

PHAB

Public Health Advisory Board Agenda - Regular Meeting

Date: July 9, 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 (5 min.)

- a. Approval of Minutes - March 12, 2014
- b. Approval of Minutes - May 14, 2014

4. **Committee Reports:**

- a. Executive Committee: Theresa Flynn Gasman (5 min.)

Action: Consider the recommendation from the Executive Committee that the regular meeting on September 10, 2014 be cancelled and a special joint meeting between PHAB and MHADAB be held on September 3, 2014 @5:15 pm at the Redding Library, to discuss Substance Abuse Prevention.

- b. Membership Committee: Brad Frost (5 min.)

Action: Consider recommending Carissa Balew to the Board of Supervisors for appointment to the PHAB to complete the term April 2012 to March 31, 2015.

5. **Director's Report:**

- a. Health & Human Services Agency: Donnell Ewert (10 min.)
- b. Public Health Branch: Brandy Isola for Terri Fields Hosler (10 min.)

Action: Consider recommending to the Board of Supervisors that they support Public Health's effort to add Electronic Nicotine Delivery Device language to the County's Smoking in Workplaces and Enclosed Public Places ordinance (Chapter 8.45).

Action: Consider recommending to the Board of Supervisors that they support Public Health's effort to implement a smoke free campus policy at all HHS campuses.

- c. Regional Services Branch: Mary Schrank (5 min.)

6. **Health Officer's Report** - Brain Development: Andrew Deckert (10 min.)

7. **Presentation:** Maternal, Child and Adolescent Health (MCAH) Needs Assessment Results
Kathy Kakuichi/Robin Schurig (30 min.)

8. **Discussion:** MCAH Proposed Focus Discussion – Theresa Flynn Gasman/Brandy Isola (30 min.)

9. **Member Sharing** (5 min.)

10. **Adjourn**

Public Health Advisory Board

DRAFT

Minutes for March 12, 2014

Item 1: Call to Order:

Chair Glasco called the meeting to order at 12:00 pm. The following Public Health Advisory Board (PHAB) members were present: Joe Ayer, Katharine Ann Campbell, John Coe, Theresa Flynn Gasman, Robin Glasco, Barbara Jackson, Linda Heick Kilzer, Cathleen Wyatt and Richard Yoder.

Members not in attendance: Lori Chapman-Sifers, Jessica Delaney, Brad Frost, Julie Gee and Jim Holdridge.

Others Present: Donnell Ewert, HHS, 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 Development Coordinator Nicole Bonkrude, HHS – Community Relations Tim Mapes, Intern Kelsey Drake, Clinical Nurse Educator at Mercy Sandra Rock, Executive Assistant Katherine Hughes and Administrative Secretary Marjie Andrews.

Welcome:

Chair Glasco extended a warm welcome to PHAB members, guests and Public Health Staff.

Item 2: Public Comments – No public comments.

Item 3: Approval of Minutes: January 8, 2014

Motion: Member Heick Kilzer, seconded by Member Gasman, made a motion to approve the minutes of the January 8, 2014 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 February 21, 2014 to set the agenda. It was decided the topic would focus on disaster preparedness followed by a field trip over to the PH Lab for those who wish to tour the facility.

b. Membership Committee:

PH Branch Director Fields Hosler presented the Membership Committee report in Member Frost's absence. She advised the committee met and discussed the upcoming slate of officers, recommendation of renewals for the term 2014-2017, and one membership vacancy.

- i. **Action:** Nominate and elect Chairperson, Vice-Chairperson, Executive Committee Member-at-Large and Membership Committee Chairperson for the term of April 2014 – March 2015. The recommended nominations are: Theresa Flynn Gasman to Chair, Joe Ayer as Vice Chair, Brad Frost to act as the Membership Committee Chair, and Linda Heick Kilzer to act as the Member-at-large. Member Glasco would move into the Parliamentarian role.

Motion: Member Campbell moved by acclamation and Member Jackson seconded to accept the recommendation. The elected officials for the term 2014-2015 are: Chair – Theresa Flynn Gasman; Vice Chair – Joe Ayer; Membership Committee Chair - Brad Frost; Parliamentarian – Robin Glasco; and Member at large - Linda Heick Kilzer. The motion passed by a unanimous vote of the members present.

- 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).

Motion: Member Yoder moved, and Member Wyatt seconded, to recommend the following individuals to the Board of Supervisors for reappointment to the PHAB for three-year terms to March 31, 2017: Joe Ayer and Linda Heick Kilzer (general members). The motion passed by a unanimous vote of the members present.

