

# PHAB

## Public Health Advisory Board Agenda - Regular Meeting **DRAFT**

**Date:** March 11, 2020      **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:

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. Member Sharing/Announcements:

### 4. Action:

- a. Approval of Minutes: November 13, 2019  
January 9, 2020 (Joint PHAB/MHADAB meeting)

### 5. Committee Reports:

- a. Executive Committee: Kristen Lyons
- b. Membership: Linda Heck Kilzer

**Action:** Consider recommending the following individual to the Board of Supervisors for reappointment to the PHAB for a three-year term through March 31, 2023: Linda Heck Kilzer (general member).

**Action:** Consider recommending the following individuals to the Board of Supervisors for general member appointments to the PHAB: Dani Hayward for the term April 1, 2020 – March 31, 2023, and Kay Kobe for the term April 1, 2020 – March 31, 2021.

**Action:** Nominate and elect Chairperson, Vice-Chairperson, Executive Committee-at-Large Member and Membership Committee Chairperson for the period of April 2020 – March 2021.

### 6. Director's Report:

- a. Health & Human Services Agency: Donnell Ewert
- b. Public Health Branch: Brandy Isola

### 7. Health Officer Update: Corona Virus, Karen Ramstrom

### 8. Adjourn

**Next Meeting:** May 13, 2020 @ 12:00 noon

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**Health & Human Services Agency & Public Health Branch**  
**Director's Report - Public Health Advisory Board**  
**March 11<sup>th</sup>, 2020**

**CURRENT ISSUES:**

**Health & Human Services Agency (HHS) Update**

- Robin Schurig was appointed as Deputy Branch Director of Public Health in January 2020. Robin has extensive experience in the Public Health branch and has served in numerous roles, including epidemiologist, health education specialist, Maternal, Child, Adolescent Health Coordinator, and Program Manager.
- Dean True, Branch Director of Adult Services, retired on February 28, 2020. Paige Greene, LCSW, has been appointed the new Branch Director of Adult Services and began her duties on March 2. We are interviewing four candidates for Deputy Branch Director of Adult Services this week.
- California's proposal for the Medicaid 1115 waiver for 2021-2025, called California Advancing Innovation in Medi-Cal (CalAIM) is generating a lot of discussion in Sacramento and statewide. Various executive staff of the HHS are engaged with stakeholders in this discussion and are contributing to the policy making process. Among other things, CalAIM may increase collaboration between public health departments and Medi-Cal managed care plans to keep Medi-Cal beneficiaries healthier. In Shasta County, Medi-Cal beneficiaries make up one-third of the population.

**Public Health Branch Update**

- A Mind-Body Skills workshop is being scheduled for parents of children served by the California Children's Services Medical Therapy Unit. The workshop will be conducted by one of our Occupational Therapists who was recently trained to teach research-based healing techniques to help deal with life changes, stress, and challenges.
- We received notification of being awarded the Healthy Brain Initiative Grant from the California Department of Public Health which will provide \$750,000 over 2+ years to support individuals with Alzheimer's and other Dementias and their caregivers.
- In 2019, our Tobacco Compliance Specialist conducted 157 Tobacco Retailer site observations and 16 Park site observations to ensure compliance with smoke-free workplace and other tobacco laws.
- The second part of the Center for Mind-Body Medicine train-the-trainer training was completed in January. Approximately 70 north state residents completed this training and are beginning to offer workshops and small group opportunities to the community. More info can be found: <http://www.hillcountryclinic.org/cmbm/>
- The Tobacco Compliance Specialist partnered with the Shasta County Sheriff's department to conduct youth decoy operations at 15 stores in early February. Five stores were cited.
- Fun with Senior Fitness instructor training occurred on January 31<sup>st</sup>. Seventeen seniors were trained and will be conducting low or no-cost fitness classes for seniors throughout Shasta County.
- Several staff attended the Agents of Change conference in February to learn about best practices in media messaging and other messaging on health topics to reach various audiences.
- Communicable Disease (CD) prevention staff began conducting weekly rapid syphilis testing on February 19<sup>th</sup>. Testing occurs every Wednesday, during the Syringe Services Program. Several participants have elected to have the test done. Some participants have also opted to have Hepatitis C and HIV testing at the same time. CD prevention staff have been responding to numerous calls from providers and the general public related to COVID-19. A Branch Department Operations Center (DOC) was opened on March 9<sup>th</sup> to effectively respond. The Public Health Laboratory began testing COVID-19 specimens on March 6<sup>th</sup>.

