

ANNUAL REPORT

FY 2023

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Mission, Vision & Values

WHO WE ARE

Our Mission

To maximize the health and wellness of all members of the community through collaborative efforts.

WHAT WE STRIVE FOR

Our Vision

Healthy people in healthy communities.

GUIDING PRINCIPLES

Our Values

Promote & Protect Health: Striving to give everyone a safe place to live, work, and play.

Health Equity: Ensuring that everyone has the chance to be as healthy as possible.

Collaboration: Developing and maximizing relationships to improve access and health outcomes in the community.

Customer Focus: Understanding and meeting the needs of the customers we serve.

Making a Difference: Making a positive impact in the lives of the people and communities that we serve.





Messages from Leadership



From the retirement of its long-term health officer and the acquisition of a new leader to the demobilization of COVID-19 efforts, Fiscal Year 23 represented a time of significant change for the Wicomico County Health Department (WiCHD). However, its staff weathered uncertainty and championed public health in Wicomico County.

As the Public Health Emergency expired in late 2023, WiCHD decreased large-scale COVID-19 activities and refocused on other public health efforts within the community like childhood immunization campaigns and increasing program accessibility to better serve our growing and diverse community including expanding language access services and bilingual staffing. Additionally, WiCHD continued its fight against the opioid epidemic through prevention, treatment and recovery efforts as well as strengthening collaborations across the community.

Matthew McConaughey, Health Officer



With a new County Executive and a new County Health Officer, we are collaborating to look for new and efficient ways to help the citizens of Wicomico County. The County has begun the first steps in implementing the Water & Sewer Master Plan beginning with new legislation allowing for Wicomico County to have a Sanitary District. We look forward to working with the Health Department in identifying areas of concern and need.

In collaboration with the county, the health department continues to battle the opioid epidemic locally. The Opioid Intervention Team (OIT) furthers community plans and initiatives aimed at preventing overdoses in Wicomico County. We look forward to continuing our work with WiCHD for the health of our community.

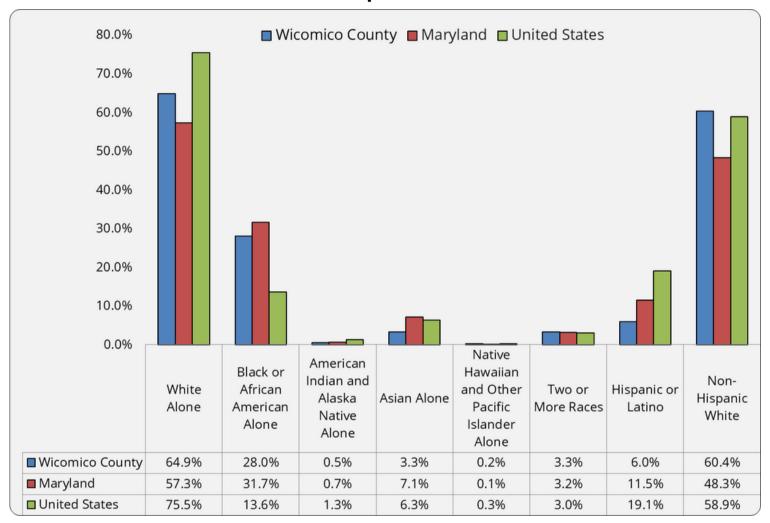
Julie Giordano Wicomico County Executive





Demographics

Population by Race/Ethnicity Wicomico County, Maryland, and United States 2022 Census Population Estimates



Total Population 2022 Census Population Estimates

Wicomico	Maryland	United States	
104,664	6,164,660	333,287,562	





Demographics

2022	Wicomico County	Maryland	United States
Sex			
Male	46.63%	48.74%	49.58%
Female	53.37%	51.26%	50.42%
Age Group			
Under 18 Years	22.53%	21.85%	21.70%
18 Years and Older	60.78%	61.23%	60.95%
65 Years and Older	16.69%	16.92%	17.35%
Median Age (Years)	37.3	39.7	39.0
Income & Poverty Level			
Median Household Income	\$63,610	\$91,431	\$69,021
Persons in Poverty	14.2%	9.6%	11.5%

Source: 2022 American Community Survey, 1-Year Estimates





STRATEGIC PLAN 2023-2028

Fiscal Year 2023 Reporting

This report will present progress made during fiscal year 2023 (FY23) for the Wicomico County Health Department's (WiCHD's) 2023-2028 Strategic Plan. During FY23, the Strategic Plan was renewed by completing a multi-stage process involving WiCHD leadership and staff, members of the Local Health Improvement Coalition, and our governing body. The five year plan focuses on four priority areas:



Priority 1: Health Improvement

Address the top health issues in Wicomico County as identified through the Community Health Needs Assessment.



