accepted from local businesses. Sponsors of \$100 or more were listed on the back of the t-shirts which were given to all students, volunteers and teachers.

A complete list of donors was given to the teachers so that the classes may thank the sponsors.

Additionally, every student was given a back pack with other educational materials.



SMOKE-FREE HOUSING



Congratulations to the following southwest Nebraska Housing Agencies who have implemented smoke free policies in their buildings: Arapahoe, Cambridge, Imperial, Oxford, Indianola, Grant, Palisade and Wauneta. McCook Housing Agency will have the East Ward Village 100% smoke free at its opening.

Through education from Smoke Free Nebraska, these agencies acknowledge that secondhand smoke migrates. Air quality studies in apartment buildings show that anywhere from 5% to 60% of the air in an apartment unit moves to other units in the building. Contrary to popular belief, secondhand smoke cannot be controlled by ventilation or air cleaning.

Our thanks to the housing directors and their board members who have focused their efforts on eliminating second hand smoke for their clients. Their actions will affect the lives of numerous southwest Nebraska residents.



WORKPLACE WELLNESS

Workplace Wellness is in its early stages of development and implementation of the program is planned for mid-year 2012. Wellness programs will be offered on different tiers, or levels, and to any business, small or large, throughout the eight-county health district. Every business can afford to partake in our Workplace Wellness program. For every dollar spent on your employee, there is a \$6

return on investment. What employer could not afford investing in their employees? There will be three tiers of wellness, the first tier services will be at no cost to the employer, tiers II and III will have a certain cost based upon services offered. We can design a Workplace Wellness plan to suit you and your employees' needs and budget.



2011 Timeline of Events

January: McCook and Cambridge declare Radon Proclamation Month; Dr. Douglas Nicholson recruited and trained for Influenza Sentential Provider; Radon Poster Contest sponsored for ages 9-14.

February: Chempack training hosted for emergency responders; Healthy Communities Survey kicked off; hired Jamey Keen as Public Health Nurse.

March: Empower Me For Life after school program kicked off; TOUCAN presented at Medicine Valley School; Hayes County Community Preparedness meeting; Colon Cancer Awareness information was distributed.

April: Celebrate Public Health Week with informative table tents; TOUCAN presented at McCook Public School; Disaster planning meeting with long term care facilities; kicked off West Nile Poster Contest; Chase County Community Preparedness meeting; Attend McCook Health Fair; Fitness & Nutrition presentation to Maywood Sr, High Class

May: New logo introduced; attended Kids Safety Day in Chase County; presented workplace wellness mini-grants to schools in Hayes Center, Cambridge, McCook, ST. Patrick's, Medicine Valley, Maywood, Chase County; Walk to Health annual walking program kicked off; West Nile Surveillance begins; sponsored 13 area rodeos with Steer Clear of Tobacco message; Pool Cool begins at Beaver City; held retirement party for Beverly Powers, Public Health Nurse; hired Maxine Logan, Clerical Asst.



WCMRS

In June SWNPHD played in a functional exercise developed by the Center for Preparedness and organized by the West Central Medical Response System. The scenario involved a botulism outbreak in our region and involved all five hospitals, as well as Ogallala Hospital, Great Plains Regional Medical Center of North Platte, and emergency management.

SWNPHD was in contact with their five hospitals and surrounding health departments, as well as emergency management in an effort to locate the source of the simulated infection and contain it. To do this, health department employees must conduct surveillance on all

affected individuals from within our health district - which is no small task. Other duties of the health department in this situation include setting up incident command, educate the public and vulnerable populations, assess the need for isolation and quarantine measures that may be warranted, and guide infection control practices of the community.

Each exercise is a reminder of how critical a disease outbreak can quickly become and reinforces the need for strong partnerships. These exercises are also an opportunity for us to improve our response effort by enhancing plans and reinforcing the need for ongoing training and education.