- The Public Health Accreditation Board conducted their site visit in January and we received a report in February that indicated we largely or fully demonstrated 97 of the 100 measures they reviewed. A committee will meet later this month to review the report and make a decision about our accreditation status, so we should know what that decision is by the end of the month.
- Public Health is co-leading a collaboration of community partners and hospitals in the Mother and Baby Substance Exposure Initiative (MBSEI). The purpose of the MBSEI is to help Shasta County enhance our ecosystem of treatment, recovery and support for mothers, babies and families affected by perinatal Opioid Use Disorder/Substance Use Disorder (OUD/SUD). After the community side of the MBSEI and the hospital side of the MBSEI have met separately over the past year, partners of both sides of the initiative met together for the first time in February 2020 to collaborate and strengthen each other's work. The collaborative meeting was successful and the group has decided to meet quarterly to continue working together.
- The Alcohol and Other Drug Prevention team completed a T-Shirt design contest for students at Parson's Junior High School. The winning design is being placed on T-Shirts for participants of the upcoming Dodge Drugs Dodgeball Tournament and includes a clever student created motto, "Dodge drugs like you dodge chores".
- The Injury Prevention team completed four outreach events at high school basketball games. Students from Central Valley, Enterprise, Foothill, West Valley, Anderson High, and Shasta High received safe driving information and had the opportunity to sign a pledge to not drive under the influence or get in a car with an impaired driver

#### **BOARD OF SUPERVISOR STAFF REPORTS (January, February):**

- January 28<sup>th</sup>, 2020: Adopted a resolution which designates authorized agents for the purpose of obtaining funding through the Homeland Security Grant Program

**Joint Meeting**  
**Public Health Advisory Board/Mental Health, Alcohol and Drug Advisory Board**  
**Minutes for January 08, 2020-Draft**

**Item 1: Call to Order:**

The Mental Health, Alcohol and Drug Advisory Board (MHADAB) Chair called the meeting to order at 5:16 p.m. The following Public Health Advisory Board (PHAB) members were present during at least part of the meeting: Elana Paul, Kristie Stephens, Judy Menoher, Laura Dougan, John Coe, Kristen Lyons, Richard Yoder, Sharon Hanson

**Members not in attendance:** Mike Mangas, Linda Heick Kilzer, Toni Donovan, Ann Morningstar, Deanna Gallager

**Others present:** HHSA Director Donnell Ewert, PH Branch Director Brandy Isola, PH Deputy Branch Director Robin Schurig, PH Health Officer Karen Ramstrom, PH Program Manager Kathey Kakiuchi, PH Program Manager April Jurisich, HHSA Program Manager Kerri Schuette, Children’s Services Clinical Division Chief Doug Shelton, Adult Services Deputy Director Paige Greene, PH Executive Assistant Erin Gibson, Adult Services Administrative Secretary Terri Linson

**Guests: 4 guests not named**

**Item 2: Public Comments**

No comments.

**Item 3: Member Sharing/Announcements**

None

**Item 4: Action - Approval of Minutes**

a. MHADAB members voted on approval of the Shasta County Data Notebook 2019

**Item 5: Director’s Report**

- a. Health & Human Services:  
HHSA Director Donnell Ewert - see written report
- b. Public Health Branch:  
Branch Director, Brandy Isola - see written report
- c. Adult Services, Drug and Alcohol:  
Adult Services Branch Director, Dean True - see written report
- d. Children’s Services Branch: Children’s Services Branch Director, Nancy Bolen – see written report

**Item 6: Presentations**

**A. HHSA Strategic Plan - HHSA Director, Donnell Ewert:**

The 2020 Strategic Plan has the same priorities as our last strategic plan: integrate programs and services across HHSA branches, leverage strategic partnerships, and improve business processes. Most objectives fall into five focus areas: reduce harmful substance use, decrease racism/discrimination, reduce housing insecurity, prepare for disaster, prevent adverse childhood experiences (ACEs). These are areas where we can attack problems that lead to poor health and economic outcomes, and improve community wellness. The framework comes from “The Pair of ACEs,” which demonstrates the framework for how we can strive toward our vision of healthy people in thriving and safe communities by addressing both adversity within a family and adversity within a community. This strategic plan has an ambitious one-year timeline, and objectives have been divided into the quarters in which they should

be completed. The PHAB and MHADAB Boards fit into our strategic plan by us keeping you informed of our priorities for this year for us to be accountable. We may also ask for your input on specific activities. Each branch within HHSa has a more specific strategic plan that aligns with the HHSa Strategic Plan.

**B. Community Mental Well Being Plan - Public Health Supervising Community Education Specialist, Kelly Huth**

Shasta County identified through the Community Health Improvement Plan (CHIP) the need for a prevention focused approach to mental wellness that complements clinical mental health services. Mental wellness matters because it aids in building community resilience and supports healing; it can potentially prevent or reduce symptoms of adverse mental health conditions in those suffering from community trauma; and it reduces severity of mental health problems, homelessness, human suffering, and associated costs. Public Health joined with other branches within the HHSa along with other community partners to brainstorm areas that Shasta County could improve on community mental wellness. The workgroup came up with seven goals to accomplish: media campaign, mind-body skills, resources and tools, community influences, use nature, social/behavioral Rx, and an online hub. The next steps are the request for application (RFA)/request for proposal (RFP), begin implementing the goals starting with the media campaign.