Priority 2: Communication

Improve internal and external communication, collaboration, and engagement.



Priority 3: Workforce

Strengthen workforce efforts in succession planning and recruitment and retention of a competent and diverse workforce.



Priority 4: Technology

Improve the use of technology for service delivery and information management.

This report will also present FY23 accomplishments for our agency's Quality Council and other programs doing work outside of the priority areas.





PRIORITY AREA 1: HEALTH IMPROVEMENT

Address the top health issues in Wicomico County as identified through the Community Health Needs Assessment.

Local Health Improvement Coalition (LHIC)

The Wicomico LHIC, coordinated by WiCHD, is a group of jurisdictional-level stakeholders charged with providing input and guidance on the identified health priorities for Wicomico County. During FY23, the Wicomico LHIC used results from the Community Health Needs Health Assessment (CHNA) and developed and implemented the 2023 - 2025 Community Health Improvement Plan (CHIP). The CHIP addresses the health priorities identified in the CHNA. The priorities include:



Access and Health Equity



Behavioral Health



Access and Health Equity focuses on increasing access to health care, health literacy and addressing social determinants of health.

Behavioral Health addresses improving mental health and addiction through prevention, treatment and recovery services.

Chronic Disease and Wellness includes reducing the prevalence and mortality rates of chronic disease, such as diabetes, as well as promoting and supporting healthy lifestyles and wellness such as efforts to increase physical activity.







Access and Health Equity

During FY23, WiCHD worked across the agency to increase health access as well as address health equity.

Health Fair Participation

During FY23, WiCHD participated in 58 outreach events, with staff putting in 613 hours. These events allow us to spread awareness and connect the public to our services.



Community Health Services Out in the Community

WiCHD held 9 COVID-19 mobile vaccination clinics and 7 joint COVID/Flu mobile vaccination clinics. Bringing service into the community increases access to care and addresses social determinates of health.



Maryland Children's Health Program (MCHP)

During FY23, MCHP processed over 3,203 Medicaid applications for FY23, including 676 pregnant women and 1,682 children. Increasing insurance coverage is another strategy to increase access to care.

Equal Access Compliance (EAC) Training

EAC Training, provided to all new staff, provides education on the agency's language access services, cultural competency, health equity, and social determinates of health. In FY23, 49 staff were trained.

Increase in Community Health Outreach Workers (CHOs)

During FY23, Prevention and Health Communications obtained several grants to hire two CHOs, to address health disparities in chronic diseases. The use of CHOs has been shown to assist in achieving health equity. The positions were filled early in FY24.







Behavioral Health

WiCHD continued to provide a range of activities to improve prevention, treatment and recovery services for behavioral health in FY23.

Wicomico Behavioral Health Program

FY23 accomplishments include:

- The Addictions Intensive Outpatient Program (IOP) had 74% successful completion of IOP phase 1;
- The Addictions Outpatient program had 55% successful completion of their program; and
- 55.4% of methadone clients have earned take homes.

Psychiatric Rehabilitation Program (PRP)

PRP provides rehabilitation and support to individuals with a behavioral health diagnosis to develop and enhance community living skills. During FY23, 56 clients were served (39 minors and 17 adults).

80% of PRP clients showed progress in goals related to academics, socialization, self-control, and daily living skills.

Safe Station

The Safe Station, housed with the Recovery Resource Center in Salisbury, offers 24/7 support and assistance to individuals seeking substance use treatment. During the last federal fiscal year, the team assisted 80 individuals access treatment of their choice, providing funding to assist with transportation.







L.E.A.D (Law Enforcement Assisted Diversion)

L.E.A.D provides intensive case management, with a harm reduction approach. In FY23, L.E.A.D. enrolled 16 individuals in the program and linked them with needed services. The program expanded partnerships last year with Fruitland Police Department and Wicomico County Detention Center.

Harm Reduction/SHORE Center

In FY23 our ACCESS Harm Reduction grant:

- Assisted 71 individuals with transportation to access behavioral health treatment goals;
- Provided funding assistance to 18 individuals for recovery housing; and
- Assisted 3 with medical/dental needs.
- Provided 304 encounters in the center or through backpack outreach.
- Served 60 unduplicated enrolled individuals, with 84 of the encounters including Narcan distribution.
- Provided 26,255 sterile syringes and collected almost 6,000 used syringes for destruction.

