

**FY 2022**

**ANNUAL  
REPORT**



**Public Health**  
Prevent. Promote. Protect.

Wicomico County  
Health Department



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# MISSION, VISION & GUIDING PRINCIPLES

## 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.

## VALUES

### Our Guiding Principles

- Maximize health status through prevention, education, clinical, monitoring, advocacy, and regulatory services
- Initiate programs in response to identified needs
- Strengthen the physical, behavioral, and environmental health of all citizens of Wicomico County
- Commitment to all populations while striving for health equity
- Address social determinants of health

# MESSAGES FROM LEADERSHIP



As the COVID-19 pandemic carried over again this year, the Wicomico County Health Department continued providing essential services such as testing and vaccine clinics throughout the community to battle the virus locally. Community partnerships played a huge part in helping us reach those most in need of services.

Despite a network disruption, regular programs adapted and persevered to new technologies and workarounds so that we could serve our community to the best of our ability. Our MIS (Management Information Systems) team worked around the clock to reconnect essential technologies and to assist staff in adapting to new technologies.

Throughout the pandemic and other struggles, the Wicomico County Health Department will continue to serve and improve the health of its community

*Lori Brewster, Health Officer*



Over the past year, the Wicomico County Health Department continued its battle against COVID-19 here at home. Staff continued to push out vital information and services to keep our community safe.

Later in the year, Wicomico County Health Department staff overcame barriers due to a network outage in order to ensure key services were kept available. Their dedication and tireless efforts to serve our community have not gone unnoticed.

Once again, the Wicomico County Health Department has demonstrated the importance of public health and has continued to have a powerful effect on the health of Wicomico County.

