

Fiscal Year

# 2015

Annual  
Report



**South Central  
Public Health District**  
Prevent. Promote. Protect.

Our annual report highlights the essential public health services we provide to the communities we serve. Our public health vision is Healthy and Prepared People in Healthy Communities.

South Central Public Health District (SCPHD) continues to provide the basic health services of community health, communicable disease and prevention, environmental health, public health preparedness, and public health administration. This current fiscal year, we have added new partnerships and programs that will benefit our communities.

The first is the Statewide Health Care Innovation Plan or “SHIP”. The state received a Center for Medicare and Medicaid Innovation (CMMI) grant for a three year program to transition physician centered practices to patient centered medical homes (PCMH). The public health districts will serve as regional hubs for the PCMH contractor and the regional medical/health neighborhoods for providing support and assistance to clinic practices volunteering for the program in three cohort years.

Second, we have developed a partnership with the Regional Behavioral Health Board to provide support and assistance. As a result of Idaho Code 39-31, these boards were formed but lacked key infrastructure for fiscal and administrative tasks of a governing board. Through a contractual relationship with the Division of Behavioral Health of the Idaho Department of Health and Welfare (IDHW) we can provide for this need to the regional board. It is a strong partnership that will greatly benefit our communities.

Lastly, we are engaged in a new evidenced-based home visitation program funded through the federal Maternal Infant Early Child Home Visitation grant through IDHW. Parents as Teachers (PAT) has the mission to provide the information, support and encouragement parents need to help their children develop optimally during the crucial early years of life.

We are pleased with the service provided to our communities and with our new programs to enhance healthy communities. Our public health workforce has continued its unwavering commitment in providing the best in customer service. We are grateful to the support shown by our elected officials and look forward to another successful and productive year ahead in south central Idaho.



Rene R. LeBlanc, District Director



Linda F. Montgomery  
Chair  
Jerome County



Charles Ritter  
Vice-Chair  
Lincoln County



Tom Faulkner  
Trustee  
Gooding County



Angenie McCleary  
Blaine County  
(Commissioner)



Pamela J. Jones, RN  
Camas County



Robert Kunau  
Cassia County  
(Commissioner)



Cheryl Juntunen, MS, RN  
Minidoka County



Terry Kramer  
Twin Falls County  
(Commissioner)



Peter Curran, MD  
Medical Consultant



Rene LeBlanc, MS, RS  
District Director  
Board Secretary

## **PUBLIC HEALTH'S MISSION**

TO PREVENT disease;

TO PROMOTE healthy lifestyles; and

TO PROTECT and PREPARE the public against health threats.

## **ADMINISTRATIVE STAFF**

Rene LeBlanc, MS, RS

District Health Director

Jeremy St Clair

Financial Specialist Principal

Eric Meyers

Business Operations Specialist

Amy Lierman

Public Information Officer

Kansas Guthrie

Human Resource Associate

Yvonne Humphrey

Administrative Assistant II

## **DIVISION STAFF**

Cheryle Becker, RN

Family Health Administrator

Melody Bowyer, MBA, REHS/RS

Environmental Health and  
Preparedness Director

Karyn Goodale-Durham, MPH

Community Health Director



## ADMINISTRATION

- Administrative
- Business Operations
- Fiscal Operations
- Human Resources and Personnel
- Information Technology

## FAMILY HEALTH

- Breast and Cervical Cancer Screening
- Disease Surveillance and Epidemiology
- HIV/STD Prevention
- Immunizations
- Maternal Child Home Visitation
- Parents as Teachers
- Public Information
- Refugee Medical Screening
- School Nursing
- Statewide Healthcare Innovation Plan (SHIP)
- Tuberculosis Control

## ENVIRONMENTAL HEALTH AND PREPAREDNESS

- Child Care Health and Safety Inspections
- Environmental Complaints
- FDA Inspections
- Food Permits and Inspections
- Land Development
- Public Drinking Water
- Public Swimming Pool Inspections
- Solid Waste Management
- Subsurface Sewage Disposal
- Emergency and Preparedness Planning and Response
- Hospital Preparedness
- Medical Reserve Corps

## COMMUNITY HEALTH

- Adolescent Pregnancy Prevention
- Child Passenger Safety
- Comprehensive Cancer Control
- Fit and Fall Proof™
- Hypertension and Diabetes Prevention and Management
- Motor Vehicle Safety
- Oral Health
- Physical Activity and Nutrition
- Tobacco Prevention
- Tobacco Cessation
- Women, Infants, and Children (WIC)