PH Branch Director Fields Hosler provided an update on membership recruitment. Due to Rachel Leuck's resignation, an extensive outreach was conducted to fill the position targeting a youth voice, to join the PHAB team. As of the Executive Committee Meeting two weeks ago, there were no applicants to consider. The decision of the Executive Committee was to wait towards the end of summer or fall to re-recruit. Further recommendations will be made following the recruitment.

c. Membership Committee:

Tim Mapes provided an update on the Excellence in Public Health awards which will be held on Friday, May 16, 2014 from 12:00 -2:00 pm at the Veterans Hall. He is looking for additional members to serve on the Planning Committee if anyone is interested.

The press release and nomination form are ready to go and will be sent out by the end of the week. He asked the members to start thinking about nominations. The deadline for nominations is April 16th. He also asked for a volunteer to help co-MC instead of himself, due to time constraints. Joe Ayers agreed to co-MC with Theresa Gasman.

Item 5 – Group Photo (break for photograph)

Item 6: HHS Agency Director's Report:

Agency Director Ewert, MPH announced Katy Eckert has accepted the HHS Business & Support Services Director position. She will be starting as Leanne Link's replacement on March 24th.

Donnell drew attention to his report and further advised that we will not be taking part in the pilot Cal Fresh Sugar Sweeten Beverages program at this time, as discussed at the last meeting. Kern County "may be" doing the pilot, however they were looking for a backup if Kern doesn't work out. We will touch base with them again in June.

Donnell reviewed the current Mental Health budget situation and explained his request going to the Board of Supervisors later this month for a realignment fund transfer from Social Services and Public Health to Mental Health budget.

Donnell briefly mentioned the plans for the Health Screening, Brief Intervention, Referral and Treatment (SBIRT) to be used by Partnership primary care providers to screen adults for excessive alcohol use. (See attachment)

Public Health Branch & Regional Services Branch Directors' Report:

Public Health Branch Director Fields Hosler reviewed the PH Branch report, noting our involvement in the Chaparral Drive incident and provided an overview on the Mercy Grand Rounds presentation by Dr. Felitti on Adverse Childhood Experiences. Discussion followed.

PH Branch Director Fields Hosler clarified we are providing less IZ's in our clinic now that Partnership is in Shasta County, as the Medi-Cal population should be getting them from their assigned provider. Discussion followed and this topic will be agendaized for a future PHAB meeting.

RS Deputy Branch Director Mary Shrank provided an update on Health Care Reform. Chair Glasco suggested we get an updated report after the March 31 enrollment coverage deadline. Mary provided current numbers for the NFP program and a review of an obesity report regarding preschool aged children. Mary also reminded everyone that the Shasta Covered website is easy to navigate and a great source of information. Covered Shasta handouts were provided.

Item 7: Presentation on Disaster Planning and PH Emergency Preparedness

PH Branch Deputy Director Brandy Isola introduced Nicole Bonkrude, Community Development Coordinator for public health and supervisor for the Emergency Preparedness unit. Nicole provided a PowerPoint presentation and emphasized that public health's main role is to "reduce the burden in the health care system and to prevent deaths and illness from occurring during emergency disasters. A hand out was also provided on personal planning for disasters. (See attachment)

A disaster drill will be held on Thursday, May 22nd at the Churn Creek Post Office. A signup sheet was provided for those members wanting to attend the disaster drill on May 22, 2014 and an email will follow with specific information on the event. Member Coe referred members to a website called KAL PIN, California Preparedness Education Network. It is very detailed and now available to the public.

Item 8: Discussion:

Nicole proposed the question to the members "how can we better assist our vulnerable populations during emergency health threats?" A robust discussion followed.

PH Branch Director Fields Hosler also reminded members about the elective lab tour at 2:00pm following the PHAB meeting.

Dr. Andrew Deckert reported that the meningococcal Group B vaccine not currently available in the US is being administered at UC Santa Barbara under investigational protocol due to a recent outbreak. He also distributed two e-cigarettes fact sheets called "The Truth" and stated this information is available on the PH website.

Chair Glasco said an e-cig policy was just implemented at Shasta Community Health Center. Dr. Deckert commented that e-cigarettes policies are still being discussed and adopted at the local level and PH is collecting that data and supporting these efforts.

Item 9: Member Sharing: None

Item 10: Adjournment at 1:57 pm

Public Health Advisory Board

Minutes for May 14, 2014

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Item 1: Call to Order:

Chair Theresa Flynn Gasman called the meeting to order at 12:04 p.m. The following Public Health Advisory Board (PHAB) members were present during at least part of the meeting: John Coe, Theresa Flynn Gasman, Robin Glasco Brad Frost, Linda Heick-Kilzer, Barbara Jackson and Richard Yoder

Members not in attendance:

Joe Ayer, Katharine Ann Campbell, Lori Chapman-Sifers, Jessica Delaney, Jim Holdridge, and Cathy Wyatt

Others present: HHS Agency Director, Donnell Ewert, Public Health (PH) Health Officer Andrew Deckert, PH Branch Director Terri Fields Hosler, PH Deputy Branch Director Brandy Isola, HHS Program Manager Roxanne Burke, Community Health Preparedness & ER Preparedness Program Manager Dave Maron, Carissa Ballew (Guest) and Administrative Assistant Marjorie Andrews

Welcome:

Chair Flynn Gasman extended a warm welcome to the PHAB members, guests and Public Health staff. Introductions followed.

