FY24 ANNUAL REPORT

COBB & DOUGLAS
PUBLIC HEALTH

MISSION, VISION, VALUES

Mission: Cobb & Douglas Public Health, with our partners, promotes and protects the health and safety of the residents of Cobb and Douglas Counties.

Vision: Healthier Lives. Healthier Community.

Values:

Excellence - We exceed the expectations of those we serve
Leadership - We lead with humility, respect, and determination
Integrity - We are open, honest, and accountable
Innovation - We seek new ideas and solutions
Teamwork - We collaborate to achieve common goals
Equity – We eliminate barriers to assure opportunity for all

Cobb County Board of Health Members

Mr. Pete Quinones | Chair
CEO, MetroAtlanta Ambulance Service

Dr. Paula C. Greaves | Vice-Chair
Physician, Wellstar Health System

Ms. Lisa Cupid
Chairwoman, Cobb County Board of Commissioners

Dr. Michael Fité
Family Medicine Physician

Dr. Carol Holtz
Professor Emeritus of Nursing at Kennesaw State University

Mr. Chris Ragsdale
Superintendent, Cobb County School District

Dr. Grant Rivera
Superintendent, Marietta City Schools

Dr. Michael Owens
Mayor, City of Mableton

Douglas County Board of Health Members

Dr. Charles Craton | Chair
Physician, Wellstar Douglas Hospital

Mr. Trent North | Vice-Chair
Superintendent, Douglas County School System

Ms. Debra Feagins, RN, BSN, MNSc, CCM
Director, Case Management, Sentara Health Plan

Ms. Brenda Grissom
CEO/Founder, Gertrude's House

Dr. Romona Jackson Jones
Chairwoman, Douglas County Board of Commissioners

Ms. Rochelle Robinson
Mayor, City of Douglasville

Ms. Antoinette Wright
Chief Administrative Officer/Executive, Seraphim Payee Services

Cobb & Douglas Public Health Leadership Team

Dr. Janet Pak Memark - District Health Director
Lisa Crossman - Deputy Director/Center Director, Community Health & Strategy
Steven Brantley - Director, Performance Management
Julie Burns - Director, Community Health
Lauren Cedor - Center Director, Clinical Services
Cynthia Cox - Director, Human Resources
Tara Crisp – Director, Information Technology
Valerie Crow - Director, Communications
Rachel Franklin - Center Director, Epidemiology & Infectious Disease
Latisha Hammonds - Administrative Assistant Supervisor
John Houser - Director, Emergency Preparedness & Response
Chris Hutcheson - Center Director, Environmental Health
Jonathan Kemp - Center Director, Administration
Jazmyn McCloud - Director, Health Equity & Community Engagement

A MESSAGE FROM THE DIRECTOR

Dear Cobb and Douglas County Residents,

I am excited to share with you our Cobb & Douglas Public Health Annual Report for Fiscal Year 2024 (July 2023 - June 2024). This report highlights the strides we've made toward our vision of "Healthier Lives. Healthier Community."

Throughout the past year, we've focused on expanding access to care, improving community outreach, and enhancing our technology resources to better serve our clients. We've worked hard to promote wellness and prevent disease within our community.

Looking ahead, we remain committed to supporting the health and safety of Cobb and Douglas residents. Some of our upcoming initiatives include the launch of a new Express Clinic, a septic tank pumping and repair program aimed at assisting low-income homeowners and the construction of our new South Cobb Public Health Campus and an expansion of our Douglas Public Health Center.

I'd also like to extend my heartfelt thanks to our staff, board members, partners, and supporters. Your unwavering dedication to public health is essential to the progress we've made, and together, we are committed to improving the quality of life for all residents in our counties.

Thank you for your continued support. I hope you'll take the time to review our CDPH FY24 Annual Report.

Sincerely,

Janet Pak Memark, MD, MPH, FACP
District Health Director
Cobb & Douglas Public Health

CDPH Mission/Vision/Values Boards of Health and Leadership Team . . . . . IFC

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ABOUT COBB & DOUGLAS PUBLIC HEALTH

Cobb & Douglas Public Health (CDPH), Georgia's Public Health District 3-1, is located in the northwest Metro Atlanta area. As one of Georgia's 18 local health districts, we work to improve the well-being of residents across Cobb and Douglas counties. Our dedicated team of more than 330 professionals supports nearly 30 public health programs, providing services at various locations within the communitys.