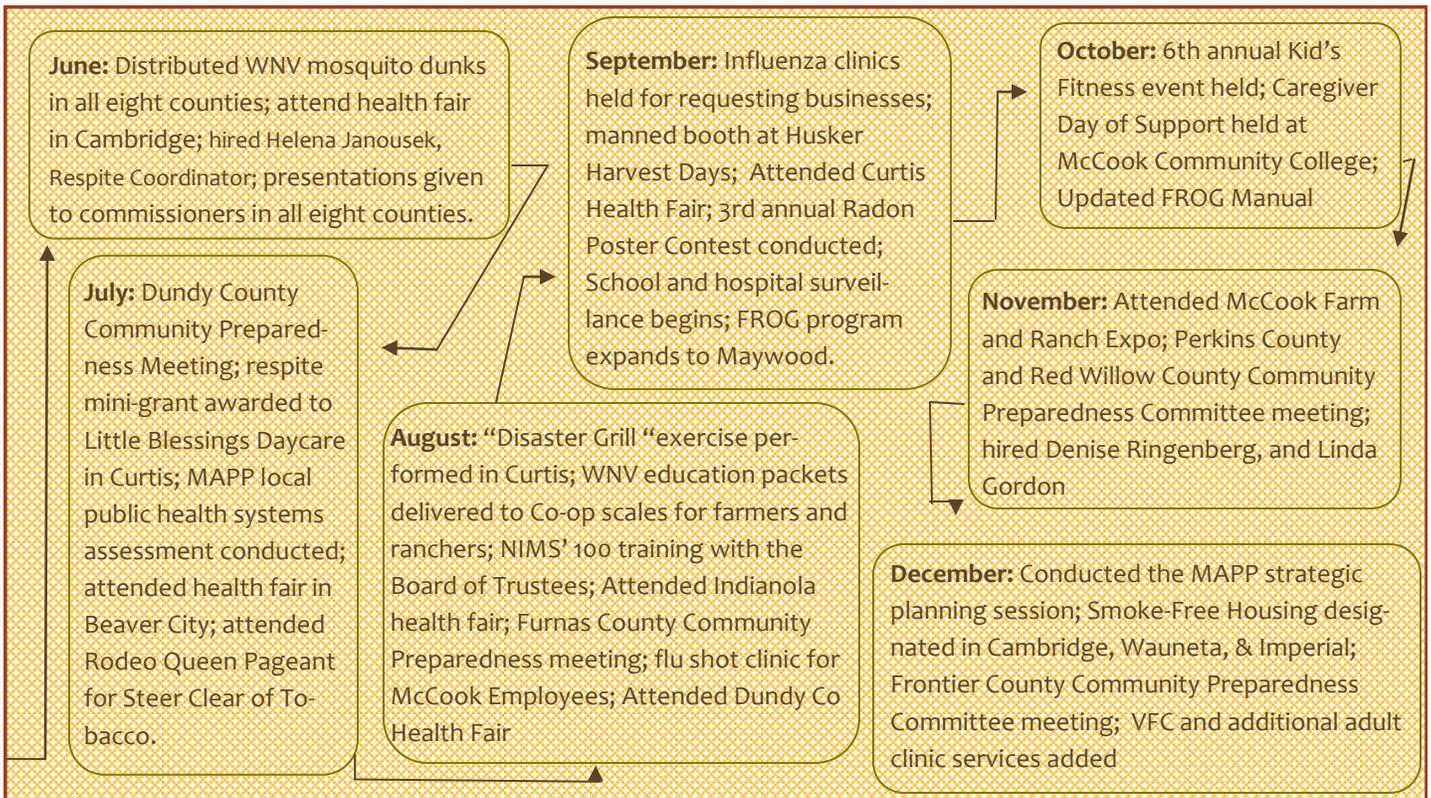
CPC Groups

Being prepared, not only as an individual but also as a community, is essential to the welfare and recovery of that community. In other words, how a community recovers from an emergency depends largely on how a community prepared for an emergency. The Community Preparedness Committees (CPC) do just that-prepare.

