Public Health Updates

County of Orange Health Care Agency

January 5, 2011

Pertussis Prevention & Intervention

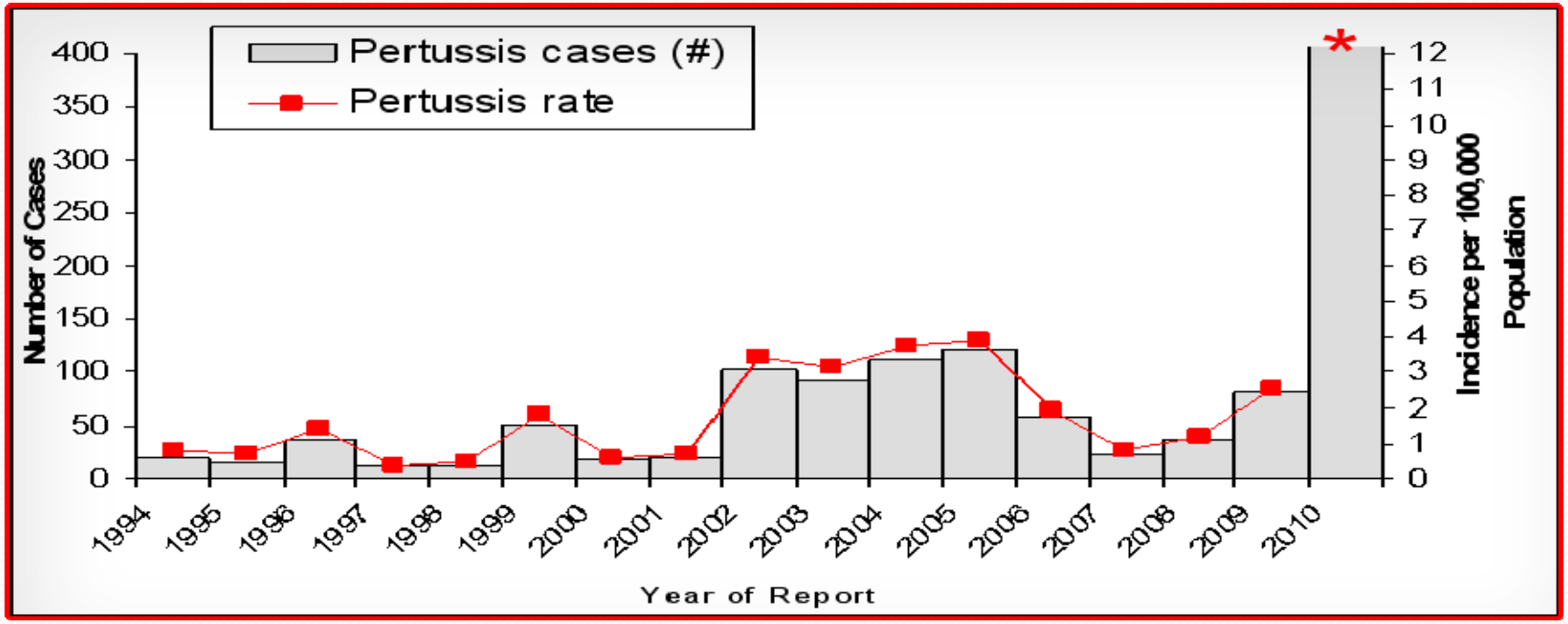
Dr. Eric Handler, MD, MPH, FAAP
Orange County Health Officer

Pertussis in California

- California epidemic declared June 18
- 10 infant deaths
  - Majority Hispanic infants
  - Majority under 2 months of age
- 7,824 cases (through Dec. 15)
  - Highest numbers since 1947 (9,394)
  - Highest rate since 1958 (26.0)

O.C. Pertussis Cases

- 0 infant deaths
- 456 reported cases



OCHCA Epidemiology

- Pertussis case/contact investigation and management
- Outreach to healthcare providers
  - Dissemination of alerts
  - Expanded Tdap recommendations
  - Lectures at local hospitals
  - Updates to local pediatriatricians
  - (AAP) newsletter
- Collaboration with CDC/CDPH on studies

OCHCA Tdap Vaccination

- Maxim Health Systems contracted vaccinations
  - Total of 4,484 vaccines given (July to Dec. 11, 2010)
  - Northgate markets
  - Hospitals
  - Schools
- Public Health clinics
  - Total of 4,854 vaccines given (July to Dec. 11, 2010)
    - Community events
    - Tdap available at 17th Street Immunization Clinic

