

Public Health Advisory Board Minutes for January 8, 2014

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