# Summary of Expenditures and Revenues by PCA FY-2016

Budget Summary							
Summary of Expenditures and Revenues by PCA							
FY-2016							
		Expenses					
		Salary	Fringe	Operating	Capital Outlay	SubGrantee	Total Exp
<b>Administration and General Support</b>							
11100	Admin	100,048.00	34,319.59	12,356.00	-	-	146,723.59
11200	Board	6,750.00	644.19	8,290.00	-	-	15,684.19
11999	Admin Misc.	5,005.20	2,143.35	430.00	-	-	7,578.55
12000	Gen Support	355,037.77	177,235.83	65,360.00	87,000.00	-	684,633.60
12010	IT Operating/Repair/Maintenance	-	-	153,500.00	-	-	153,500.00
12011	IT Allocated Computer Costs	-	-	10,000.00	-	-	10,000.00
12020	Auto Fleet Costs	-	-	(41,300.00)	-	-	(41,300.00)
12030	Allocated District Costs	-	-	-	-	-	-
12040	Training/Travel Costs - Dist Funded & Carryover	-	-	16,000.00	-	-	16,000.00
12100	Build Fund Gen	-	-	6,000.00	-	-	6,000.00
12110	Build Fund Bellvue	-	-	4,950.00	26,250.00	-	31,200.00
12140	Build Fund Gooding	-	-	450.00	26,350.00	-	26,800.00
12150	Build Fund Jerome	-	-	2,050.00	52,050.00	-	54,100.00
12170	Build Fund Mini-Cassia	-	-	4,000.00	1,368,000.00	-	1,372,000.00
12180	Build Fund TF	-	-	24,350.00	185,100.00	-	209,450.00
12210	Maint Hailey	-	-	25,550.00	-	-	25,550.00
12230	Maint Burley	-	-	22,400.00	-	-	22,400.00
12240	Maint Gooding	-	-	17,357.00	-	-	17,357.00
12250	Maint Jerome	-	-	33,100.00	-	-	33,100.00
12260	Maint Shoshone	-	-	3,650.00	-	-	3,650.00
12270	Maint Mini-Cassia	-	-	10,500.00	-	-	10,500.00
12280	Maint TF	-	-	96,569.00	-	-	96,569.00
12600	Essential Services	10,622.75	5,254.01	53,966.00	-	-	69,842.76
12700	HIE	2,057.37	948.07	106.00	-	-	3,111.44
12850	Vital Statistics	2,732.97	1,589.15	313.00	-	-	4,635.12
12999	General Support Misc.	-	-	3,850.00	-	-	3,850.00
<b>GSP Division Totals</b>		<b>482,254.07</b>	<b>222,134.18</b>	<b>533,797.00</b>	<b>1,744,750.00</b>	<b>-</b>	<b>2,982,935.25</b>
<b>Family, Children's Health and Preparedness</b>							
13100	FCH IT	28,328.38	14,916.40	(43,200.00)	-	-	44.77
13210	Adult Serv	-	-	-	-	-	-
13220	School Hlth	16,969.47	7,685.71	4,973.00	-	-	29,628.18
13225	Lead Screening	1,161.85	537.29	1,538.00	-	-	3,237.14
13230	AIDS	2,938.48	1,245.76	2,775.00	-	-	6,959.23
13231	HIV Surveillance	3,864.96	1,556.17	450.00	-	-	5,871.14
13236	STD	10,019.78	4,326.58	7,269.00	-	-	21,615.37
13245	RMA Refugee	56,538.56	28,182.44	23,625.00	-	-	108,346.00
13250	Child Hlth	210.82	86.80	102.00	-	-	399.62
13255	Early Headstart	22,307.78	9,220.66	5,456.00	-	-	36,984.44
13265	Nurse Home Visitation	126,421.50	58,739.68	24,703.00	-	-	209,864.18
13266	District Nurse Home Visit	6,374.16	3,040.97	656.00	-	-	10,071.13
13390	Imm-VFC	241,750.39	131,209.73	96,454.00	16,120.00	-	485,534.12
13392	Imm-DP Adult	109,615.42	57,823.49	257,821.00	16,120.00	-	441,379.91
13394	Imm Provider Assessment	28,493.54	11,969.38	4,073.00	-	-	44,535.92
13395	Imm Follow-up	4,144.61	1,629.76	503.00	-	-	6,277.36
13396	Prenatal HepB	642.72	260.52	50.00	-	-	953.24
13400	Epi	23,001.21	8,720.12	4,369.00	-	-	36,090.33
13405	Comm Dis	22,489.14	9,473.06	3,316.00	-	-	35,278.20
13410	NEDSS Capacity	7,066.50	3,661.28	880.00	-	-	11,607.78
13450	TB	31,252.39	13,994.03	11,939.00	-	-	57,185.42
13500	SHIP	127,800.40	61,266.09	23,906.00	-	-	212,972.49
13670	BCC	47,668.78	23,937.77	17,919.00	-	-	89,525.55
13800	Planning	139,079.14	58,418.70	26,293.00	-	-	223,790.84
13820	Epi Surv	70,490.70	29,496.76	5,047.00	-	-	105,034.45
13825	Ebola	43,258.86	20,265.66	3,733.00	-	-	67,257.52
13895	HRSA	47,064.51	20,846.14	6,678.00	8,000.00	18,000.00	100,588.65
13897	Medical Reserve Corp	9,184.44	921.33	1,120.00	-	-	11,225.77





