

LGFCU Excellence in Innovation Award Project Evaluation

Project ID	IGC-5
Title of Program	Community Wide Rabies Clinic
Program Category	Intergovernmental Collaboration
Submission Date	6/23/2016 11:04:25 AM
County	Cumberland
Employee	Daniel Ortiz
Employee title	Environmental Health Director
Email	dortiz@co.cumberland.nc.us
County Department	Public Health
Phone	910-433-3688
Address	1235 Ramsey Street Fayetteville, NC 28301
County Manager	Amy Cannon
Supervisor	Buck Wilson
Implementation Date	4/1/2015
FLSA Designation	Exempt
Project Team Members	Daniel Ortiz, Environmental Health Director; Tom Turturro, Environmental Health Program Specialist; Celestine Raineri-Smith, Environmental Health Specialist

Description of Productivity Improvement

Local Rabies Clinics have been sponsored by Cumberland County for many years and staffed by Public Health, Animal Control and the local veterinary association. However, during this partnership, the county provided the staffing and supplies. The clinics operated at a loss because all the fees were collected and retained by the local veterinary association. The Environmental Health Director consulted with county leadership and legal and determined that a realignment of the service provision was necessary so Cumberland County could provide a higher level of service at a reduced cost and expand services to include a fall clinic.

Description of why this project was initiated

The Environmental Health Director recognized that the partnership between the county and the local veterinary association was not meeting the overall needs of the county or the public. During the partnership, the county provided the staffing, supplies, and conducted the planning and operation of the Spring Rabies Clinics. The local veterinary association provided volunteer veterinarians for the clinic and collected all the fees from the public. However, the reliability of the association's volunteer veterinarians was less than satisfactory as they were often late or absent to their assigned clinics. In addition, the association collected all the fees, but contributed none of those fees toward the costs

associated with the clinics, which caused the county to operate the clinics at a loss due to the costs of supplies and labor for staffing. In addition, there was a request to expand the service provision of rabies clinics by offering a Fall Rabies Clinic. After consultation with county leaders and legal, the Environmental Health Director suggested and moved forward with a plan to not renew the contract with the local veterinary association. As part of the plan, the determination was made that the veterinary component associated with the Rabies Clinics would be subcontracted out to local veterinarians for a small fee of \$300 per clinic. Providing payment to the veterinarian ensured that they would show up and be on time for their assigned clinics.

Quantifiable results (sustainability, cost savings, cost avoidance and/or a higher level of service).

Indication of what resources were used and what was done with any accrued time savings

In 2015, Cumberland County offered 16 Spring Rabies Clinics, which were conducted twice a week, during the month of April at sites throughout Cumberland County, such as schools, churches and vacant lots. Approximately, 1,293 animals were vaccinated during the spring clinics. In addition, Cumberland County was able to expand the service provision to offer a Fall Rabies Clinic. This clinic was held on a Saturday at the main Cumberland County Department of Public Health site. In fact, despite the rain, approximately 200 animals were vaccinated at this event. As a result of the community wide initiative, approximately 1,493 animals were vaccinated for rabies. On average, 3 public health staff and 1 animal control staff attended each clinic.

In addition, in an effort to widely distribute the information, the Rabies clinics were marketed throughout the community using a variety of methods. Approximately 38,000 flyers marketing the clinics were distributed to elementary school children through the Cumberland County Schools system. In addition, the Animal Control Director presented information through the local television media, Cumberland Matters, which is also available online:

https://www.youtube.com/watch?v=SzaaiElfmjw&list=PLmBE2nbqBibqI7D3TFNk8IbD_tcwgh5Kn&index=8

Furthermore, the clinics were advertised on posters displayed at the Cumberland County Courthouse and other departments, as well as featured in articles in the Fayetteville Observer and the weekly publication, the Up and Coming Weekly.

As part of the event marketing, Front Notes (which are 3 1/2" x 3" sticky notes attached to the front of the newspaper) were used, which offered \$1.00 off the Rabies vaccination costs of \$10.

Approximately, 40 consumers used the Front Notes as coupons for the event.

As a result of the elimination of the local veterinary association contract, the total costs of the clinics, \$5,822, were offset by the fees generated by the events of \$15,013, for a total net balance of \$9,191. Since these receipts were received into the general fund, Environmental Health was able to use these receipts to purchase Mosquito dunks, which are mosquito larvicide, used in mosquito prevention efforts. These dunks are then distributed to Cumberland County customers throughout the county. At \$62 per case, which provides 25 doses of 4 month supply of larvicide, the agency is able to purchase 148 cases of mosquito dunks. These 148 cases are able to provide 3,700 customers with a 4-month supply of larvicide. Each mosquito dunk provides larvicide coverage for 100 square feet for 30 days.