Community Outreach Addiction Team (COAT)

The COAT program provides non judgmental noncoercive services to individual who use drugs. They provide all manner of Harm Reduction assistance as well as linkage to treatment and recovery services



for those individuals who are interested. In FY23, COAT assisted at least 388 unduplicated individuals, of which, 62% accessed the treatment program of their choice.





Local Behavioral Health Authority (LBHA) Activities

The **LBHA** plans, manages, and monitors a full array of treatment and rehabilitative services for persons with mental illness and/or persons with substance related disorders through the Public Behavioral Health System. During FY23, the LBHA had a variety of accomplishements.





The LBHA sponsored a Movie Night, showing Beautiful Boy, based on the true story of a father and son coping with addiction. Over 104 people attended the event. The LBHA also hosted their first Color Run/Fun Walk for suicide awareness. Approximately 300 community members and volunteers attended the event.

Additional LBHA FY23 accomplishments include:

- Sponsored 22 trainings to 556 behavioral health professionals;
- Distributed over 1,499 Naloxone kits;
- Provided 3 Critical Incident Stress Management responses to 29 people;
- Assisted 47 individuals with funding (including housing, utility, dental, medical equipment and vital records);
- Trained 108 individuals in Mental Health First Aid; and
- Attended or sponsored 20 community events reaching roughly 6,400 individuals.





Academic Detailing (AD) is interactive, personalized educational opportunity to support healthcare providers work on opioid prescribing and overdose prevention. During FY23, the LBHA completed 27 visits, with 2 being pharmacists. A Medication Assisted Treatment (MAT) provider group was held, which resulted in 3 AD sessions.



Wicomico Goes Purple

The Opioid Coordinator in partnership with the Opioid Intervention Team Operations Section Chief were able to plan and execute, with the help of the Go Purple Committee, the Wicomico Goes Purple Substance Misuse

Awareness Campaign. We partnered with Somerset and Worcester County and reached over 4,000 people at the kick-off event alone.

Wicomico Opioid Intervention Team (OIT)

The Wicomico OIT consists of many community partners who collaborate to address the opioid crisis in the community. This includes a Senior Policy Group that determines needs for new projects and initiatives in the county.

FY23 Accomplishments include:

- Facilitated 25 meetings with with the Senior Policy and Operations section committees;
- The Opioid Educational Trailer was deployed 14 times and over 4,800 people were provided education as a result;
- Through advertising efforts, over 31,000 people were exposed to messaging via social media and over 1 million impressions were made via billboard advertising.
- 140 medication disposal bags were distributed in the community; and
- One continuing education training was hosted where 39 OIT partners were able to attend.







Chronic Disease and Wellness

Numerous programs at WiCHD address chronic disease and wellness.

Cancer Screening Targets Exceeded

The Breast and Cervical Cancer Program (BCCP) and Cancer Prevention, Education, Screening and Treatment (CPEST) Program surpassed state performance goals for FY 23. BCCP served 306 women and CPEST served 34 (colonoscopies) by educating them on the importance of annual screening, outreach (over 50 events reaching thousands of people), and case management.



Dental Services Include Chronic Disease Screenings

The Village Dental Center participated in an Obesity Screening Program, serving 628 dental patients in FY23. Screening for sugar-sweetened beverages was also completed. Additionally, all adult patients had their blood pressure recorded. If BMI was overweight or obese, and/or if blood pressure wasn't within the normal range, the patient was given a referral for follow-up. Patients were also provided general education regarding healthy eating behaviors.



Preventing Type 2 Diabetes

The Prevention and Health Communications (PHC) program provides the CDC evidenced based Diabetes Prevention Program (DPP). During FY23, four participants completed the cohort, with each of those

participants losing 5% or more of their bodyweight. In FY24, additional staff will be trained to teach the class.





PRIORITY AREA 2: COMMUNICATION

Improve internal and external communication, collaboration and engagement.

Internal Communication Improvement Efforts

In FY23, WiCHD conducted a brief employee assessment to compile staff perceptions on internal communications. The results were calculated and used to create an Internal Communication Plan that increases top-down communications, transparency, programmatic awareness and opportunities for learning.





3.3 million impressions & 12k followers



1.3K impressions & 1k followers



60K impressions & 1.6k followers

Communicating with the Public

WiCHD finished another strong year of social media engagements, amassing 12,000 followers on Facebook alone! This year's posts focused on multilingual outreach and spreading awareness on communicable disease. Additionally, information was shared regarding WiCHD's efforts in improving the health of the community.