OCHCA Public Information

- Outreach to the public
  - Pertussis flyer with birth certificates issued
  - Incorporated message on pertussis vaccination with breastfeeding awareness campaign
  - Health referral line (1,500 calls rec'd)
- Outreach to schools
  - Template letters for schools with pertussis cases
  - Updates for school nurses
  - Review of pertussis materials

AB 354 Tdap Booster & Schools

- Requires students to be immunized against pertussis
  - For 2011-12 academic year
    - all 7-12 grade students will need proof of booster on or after their 7th birthday
  - For every year starting with 2012-13
    - all students entering 7th grade will need proof of booster
- CDPH and schools working on strategies
  - No known additional school or public health resources

Information & Resources

- OCHCA
  - ***CD Connection* on Pertussis**
    www.ochealthinfo.com/epi/cd
- CDPH
  - **Posters, advisories, quick sheets**
    www.cdph.ca.gov/healthinfo/discond/pages/pertussis.aspx
  - **Tdap expansion program**
    www.cdph.ca.gov/programs/immunize/Pages/TdapExpansionProgram.aspx

Obesity Prevention

David Souleles, MPH
Deputy Agency Director, Public Health Services

Prevalence in Orange County

	Overweight	Obese
Adults	40.0%	19.0%
Children 5-19	18.5%	21.2%
Children 2-4	15.9%	16.6%

Behavioral Risk Factor Surveillance System (BRFSS) 2009

Pediatric Nutrition Surveillance System 2008

Cost of Obesity

- Overweight and obese individuals are more likely to:
  - Develop chronic disease risk factors, such as high blood pressure and dyslipidemia.
  - Develop chronic diseases, such as type 2 diabetes, heart disease, osteoarthritis, and some cancers.
  - Experience complications during pregnancy.
  - Die at an earlier age.
- Health-related costs
  - $1,429 per person annually
  - $671 million in avoidable cost in Orange County

US Centers for Disease Control and Prevention 2010

Orange County F.I.T.

Working with community partners, we will decrease the county obesity rate to 15% by 2020…

Fifteen Percent In Ten Years!

Key Public Health Roles

- Nutrition
  - Women, Infants and Children (WIC)
  - Breastfeeding promotion
  - Nutrition Network
  - Food Protection Program expansion
    - SB 97 trans fat elimination
    - SB 1420 menu labeling
- Place-based strategies – *FIT Cities*
  - Data and reports
  - Training
  - Technical assistance

Nutrition Facts

Serving Size 1 cup (228g)
Servings Per Container 2

Amount Per Serving	
Calories 260	Calories from Fat 120
	% Daily Value*
Total Fat 13g	**20%**
Saturated Fat 5g	**25%**
Trans Fat 2g	
Cholesterol 30mg	**10%**
Sodium 660mg	**28%**
Total Carbohydrate 31g	**10%**
Dietary Fiber 0g	**0%**
Sugars 5g	
Protein 5g	

Vitamin A 4% • Vitamin C 2%
Calcium 15% • Iron 4%

* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

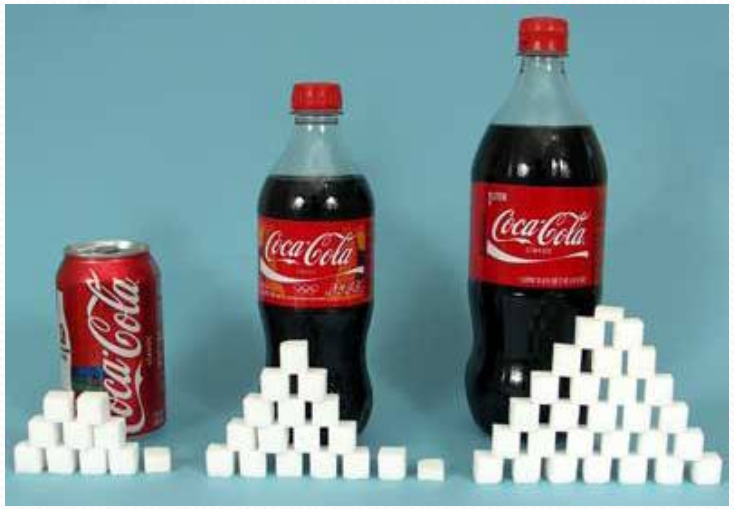
Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

Nutrition Activities – Women, Infants Children (WIC)

- Participants
  - 110,000 participants at four OC providers
  - 60% of California newborns are enrolled in WIC
- Program opportunities
  - New supplemental food package
  - Breastfeeding education & support

