# Table of Contents

- Chief Health Officer Message  3  
- Mission Statement  4  
- Service Area  5  
- Services  6-9  
- About Coconino County  10  
- Coconino County Facts  11-12  
- Strategic Map  13  
- Return on Investment  14  
- Community Collaboration  15  
- Highlighted Areas  16-26  
- Financial  27  
- CCPHSD Staff  28  
- CCPHSD Leadership  29  
- Contact Information  30
Message from the Chief Health Officer

Dear Community Members:

I am pleased to present the Coconino County Public Health Services District 2017 Annual Report! The 2017 Annual Report shares examples of the many ways your Health District works to improve the health of our communities. The 2017 Annual Report highlights continued collaborations with community partners to make positive differences in our community.

The Health District mission is: empowering people, confronting inequities, influencing policy, and bettering lives. Always improving. We strive to protect and promote the health and well-being of all of our residents and visitors. This means providing protection from health threats such as preventable injury, food-borne illnesses, disasters and diseases. Public Health also works to prevent chronic diseases, such as heart disease, cancer, and diabetes by addressing their risk factors including poor nutrition, inadequate physical activity, and tobacco use.

Throughout this Annual Report, you will find examples of the work we are doing to address the determinants of health, thus increasing the opportunities for all Coconino County residents to live healthier lives. As part of these efforts, the Health District works to advance health policy and continues to champion many proven Public Health initiatives. These initiatives and the work of dedicated Public Health professionals continue to improve the quality of life in Coconino County.

During 2017, the Health District continued efforts toward achieving National Public Health Accreditation, invited community members and policy makers to begin collaboration toward creating an updated Community Health Assessment and Community Health Improvement Plan and have continued work on the Health District Strategic Plan. These efforts will guide public health services for years to come.

Thank you for the opportunity to serve you. We look forward to 2018 being a year of improving the health for all.

In good health,
Our Mission is:

Empowering people, confronting inequities, influencing policy, and bettering lives. Always improving.

The organization’s guiding principles are:

- Integrity
- Compassion
- Dedication
- Embracing collaboration to provide quality services to communities
Service Area
and Office Locations

Williams Office
850 W. Grant
Williams, AZ 86046

Page Office
467 Vista Avenue
PO Box 970
Page, AZ 86040

Fredonia Office
100 E. Woodhill Rd.
PO Box 1223
Fredonia, AZ 86022

Flagstaff Offices
2625 N. King Street
Flagstaff, AZ 86004 and
2500 N. Ft. Valley Road
Flagstaff, AZ 86001

Flagstaff Offices
2625 N. King Street
Flagstaff, AZ 86004 and
2500 N. Ft. Valley Road
Flagstaff, AZ 86001

Birth Certificate Services
Supervisor Lena Fowler’s Office
46 Maple Street
Tuba City, AZ 86045

Public Health Education
Services
North Hwy 264 East Main St.
Suite 202
Tuba City, AZ 86045

Visit www.coconino.az.gov/health
for days and hours of operation.
The Coconino County Public Health Services District strives to improve the quality of life for all members of our communities by providing services that focus on:

- Disease Control and Prevention
- Injury Prevention
- Health Promotion
- Assuring Accessibility of Health Services
- Emergency Preparedness and Response
- Animal Management
- Enforcement of Health and Safety Codes
- Food Safety
- Medical Examiner
- Vital Records
Program Descriptions:

**Animal Management:** Issues dog licenses, investigates animal bite cases, responds to rabies outbreaks, licenses and inspects all kennels in the County, and enforces the County’s ordinances regarding dogs at large, vicious dogs, and barking dogs.

**Birth Certificates:** Offers certified copies of Arizona birth certificates.

**Breastfeeding Promotion:** Focuses on increasing the incidence and duration of breastfeeding women enrolled in WIC or eligible for the WIC program.

**Clinic Sports Physicals:** Provides low-cost sports physicals in compliance with the Arizona Interscholastic Association.

**Communicable Disease:** Tracks and investigates reportable communicable diseases, provides testing and treatment of sexually transmitted diseases, provides HIV testing and counseling, public health alerts to medical providers, and prevention education. The program provides treatment, surveillance, and prevention services for tuberculosis.