Center for Administration

The Center for Administration ensures smooth daily operations by overseeing key business functions such as budgeting, payroll, purchasing, accounts payable, billing, and collections. This team also manages Emergency Preparedness, Facility Operations, Information Technology, Pharmacy Services and Vital Records.

Center for Clinical Services

The Center for Clinical Services offers a comprehensive range of health services for both adults and children, including Immunizations, STI Testing and Treatment, HIV Prevention, Family Planning, and International Travel Health. Additionally, the Center provides cancer prevention services, and school-required health screenings. The clinical team connects individuals to additional medical and social resources through an extensive referral network, ensuring all needs are met.

Center for Community Health & Strategy

This Center focuses on improving family and community health through vital programs such as the Women, Infants, and Children Nutrition Program (WIC), Babies Can't Wait, Children's Medical Services, Perinatal Case Management, Chronic Disease Prevention, Opioid Prevention & Response, and Safe Kids. The Center also manages community health assessments, strategic planning, grant writing, and partnership coordination to tackle health challenges at both the community and agency levels.

Center for Environmental Health

Dedicated to safeguarding the environment, the Center for Environmental Health regulates and inspects local facilities, including food service, public swimming pools, tourist accommodations, and body art establishments. It also oversees the On-site Sewage Management program, conducting inspections for septic system installations and well water quality. The team also resolves health-related concerns through its Nuisance Complaints program.

Center for Epidemiology & Infectious Disease

This center plays a crucial role in preventing and managing infectious diseases, ensuring that the residents of Cobb and Douglas counties are protected from outbreaks. CDPH is the primary contact for disease control, investigating infections, tracking outbreaks, and providing referrals for medical care.

Office of the District Health Director

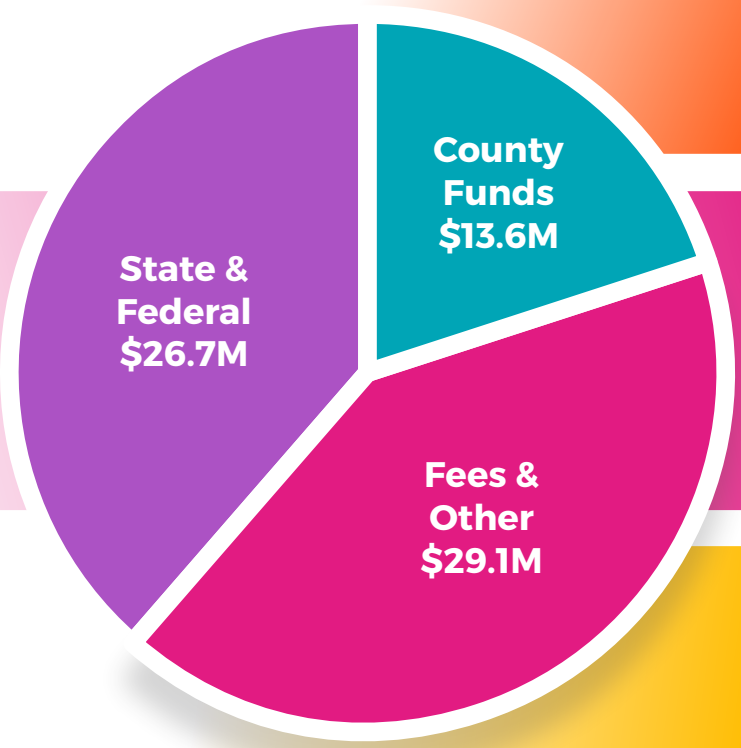
This office supports both the agency's operations and the County Boards of Health. It includes the Communications team, which manages public relations, publicity, social media, and the agency website, and the Human Resources team, which is responsible for recruitment, retention, benefits, and professional development, ensuring the agency has a skilled workforce to serve our communities.