Each of our eight counties have, or are involved with, a CPC. These committees plan and prepare for a variety of public health emergencies, including disease outbreaks, natural disasters, and man-made crises. They provide input into the local emergency response plans and carry

out the operations of those plans during a public health emergency. The biggest responsibility of the group is to be prepared for the deployment of the Strategic National Stockpile (SNS), a cache of medicine stockpiled by the Centers for Disease Control (CDC) to be dispensed quickly to an entire community, region, or even state.

SWNPHD is always looking for volunteers to be a part of this committee and help with the local planning. If you are interested or would like more information please contact Heidi Wheeler at 345-4223, 882-4269, or email her at erc@swhealthdept.com.



Walk to Health

Walk to Health is a 12-week walking program that encourages participants to increase physical activity through walking or other exercises. Sixty-six participants joined and had the choice of receiving mailings or to use the online SparkPeople website.

SparkPeople allowed participants options such as weight, nutrition and physical activity tracking, a message board, topic discussions, recipes, and many articles. Motivational postcards were sent out each week that included a different motivational message.

Monthly newsletters were also sent that included brief articles relating to fitness, nutrition and weight loss. Children were also encouraged to sign up for the program and



received a monthly kid-friendly newsletter.

“Walk Together” were planned in each of the eight counties where participants were offered blood pressure screenings and/or fat analysis screenings and then the group took a walk together and discussed how the program was going.

Individuals were given goodie bags of information from nutrition to West Nile Virus information. Over 50% of the participants completed the program and won a prize and received a Walk to Health t-shirt.

West Nile Virus (WNV)

The 2011 WNV program focused on educating farmers and ranchers. Approximately 350 goodie bags containing information on mosquito control and protecting yourself against mosquito bites, a magnet clip, notebook, pen, sticky notes and Deet wipes were distributed to 23 Co-op’s throughout the health district. Also distributed, were 25 boxes of dunks through a variety of businesses. WNV information was presented through participation at seven health fairs and two golf tournaments.

“Fight The Bite” theme was used on all promotional items to get the message out of the importance of taking precautions against West Nile Virus.

Additional WNV activities for the health district included mosquito trapping in the Chase County area. Mosquitoes were collected from six traps biweekly and sent to the State Lab for testing.

SWNPHD believes educating people who are outdoors during evening hours will best utilize our efforts in reducing the effects of WNV. This is a great way to get folks thinking about West Nile and the precautions they need to take to stay safe.

Take Precautions Against West Nile Virus



-  Use DEET repellent
-  Wear long-sleeves & pants
-  Avoid outside activity around dawn & dusk when mosquitoes are most active
-  Empty wading pools and other containers when not in use
-  Change pet water & bird baths regularly



DISASTER GRILL

On August 2, 2011 Frontier County hosted a full-scale exercise that simulated the set-up and distribution of medicine through a POD, or point of dispensing. In a public health emergency which requires the immediate dispensing of life-saving drugs, the citizens of Frontier County would be asked to set up a POD site and dispense to the entire county. The Disaster Grill came about to entice the public into the exercise by providing a grilled lunch of a hotdog, chips, and a drink. Other enticements offered were: a free blood pressure check, discount on an influenza immunization, and a \$200 drawing for a gas card.

Along with Southwest Nebraska Public Health Department (SWNPHD), players of the exercise included Region 15 Emergency Management, Frontier County Sheriff’s Office, Frontier County Ambulance, Lions Club, Medical Reserve Corp., and the Boy Scouts. Players set up the POD stations and

invited the public to go through the process as they would in a real emergency. Instead of actually dispensing medications, they were “dispensed” lunch.

The drill was a big success because of the willingness of volunteers to help play and the public’s willingness to participate. More than 40 people went through the simulated POD site that was directed by over 30 volunteers. It was a great learning experience for the volunteers and for the public. By the number of people that came out to help and participate, it is apparent that Frontier County is ready for an emergency. A big “Thank You” to everyone who helped with the exercise!