**Death Certificates:** Provides preparation and activities related to death certificates.

**Emergency Preparedness:** Develops and maintains various systems to support effective response to situations that threaten the health of a significant portion of the population of Coconino County such as disasters, disease outbreaks, mass accidents, and bio-terrorism threats.

**Environmental Health:** Licenses and inspects all food establishments, motels/hotels, trailer parks, campgrounds, swimming pools, and spas. Prevents and controls vector borne and zoonotic disease outbreaks and investigates and ensures compliance for public health nuisance complaints. Provides education and offers certification programs.
Program Descriptions (continued):

**Health Start:** Conducts home visits that promote prenatal care for pregnant women and primary care for their infants and children in Page and the surrounding communities.

**Healthy Families:** Provides home visiting to support at risk families and prevent child abuse and neglect and services to promote parent-child bonding.

**HIV Case Management and Care:** Provides case management and payment for treatment for individuals with HIV or AIDS.

**HIV Testing and Counseling:** Provides education, testing, and counseling to high risk and substance abuse populations.

**Injury Prevention:** Includes community activities and education to prevent and/or reduce intentional and unintentional injuries.

**Immunization:** Provides immunizations for children and adults based on Centers for Disease Control (CDC) guidelines for required and recommended vaccinations.

**Juvenile Health Services:** Provides healthcare to juveniles in detention.

**Maternal and Child Health (MCH) Services:** Offers a variety of services to women and children to produce improved pregnancy outcomes and promote wellness in families.

**Medical Examiner:** Conducts complete and objective investigations of unattended, violent, sudden, unexpected, and suspicious deaths to determine the cause and manner of death. Responsible to review and approve all requests for cremation of decedents in Coconino County.
Program Descriptions (continued):

**Nutrition Services**: Provides community education to shape food consumption behaviors in a positive way and promote healthy reduction of disease and the promotion of a healthy lifestyle.

**Policy Initiative**: Works to address public health policy in Coconino County.

**Supplemental Food Assistance**: Provides monthly distribution of food boxes to eligible postpartum women, children to age 6 years, and older adults.

**Smokefree Arizona**: Provides enforcement and tobacco use prevention education related to the Smokefree Arizona statute and locally adopted City and County ordinances.

**Teen Clinic**: Offers reproductive health services, including physical examinations, pregnancy testing, contraceptive services, and cancer screening to teens. This program also provides sexually transmitted infection (STI) and HIV counseling and testing services, and treatment of STIs.

**Tobacco and Chronic Disease Prevention**: Provides tobacco use prevention, education, and cessation services for youth and adults and chronic disease prevention.

**Women, Infants and Children (WIC)**: Provides supplemental foods, nutrition education and referrals to other health and social services as part of good health care practices during critical times of growth and development. The goal of the program is to prevent health problems, and to improve the health status of eligible women, infants and children.
About Coconino County

Situated in Northern Arizona, Coconino County is described as diverse, unique, eclectic, deep-rooted, historic, sacred, beautiful and friendly.

Coconino County is home to spectacular landscapes. Visitors from around the world are drawn to the region's natural beauty and cultural diversity. Attractions include Grand Canyon National Park, Oak Creek Canyon, Sunset Crater National Monument, Lake Powell, and several American Indian Nations.

With 18,608 square miles and 11,886,720 acres of land, Coconino County is the largest county in Arizona and the second largest county in the continental United States. Roughly half of the land is public property, and 38% belongs to American Indian reservations that are home to the Navajo, Hopi, Paiute, Hualapai, and Havasupai people.
Coconino County Residents

- White: 55%
- American Indian/Alaska Native: 26%
- Hispanic: 14%
- Black or African American: 1%
- Asian/Pacific Islander: 2%
- Other: 2%

- Total Population: 138,064
- Male: 49.4%
- Female: 50.6%

42% of Coconino County residents are under the age of 25.
Coconino County Residents

- **Some College**: 33%
- **Bachelor’s Degree**: 20%
- **High School Diploma**: 22%
- **No High School Diploma**: 11%
- **Graduate or Professional Degree**: 14%

- **Unemployment Rate**: 22%
- **1 out 6 residents do not have health insurance**: 30%
- **Of residents receive public health insurance**: 70%

- **7%** White
- **8%** Black/African American
- **14%** American Indian/Alaska Native
- **3%** Asian
- **5%** Other

- **22%** of residents are living below the federal poverty level.
The CCPHSD Strategic Map highlights the primary goals of the Health District.