Revenues			Indirect	Total Expenditures	Estimate of District Support	Previous Year Comparison	
Contract	Fees/Donations	Total Rev				Total Exp	Trend
3,500.00	-	3,500.00	502.86	5,856.72	2,356.72	1,444.37	+
-	-	-	329.60	1,644.52	1,644.52	1,046.60	+
<b>1,505,950.00</b>	<b>567,000.00</b>	<b>2,072,950.00</b>	<b>586,819.71</b>	<b>2,955,747.26</b>	<b>882,797.26</b>	<b>1,906,345.04</b>	<b>+</b>
-	-	-	-	4.11	4.11	(114.69)	+
-	-	-	1,876.21	7,761.87	7,761.87	5,356.46	+
66,000.00	17,000.00	83,000.00	19,359.19	97,092.97	14,092.97	66,629.36	+
2,131.00	-	2,131.00	482.63	2,172.98	41.98	1,153.29	+
-	150,000.00	150,000.00	73,921.56	346,965.66	196,965.66	247,270.47	+
-	11,300.00	11,300.00	3,893.05	16,668.13	5,368.13	10,614.09	+
13,000.00	-	13,000.00	4,140.73	18,480.16	5,480.16	15,522.50	-
-	30,000.00	30,000.00	7,289.73	30,021.09	21.09	21,852.10	+
-	7,500.00	7,500.00	3,474.37	15,980.35	8,480.35	14,394.38	-
80,000.00	-	80,000.00	18,770.28	80,235.55	235.55	57,844.27	+
-	337,120.00	337,120.00	112,143.74	516,131.18	179,011.18	381,410.27	+
-	-	-	2,242.61	9,479.40	9,479.40	6,251.55	+
-	1,650.00	1,650.00	2,116.78	10,246.53	8,596.53	5,798.49	+
2,500.00	-	2,500.00	1,207.52	7,775.84	5,275.84	5,218.60	+
<b>163,631.00</b>	<b>554,570.00</b>	<b>718,201.00</b>	<b>250,918.39</b>	<b>1,159,015.82</b>	<b>440,814.82</b>	<b>839,201.14</b>	<b>+</b>
-	-	-	-	1.50	1.50	79.65	-
1,112,060.00	-	1,112,060.00	108,393.91	511,267.07	313,644.49	422,359.50	-
-	-	-	55,498.47	254,142.51	-	169,933.43	+
-	-	-	105,120.48	466,865.55	-	351,479.34	+
-	-	-	27,938.40	124,529.48	-	89,118.40	+
-	-	-	14,763.25	68,899.88	-	29,290.97	+
13,500.00	-	13,500.00	3,298.76	13,515.27	15.27	9,290.86	+
20,954.00	-	20,954.00	5,140.50	21,479.25	525.25	21,667.33	-
45,878.00	-	45,878.00	10,925.36	45,938.97	60.97	30,460.86	+
10,245.00	-	10,245.00	2,496.57	10,513.53	268.53	-	+
43,206.00	-	43,206.00	10,309.82	43,448.26	242.26	-	+
5,000.00	-	5,000.00	1,072.88	5,046.64	46.64	3,934.63	+
20,000.00	7,000.00	27,000.00	2,547.04	30,879.36	3,879.36	28,438.83	-
33,370.00	-	33,370.00	7,769.69	34,029.14	659.14	24,453.57	+
31,374.00	-	31,374.00	6,378.82	31,695.63	321.63	17,097.88	+
6,240.00	-	6,240.00	1,541.55	6,764.24	524.24	10,198.46	-
43,661.00	20,000.00	63,661.00	19,602.36	89,213.07	25,552.07	94,924.91	-
1,500.00	-	1,500.00	2,025.03	8,154.42	6,654.42	2,787.77	+
24,138.00	-	24,138.00	5,816.38	24,431.45	293.45	21,346.85	-
19,989.00	-	19,989.00	4,339.28	19,990.88	1.88	1,324.05	+
36,368.00	-	36,368.00	8,362.51	36,645.45	277.45	30,852.11	-
94,400.00	-	94,400.00	-	95,126.81	726.81	89,031.33	+
-	-	-	-	700.00	700.00	4,685.93	-
<b>1,561,883.00</b>	<b>27,000.00</b>	<b>1,588,883.00</b>	<b>403,341.06</b>	<b>1,943,278.36</b>	<b>354,395.36</b>	<b>1,452,756.66</b>	<b>+</b>
<b>4,359,050.00</b>	<b>1,207,301.00</b>	<b>5,566,351.00</b>	<b>1,248,606.92</b>	<b>6,147,008.52</b>	<b>1,762,974.52</b>	<b>6,086,927.14</b>	
Projected State Appropriation		1,121,200.00					
Carryover Funds from FY-15							
Admin/General Support							
Facilities/Equipment		213,550.00					
IT and Clerical Support		37,600.00					
FCH and Preparedness		19,000.00					
Environmental Health		68,000.00					
Community Health		2,200.00					
Building Fund		771,996.53					
<b>Total Revenue FY-16</b>		<b>7,799,897.53</b>	1,112,346.53				
Adjustment for personnel savings		-					

