

PHAB

Public Health Advisory Board Regular Meeting

Date: March 12, 2014
Time: 12:00 – 2:00 pm
Location: Shasta County Public Health
2660 Breslauer Way
Community Conference Room

Meeting Material – Table of Contents

- **Agenda: March 12, 2014**
- **Draft Minutes: January 8, 2014**
- **Directors' Report: HHSA & PH-RS Branch Highlights**

Next Meeting: Wednesday, May 14, 2014

PHAB

Public Health Advisory Board Agenda - Regular Meeting

Date: March 12, 2014
Time: 12:00 – 2:00 pm
Location: Shasta County Public Health, 2660 Breslauer Way
Community Conference Room

1. **Call to Order and Introductions**

2. **Public Comment Period** (5 min.)

To address the Board during Public Comment Time: The speaker should approach the table and, after receiving recognition from the chair, give their name and affiliation prior to comments or questions. Sixteen (16) copies of any written material used in the presentation must be provided to the clerk. There is a three-minute limit to an individual's comments, and the speaker may defer comments to a specific agenda item. Pursuant to the Brown Act, action or Board discussion cannot be taken on open time matters other than to receive comments.

3. **Action:** Approval of Minutes – January 8, 2013 (5 min.)

4. **Committee Reports:**

a. Executive Committee: Robin Glasco (5 min.)

b. Membership Committee: Brad Frost (10 min.)

i. **Action:** Nominate and elect Chairperson, Vice-Chairperson, Executive Committee Member-at-Large and Membership Committee Chairperson for the period of April 2014 – March 2015

ii. **Action:** Consider recommending the following individuals to the Board of Supervisors for reappointment to the PHAB for three-year terms to March 31, 2017: Joe Ayers and Linda Heick Kilzer (general members)

c. Excellence in Public Health Awards: Tim Mapes (5 min.)

5. **Group Photo** (5 min.)

6. **Health & Human Services Agency Director's Report:** Donnell Ewert (10 min.)

Public Health Branch & Regional Services Branch Directors' Report:

Terri Fields Hosler / Mary Schrank (15 min.)

7. **Presentation on Disaster Planning and PH Emergency Preparedness –**

Dave Maron and Nicole Bonkrude (20 min.)

8. **Discussion:** (30 min.)

9. **Member Sharing** (10 min.)

10. **Adjourn**

Reminder: **Next PHAB Meeting – May 14, 2014**

Public Health Advisory Board

Minutes for January 8, 2014

DRAFT

Item 1: Call to Order:

Chair Glasco called the meeting to order at 12:05 p.m. The following Public Health Advisory Board (PHAB) members were present during at least part of the meeting: Lori Chapman-Sifers, John Coe, Theresa Flynn Gasman, Robin Glasco. Brad Frost, Julie Gee, Linda Heick Kilzer, Jim Holdridge, Barbara Jackson and Richard Yoder

Members not in attendance: Joe Ayer , Katharine Ann Campbell, Jessica Delaney, and Cathy Wyatt

Others present: **Donnell Ewert**, Public Health (PH) Health Officer Andrew Deckert, PH Branch Director Terri Fields Hosler, PH Deputy Branch Director Brandy Isola, Regional Services (RS) Deputy Branch Director Mary Schrank, Community Relations/Education Program Manager Roxanne Burke, Program Manager Jennifer Snider, Program Manager Kathey Kakiuchi, Supervising Community Education Specialist Caedy Minoletti, Community Education Specialist Jessica Duckett, Steve Layton, and Executive Assistant Katherine Hughes

Welcome:

Chair Glasco extended a warm welcome to the PHAB members, guests and Public Health staff. PH Director Terri Fields Hosler introduced the new Program Manager for Healthy Communities Division, Jenn Snider, noting Jenn's area of expertise over school readiness and early literacy. She has also been on the Healthy Shasta Steering Committee and Admin Committee for several years.

Program Manager Roxanne Burke announced an article in the Record Searchlight featuring our very own Cathy Wyatt. She will be promoted to Director of Northern Valley Catholic Social Services after serving there 15 years. She will be replacing Don Chapman, who will be retiring sometime early 2014.

Item 2: Public Comments – No public comments.

Item 3: Approval of Minutes: November 13, 2013

Motion: Member Frost, seconded by Member Yoder, made a motion to approve the minutes of the November 13, 2013 meeting as presented. The motion passed by a unanimous vote of the members present.