*John Psota, Acting Wicomico County Executive*

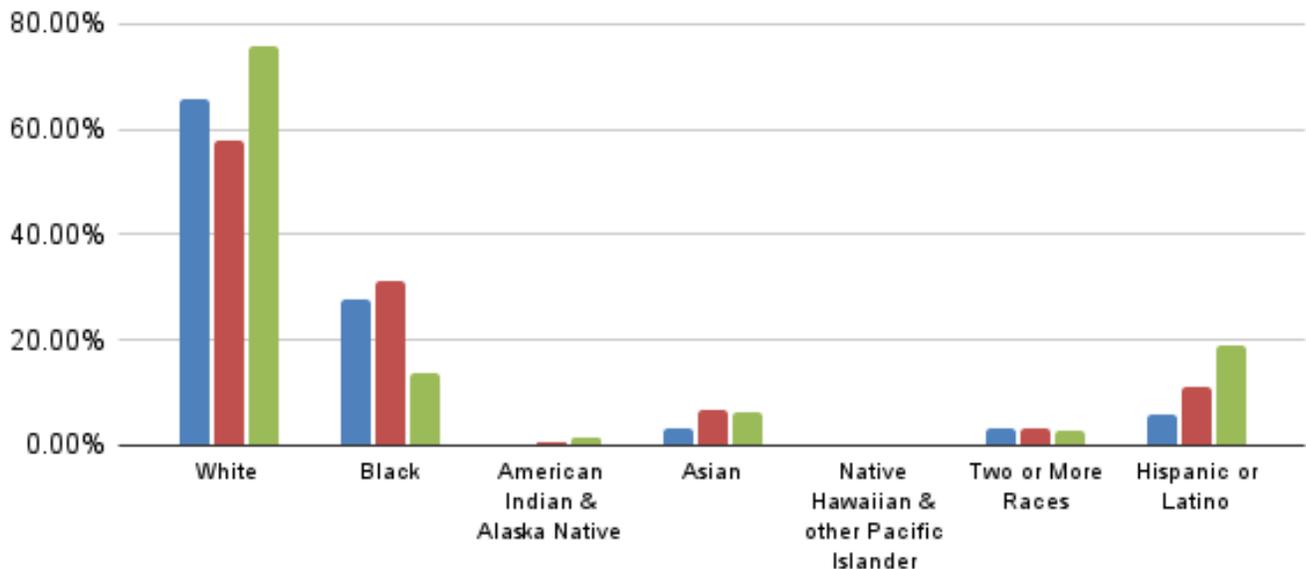
# DEMOGRAPHICS

## Wicomico County, Maryland & United States Based on 2021 Census Estimates

	Wicomico County	Maryland	United States
<b>Population</b>	103,980	6,165,129	331,893,745
<b>Median Household Income</b>	\$60,366	\$87,063	\$64,994
<b>Persons in Poverty</b>	14.2%	10.3%	11.6%

## Population by Race/Ethnicity, Based on 2021 Census Population Estimates

■ Wicomico County ■ Maryland ■ United States



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## WICOMICO COUNTY HEALTH DEPARTMENT 2017-2022 STRATEGIC PLAN FISCAL YEAR 2022 REPORTING

This document will report progress made during fiscal year 2022 (FY22) for the Wicomico County Health Department's (WiCHD's) 2017-2022 Strategic Plan.

The five year plan focuses on five priority areas:

**Priority 1:** Improve community health and wellness by focusing on priority areas identified with the Local Health Improvement Coalition; chronic disease and behavioral health; also address access to care.

**Priority 2:** Provide, maintain, develop and ensure quality public health services

**Priority 3:** Adopt business practices that will assist in reducing administrative costs and increase revenues by improving operational efficiencies.

**Priority 4:** Build and grow partnerships that will facilitate improved communication and expand public health wellness and awareness.

**Priority 5:** Recruit and retain a competent and diverse workforce.

Notable achievements for each priority area will be presented. Additionally, FY22 program accomplishments for programs not included in the priority areas will be reported at the end of this report.

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**PRIORITY AREA 1: IMPROVE COMMUNITY HEALTH AND WELLNESS BY FOCUSING ON PRIORITY AREAS IDENTIFIED WITH THE LOCAL HEALTH IMPROVEMENT COALITION: BEHAVIORAL HEALTH, CANCER, AND DIABETES. INCREASING ACCESS TO CARE WILL ALSO BE ADDRESSED.**

## Local Health Improvement Coalition (LHIC) Updates Health Priorities

During FY22, the Wicomico LHIC completed a Community Health Needs Assessment (CHNA). The health priorities were updated as indicated in the table below. The 2022-2025 Community Health Improvement Plan (CHIP) to address these updated priorities is expected to be developed and implemented by December 2022.

2019 CHNA Priorities	2022 CHNA Priorities	Status and Key Updates
1. Behavioral Health	1. Behavioral Health	<b>No Change</b> <ul style="list-style-type: none"> <li>• Mental Health</li> <li>• Substance Use Disorder</li> </ul>
2. Diabetes	2. Chronic Disease and Wellness	<b>Modified</b> <ul style="list-style-type: none"> <li>• Absorbs cancer as a separate priority</li> <li>• Widens umbrella to address risk factors across multiple health conditions</li> <li>• Includes healthy eating/active living and weight status</li> </ul>
3. Cancer	3. Access and Health Equity	<b>Newly Defined</b> <ul style="list-style-type: none"> <li>• Access to health care</li> <li>• Health Literacy</li> <li>• Addresses social determinants of health</li> </ul>



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## 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.

FY22 Accomplishments include:

- Planning and executing the fourth year of the Wicomico Goes Purple Substance Misuse Awareness Campaign. The Tri-County kick-off event provided education to over 3,500 individuals, which included Narcan trainings, educational messaging, and behavioral health resource dissemination.
- Hosting a First Responder Appreciation Dinner, recognizing 25 first responders.
- Deploying the OIT Educational Trailer - a mock teenage bedroom set up to show possible red flags for substance use - 6 times, providing education to over 850 people.