Significant Increase in Language Access Services Usage

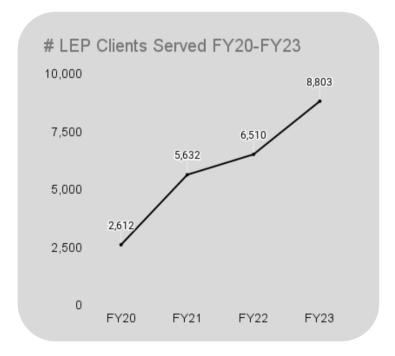
Compared to the previous fiscal year, WiCHD spent 85% more on Language Access Services (LAS) as the need for interpreters and translated materials grew in FY23. LAS served 8,803 clients and totaled 3,050.2 hours worth of interpretation (inperson, over-the-phone or telehealth).

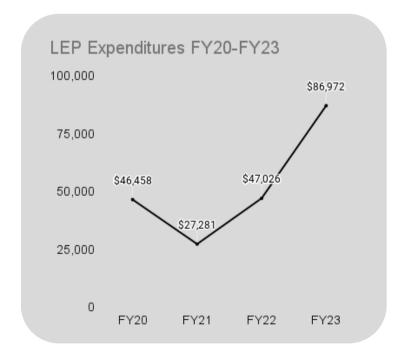
Top 3 Languages Used at WiCHD

- 1. Spanish
- 2. Haitian Creole
- 3. Portuguese



To fill that growing need, WiCHD created two full-time interpreter positions (Haitian Creole & Spanish) and filled one of those positions. The full-time Haitian Creole interpreter remains an active recruitment in FY24. WiCHD also added five new contract interpreters (individuals proficient in the language who provide LAS on an as-needed basis) to its pool.









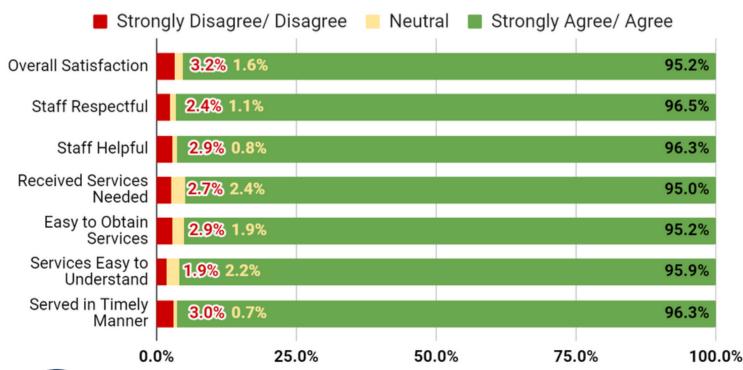
Customer Satisfaction Survey (CSS)



In FY23, the Quality Council completed a quality improvement project to increase annual CSS responses from a 141 responses to 300 responses.

The project resulted in 379 CSS responses received, **exceeding our annual goal by 26%!** The agency also met its goal of at least 95% overall satisfaction with its services. During FY24, the agency will aim to increase CSS responses among individuals with Limited English Proficiency.

Overall Agency Results







PRIORITY AREA 3: WORKFORCE

Strengthen workforce efforts in succession planning, and recruitment and retention of a competent and diverse workforce.

Workforce Development Committee (WDC)

The agency's WDC continued their work during FY23. The newly formed committee developed Committee Guidelines to structure their group as well as developed an implementation plan for the Workforce Development Plan. The group also began work, that will continue into FY24, to implement the Core Competencies for Public Health Practice developed by the Council of Linkages Between Academia and Public Health Practice. Since the Core Competencies are based on the Ten Essential Public Health Services, the WDC developed an awareness campaign for staff during National Public Health Week, highlighting what the services are, and how those services look at WiCHD.

New Employee Orientation

During FY23, three Orientation Sessions for new staff were provided to help new staff become familiar with the agency programs.

EMPLOYEE DEMOGRAPHICS Employee Type 94% 188 Merit

Contractual	12	6%

Female	170	85%
Male	30	15%

Race/Ethnicity

Gender

African American	84	42%
Asian	3	1.5%
Mixed Race	1	0.5%
No Race Reported	2	1%
White	102	51%
Hispanic/Latino	8	4%

Employees < 5 Years From Retirement

Management	14	7%
Non-Management	19	9.5%
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As of 7/28/2023





PRIORITY AREA 4: TECHNOLOGY

Improve the use of technology for service delivery and information management.