# FY-2016 Budget Revision Proposal (07/01/15-06/30/16)

## ESTIMATED EXPENDITURES

### BY CLASSIFICATION

Personnel costs

Operating expenses

Sub-grantee payments

Capital outlay--general

Capital outlay--building

TOTAL ESTIMATED EXPENDITURES

## ESTIMATED INCOME

County funds

State general fund

State millennium fund

Contracts

Fees/insurance and miscellaneous

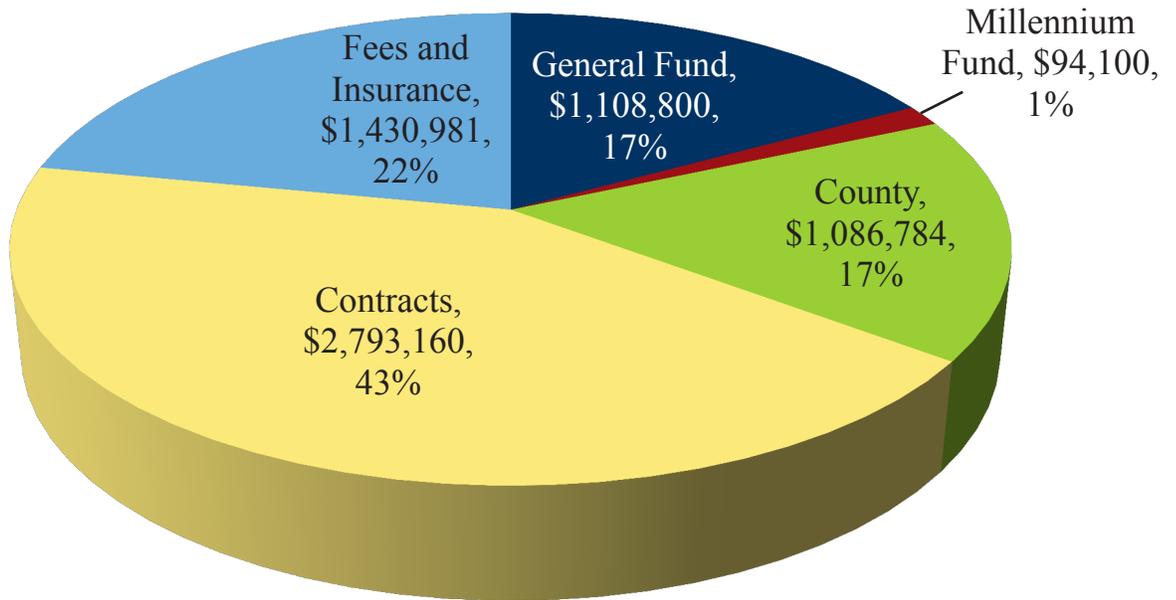
Reserve draw

TOTAL ESTIMATED INCOME

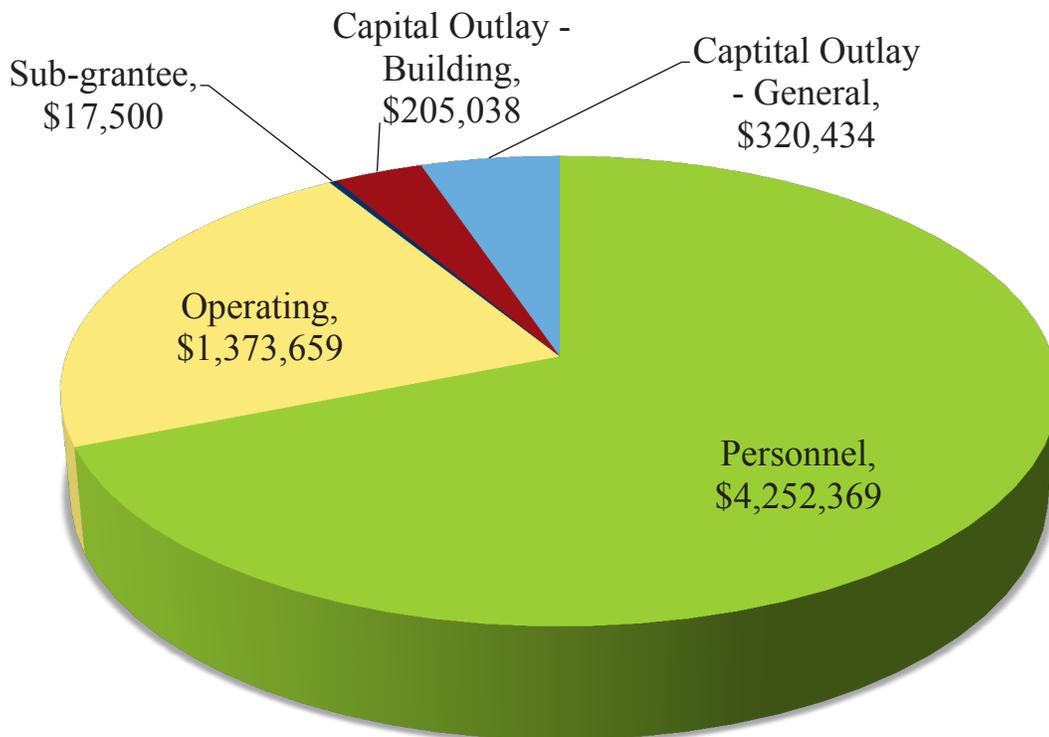
APPROVED May 20, 2015 <b>FY-2016 BUDGET</b>		APPROVED Sept. 23, 2015 <b>BUDGET REVISION</b>		<b>CHANGE—FY-2016 PROPOSED TO FY-16 ORIGINAL</b>	
\$	4,661,467	\$	4,633,507	\$	(27,960) -0.60%
	1,225,583		1,363,401		137,818 11.25%
	17,500		18,000		500 2.86%
	132,000		356,990		224,990 170.45%
	656,000		1,428,000		772,000 117.68%
\$	6,692,550	\$	7,799,898	\$	1,107,348 16.55%
\$	1,127,586	\$	1,127,586	\$	- 0.00%
	1,121,200		1,121,200		- 0.00%
	90,400		90,400		- 0.00%
	2,508,118		3,141,064		632,946 25.24%
	1,155,857		1,207,301		51,444 4.45%
	689,389		1,112,347		422,958 61.35%
\$	6,692,550	\$	7,799,898	\$	1,107,348 16.55%