## 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 FY22, 117 cases were opened, 89 of which were unduplicated. 94 were successfully placed in the treatment of their choice.



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## Community Outreach Addiction Team (COAT)

COAT hires peer support workers, individuals who have been successful in the recovery process, to help others struggling with addiction, with the goal of linking individuals to treatment services.

COAT FY 2022 Data Evaluation Measures

# Served	# Outreach Services	# Served Reporting History of Opioid Use / % of Total*		Unduplicated # Linked to Treatment / % Unduplicated Linked to Treatment		6 Month Follow-Up # Attempted to Contact / # Contacted		6 Month Follow-Up # Remaining in Recovery / % Remaining in Recovery**		Duplicated # Receiving Navigation Services*	# of Navigation Services Provided*
315	950	142	45.1%	197	62.5%	195	39	36	92.3%	135	170

\* Data is not comparable to years prior to 2020

\*\*This measure assesses progress of individuals served in the prior fiscal year.

## Psychiatric Rehabilitation Program (PRP)

PRP provides rehabilitation and support to individuals with a behavioral health diagnosis to develop and enhance community living skills. During FY22, 58 clients were served (37 children and 21 adults).

PRP Intervention Area	% Showing Progress
Academics	58%
Socialization	81%
Self-Control	83%
Daily Living Activities	92%

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## Wicomico Behavioral Health Program

Through FY22, the mental health and addictions program continued to serve individuals in the community via telehealth and in person. Accomplishments include:

- **Medication Assisted Treatment (MAT)** served 140 people and maintained a high percentage of clients - 43.7% - that received/earned take home medication. MAT also passed all inspections in FY22.
- **Outpatient Addictions** met target of having 40% of discharges being successful. In Quarter 4, 70% of the discharges were successful.

## Wicomico Local Behavioral Health Authority (LBHA)

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.

6,424 Wicomico County residents received mental health services.\*



2,697 Wicomico County residents received substance use services.\*

*\*Estimated numbers provided by Maryland Behavioral Health Administration; based on claims through 4/30/22.*

Additional LHBA accomplishments include:

- Provided 3 Critical Stress Management responses, reaching 59 people.
- Coordinated 10 professional development trainings for 489 people.
- Narcan trained 801 people.
- Assisted 55 people with financial assistance to access housing, utilities, vital records, transportation, and/or health care.
- Provided 32 academic detailing sessions.

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## **Breast and Cervical Cancer Program (BCCP), and Cigarette Restitution Fund Cancer Prevention, Education, Screening and Treatment Program (CPEST)**



Both programs assist individuals to obtain screening exams for breast cancer, cervical cancer and colorectal cancer. FY22 accomplishments include:

- BCCP served 357 clients - goal was 353
- CPEST case managed 36 clients in completing a colonoscopy - goal was 25
- Outreach provided at 57 events



## **Prevention and Health Communications (PHC) Relaunched Diabetes Prevention Program**

The CDC evidenced based Lifestyle Change Program (Prevent T2), was relaunched in FY22. The Director of PHC was trained as an instructor and implemented in-person classes.