Item 4: Committee Reports

- a. **Executive Committee:** Chair Glasco reported the Executive Committee met on December 11th to set the agenda. It was decided that the topic will be on E-Cigarettes. A presentation will be given by Dr. Andrew Deckert and there will be highlights being done by the PH Tobacco Unit, with ample opportunity for discussion.
- b. **Membership Committee:** Membership Chair Frost indicated the members who are terming out have agreed to serve their term again for 2014-2017. All of the Board of Supervisors appointees, whose terms are ending, also agreed to continue. That leaves Rachel Leuck's vacancy. Discussion followed on the vacancy related to having a youth voice as a member. Brad directed staff to start a recruitment for a youth/young adult member. Linda Heick Kilzer, Theresa Flynn Gasman, Brad Frost, Joe Ayer, and Richard Yoder volunteered to be on the interview panel.

Item 5: HHS Agency Director's Report

Agency Director Ewert, MPH He announced that Leanne Link resigned from the HHS Business & Support Services Agency. Donnell is currently the acting director until the position is filled. A written report was provided (see attachment). He also gave a brief update on the realignment funding and recent changes at the State level.

Donnell also asked PHAB for their thoughts on doing a pilot project with the California Food Policy Advocates. This study would create a financial bonus incentive for food stamps /EBT card recipients who agreed to not purchase sugary beverages with their Cal Fresh money. PHAB supported this idea.

PH Branch Director Fields Hosler highlighted the changes taking place at Public Health as a result of some retirements. She further advised that PH is entering the budget process. Due to the loss of the CTG grant funding and the changes in the realignment growth, the Branch will be budgeting conservatively. She also advised that we are attempting to fiscally project out 5 years as opposed to year to year. She closed by saying PH Leadership Team will be strategic and judicious in future budget planning.

Deputy Branch Director Mary Schrank said she was going to let the report speak for itself. Her only additional comment was about the release of a national report that states obesity rates were declining for the first time in years for 2-5 and she included the summary in her report (see attached report).

Item 6: Health Officer's Presentation :

Deputy Branch Director Brandy Isola introduced Kathey Kakiuchi, Program Manager for Healthy & Safe Families Division, Caedy Minoletti, Supervisor of the Tobacco Prevention Program, Jessica Duckett, Health Educator for the Tobacco Program, and Steve Layton, Tobacco Compliance Officer.

Health Officer Andrew Deckert referred to his handout and gave a presentation on E-cigarettes explaining how the e-cigarette operates and how they are made. Cancer causing chemicals that have been found in nicotine have been found in e-cigarette fluid and other nicotine delivery products. Andrew further described the marketing tactics heavily directed toward the youth and the PH concern of increased E-cigarettes use in this population. (See attached presentation.)

Discussion

Deputy Branch Director Brandy Isola started the discussion by giving a short slide presentation on how the tobacco industry is pulling old marketing tricks out of a new hat (see attached presentation). She provided an overview of the 3-year scope of work and how our tobacco allocation will be used with three local strategies. The main objectives include training and skill building in tobacco control activities, and educating and collaborating with local organizations around tobacco and nicotine delivery devices.

Brandy asked the members the question: "What are some pitfalls we can avoid and what do we really need to be thinking about in the community?" Discussion followed and the members provided their recommendation on collaborating with our local partners to effectively educate the community on E-cigarettes and their health risks.

Item 8: Member Sharing

- Member Jackson shared that CAPCC is looking for new board members. Please let her know if you have anyone you would like to recommend.
- Chair Glasco announced that "Give Kids A Smile" is coming up on Friday, February 14th. It will be held at the SCHC main dental facility as well as the Anderson Clinic this year. This is a one-day free dental care for uninsured children.
- Chair Glasco shared that they have a 2nd HOPE Van that will be going out into the community shortly. The old van will be taken out of service for renovations.
- Branch Director Terri Fields Hosler announced that the Women's Fund will be putting on a free forum, with PH and Strengthening Families Collaborative and Once Safe Place support, on April 2nd from noon to 1:30 pm at the Redding Library. It will be on domestic violence and sexual assault and will include the launch of a new community campaign called "No More."