CCPHSD champions disease prevention and achieves wellness by:
- Impacting Coconino County Winnable Battles
- Promoting and Protecting Public Health, Safety and Wellness
- Maximizing CCPHSD Effectiveness
- Strengthening the Public Health System

<table>
<thead>
<tr>
<th>Impact Coconino County Winnable Battles</th>
<th>Maximize CCPHSD Effectiveness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improve Maternal, Child &amp; Teen Health Outcomes</td>
<td>Prioritize Continuous Quality Improvement</td>
</tr>
<tr>
<td>Promote Nutrition &amp; Physical Activity</td>
<td>Achieve and Maintain Accreditation</td>
</tr>
<tr>
<td>Impact Disease Prevention &amp; Intervention</td>
<td>Optimize Marketing, Social Media &amp; Branding</td>
</tr>
<tr>
<td>Ensure Injury Prevention</td>
<td>Invest in Workforce Development</td>
</tr>
</tbody>
</table>

**Foundational Principles**
- Consider Health Outcomes in all Policy
- Promote & Protect Public Health, Safety & Wellness
- Prepare for & Respond to Public Health Emergencies
- Achieve Health Equity within all CCPHSD Programs and Services
- Be Responsible Fiscal Stewards
75% of U.S. health spending is on preventable chronic conditions

In Coconino County, in 2016, **1,694 hospital visits** were linked to preventable diseases like heart disease, obesity, and diabetes costing **$76.7 million dollars** with an average 3 day stay in the hospital.

**Public health programs reduce these costs**

$1 spent on prevention for every Coconino County resident

Healthcare Cost Savings of **$773,158.40**

Calculated using the prevention fiscal savings figure reported by the American Public Health Association.

An ounce of prevention is worth a pound of cure.

-Benjamin Franklin
The public health system’s effectiveness is maximized by collaboration with community partners. Community involvement and engagement are key elements in developing and implementing strategies to accomplish mutual public health goals, and ensure programs and services are meeting the needs of the community.

For the past several years, CCPHSD has convened regional community health meetings twice a year to mobilize community partners for action and to encourage implementation of the Community Health Improvement Plan (CHIP). CHIP workgroups were created to work in the northern and southern region of the county on the three priority areas: Access to Care (ATC), Chronic Disease (CD) and Injury Prevention (IP).

The CCPHSD Community Health Improvement Plan workgroups comprise individuals from many sectors of the public health system and have engaged in many projects including planning and implementing a Page Farmer’s Market in Page, Arizona and piloting the use of an open source (Google doc) resource and referral database with partner agency case managers and Highlands Fire Department.
eWIC launched in Coconino County

The Coconino County Public Health Services District WIC program transitioned to eWIC, an electronic system that replaces paper vouchers with a card for food benefit issuance and redemption at authorized WIC grocery stores. The Coconino County WIC program e-WIC went live in November 2017. Nearly 2,000 program participants will benefit from the new cards, which improve the process for clients to purchase WIC approved foods.

The Arizona Supplemental Nutrition program for Women, Infants, and Children (WIC) provides nutrition education and breastfeeding support services, supplemental nutritious foods and referrals to health and social services. WIC serves pregnant, breastfeeding, and postpartum women; infants; and children under the age of five.

What does WIC provide?
- Nutrition education
- Breastfeeding support
- Information on nutrition and weight gain during pregnancy
- Tips for feeding infants and children to create healthy habits for a lifetime
- Referrals to health care and other community resources
- Healthy foods

Who is WIC for?
- Infants and children up to five years of age
- Pregnant women and breastfeeding women, until the infant’s first birthday
- Women whose pregnancy ended less than six months ago

Contact the CCPHSD WIC Office at 928-679-7250 or call toll-free 1-877-679-7272.
Farmer’s Market Introduced in Page, AZ

Farmer’s Markets Make It Easier to Buy Fresh Foods
Eating a diet with lots of fresh fruits and vegetables is one way to be healthy. As part of the Coconino County Public Health Services District (CCPHSD) Community Health Improvement Plan, a group of Community Health partners in collaboration with staff from the CCPHSD AZ Health Zone, set their sights on improving access to healthy foods in the Page community through the coordination of a Farmer's Market. The goal was to help residents in the Page area to find sources for healthy foods.