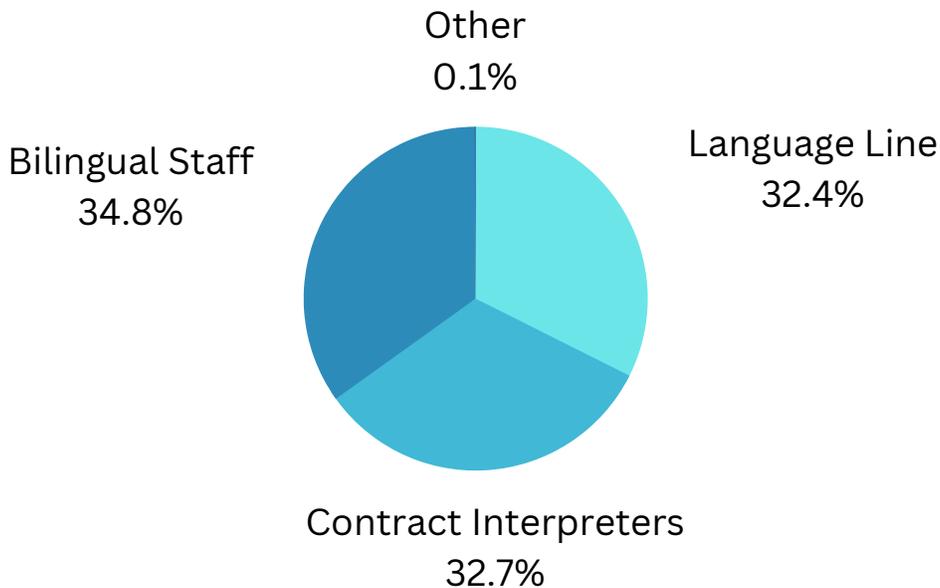
Funding from the Maryland Community Health Resources Commission (CHRC) was awarded for WiCHD to conduct an assessment on barriers to accessing this evidenced based class. Recommendations to increasing access to the program will be implemented in FY23. One of the recommendations is to offer the class in a virtual format.

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## Language Access Services (LAS)

Throughout FY22, WiCHD served 6,510 Limited English Proficiency (LEP) clients, spending 2,069.25 hours and \$47,026.40 providing LAS. The steady increase in LEP clients reflects the increase of immigrants within Wicomico County.

Spanish still remains the most utilized language requested for LAS, but Haitian Creole usage increased from 17% of all time spent interpreting in FY21 to 30% in FY22. Compared to previous years, LAS usage was more evenly distributed among the vendor types instead of heavily dependent on bilingual staff members.



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## PRIORITY AREA 2: ENSURE QUALITY PUBLIC HEALTH SERVICES

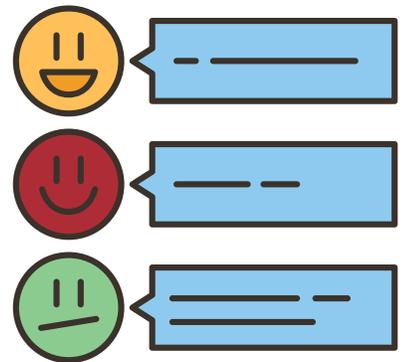
### Quality Council Continues

The Quality Council (QC) continued educating staff about the importance of Quality Improvement (QI) and expanding the Customer Satisfaction Survey (CSS) project.

In FY22, 32 new employees participated in Quality Improvement in-person training and 2 new members joined the QC. The QC also provided on-going training to all current staff on performance management.

Performance Management (PM) efforts hit their stride in FY22 with the creation of an agency dashboard to track and measure PM within their programs/departments. Senior Managers and supervisors met with QC members to determine pertinent measures, identify baselines and set goals.

As part of the PM process, the QC identified a QI project to increase the response rate for the Customer Satisfaction Survey, aiming for 300 responses per year. The QC received 2 staff submitted QI project ideas; however, only one met project criteria. Senior Leadership also submitted a QI project to reevaluate how billable hours were calculated.



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## Accreditation Activities

In January 2022, WiCHD compiled and submitted its reaccreditation packet for review by the Public Health Accreditation Board (PHAB). Final results of the reaccreditation review are expected in FY23.

CARF accreditation activities continued in anticipation of the 2023 reaccreditation cycle. The Methadone and Detention Center Programs were reviewed by both the Maryland Department of Health and Behavioral Health Administration, receiving a successful compliance review.