# SCPHD FY-2015 Funding

## SCPHD Funding by Source



## SCPHD FY-2015 Expenditures



# Statewide Healthcare Innovation Plan

*Strategic Plan 1.1 - Reduce overweight and obesity among residents in south central Idaho.*

The Statewide Healthcare Innovation Plan (SHIP) is a comprehensive initiative to improve the health of all Idahoans by reforming our healthcare system to one that values improved health outcomes through a patient-centered focus. Idaho's SHIP will affect you, your family, and community by improving healthcare at an affordable cost.

## Seven Goals of SHIP

1. Transform primary care practices across the state into patient-centered medical homes (PCMHs).
2. Improve care coordination.
3. Establish seven Regional Collaboratives.
4. Improve rural patient access to PCMHs.
5. Build a statewide data analytics system.
6. Align payment mechanisms across payers to transform payment methodology from volume to value.
7. Reduce overall healthcare costs.

(From: <http://ship.idaho.gov/SHIPHome/tabid/2978/Default.aspx>)



The South Central Health Collaborative (SCHC) Executive Committee has been developed and members include the Chair, Dr. Keith Davis with Shoshone Family Medical Center, Co-Chair, Dr. Steven Kohtz with St. Luke's Magic Valley, and SCPHD District Director Rene LeBlanc. The collaborative will facilitate the development of the medical neighborhood to strengthen patient care coordination while providing direct input to the Idaho Health Care Coalition (IHC). The SCHC is supported by regional SCPHD staff which will serve as the main facilitator of the regional effort to address goals and objectives enumerated by the SHIP. A SHIP Manager, QA/QI Specialist, and Administrative Assistant will support the primary care practices in the transformation to become PCMHs, convene and support the SCHC, and advance greater connection between the medical/health neighbors in the region. Additional information can be found on the state of Idaho's SHIP website at <http://ship.idaho.gov/> and the SCPHD regional SHIP website at <http://southcentralhealthcollaborative.org>.



# Parents as Teachers

*Strategic Plan 3.1.2 - Promote and/or increase access to comprehensive sex education curricula to adolescents and their parents/guardians.*

SCPHD's new evidence-based home visitation program is funded through the federal Maternal Infant Early Child Home Visitation grant through IDHW. Grant funding started in January of 2015, and continues through September 2017. Future funding will be part of yearly IDHW grant applications.

Parents as Teachers (PAT) has the mission to provide the information, support and encouragement parents need to help their children develop optimally during the crucial early years of life. PAT has an over 30 year history of providing information, support, and encouragement to families.

Home visits, scheduled at least monthly, utilize a standardized curriculum. The visits are made by two full-time developmental specialists and two registered nurses. The Nurse Manager provides supervision for the program.

- Information on such topics as child development, parenting, and safety is provided.
- Various screenings are provided by the PAT staff: child growth and development, screening for depression or domestic abuse, and review of the child's health and vaccine history. Referrals are made as appropriate.

After a review by the IDHW home visitation program, families were enrolled and services started in May. It is anticipated that a full case load will be reached by the end of the calendar year. A total of 45 families will be seen, with 85% of enrollments set aside for Twin Falls County residents and 15% for Jerome County residents.



# Influenza Vaccine

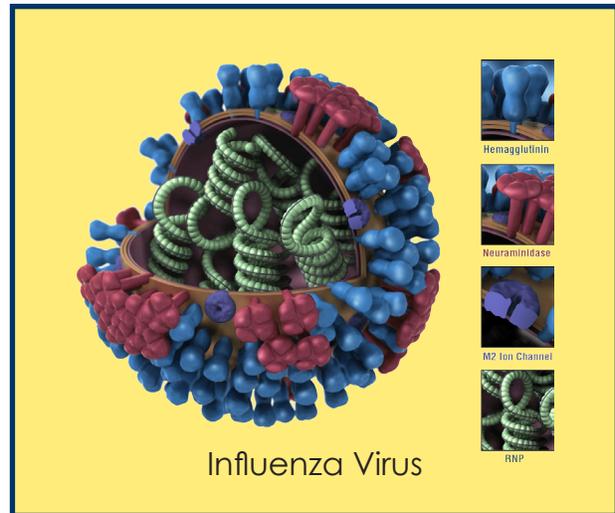
*Strategic Plan 5.2.2 - Build and sustain new and existing community collaboratives.*

Influenza is a viral disease that can result in serious complications or even death. Vaccine is the single most important prevention measure.