Item 2: Public Comments – None

Item 3: Approval of Minutes: March 12, 2014

Due to a lack of quorum, this will be carried over to the next meeting for approval.

Item 4: Committee Reports

- a. **Executive Committee:** Chair Flynn Gasman reported the Executive Committee met on April 1st to set the agenda. The Executive Committee is recommending the September 10th PHAB meeting be cancelled in favor of a joint meeting with Mental Health Alcohol and Other Drug Board (MHADAB) on September 3rd on Substance Abuse Prevention. If needed it will be placed on the July agenda for a vote by the full membership.
- b. **Membership Committee:** Membership Chair Frost received two applications from highly qualified candidates. Membership recruitment part 2 will launch May 16 – June 13 and interviews will be conducted before the July PHAB meeting. Julie Gee gave her resignation as she will be moving out of state and unable to continue. This creates a second vacancy on the board.

- c. **Excellence in Public Health Awards:** Six organizations were selected and two youth nominees for this year's award.
- Win-River Resort Casino
 - Shasta Community Health Center's "Reach Out and Read" Program
 - Shasta Dam Kiwanis
 - Mayers Medical Center, Mercy Medical Center, Shasta Regional Medical Center and Vibra Healthcare
 - The Women's Fund
 - Tri-County Community Network
 - Emily Bellomo – Youth Award
 - Brandon Long, Tatum Jenkins and Cody Rodriguez – Youth Award

Item 5: HSA Agency Director's Report

Agency Director Ewert provided an overview of the Shasta Health Assessment and Redesign Collaborative (SHARC) strategic plan and a written report was provided (see attachment).

Public Health Branch & Regional Services Branch Director's Report:

PH Branch Director Fields Hosler reviewed highlights from her report and covered additional details on the Public Health's Social Committee luncheon held during Public Health Recognition week; a recap was provided on the Women's Fund Community Forum launching the "No More" campaign. No More posters were available for PHAB members to take and post at their agencies or in the community on Economic/ Emotional/Physical abuse.

RS Branch Director Melissa Janulewicz gave an update on the Regional Services Branch acknowledging WIC's 40th year in operation. She further advised that their Nurse Family Partnership program has reached their caseload goal of 100 families. Birth impact statistics will be forthcoming.

Branch Director Melissa Janulewicz further mentioned that Covered Shasta continues to meet every other month and shared an overview of statistical information regarding enrollment (refer to handout).

Item 6a: Presentation

Health Officer Andrew Deckert provided a presentation on childhood immunization issues and vaccine preventable diseases (see handout).

Item 6b: Presentation

Program Manager Dave Maron provided a Power Point presentation on the Personal Belief Exception Law AB2109 and our current work with our school partners on increasing childhood immunization rates.

Item 7: Discussion

An extremely robust discussion followed the presentations. It was suggested that sharing this IZ message to the public is crucial, with targeted outreach to schools with the highest BPE and lowest immunization rates. Also discussed, was the potential for dialoging with chiropractic practitioners. Member Brad Frost will try and make a contact for this discussion with a chiropractic friend of his and will report back at the next meeting. Mike Mangas of KRCR New Channel 7 filmed the presentation and interviewed Andrew.

Item 8: Member Sharing

- Member Brad Frost shared that Girls Inc. presented Barbara Jackson with the "Barbara McIvor Award." This annual award is given to "Strong, Smart and Bold" woman in our community that are making a difference with our youth.

Item 9: Adjournment @ 2: 05 pm

Health & Human Services Agency, Public Health & Regional Services Directors Report - Public Health Advisory Board July 9, 2014

CURRENT ISSUES:

Health & Human Services Agency (HHSA) Update:

- Effective July 1, 2014, Dean True, Branch Director of the Adult Services Branch, will be the Alcohol and Drug Program Administrator for Shasta County. Dean has a wealth of experience in Medi-Cal policy and behavioral health and is well qualified to oversee our local publically funded drug and alcohol programs.
- Jane Wilson, Deputy Branch Director of Children's Services, resigned effective May 30, 2014 to take a job in Sonoma County. We have begun a recruitment to replace her. She was the HHSA Director's designee on the Shasta First 5 Commission (on which Andrew Deckert and Joe Ayer also serve), and I nominated Melissa Janulewicz, Branch Director of the Regional Services Branch, to replace her on the Commission. On June 17, the Board of Supervisors appointed her as Commissioner. Melissa oversees many programs that impact young children, including WIC, the breastfeeding support center, Nurse Family Partnership, Perinatal Drug/Alcohol Treatment Program, Medi-Cal eligibility, CalFresh, CalWORKs, and CalLearn.
- On June 15, the legislature passed a state budget which the governor signed later in the week. The budget reflects a state in recovery with much better revenues, some refunding of programs cut back during the Great Recession, and paydown of debt.