Continued practice and volunteering is essential to being prepared. Anyone wanting to help with preparedness planning and future exercises would be welcome and needed. Please contact Heidi at SWNPHD at 345-4223 or erc@swhealthdept.com.

Steer Clear of Tobacco



www.swhealthdept.com

Southwest Nebraska Public Health Department
404 West 10th * McCook, NE 69001
308.345.4223

Nebraska Tobacco Quitline: **1 800 QUIT NOW** Get Help 24/7!

Offering:

- FREE Quit Spit Kits
- FREE Quit Smoking Kits
- Tobacco Prevention Materials
- Tobacco Cessation Support

Get Your RADON Test Kit

Nebraska Radon Program Test Kits

The Nebraska Radon Program is offering short-term radon test kits for \$5 each. These test kits are typically used by homeowners during the first measurement in a home. Long-term radon test kits are also available for \$15.

Please order by mail and make your check payable to:

Nebraska Department of Health & Human Services
Nebraska Radon Program
301 Centennial Mall South
P.O. Box 95026
Lincoln, NE 68509



Southwest Nebraska Functional Needs Registry

<http://lancaster.ne.gov/emergency/needs/index.htm>



Questions? Contact your local
Emergency Manager or call
SWNPHD at 308.345.4223

Special Needs Registry

You may be very self- and have a strong support system, but when disaster hits, that independence can be threatened. The registry is an important tool to help prepare yourself *before* a disaster happens.

Registering allows emergency planners and responders to know what kind of extra help you might need.

The registry is a database of residents in Chase, Dundy, Frontier, Furnas, Hayes, Hitchcock, Perkins and Red

Willow Counties who will need more help or are likely to be disconnected from critically important support after a disaster. It contains names, addresses, and health information regarding persons who are frail, health impaired, disabled, or medically fragile. In the event of a disaster, the database is shared with emergency management officials, public health, and first responders who will aid search and rescue and the provision of emergency care.

Fitness Reaching Older Gens

FROG – Fitness Reaching Older Gens is a fitness program developed by a grant to help improve the balance and reduce falls in the elderly population. Participants of this fitness class can expect to build balance, strength and flexibility all while having fun in a social atmosphere. The FROG manual was updated this year and reflects a new, user-friendly, format. A copy of the FROG fitness manual can be downloaded from our “Fitness/ Nutrition” page on our website. FROG fitness classes are located throughout the eight-county health district. A new FROG

class was implemented in Maywood in 2011. Class locations include: Arapahoe, Cambridge, Curtis, McCook, Grant, Hayes Center, Indianola, Stratton, Culbertson, Eustis, Palisade, Maywood and Trenton.

For information about starting a FROG class in your community, please contact us at Southwest Nebraska Public Health Department.



Fitness Reaching Older Gen's
Southwest Nebraska Public Health Department

Nebraska Respite Network, Southwest Service Area

Families often feel high levels of emotional, physical and financial stress when they care for someone with special needs in the home. Because of the demands, many families do not have the occasional short term periods of rest and relief that are so important to everyone's health and family stability.

By providing breaks to the family, respite services are a vital support to the ability of families to provide continued care in the home. Respite services provide temporary, short-term care for

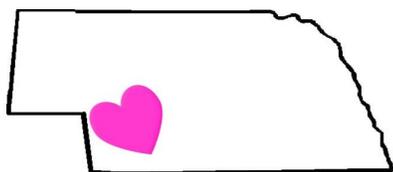
families in crisis, care givers of adults and children with disabilities or special needs person with Alzheimer's, frail elderly, or families simply needing a break.



The Nebraska Respite Network Southwest Service Area is one of 6 service areas in Nebraska. The Nebraska Respite Network offers information and referral services for families and potential or current respite providers. Eighteen counties make up the Nebraska Respite Network Southwest Service Area.

Saturday October 8, 2011 the Nebraska Respite Network, Southwest Service Area along with Mid-Plains Community College, Center for Enterprise hosted

their annual “Caregiver Day of Support.” Participants from the McCook, North Platte and Kearney area enjoyed a fun filled day of chair massages, yoga, vendors and presenters. The day of-caregivers a day to relax and recharge.