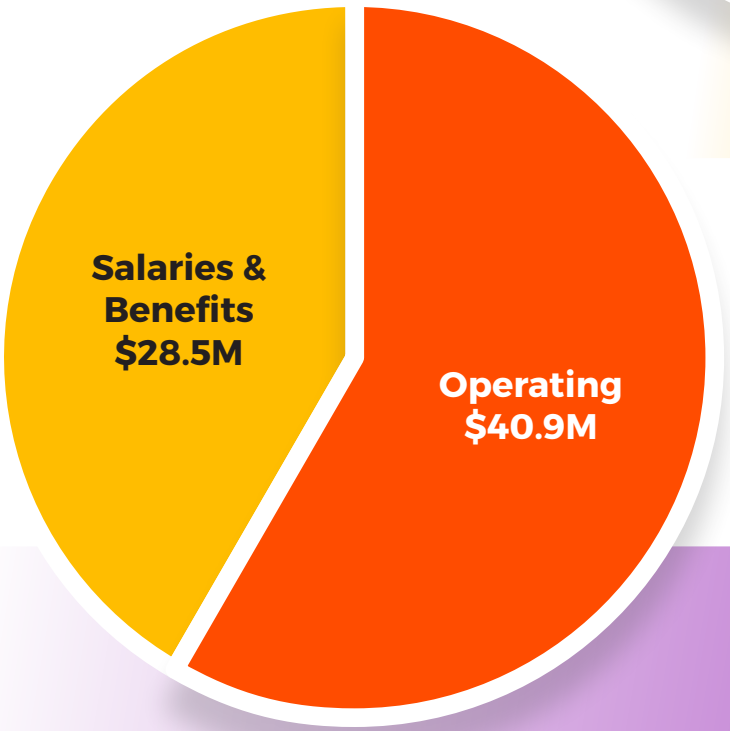
COBB & DOUGLAS PUBLIC HEALTH FINANCIALS

'24

FY2024 Revenues
(in millions)

County Funds: $13,633,823
Fees & Other: $29,090,168
State & Federal: $26,665,496





FY2024 Expenditures
(in millions)

Operating: $40,861,048
Salaries & Benefits: $28,528,439

FY24 BY THE NUMBERS

Center for Environmental Health

3,537
Food Service Inspections

2,433
Swimming Pool Inspections

Center for Clinical Services

3,522
Visits made to the Family Planning Clinic

41,302
Vaccines Administered

Center for Epidemiology & Infectious Disease

2,640
Sexually Transmitted Infections (STI) cases investigated

7,882
Visits made to the TB Clinic

Center for Community Health & Strategy

15,485
Pregnant women and children entolled in the WIC Nutrition Program

4,371
Women assessed for Pregnancy Services

3,802
Children with special health needs served

Center for Administration

16,770
Birth Certificates Issued

20,366
Death Certificates Issued

KEY MOMENTS

Center for Administration

Financial Accolades:

- Government Finance Officers Association (GFOA): Certificate of Achievement in Financial Reporting
- GFOA: Distinguished Budget Presentation Award

Information Technology Milestones:

- Launched digital patient forms for various programs including the collection of medical history and insurance documents.
- Expanded online appointment software to serve more district clients by adding the Safe Kids program.
- Implemented a new intranet, The Café, to enhance employee communication and engagement.

Office of Emergency Preparedness & Response

Global Engagement:

- On the recommendation of a previous CDC Public Health Emergency Management Fellowship participant, a researcher from Japan studying the pandemic response visited CDPH for a briefing on EP&R's COVID operations, facilities, and assets.
- Presented district-level mission, assets, operations, and response strategies to 27 CDC Public Health Emergency Management Fellows representing 22 countries.

Partner Engagement:

- National Disaster Medical System (NDMS) training: Strengthened partnerships for NDMS with the Veterans Administration, Dobbins Air Reserve Base and other local and state partners.
- Hosted a Partner/Staff Familiarization Tour following our Community Reception Center (CRC) exercise, briefing the visitors on CRC functions and processes.

Community Outcomes Improvement:

- Provided Stop-the-Bleed training to the Public Safety community and the public to reduce mortality from severe bleeding due to accident or intentional harm.

Center for Environmental Health

Food Service:

- Completed the second FDA-recommended Food Service Risk Factor Study, which allows us to identify the most common food safety violations in the district and develop intervention strategies to address them.

Pool Certification:

- Added a second Certified Pool Operator Instructor to the team to increase the capacity to offer these certification courses to the community.

Lead Program:

- The District Lead Coordinator contributed to the identification of lead contaminated apple sauce as a source of child lead exposure in the district.