Studies have shown schools with an immunized student body, report fewer absences during the winter months. This allows schools to collect more of their state reimbursement.

SCPHD remains one of the limited numbers of sources for high dose influenza vaccine. This vaccine is specially formulated for senior citizens.

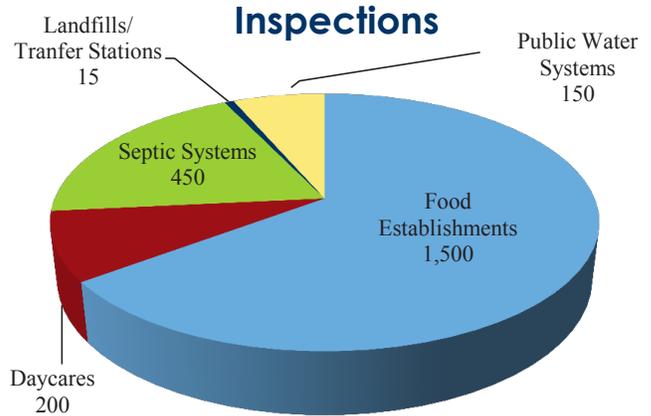
- During the 2014-2015 influenza season, SCPHD staff gave:
  - 5,740 total doses of influenza vaccine
  - 1,920 doses of influenza mist to children at their schools
  - 1,297 doses of adult influenza vaccine
  - 907 doses of high dose influenza vaccine for senior citizens
- For the 2015-2016 influenza season, schools have requested vaccine for 10,000 students.



# Environmental Health

*Strategic Plan 5.2.1 - Build and sustain new and existing community collaboratives.*

The Environmental Health (EH) division helps ensure that the food you eat is safe by performing roughly 1,500 inspections each year at local restaurants, grocery stores, fairs, community events, and schools. EH helps local children stay safe by inspecting roughly 200 local daycares for proper health and safety conditions each year. EH also reduces deadly diseases and keep our water clean by permitting, regulating, and inspecting roughly 450 septic systems, 15 local landfills and solid waste transfer stations, and 150 public water systems every year. We field countless questions from the public on topics ranging from mold, to bed bugs, to radon and if we don't know the answer we do our best to find someone who does.



We often work in the background to ensure the world you live in is as safe and healthy as possible, but we also enjoy the chance to teach anyone and everyone how to live healthier lives. For example, two of our inspectors had the chance to teach Canyon Ridge High School students about clean water last spring. For over three hours, our inspectors pushed hundreds of sophomores and juniors to think about where the water we drink, bathe, and play in comes from and what it takes to keep it clean.



# Public Health Preparedness

*Strategic Plan 5.2 - Build and sustain new and existing community collaboratives.*

Public Health Preparedness (PHP) continually plans and prepares for any type of emergency that might arise by collaborating with the local emergency planning committees. PHP also trains and exercises SCPHD employees to be better prepared. Through the South Central Healthcare Preparedness Coalition, we also work with local hospitals and healthcare organizations to prepare our local community. SCPHD also runs a volunteer group, the Medical Reserve Corps, to help in the event of an emergency.



This April PHP staff designed, conducted, and participated in an exercise titled “Four Wheelchairs and a Bedpan.” Over 30 agencies and businesses came together to practice what to do in the event of an emergency where hospitals get overwhelmed with patients. The exercise also included a mock bus crash in Gooding, involving students from the Idaho School for the Deaf and Blind. By participating in these exercises with local Police, Fire, EMS, and hospitals PHP helps us and them be better prepared for an emergency.



# Fit and Fall Proof™

*Strategic Plan 1.1.1 - Establish worksite wellness programs, policies, and environmental changes.*

The Community Health Division promotes and facilitates healthy living initiatives where people live, work, and play. Two examples of this are the Fit and Fall Proof™ (FFP) and Physical Activity and Nutrition programs.

FFP is a group-based exercise program designed for older adults who want to improve their health and reduce their risk of falling. Classes focus on functional exercises to enable older adults to: maintain independence and a freely functioning life; improve muscle strength; increase flexibility; improve posture awareness and balance; and improve mobility, endurance, and walking gait.

The Health Education Specialist identifies class sites, recruits class leaders, and provides technical support and assistance to ensure that all class requirements and exercise guidelines are followed. In south central Idaho there are 20 trained and certified class leaders. These community volunteers are essential to making the FFP program so successful. In FY-2015, 160 older adults participated in FFP classes in Blaine, Camas, Cassia, Gooding, Jerome, and Twin Falls counties. The classes are free of charge and offered several times per week throughout the year.