## Working with Community Partners to Provide Quality Services

Recognizing that input from community partners is invaluable, WiCHD participates in and/or coordinates countless efforts that focus on identifying and addressing gaps. A few examples of these efforts include the following:

- Local Overdose Fatality Review Team - aims to decrease overdose deaths.
- Drug Free Wicomico - builds capacity with data availability and usage, as part of the Strategic Prevention Framework.
- Lower Shore Vulnerable Populations Task Force - group of organizations, service providers, businesses, and volunteers, that formed initially in response to the COVID-19 pandemic to address social determinants of health.
- Sexually Transmitted Infection Task Force - meets regularly with stakeholders to reduce county STI rates.
- Environmental Health - meets with local realtors, legislators and MDH representatives to solicit feedback and identify solutions.

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## PRIORITY AREA 3: ADOPT BUSINESS PRACTICES THAT WILL ASSIST IN REDUCING ADMINISTRATIVE COSTS AND INCREASE REVENUES BY IMPROVING OPERATIONAL EFFICIENCIES

Despite disruption and technology barriers, day-to-day business practices adapted and continued at WICHD. The Budget department created and monitored roughly 100 budgets, totaling nearly \$30,000,000. Accounts Payable processed \$7,000,000 in invoices during FY22. Accounts Receivable collected \$5.1 million in fees.



### Ongoing Performance Improvement Initiatives

- Examined methods to increase collections and minimize denials.
- Tracked and monitored productivity of Fee for Service (FFS) staff.
- Cross-trained several staff in Vital Records to keep the service available throughout the business day.



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## PRIORITY AREA 4: BUILD AND GROW PARTNERSHIPS THAT WILL FACILITATE IMPROVED COMMUNICATION AND EXPAND PUBLIC HEALTH AND WELLNESS AWARENESS



### Public Communication to Expand Public Health and Wellness Awareness

As the pandemic persisted for another year, WiCHD continued pushing out essential information to the public through social media and the agency website. Followers and engagement across social media platforms increased to all-time highs in FY22.



### Stakeholder/Community Input Obtained in Planning Process

Throughout FY22, WiCHD continued to solicit community input from stakeholders to plan and assess services. Examples include:

- The Behavioral Health Advisory Board
- Community Health Needs Assessment
- The Behavioral Health Workgroup
- Live Healthy Wicomico - Chronic Disease Workgroup

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## PRIORITY AREA 5: RECRUIT AND RETAIN A COMPETENT AND DIVERSE WORKFORCE.

### New Employee Onboarding

During FY22, 2 Onboarding Sessions were completed with 30 staff. The sessions are provided to help new staff become familiar with the agency programs.

### Staff Performance Reviews

WiCHD achieved 100% compliance with completing all staff evaluations on time semi-annually.

### Workforce Development Committee

To assist in the agency's workforce development efforts, a committee with 9 staff was created. The staff are from various levels and programs across the agency. The group is charged with implementing and updating the workforce development plan.



### EMPLOYEE DEMOGRAPHICS\*

\*Data as of 8/1/21

#### Employee Type

Merit	167	83%
Contractual	35	17%

#### Gender

Female	172	85%
Male	30	15%

#### Race/Ethnicity

African American	74	37%
Asian	2	1%
Mixed Race	1	0.5%
No Race Reported	2	1%
White	120	60%
Hispanic/Latino	3	1.5%

#### Employees < 5 Years From Retirement (Merit Only)

Management	4	2%
Non-Management	40	24%



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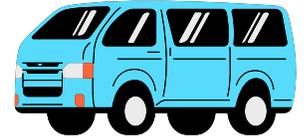
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**PROGRAM ACCOMPLISHMENTS: THIS SECTION OF THE REPORT WILL PRESENT FY22 ACCOMPLISHMENTS FOR PROGRAMS NOT INCLUDED IN THE IDENTIFIED PRIORITY AREAS.**

**MA Transportation** served 25,844 total clients including 5,637 discharges from the hospital.



After starting a new process for issuing septic permits, **Environmental Health** completed 352 total permit applications in FY22, including 117 building permits and 144 septic replacement permits.