Public Health Branch Update:

- We are collaborating with Partnership Health Plan on a multi-county "get your kids vaccinated" media campaign starting in July. Our goal is that there is a common message families see in the community, doctor's office and schools, both throughout Shasta County and our neighboring counties also served by Partnership.
- I presented to the Shasta County Office of Education with Dave Maron on Childhood vaccination rates and our concerns with AB 2109 and the increasing Personal Belief Exceptions in our county. The board had many questions and Tom Armelino pledged his support of our efforts to reverse these trends. Dave and his team plan to follow up on the idea discussed at PHAB to identify champions in our highest risk schools and take this PowerPoint/discussion to their school boards and/or parent club meetings this fall.
- Shasta Living Streets' Family Bicycling Day kicked off Bike Month in May with many family friendly activities and The Bike Challenge continues to grow with 562 participants riding a combined 27,766 miles this year. The top teams were the Cal Fire Smoke Chasers and Owens Healthcare- who was also named Bicycle Friendly Employer of the year. Both will receive Healthy Shasta bike racks installed at their worksites.
- Our first Accreditation Coordinator (Trong Le) started on June 16th and we've formed our Accreditation Readiness Team (ART), with a kickoff retreat scheduled in August. Brandy and Trong are busy preparing for the process including strategies to engage and excite staff.
- Brandy and I met with CEO Larry Lees to discuss our vision for addressing the e-cig issue in our county ordinance and our plan to walk-the-talk by developing a plan for HHSA smoke free campus' within three years. We will be bringing both issues to the board of supervisors for their support later this fall and asking for PHAB's support at July's meeting.

Regional Services Branch Update:

- **Health Care Reform:** The Covered Shasta group did not meet in May or June. The next scheduled meeting of the group is August. The impact of the first open enrollment period on Shasta County Medi-Cal participation was significant. In September 2013 a total of 12,573 Medi-Cal cases were active in Shasta County. At the end of May that number had increased to 22,249 or a 77% increase.
- **Nurse Family Partnership:** As of 7/1/2014, the NFP program has received 357 unduplicated referrals. Total enrolled families are 92 which is maximum capacity with one temporary PHN staff vacancy. Seventy-one babies have been born into the program since November 2012. The program reported seven clients graduated from high school in June.

- **Medi-Cal Outreach and Enrollment Allocation** was approved by the Board of Supervisors June 24. This allocation for \$100,000 from the California Department of Health Care Services will be focused on hard to reach populations that are eligible for Medi-Cal but participating at low rates. In Shasta County, outreach will focus on individuals incarcerated in the county jail, individuals with substance abuse disorder and individuals with mental illness. Regional Services will subcontract with three community-based substance abuse treatment providers to assist with outreach as a component of the project.
- **EBT Market Match** program is available again this year. Shoppers can swipe their EBT card and use CalFresh dollars to buy food at the farmers markets and receive a matching amount up to \$10 in market money tokens. Purchases can be made for food items or plants and seeds. Six markets are participating this year and the project will run through the end of October. In the month of June approximately \$7,000 in tokens were issued.
- **Breastfeeding Training Opportunities** - Shasta County WIC in partnership with Mercy Medical Center will sponsor a 2 day training on July 16-17, 2014 for 115 nurses from Labor and Delivery, OB, Pediatrics and the NICU. This training will focus on the use of evidence-based practice to improve breastfeeding outcomes as instructed by Gini Baker, RN, MPH, IBCLC from San Diego State University.

WIC is also sponsoring a Grand Rounds presentation on Aug 15 by Jane Morton, MD. Dr. Morton is an executive board member of both the Academy of Breastfeeding Medicine and the American Academy of Pediatrics Section on Breastfeeding. She acted as an advisor to the California Perinatal Quality Care Collaborative and was a key author of the toolkit "Nutritional Support for the Very Low Birth Weight Infant". She co-authored the book Best Medicine: Human Milk in the NICU. She will present, "Baby-Friendly Bedside Care for Low and High Risk Infants, A Shared, Sustainable, Proactive Model". She will discuss how physicians can incorporate breastfeeding support into their bedside care to ensure adequate intake by infant and to maximize mother's milk production.

BOARD OF SUPERVISOR STAFF REPORTS (May – June 2014):

- Agreement with California Department of Public Health for Childhood Lead Poisoning Prevention
- Maternal, Child and Adolescent Health Program Revised Budget
- Agreement with PerkinElmer Health Sciences, Inc.