## Class Schedule:

	Location	Time	Days
Carey	Carey Community Center	10:00 a.m.	T & Th
Eden	First Segregation Fire Station	10:30 a.m.	T & Th
Fairfield	Camas Senior Center	9:00 a.m.	T & F
Gooding	Gooding Senior Center	11:00 a.m.	M & W
Hailey	Blaine County Senior Connection	11:00 a.m.	M, W & F
Kimberly	Ageless Senior Center	10:00 a.m.	M, W & F
Oakley	Oakley Fire Station	11:00 a.m.	T & F
Twin Falls	Twin Falls Senior Federation	10:30 a.m.	M, W & F
Wendell	Senior Wendell Housing	9:00 a.m.	T & Th

# Physical Activity and Nutrition

*Strategic Plan 1.1.2 Establish childcare wellness programs, policies, and environmental changes that aim to prevent and/or reduce obesity.*

The goal of the Physical Activity and Nutrition program is to make healthy eating and active living the easy choice for all Idahoans. Two areas of emphasis are child care centers and worksites.

Let's Move! Child Care is a national program to encourage and support child care providers to incorporate strategies to keep kids moving and eating healthy in their facilities. In FY-2015, SCPHD, in partnership with the Idaho Stars Child Care Resource Center, provided professional child care development training in Twin Falls and Rupert. The training curriculum reflects the Lets Move! Child Care goals of healthy eating, healthy beverages, physical activity, screen time, and infant feeding.



We are also assisting employers to develop and/or enhance their worksite health promotion programs. Using the Centers for Disease Control and Prevention (CDC) Worksite Health Score Card, our Health Education Specialist assists employers to identify areas of improvement, create an action plan, apply wellness strategies, and provide educational materials and technical assistance.

In south central Idaho, 11 employers have made strides to reduce obesity, diabetes, and other chronic diseases, including:

- The College of Southern Idaho adopted a healthy meeting foods policy and posted signs to identify and respond to signs of a heart attack or stroke.
- Clear Springs Foods created employee fitness competitions, posted nutrition information on food vending machines, and provided employee gym membership discounts.



# Community Relations

*Strategic Plan 5.1 - Implement an advertising and awareness campaign for SCPHD.*

## Chamber of Commerce Memberships

As part of our strategic plan and to strengthen relationships with our community partners and stakeholders we spent the last year becoming part of several area Chambers of Commerce. We currently have memberships with Bellevue, Mini-Cassia, Jerome, and Twin Falls.

## Before The Movie

The SCPHD “Before the Movie” ad (Magic Valley 13 Theater) runs 52 times per day or 1,560 times per month. A six month contract equals a reach of 530,000 movie goers. We began with advertising our WIC services and are currently advertising our agency as a whole.

## Radio Campaigns

In the last few years, we have implemented a series of highly successful radio campaigns, in doing so we also formed amazing relationships with the following radio stations in the Magic Valley, Mini-Cassia, and Blaine County areas. There are 824 radio commercials playing every month across the 8 counties we serve on the following stations:

- Townsquare Media (1310 AM, 98.3 FM, 96.5 FM, 95.7 FM)
- Lee Family Broadcasting (100 FM, 106.1 FM, 103.1 FM, 97.5 FM, 99.1 FM Spanish, 1230 AM, 1400 AM)
- Rich Broadcasting (107.5 FM, 94.5 FM)

## Print Advertising

We also continue to use traditional marketing means such as print advertising. We currently have yearly contracts with The Buhl Herald, Hagerman Valley Press, North Side Journal, and an online ad with the Idaho Mountain Express.

## Social Media

Social media continues to be a fashionable and economical way to reach the community both young and old. Our three Facebook pages and our Twitter feed have 1,857 followers.

## Events

Since March of this year we have participated in 12 events throughout the 8 counties we serve. Examples include: the 2015 South Central Community Action Partnership BBQ in Twin Falls (an estimated 6,000 attendees), 10th Annual Magic Valley Health Fair, St. Luke’s Jerome Health Fair, Mental Health Awareness Fun Run, and the 2015 Blaine County Safety Fair.



# Employee Committee

*Strategic Plan 6.3 - Ensure a positive work climate that enhances employee morale.*

This year the Employee Committee has been really active in increasing employee morale and having activities throughout the year to retain employee engagement. Our district employees have been very reactive to the activities we have done and are looking forward to what is coming in the next few months and year. We make sure we gain employee input by conducting surveys and getting feedback from what we have done so far. We believe this allows employees to feel like they have contributed to what is going on so they have buy in and also increases attendance to these various events.

## Events we have done this year include the following:

- **Easter Egg Hunt:** in conjunction with staff training day.
- **Food Fight:** a canned food drive with all food donated to South Central Community Action Partnership.
- **Employee Picnic:** employees were encouraged to bring their families and there were learning stations set up around Centennial Park. We barbequed hot dogs and hamburgers and there were a lot of activities the families really enjoyed. They are looking forward to the picnic next year!
- **Breast Cancer Awareness Basket Fundraiser:** items were gathered for three themed baskets (Halloween, all things yellow, all things pink) and were donated to Kansas Guthrie to auction at her aunt's benefit dinner and silent auction. All three baskets went for over \$100 each.
- **Bra Decorating Contest for Breast Cancer Awareness Month:** Tanis Maxwell was our first place winner and Jan Kopp was our second place winner.
- **Trick or Treat:** we encouraged employees to bring in their costumed children on the Friday before Halloween to pick up treats at our offices.