A Farmer's Market had been attempted in the past and a number of road blocks were encountered. Insurance was difficult to obtain and a way to effectively coordinate all the farmers had not been achieved. The multi-partner team worked to establish new partnerships and to overcome these hurdles. The partnership was able to set up a system to coordinate farmers. The City of Page was instrumental in helping to secure the needed insurance for the events. The Page Community Farmer's Market is now an important source for fresh food in the area. Several local farmers sell food at the market and the event has become a gathering place for the community.

Farmer's Markets like the one in Page, Arizona, are making it easier for people to buy and eat fresh, healthy foods.
Animal Management Improving Processes

The Animal Management (AM) program provides a number of important services to the community including processing dog licenses; zoonotic disease prevention; environmental epidemiological investigations that; complaint investigations; enforcing mandated county and state ordinances related to animals and responding and coordinating animal evacuations during a declared emergency.

The Animal Management staff continually strives to improve program processes. Historically the program has only offered one year dog license to Coconino County customers. Every year customers were required to renew their dog license and every year they received a new tag.

In 2017, the program began providing one, two and three year licensing options for dogs as well as provided dog owners with permanent tags. The permanent tags are sturdier and are assigned for the life of the dog. AM also provided customers with large or small tag options to better suit the size of their dog.

Due to these extended licensing options, AM is reducing the number of paper bills. AM is also reducing the number of licenses being thrown away each year. This effort supports the county's environmental awareness commitment.
Public Health Accreditation

The Coconino County Public Health Services District continued the journey toward becoming an accredited public health department. Documentation was submitted and the site review was held in 2017. The Public Health Accreditation Board will announce their decision regarding CCPHSD accreditation in 2018.

The many benefits of achieving national Accreditation include: quality improvements and better coordination of health services, improved client/customer service and better accountability to local stakeholders.
Emergency Preparedness

The Public Health Emergency Preparedness (PHEP) program provides oversight for all public health preparedness planning, training, and activities within the Coconino County Public Health District. During 2017, PHEP staff engaged in multiple preparedness activities including:

• Conducted Focused Review of District’s Continuity of Operations and Animal Management Plans
• Cross-walked and established Stakeholder Action Plans for Emergency Support Functions 6 (Mass Care) and 8 (Public Health and Medical Services)
• Participated in Navajo Nation’s Strategic National Stockpile/Medical Countermeasures Table Top Exercise
• Engaged 30 stakeholders for participation in the District’s Strategic National Stockpile/Medical Countermeasures program renewals
• Increased IT capacity for tracking public health emergency resources through subscriptions to AzHAN, EM Resource, WEBEOC and ESAR-VHP
• Participated in Northern Arizona’s Health Care Coalition Hazard Vulnerability Analysis and Emergency Communications exercises
• Engaged in long-term Medical Reserve Corps planning
• Provided Zika equipment and response planning
Epidemiology

Reports and Presentations

• Six presentations given at national conferences
• Epi News delivered quarterly to public health stakeholders
• Bi-weekly flu reports produced during influenza season to track confirmed influenza cases in Coconino County
• The 2017 Coconino County Suicide Report was published and distributed to community stakeholders

Staff worked toward identifying community health trends by:

• Analysis of group A Streptococcus cases and intervention at Flagstaff homeless shelters and Coconino County Jail
• Aberration detection developed and implemented to rapidly identify elevated communicable disease levels in the community
• Initiated active surveillance of opioid-related overdoses and fatalities in Coconino County

Age-Adjusted Suicide Rates per 100,000 Residents, 2015

- U.S.: 13.3
- Arizona: 18.2
- Coconino: 25.4
Matter of Balance Making a Difference

Falls are the leading cause of injuries for older Americans.*

The CCPHSD Injury Prevention program has addressed this issue by offering the "Matter of Balance" program.

Matter of Balance is a holistic fall prevention program designed for those 60+ in age. It focuses on not just strengthening exercises, but also physical hazards and problem solving. It consists of eight, two hour programs led by one or more coaches and may include visits from specialists such as physical therapists. These efforts have resulted in positive changes for Coconino County residents.