Nutrition Activities – California Nutrition Network

- Nutrition Network initiatives
  - *Rethink your Drink*
  - *Champions for Change*
- Nutrition & Physical Activity Resource Directory
- NuPAC
  - Coalition of 70 organizations
  - Obesity Prevention Plan
    - Health Funders Support
    - Mini-grants to Cities
    - Convenings



Nutrition Activities – Breastfeeding

- WIC – significant change in food package incentivizing exclusive breastfeeding.
- Public Health Nursing – educating expectant mothers through Family Resource Centers, community clinics and hospitals
- MCAH - working with hospitals to support baby-friendly practices and designations

FULLY Breastfeeding

When you choose to **FULLY** breastfeed, you **GET FOOD FOR ONE YEAR.** You get the **MOST MILK, CHEESE, EGGS,** and **FISH,** along with the other foods in the package. At 6 months your baby will get the **MOST** baby food.

MOM — Up to 1 Year

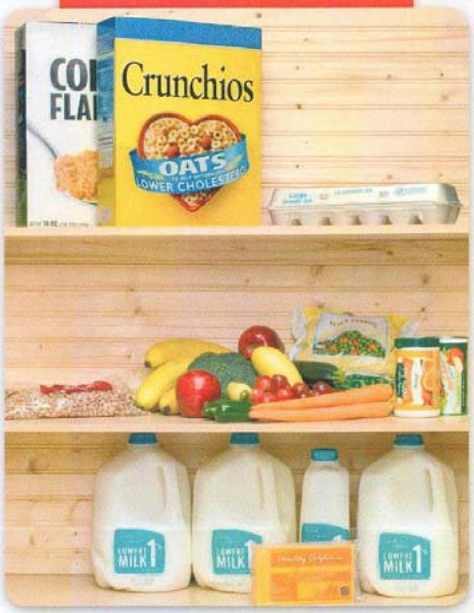
Baby — 6 months up to 1 year

This institution is an equal opportunity provider.

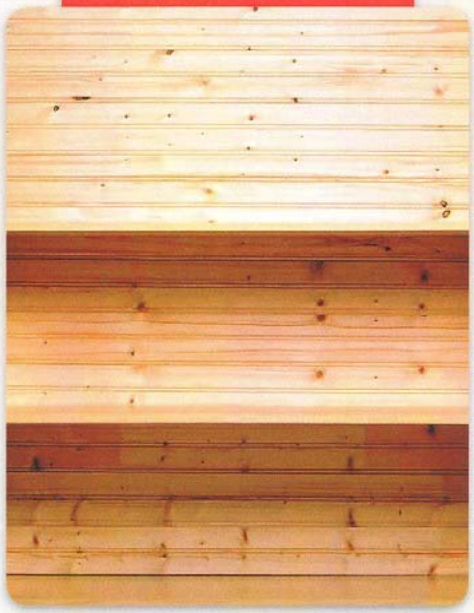
SOME/NO Breastfeeding

When you choose **NOT** to breastfeed or to breastfeed **JUST A LITTLE**, you **ONLY GET FOOD AND NUTRITION EDUCATION FOR 6 MONTHS.** You get **LESS MILK, CHEESE, EGGS, JUICE, PEANUT BUTTER/BEANS, FISH (NONE),** and **WHOLE GRAINS (NONE).** After 6 months you get **NO** food.

MOM — Up to 6 months



MOM — 7 to 12 months



Baby — 6 months up to 1 year

This institution is an equal opportunity provider.

FIT Cities Overview

HCA's *FIT Cities* Initiative is focused on provision of capacity building resources to support health-optimizing built environments and community-based initiatives.

- Data, assessments and reports
- Training on health in planning
- Technical assistance/consultation

FIT Cities Activities
Data, Assessment and Reports

- County-wide and city specific information
- Food environment
- Parks, recreational and open space
- Walkability and bike-ability

FIT Cities Activities
Training & Technical Assistance

- Training and education for city staff, elected officials, commissions and community members
- Guidance and review of policies
- Resources for best practice info and models
- Support with funding applications
- Consultation regarding health in general plans, pedestrian/bike master plans, housing elements, etc.

Community Support Needed

- Continued coordination and expansion of WIC and breastfeeding promotion
- Collaborative focused work with cities and communities
  - Common messages, goals, priorities
  - Support of HEAL designation
  - Identifying champions in each city
  - Resources for planning mini-grants to cities
  - Local recognition for cities, business, schools

County of Orange Health Care Agency
Public Health Services