Improving Data Management and Efficiency

Data is essential to planning and program management at WiCHD. To improve data management and efficiency as well as facilitate data-driven decision-making, WiCHD's epidemiologist provided technical assistance to 4 programs in FY23.

Technical assistance included guiding programs to convert from tracking data by hand, to tracking data electronically. By tracking the data electronically, staff no longer had to hand count for totals. This transition allowed staff to decrease the time needed to complete reports and as well as decrease errors.

Advancing Technology at WiCHD

Our Management Information Systems (MIS) team tackled a slew of technical tasks in FY23. From reimaging 185 systems to comply with new server demands to reestablishing their official service desk ticketing system for staff technology requests/needs, MIS worked tirelessly to keep WiCHD computers and services running.

The team also innovated WiCHD systems to meet the agency's growing needs such as installing new Endpoint Detection and Response (EDR) software, Office365, Rubrik backup, and other security software.



QUALITY COUNCIL ACCOMPLISHMENTS

This section of the report will provide an overview of FY23 Quality Council accomplishments, including projects and performance management.



The **WiCHD Quality Council (QC)** is an internal committee, with staff volunteering to serve as QC members. The QC is responsible for the development, implementation and oversight of the WiCHD Performance Monitoring and Quality

Improvement Plan. The QC supports WiCHD staff in building a culture of quality improvement throughout the organization. The QC also provides leadership support and guidance for: building capacity for quality improvement, quality planning and performance management on all levels.

Quality Improvement (QI) and Quality Planning (QP) Projects

FY23 Completed Projects

- QI Project: Increasing Customer Satisfaction Survey Reponses
- QP Project: Creating an All- Staff Google Shared Drive
- **QP Project:** Technical assistance to develop Workforce Development Plan Implementation Plan
- QP Project: Review Process for billable hours and provide suggestions for improvement
- **QP Project:** Mapping agency assessments and trainings annual schedule
- **QP Project:** Conduct an inventory of the agency's external meetings, committees, task forces, etc.





Performance Management

WiCHD recently completed its second full cycle of performance management (PM). The PM system allows the agency to monitor its progress to meet standards across all of its programs.



Two-thirds of agency measures **hit their target** in FY23.

Several measures **met their target for the first time** in FY23, including:



- AERS assessments completed on time.
- Persons trained in Mental Health First Aid.
- Timely MA transportation recertifications.

Additional FY23 QC Accomplishments

- Culture of QI Assessment Completed.
- Trained 49 new employees in Introduction to Quality Improvement.
- Trained 189 staff (99% of all staff) in the Annual QC Training Improving Our Customer Focus.
- 4 QC Members attended the in-person Public Health Improvement Training (PHIT) in Washington DC, and 6 staff attended the virtual PHIT.







PROGRAM ACCOMPLISHMENTS

This section of the report will present FY23 accomplishments for programs not included in the identified priority areas.

Medical Assistance Transportation Program completed 96% of client recertifications before expiration.

True You Maryland hosted Teen Safety Day at the Richard A Henson Family YMCA in April. Nineteen youth and caregivers learned about healthy relationships, communication, and basic self-defense.



Sexual Risk Avoidance Education (SRAE) grant is a teen pregnancy prevention program for pre-adolescent and adolescents. This grant funds the **GEMS Program**, an abstinence program for middle school females in 3 local middle schools. In FY23, the program served 78 students. SRAE program reached 50 parents/caregivers through hosting 3 parent nights.



Personal Responsibility Education Program (PREP), an evidence-based program, provides education to male and female youth about preventing pregnancy and sexually transmitted infections. In FY23, PREP provided education to 41 youth and 55 parents/caregivers.

Adolescent Health Supervisor educated 250 students in the 8th grade health education classes on teen pregnancy, contraception and/or sexually transmitted infections in the Wicomico County Public schools





Family Planning (FP) provides birth control, gynecological exams, free condoms, pregnancy testing and vasectomy counseling. In FY23, FP served 2,150 clients with 2,710 services provided.



Sexually Transmitted Infections (STI) program served 1,260 STI patients with 1,530 visits. Both programs coordinated an advertising campaign with billboards, radio and mobile commercials to promote the programs to the public.



From back-to-school clinics to catching up on routine shots, the **Immunizations program** served 588 clients providing over 880 services.

The **Tuberculosis (TB) Program** served 85 TB patients with over 600 services provided.