*Source: National Council on Aging
Tobacco-Free Parks

During 2017, the anti-tobacco youth coalitions, the Coconino Anti-Tobacco Students (CATS) and the Arizona Students Aiming for Prevention (ASAP), focused on the prevention of commercial tobacco use in area parks. The Flagstaff City Council passed a **Smoke Free Parks ordinance** prohibiting the use of combustible tobacco (cigarettes, cigars, etc.) in all 24 Flagstaff city parks and two cemeteries.
Smart Smiles

The Smart Smiles program provides oral health education, screenings and fluoride varnish application to children birth to age five and to pregnant women.

Each year Smart Smiles staff request feedback from the families. Below is a response received from a participating family.

"I have 4 daughters and we LOVE our local library story time. One of the bright spots is the oral health screenings that are regularly offered at the library. I appreciate the fluoride applications and the time that I can spend asking questions on how to keep their teeth healthy. I also appreciate the staff’s knowledge. We look forward to it and enjoy seeing their familiar faces and smiles. Thank you so much for all you do for our family."

Because many rural areas do not have a local dentist, families travel long distances to receive oral health services. Smart Smiles services are provided two times a year. For many rural residents Smart Smiles is the only dental care the children receive.
Vital Records

The Arizona State Bureau of Vital Records launched a new application of vital events – Database Application for Vital Events (D.A.V.E.) is a web-based electronic Vital Records System. This application makes Arizona a 100% electronic state.

Vital records services are offered by the Coconino County Public Health Services District at locations throughout Coconino County. Below is feedback received from one Vital Records client.

“Thank you so much for sending the new schedule. Let your supervisor know that the program is very much appreciated. I see a lot of people getting their birth record without having to travel to Phoenix or Flagstaff, getting the service right here is excellent service to our people, especially those that live in remote areas.
Thank you so much.”
Financial Information

### Revenues

Health District services are funded in various ways including federal, state, private grants, fees and property taxes. Additionally, the County provides Maintenance of Effort (MOE) funding as part of the Public Health Services District structure.

<table>
<thead>
<tr>
<th>Revenues</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grants</td>
<td>$3,821,624</td>
</tr>
<tr>
<td>Fees, Licenses and Interest</td>
<td>$1,517,471</td>
</tr>
<tr>
<td>MOE</td>
<td>$4,700,356</td>
</tr>
<tr>
<td>Property Taxes</td>
<td>$3,978,912</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$14,018,363</strong></td>
</tr>
</tbody>
</table>

### Expenditures

As a service organization, salary and employee related expenditures (ERE) are the Health District’s largest expenditures. Payments that the state mandates to counties which are included in the Health District budget include payments into the Arizona Health Care Cost Containment System (AHCCCS) and the Arizona Long Term Care System (ALTCS).

<table>
<thead>
<tr>
<th>Expenditures</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salary and ERE</td>
<td>$6,004,975</td>
</tr>
<tr>
<td>Mandated Payments</td>
<td>$5,753,319</td>
</tr>
<tr>
<td>Operations and Travel</td>
<td>$2,078,838</td>
</tr>
<tr>
<td>Capital</td>
<td>$5,725</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$13,842,857</strong></td>
</tr>
</tbody>
</table>

### Change in Fund Balance

<table>
<thead>
<tr>
<th>Change in Fund Balance</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$175,507</strong></td>
<td></td>
</tr>
</tbody>
</table>
CCPHSD Staff
CCPHSD Leadership

Marie Peoples
Chief Health Officer

Mike Oxtoby
Deputy Chief Health Officer

Denise Burley
Division Manager

Randy Phillips
Division Manager

Sarah Schildecker
Division Manager

Diana Abele
Finance Manager
Northern Region Office
467 Vista Ave.
Page, AZ 86040
(928) 608-6108

Southern Region Office
2625 N. King St.
Flagstaff, AZ 86004
Main Phone: (928) 679-7272
Toll Free: (877) 679-7272
Clinic: (928) 679-7222
Environmental Services: (928) 679-8750
WIC: (928) 679-7250

www.coconino.az.gov/health
www.facebook.com/ccphsd
www.twitter.com/ccphsd