Septic Systems:

- Launched the Cobb County/American Rescue Plan Act (ARPA)-funded project to provide a $250 water bill credit to primary homeowners who got their septic systems pumped according to recommended maintenance schedules.

Center for Epidemiology & Infectious Disease

Acute Disease Epidemiology:

- Presented on the district Epidemiology COVID-19 response and surveillance partnership with the Cobb County Medical Examiner Office at two national public health conferences (NACCHO & CSTE). The team also led multiple large-scale outbreak responses, including Legionella in a community facility and Group A Streptococcus outbreaks in two long-term care facilities.

STI Epidemiology:

- Launched the congenital syphilis prevention social media campaign in English and Spanish, focused on syphilis testing and prenatal services, garnering over 2.4 million impressions.

TB/Refugee Health:

- The small-but-mighty team of 5 managed a large increase of clients seeking services, including TB and and multidrug-resistant tuberculosis (MDR-TB) cases, refugees and immigrants.

HIV Prevention/Ending the HIV Epidemic:

- More than 250,000 condoms were distributed and approximately 5,100 individuals tested for HIV to protect themselves and others.

Center for Community Health & Strategy

Community Health Services:

- Made significant progress on site planning, building design, and fundraising for the new South Cobb Public Health Campus and Douglas Public Health Expansion.
- Greatly expanded services in health outreach, prenatal care, environmental health, epidemiology, and opioid response via the Cobb and Douglas ARPA grants.
- Community Health Improvement matching mini-grants awarded to 13 organizations (e.g., Marietta City Schools, City of Acworth, Paint Love, The Extension, Douglas Senior Services).
- Continued implementation of the Cobb Opioid Strategic Plan with key partners and helped support the launch the Cobb Opioid Abatement Council.
- Women, Infants and Children Nutrition Program (WIC) greatly expanded the number of patients served through the eWIC process.

Grant and Strategy Wins:

- Secured over $4.3 million in new, non-traditional funds from government, private foundations, and donors for direct client services.
- Executed Year Two of the FY23-25 CDPH Strategic Plan and implemented FY24-25 CDPH performance metrics.

Center for Clinical Services

Health Services:

- Extended hours of Immunizations and Adult Health Services to better serve clients.
- Moved *Requests of Immunization Records* online which allowed current on-site staff to almost double direct services to clients.
- First public health district in the state to offer injectable pre-exposure prophylaxis (PrEP) medication.
- Additional Family Planning funding allowed CDPH to hire more clinical staff at each of the public health centers in Cobb and Douglas and provided more free/low-cost contraceptives, including Long-Acting Reversible Contraception (LARC).

Office of the District Health Director

Staff Successes:

- CDPH staff received state-level awards from the Georgia Public Health Association (GPHA) in STI Epidemiology/Communicable Diseases and Communications.
- CDPH achieved the Healthy People 2030 Champion Designation.
- Dr. Janet Memark was selected as the 2024 Douglas Chamber *Innovate-Her* Awardee.
- CDPH was selected as Partner of the Year by the City of Douglasville.

Visibility:

- Expanded our community newsletters to reach more medical providers.
- Expanded social media presence.
- Used more non-traditional platforms to reach priority populations (Jack'd, Grindr).

Human Resources:

- Expanded leadership training to Administrative Professionals.
- Expanded Education Reimbursement.
- Expanded Career Ladder Opportunities.
- Increased presence at local universities and various recruiting platforms.

Dr. Janet Memark
2024 Douglas Chamber *Innovate-Her* Awardee

Valerie Crow
GPHA Communications Excellence Awardee

Marie Paul-David
GPHA Stancliff Boone Communicable Disease Specialist Awardee

PROGRAM SPOTLIGHT: EMPOWERING COMMUNITY HEALTH

The *Community Health Improvement Plan (CHIP) Partnership Grants* are an annual CDPH initiative, aimed at supporting local organizations in driving positive health changes in Cobb and Douglas Counties. Through these matching grants, community partners have been able to implement sustainable projects aligned with the 2023-2027 CHIP, making a long-lasting impact on the health of the community.

Cobb2020 and Live Healthy Douglas have played a key role in promoting collaboration among local organizations, all committed to promoting healthy lifestyles and improving access to essential health services. The CHIP focuses on two key strategic priorities:

1. Access to Health Services: Ensuring the availability of accessible and high-quality healthcare for all.
2. Basic Needs and Healthy Lifestyles: Building a community where every member's basic needs are met, and the conditions for overall well-being are achieved.