Nebraska Respite Network
1-866-RESPITE



Disease Surveillance & Reporting

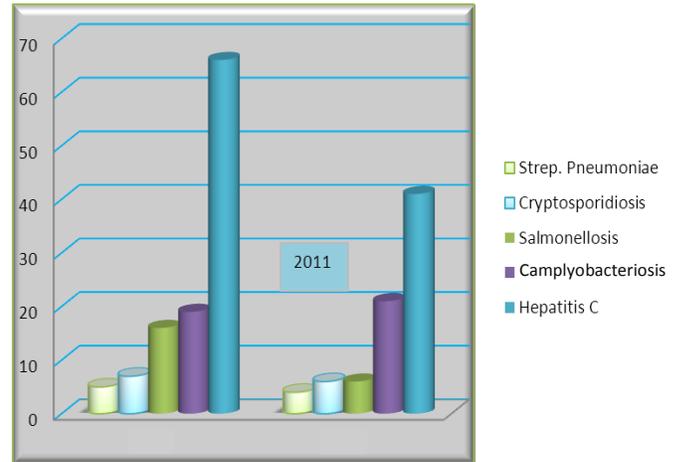
A Drop in 4 of the 5 Most Commonly Reported Infectious Diseases from the year 2010 to 2011 is seen by Southwest Nebraska Public Health Department

Southwest Nebraska Public Health Department works with the State of Nebraska to provide for the surveillance of infectious diseases. The program serves as an early warning system to monitor for impending public health emergencies.

As a part of our efforts to prevent disease and protect the public, we offer various programs such as Vaccines for Children, adult immunizations, hand washing education and literature as well as food safety literature.

Furthermore, the program aids in the investigation, trends, health problems and hazards in order to identify possible outbreaks. SWNPHD monitors infectious disease throughout the eight-county health district.

2010 & 2011 Comparison of the Top 5 Most Commonly Reported Infectious Diseases in the 8-County Health District



School and hospital surveillance are also reported. There are currently thirty-eight participating schools and five participating hospitals in the health district that report influenza-like-illnesses of which illnesses are monitored by staff and reported to the Nebraska Public Health Information Network on a weekly basis.

We started advertising and encouraging residents to get their annual influenza vaccine as early as August when the influenza vaccine became available. We had administered 261 influenza vaccines to residents throughout our health

district. The number vaccinated this year was up by 44 individuals compared to last year, so we have seen an increase in the number who received the influenza vaccine. We also became a Medicare service provider



this year allowing us to bill Medicare for influenza vaccines. Adding Medicare billing, assisted the people especially at risk for influenza or secondary infections from



influenza, in being able to afford getting the vaccine through our health department.

P.H.O.N.E.

P.H.O.N.E. – The Public Health Outreach and Nursing Education Program is a program that is contracted with the Nebraska Department of Health and Human Services that links people who are Medicaid/Kids Connection eligible to medical, dental and vision services and providers. The goal is to:

- ◆ link individuals to a medical home and primary care provider
- ◆ encourage Early Periodic Screenings or Well Child Checks
- ◆ provide resources on many different health topics
- ◆ serve as a liaison in the matter of a grievance between healthcare provider/patient or patient/provider
- ◆ link individuals to needed resources such as transportation services, WIC (Women, Infant and Children program), tobacco cessation, Women's Health Care Services, etc.

- ◆ educate individuals on the proper utilization of emergency room visits
- ◆ follow up with individuals who have missed, or did not call to cancel their medical, dental, vision appointments and help educate them on the importance of calling ahead of time to reschedule or cancel
- ◆ assist individuals, as needed, with obtaining Medicaid/Kids Connection by assisting with filling out the application or directing them to the new online AccessNE website where individuals can apply for benefits online
- ◆ educate the community about our program

Each quarter, we work with approximately 375 individuals throughout the eight-county health district bringing our total number of possible people that we impact to 1,500 individuals per year.