The **Minority Youth Outreach Program (MYOP)** held its annual conference. Over 80 people attended this year's conference which focused on "Socioeconomic Equality and Childhood Development".

After opening July 1st, 2021, the **Harm Reduction Center** distributed 9,423 new syringes along with other safer injecting equipment during 141 encounters, and also provided harm reduction services to 59 unduplicated individuals.

**Women, Infants and Children (WIC)** served 4,429 people, surpassing its FY22 goal of 4,375 people. Program participation is on its way to achieving pre-pandemic rates.



**Healthy Families** served 131 pregnant women or parenting families during 1,602 visits. The program conducted both in-person and virtual visits.



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**Babies Born Healthy (BBH)**, a program focusing on decreasing infant mortality, provided 128 at-risk pregnant women with case coordination services via face-to-face, home and virtual visits. BBH also provided 28 program participants with pack-n-plays and 7 others with car seats.



For 32 individuals with elevated blood lead levels, the **Lead Poisoning Prevention Program** monitored progress and provided intervention. The **Lead and Asthma Home Visiting Program** also provided services to 102 children and ensured families had supplies to help eliminate household triggers.

**Maryland Children's Health Program (MCHP)** processed over 1,569 Medicaid applications in FY22, including 435 applications for pregnant women.



**True You Maryland**, an adolescent health program aiming to reduce sexually transmitted infections and unintended pregnancies among teens, hosted 2 virtual and 4 in-person parent/caregiver education workshops, reaching 122 parents/caregivers.

**L.E.A.D (Law Enforcement Assisted Diversion)** officially launched in FY22, providing intensive case management, with a harm reduction approach. L.E.A.D. enrolled 5 individuals in the program and connecting 4 others to services.

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The **Sexual Risk Avoidance Education (SRAE)**, a grant focused on teen pregnancy prevention for pre-adolescents and adolescents, educated 5th grade students on personal hygiene and, in partnership with a local faith-based entity, distributed 430 personal hygiene kits to schools.

The **GEMS program**, an abstinence program for middle school females, served 90 middle school individuals across 3 local middle schools.



Focusing on education to youth about preventing pregnancy and sexually transmitted infections, **Personal Responsibility Education Program (PREP)** educated 23 youth. The Adolescent Health Coordinator also educated 384 Wicomico County students in 8th and 10th grade on teen pregnancy, contraception and sexually transmitted infections (STIs).



**Community Health Services (CHS)**, in addition to their COVID-19 activities, held Family Planning and Sexually Transmitted Infection (STI) clinics weekly, serving 1,849 people. Childhood Immunization clinics vaccinated 265 children.

After reopening in January 2022, the **School Based Wellness Centers** at Wicomico High School and Wicomico Middle School enrolled 350 students and provided 745 visits.

**Vital Records** issued 5,529 birth certificates and 9,395 death certificates throughout FY22.

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The **Emergency Preparedness Program** was successful in filling a long-standing vacant position. During FY22, this allowed plans to be updated as well as new plans to be created to address emerging infections.



**Prevention and Health Communications** obtained \$482,000 across 4 new grants in order to address chronic disease in Wicomico County. The funding will address health disparities among vulnerable and at-risk populations by completing social determinants of health screenings.



**Title V** is a home visiting service for pregnant women, providing outreach, education and case coordination. In FY22, services were provided to 98 pregnant women and/or families with children.

During FY22, the **COVID-19 Assistance and Resource Education (C.A.R.E.) Program** assisted 49 individuals affected by COVID-19 monetarily with their rent utilities, and transportation. In addition, 179 individuals were referred to other organizations to help with food support, mental health services, and housing placement.

WiCHD's **COVID-19 Response** remained strong in FY22 as staff conducted testing/vaccination clinics, contact tracing and 17,768 outbreak investigations. During regular and mobile vaccination clinics, the team administered 9,959 COVID-19 vaccines.



# 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