Item 9: Adjournment @1:58 pm

**Health & Human Services Agency, Public Health & Regional Services
Directors Report - Public Health Advisory Board
March 12, 2014**

CURRENT ISSUES:

Health & Human Services Agency (HHSA) Update:

- We have made a conditional offer of employment to Katy Eckert for the position of Branch Director for Business and Support Services, to fill the vacancy left by Leanne Link. Katy has 17 years of experience in health and human services in Nevada County, with experience directing the administrative functions of the HHSA in that county, as well as working in the office of the County Executive Officer. She begins her employment with Shasta County on March 24.
- After internal discussions, a decision was taken to not pursue the possible CalFresh pilot project related to sugar sweetened beverages discussed at the January PHAB meeting.
- Partnership Health Plan is implementing reimbursement for Screening, Brief Intervention, Referral and Treatment (SBIRT) for alcohol abuse, paying for the screening and up to three brief interventions in physician offices for each individual. This hopefully will result in more referrals from medical providers to our drug Medi-Cal providers for treatment of alcohol dependency.
- Partnership Health Plan is also requiring as part of the capitated payments to primary care providers that all patients receive an Individual Health Education Behavior Assessment, with accompanying health education as appropriate.
- In order to close a budget gap in the mental health budget resulting from non-payment of cost settlements from previous years by the Department of Health Care Services, I will be recommending in March to the Board of Supervisors that they approve 1991 realignment fund transfers from Social Services and Public Health to Mental Health.

Public Health Branch Update:

- Public Health staff supported law enforcement and emergency personnel during the Chaparral Drive incident. Working with our Environmental Health partners we monitored the situation for potential health hazards during and after the burn, and assisted with media messaging. Luckily no public health concerns arose.
- Dr. Felitti, the physician from Kaiser in San Diego that conducted the original Adverse Childhood Experiences (ACE) research, presented at a Mercy Grand Rounds on Feb. 28th. Medical providers and community agency personnel gathered as Dr. Felitti reminded us of the longstanding medical, social and psychosocial effects of ACE. His presentation was sponsored in part by the Strengthening Families Collaborative.
- The clinic continues to serve an average of 322 clients per month for immunizations and TB skin tests. November through January we served 68 (7%) full scope Medi-Cal clients in our clinic; the majority for TB skin tests. With Partnership Healthplan of California (PHC) implementing Medi-Cal managed care in Shasta County, Medi-cal clients are expected to get preventive services from their primary care provider. In September when PHC wasn't fully implemented the percentage was 14%, and in August pre PHC it was 22%.
- Gonorrhea continues to be reported to us at an increased rate compared to 2011 and before, reaching epidemic levels. We hosted a very productive meeting on February 7th with community partners to discuss systematic strategies to improve our ability to treat those who test positive for Gonorrhea and their partners. A follow up meeting is scheduled for later this month.

Regional Services Branch Update:

- **Health Care Reform:**
 - Covered Shasta Community Stakeholders Meeting: This group of diverse stakeholders continues to meet monthly to share information about implementing Health Care Reform and to work collaboratively to assist community members in understanding and accessing their new health coverage options. February's meeting included an overview from Josette McKrola, HHS Staff Services Analyst, and sharing aggregate GIS data showing areas in the county that may be underserved in terms of health insurance coverage. These maps will be posted on the Covered Shasta website in the Provider Toolkit for partners to use for designing targeted outreach efforts.
 - New information posted at coveredshasta.com:
 - March 6st Enrollment Event, North Cottonwood School 5-8pm
 - New handout: *Know Your Health Care Options*
- **Nurse Family Partnership (NFP):** As of 1/21/2014, the NFP program has received 290 unduplicated referrals of which 85 families have enrolled. Fifty-seven babies have been born into the program since November 2012. The program received approval from California Home Visiting Program (CHVP) to expand services to more zip codes in Eastern Shasta County.
- **Midi-Cal Outreach and Education Grant:** Regional Services recently received a \$100,000 grant from California Department of Health Care Services to increase Midi-Cal enrollment for underserved populations including those with substance abuse issues, mental health issues, and incarcerated individuals. Application assistance will take place in six different locations to reach these special populations.
- **Decreased Obesity Rates among Preschoolers:** National Public Health efforts have made strides to reduce obesity rates among preschool aged children. A recent study titled '*Prevalence of Childhood and Adult Obesity in the United States, 2011-2012,*' published in the Journal of the American Medical Association (JAMA) on February 26 reports a 43 percent decrease in obesity rates among children aged 2 to 5 years. Among the anti-obesity efforts that have likely contributed to the drastic decline in preschooler obesity rates in the U.S. are the WIC Program's nutrition education and the food package changes that added healthy items like fruits and vegetables, and whole grain foods while reducing the amount of fruit juice and whole milk.

BOARD OF SUPERVISOR STAFF REPORTS (January – February 2014):

- Acceptance of Homeland Security Grant and Approval of Related Budget Amendments