*Easter Egg Hunt*



# Employee Committee

## Coming Events:

- **November “Selfie” Contest:** there will be a list of various items in which an employee will need to take a selfie with. They will email it to Kansas when they take it. The first three people that complete the list throughout the month will win a prize.
- **December General Staff and Holiday Party:** at the new Heyburn facility.
- **“Sock It” Christmas Fundraiser:** will take place again this year. Employees will buy a miniature stocking for \$1 and Santa’s elves will distribute the stockings to their designated recipients.
- **“Pajama and Toy” Christmas Drive:** will take place again this year. Employees will purchase pajamas and toys for children and they will be delivered to various shelters within the district.



*Employee Picnic*



*Basket Fundraiser*



# Facilities

*Strategic Plan 8.0 - Leverage Limited Resources / Maintain Viability*

Over the past year, we have focused on ways to build a healthier workforce while engaging the community by improving upon our infrastructure to support our mission and function.

## Emergency Power Generation

Emergency generators ensure a stable and viable vaccine supply and provide limited services during times of disaster to our communities. The installation of emergency power generation capability to our SCPHD facilities is the culmination of a multi-year project. Along with the Heyburn building, every SCPHD facility will have the ability to provide limited functions during electrical power outages. The emergency generators are powered by natural gas and during severe weather events, above ground utilities could be disrupted where below ground utilities could remain in service.

## Employee Retention

To decrease fatigue, promote healthy lifestyles, and create an environment more conducive to productive and happy employees, a portion of each facility will receive ergonomically correct furniture, an ice machine that dispenses ice and water so employees have a healthy beverage choice, and a covered picnic table for breaks and open air meetings.



# Facilities

## Energy Efficiency Measures

An energy benchmarking study was performed in 2012 and the data collected provided the information needed to determine where energy efficiency measures would provide the greatest savings. Many of these measures have been jointly funded between Idaho Power and SCPHD. Some of the measures are: data center economization, cooling tower media retrofit, automation controls to reduce CO<sub>2</sub>, LED lighting for public lobbies, and building exterior automation that utilizes longitude and latitude.

## Mini-Cassia New Construction

Our new facility is scheduled to open the second week of December. The construction of our new 7,600 square foot facility located in Heyburn is centrally located and has attributes from each of our other buildings that serve the five counties. The building is situated on 2.2 acres of land and in keeping with the mission of SCPHD, the grounds will have a walking path to encourage employees to have healthy habits.





**Twin Falls (Main Office)**  
 1020 Washington St N  
 Twin Falls, ID 83301  
 (208) 737-5900  
 Fax: (208) 734-9502



**Bellevue Office**  
 117 East Ash Street  
 Bellevue, ID 83313  
 (208) 788-4335  
 Fax: (208) 788-0098



**Gooding Office**  
 255 North Canyon Drive  
 Gooding, ID 83330  
 (208) 934-4477  
 Fax: (208) 934-8558



**Jerome Office**  
 951 East Avenue H  
 Jerome, ID 83338  
 (208) 324-8838  
 Fax: (208) 324-9554



**Shoshone Clinic**  
 Lincoln County Community Center  
 201 South Beverly Street  
 Shoshone, ID 83352  
 (208) 934-4477

## Opening in December!



**Mini-Cassia Office**  
 485 22<sup>nd</sup> Street  
 Heyburn, ID 83336  
 (208) 678-8221  
 Fax: (208) 678-7465



Blaine County



Camas County



Cassia County



Gooding County



Jerome County



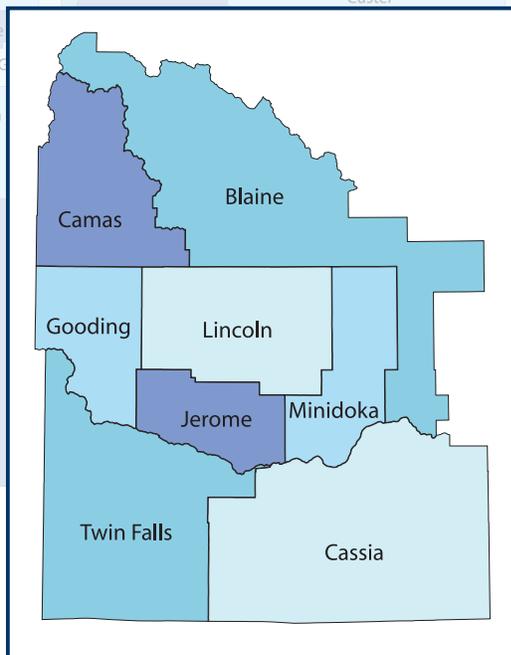
Lincoln County



Minidoka County



Twin Falls County







# **Public Health**

Prevent. Promote. Protect.

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## **Idaho Public Health Districts**