Each priority is supported by specific goal areas, including:

- Access to healthcare
- Promoting healthy behaviors (e.g. physical activity, worksite wellness, chronic disease prevention, and reducing youth tobacco use)
- Healthy eating
- Maternal and infant health
- Mental and behavioral health

These strategic goals have led to inspiring outcomes, as seen in the work of our community partners through the CHIP Partnership Grant. Some standout examples of how grant-funded initiatives are making a difference include:

Cobb County – The Extension

The Extension used the CHIP Partnership Matching Grant to purchase a women's residence pavilion and exercise equipment, integrating physical fitness into their Life Skills classes. This initiative is expected to impact over 260 individuals in FY25, helping participants enhance both their physical and mental well-being.

Douglas County – Lithia Springs Senior Center

With the support of the grant, the Lithia Springs Senior Center built an outdoor community exercise area tailored to adults aged 55+. In addition, more than 40 seniors enrolled in the Forever Fit Program, a six-month wellness initiative that helps participants track their weight, A1c (blood sugar), and blood pressure, promoting healthier lifestyles for older adults in the community.

These successful projects are just a few examples of how the CHIP Partnership Grants are supporting innovative, community-driven health initiatives. Through the commitment of local organizations, we're seeing measurable improvements in the health and quality of life for residents across Cobb and Douglas Counties.

A BOLD VISION FOR A HEALTHIER 2025

As we step into 2025, we reaffirm our unwavering commitment *to our mission: to promote and protect the health and safety of the residents of Cobb and Douglas counties.*

To achieve this, we must be resilient and forward-thinking. Like many organizations, Cobb & Douglas Public Health (CDPH) relies on critical federal funding. With shifts in national program and budget priorities, securing diverse funding sources and operating as an efficient, high-impact agency is more vital than ever. Our community deserves nothing less.

Expanding Access, Bridging Gaps
Through our ongoing Community Health Assessments (CHA), we see both the challenges and the opportunities ahead. Long-standing health disparities in our counties drive us to champion greater access to care. This is why we are committed to expanding public health services in South Cobb and Douglas County—ensuring that every resident has the resources they need to thrive. In the coming year, we will break ground on a new South Cobb Health Campus and an expanded Douglas County Public Health Center, marking major milestones in our mission to serve.

We're excited to announce the opening of the Marietta Public Health Center Express Clinic! This new clinic will provide faster access to quick services like pregnancy testing, laboratory services, and Express STI testing, reducing wait times while allowing our other clinics to serve more clients. We look forward to enhancing care and accessibility for our community!

A Future of Innovation and Impact
With over 30 distinct programs serving 915,000 residents, Cobb & Douglas Public Health is honored to stand with our Boards, Leadership Team, Employees, and Community Partners in advancing public health.

Guided by our core values—**Excellence, Leadership, Integrity, Innovation, Teamwork and Equity**—we look ahead with optimism, determination, and a shared vision: a healthier, safer, and more vibrant future for all.

Investing in Community Well-Being

We are deeply grateful for the generous support from our counties through American Rescue Plan Act (ARPA) grants (2023-2026), which empower us to make a tangible impact.

With these funds, we will:

- Serve more pregnant women through our **Babies Born Healthy** partnership with Wellstar, ensuring brighter beginnings for our youngest residents.
- Strengthen community connections by linking residents to **vital health services** at our **Outreach Events**.
- Launch the **Septic System Repair Program**, providing critical assistance to low-income homeowners through our Environmental Health team.
- Continue leading our community's **Overdose Prevention and Response Strategy**, ensuring that those in crisis receive the support they need.
- Provide families with **accurate cause-of-death information** when a loved one passes from a respiratory illness, in partnership with our Epidemiology staff and the Cobb Medical Examiner.
- Empower caregivers with **childhood injury prevention education** and life-saving safety equipment through our **Safe Kids programs**.