Immigration Program and Civil Surgeon provide medical examinations required for green card applicants. In F23, the program served 140 clients and provided 300 services.

Healthy Families, an evidence-based, voluntary home-visiting program that promotes health and development for pregnant and parenting families, served 131 pregnant women or parenting families during 1,602 visits. The program conducted both in-person and virtual visits.



Women, Infants and Children (WIC) program's participation rate was over 110%. The participation goal is 4,200 participants, but the program has over 4,900 participants. WIC provides supplemental nutrition, nutrition education, and breastfeeding support to women, infants and children under 5.





Babies Born Healthy (BBH), a program charged with decreasing infant mortality, provided 108 at-risk pregnant and postpartum women with case management and case coordination. Those services were provided on-site via Nurse of the Day, virtual or in the home depending on the patients needs. BBH attended 8 community events to provide outreach, education and referrals to the program.



Thrive by Three, a home visiting program serving pregnant and postpartum women and children under 3 who would qualify for Medicaid but do not due to their citizenship status, provided case management services to 136 pregnant/postpartum women for FY23. The program also developed a referral system with our Federally Qualified Health Center and the local hospital to help these women as soon as possible.

Pack n Play Car Seat Program provided 84 pack n plays to Wicomico County residents that did not have a separate safe sleep space for their newborn. The program also delivers safe sleep education to help prevent sudden infant death syndrome (SIDS) and promote healthy infant sleep habits. They also identified 76 Wicomico County residents with car seat needs for their child/children and provided them with car seats as well as training on proper installation and use.



The **HIV program** served 21 new clients. The program offers non-medical case management services and connects clients to insurance, medication, food resources, transportation, and dental care as well as other services.







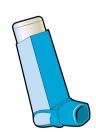
Financial management is a key part of keeping our services going! **WiCHD's Budget department** created and tracked approximately one hundred budgets totaling thirty-two million dollars. The **Accounts Payable department** processed and approved payments for approximately five thousand invoices totaling \$9,825,852. The **Accounts Receivable department** received and allocated \$7,196,282.

Coordination of Community Services Developmental Disabilities Program (DD) creates annual person-centered plans (PCPs) where goals and outcomes for the individual's success are tied to the services they receive. In FY23, 76.3% of person centered plans (PCPs) approved by Eastern Shore Regional Office before their expiration.

Vital Records issued 4,763 birth certificates and 8,272 death certificates all while learning and adapting to a new state issuing system.



Environmental Health was successful during FY23 in filling numerous vacancies in their division, with several staff passing their licensing exams. Customer Satisfaction Survey results indicate these staff are providing excellent customer service.



The **Asthma and Lead Case Management Program** enrolled 108 children in FY23. The program provides short-term case management, education, and free cleaning supplies to qualifying families who have a child with Asthma or lead poisoning. Of the 108 served, 95% that completed the program, showed improvement in their asthma symptoms or remained symptom free.







Environmental Health's Rabies Program vaccinated 97 animals through community clinics in FY23. The program provides low-cost rabies vaccination to cats, dogs and ferrets.

Community Health Services distributed COVID care packages to homeless individuals who were quarantining in hotels, receiving a COVID vaccine at WiCHD, and those attending various WiCHD outreach events. These care packages provided basic items (e.g. cleaning supplies, hygiene items, healthy snacks, etc.) to help individuals through their isolation while promoting infection prevention and control.

The **Public Health Accreditation Board (PHAB)** conducted their review and site visit for WiCHD's national accreditation at the end of FY23. PHAB accreditation sets standard against which the nation's governmental public health departments can continuously improve the quality of services and performance. WiCHD was notified in August 2023 that reaccreditation status was achieved for another five years.

The Village Dental Center served over 5,000 patients during FY23. It is notable that due to the State Network Security Incident in 2021, the Center did not have access to their computer network for almost 1.5 years. To continue meeting the needs of the public, the Center reverted to a paper system. They were even able to provide more dental hours by adding another dentist to the team. Additionally, as of January 1, 2023, the clinic is now able to keep patients over the age of 21 due to the new Maryland Medicaid adult dental expansion.







Wicomico Health in the Community







Our Locations

E.S. Adkins Building

801 N. Salisbury Blvd Salisbury, MD 21801

Hurdle Health Center

108 E. Main Street Salisbury, MD 21801

The Village Dental Center

705 North Salisbury Blvd Salisbury, MD 21801

William C. Fritz Health Center

300 West Carroll Street Salisbury, MD 21801