COBB & DOUGLAS HEALTH FOUNDATION

COBB & DOUGLAS
HEALTH FOUNDATION

The Cobb & Douglas Health Foundation functions as the 501(c)(3) fundraising arm dedicated to advancing the mission of Cobb & Douglas Public Health. Operating as a non-profit, it offers an alternative avenue for both organizations and individuals to contribute toward programs directly benefiting our residents in Cobb and Douglas counties. This role is indispensable because Cobb & Douglas Public Health cannot rely solely on tax revenues to safeguard the health and well-being of our residents. With over 40% of our funding originating from fees and private donations by individuals, businesses, and foundations, these contributions play a pivotal role. Additionally, all donations made are entirely tax deductible and can be allocated by county or program, ensuring that 100% of individual contributions directly support essential services.

In the years 2023 and 2024, the Foundation prioritized its support towards:

- Ensuring the **Babies Born Healthy** and the **Healthy Start** initiatives could provide quality prenatal care and home safety equipment for uninsured residents, thereby reducing maternal and infant mortality rates.
- Providing safety education and equipment such as car seats, life jackets, pack-n-play cribs and helmets, among other items, to reduce preventable childhood injuries through our **Safe Kids** and **Children 1st** programs.

Through our board and foundation staff, we are proud to report the following accomplishments:

- Raised more than $36,000 for **Cobb and Douglas Safe Kids** in cash and in-kind donations.
- Commemorated 20 years of the **Cobb Public Safety Golf Classic**, raising over $103,000 for **Safe Kids Cobb County** and the **Cobb County Safety Village**.
- Celebrated five years as a beneficiary of the Cobb Diaper Day initiative, which provides diapers to low-income families with infants and young children.
- Launched a $25,000 fundraising campaign to benefit **Safe Kids Douglas**.

Please join our Foundation Board members and staff in supporting these and other local public health programs in need as they work to serve the most vulnerable residents.

For information on making a donation, please call the Development Office at 770-514-2323 or visit our website at ***Cobb & Douglas Health Foundation***.

Cobb & Douglas Health Foundation Board Members

Greg Williams, Kaiser Permanente
Foundation Board Chair

Felicia Wagner, Upside Philanthropy
Vice Board Chair

Shandron Forte, POSolutions
Board Secretary/Treasurer

David Hefner, Ed.D., Morehouse School of Medicine

Paul Hobson, United in Christ Christian Church

Kisha B. Holden, Ph.D., Morehouse School of Medicine

Carol S. Holtz, Ph.D., RN, Kennesaw State University (retired)

Steven Lambert, Wellstar Douglas Hospital

Steve McFall, Central Baptist Church

Trent North, Douglas County School System

Rhonda Page, Time Solutions, LLC

Heather I. Scott, Ph.D., Agnes Scott College

Rebecca Shabo, Ph.D., RN, Kennesaw State University

Gary Sparks, Douglasville Police Department

Matt Wells, PointeNorth Insurance Group

COBB & DOUGLAS PUBLIC HEALTH

www.cobbanddouglaspublichealth.org

COBB & DOUGLAS PUBLIC HEALTH LOCATIONS

Acworth-Kennesaw Public Health Center

3810 Old 41 Highway, NW
Kennesaw, Georgia 30144
Phone: 770-514-2300
WIC: 770-514-2389
Fax: 770-966-9192

Cobb County Environmental Health

1738 County Services Parkway
Building B
Marietta, Georgia 30008
Phone: 770-435-7815

Douglas County Environmental Health

8700 Hospital Drive
1st Floor
Douglasville, GA 30134
Phone: 770-920-7311

Douglasville Public Health Center

6770 Selman Drive
Douglasville, Georgia 30134
Phone: 770-514-2300
WIC: 770-514-2389
Fax: 770-942-9469

Marietta Public Health Center - Building A

1650 County Services Parkway
Marietta, Georgia 30008
Phone: 770-514-2300
Fax: 770-514-2363

Marietta Public Health Center - Building B

1738 County Services Parkway
Marietta, Georgia 30008
Phone: 770-514-2300
WIC: 770-514-2389
Fax: 770-514-2363

Smyrna Public Health Center

3001 South Cobb Drive
Smyrna, Georgia 30080
Phone: 770-514-2300
WIC: 770-514-2389
Fax: 678-385-5094

South Cobb Public Health Center

875 Riverside Parkway, Building 1
Mableton, Georgia 30168
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Fax: 678-385-1376

DPH
Georgia Department of Public Health

CDPH24AR-041625