**C. Special Public Safety Transaction and Use Tax - HHSa Director, Donnell Ewert:**

Branch Director Donnell Ewert gave a presentation on the proposed special public safety transaction and use tax. The tax if approved will increase the sales tax 1% Shasta County. The measure will require an approval by two-thirds of voters, and must only be used for specific public safety purposes. It is projected to create \$31 million in annual revenue if approved. It will be on the March 3<sup>rd</sup>, 2020 ballot in Shasta County. The revenue will be used for jail construction, operations programs and services, law enforcement staff and equipment, as well as emergency services including fire protection; criminal prosecution by the District Attorney, criminal defense by the Public Defender, and community supervision of adult offenders by Probation; and inmate rehabilitation programs. The proposed tax requires that it must be new spending, it cannot be used for existing expenses. The way we will know it's working is there will be a citizens' oversight committee created, an annual independent audit will show how funds have been spent, and no elected body or government official can change the categories for where funds can be spent, although percentage allocation between categories can be changed by unanimous vote of an elected body. If passed, the funds will help connect people who have committed crimes with treatment with the goal of improving their health and thereby reducing their propensity to commit crimes. The funded resources will help the justice system function more effectively resulting in more offenders being referred for treatment services through jail diversion. The funding will be in place until it is reduced or repealed by a 4/5 vote of the Shasta County Board of Supervisors.

**Item 7: Reminders:**

March 4<sup>th</sup>, 2020 MHADAB meeting at 5:15 pm at the Boggs Building

February 12<sup>th</sup>, 2020 PHAB Executive Committee Meeting at Cheesecakes Unlimited

March 11<sup>th</sup>, 2020 PHAB meeting at 12:00 at Public Health's Community Conference Room

**Item 8: Adjourned at 7:00 pm**

**Public Health Advisory Board**  
**Minutes for November 13, 2019-Draft**

**Item 1: Call to Order:**

Member Lyons, called the meeting to order at 12:15. The following Public Health Advisory Board (PHAB) members were present during at least part of the meeting: John Coe, Deanna Gallagher, Sharon Hanson, Linda Heick Kilzer, Kristen Lyons, Mike Mangas, Toni Donovan, Kristie Stephens, Richard Yoder

**Members not in attendance:** Laura Dougan, Ann Morningstar, Judith Menoher,

**Others present:** PH Interim Branch Director Brandy Isola, PH Interim Deputy Branch Director Jenn Snider, PH Health Officer Karen Ramstrom, PH Program Manager April Jurisich, PH Program Manager Robin Schurig, Agency Staff Services Analyst Sara Westmoreland, PH Executive Assistant Erin Gibson

**Guests:** Board of Supervisors District 3 Mary Rickert, Adult Services Administrative Secretary Terri Linson, Adult Services Office Assistant Supervisor Kim Limon

**Item 2: Public Comments**

No comments.

**Item 3: Member Sharing/Announcements**

Interim Deputy Branch Director Jenn Snider has submitted her resignation, she is leaving the County, and her last day will be December 6<sup>th</sup>, 2019.

Branch Director, Brandy Isola shared that the next meeting will be January 6<sup>th</sup>, 2020, a joint meeting with the Mental Health, Alcohol and Drug Advisory Board (MHADAB) in the evening beginning at 5:15 pm. Proposed Agenda items for the joint meeting are Mental Wellness and HHSA, Strategic Plan, Proposed Tax.

**Item 4: Action - Approval of Minutes**

a. July 10, 2019

**Motion:** Member Lyons seconded by Member Coe, made a motion to approve the minutes of the July 2019 Meeting. The motion carried by a unanimous vote of the members present.

**Item 5: Committee Reports**

a. Executive Committee:

Member Lyons reported that the committee met on August 14<sup>th</sup>, 2019 and discussed the agenda for the November meeting. The committee went over all the previous year of agenda items presented to the PHAB, as well as new topics of discussion to bring. The Executive Committee also discussed the membership (see Membership Committee below for full report), and the Community Health Awards on September 11<sup>th</sup> with the topic of Harmful Substance Use Prevention.

b. Membership Committee:

- i. Member Kilzer reported that Joe Ayers resigned, and Carrisa Ballew moved out of the Shasta County area so there is vacancy in her place. A proposed current new member Elana Paul has been selected by Supervisor Moty. The Board of Supervisors have to vote before she can formally be on the PHAB. Judith Menoher is interested in filling the vacant Vice Chair position and Toni Donovan is interested in filling the Member At large Position.
- ii. It was voted and moved that Judith Menoher is elected as the Vice Chair for the PHAB Committee

iii. It was voted and moved that Toni Donovan is elected as Member at Large for the PHAB Committee

#### **Item 6: Director's Report**

a. Health & Human Services:

HHSA Director Donnell Ewert referred to his written report:

- **Refer to Agency Director's Report**

b. Public Health Branch:

Branch Deputy Director Brandy Isola referred to her written report:

- **Refer to Agency Director's Report**

#### **Item 7: Presentation: Youth Vaping; Health Officer Dr. Karen Ramstrom and Interim Branch Director Brandy Isola**

Health Officer Dr. Karen Ramstrom and Public Health Branch Director Brandy Isola gave a presentation on risks of vaping among youth. One of the main reasons for concern around vaping is the impact of nicotine on the brain. Studies show that over two thirds of the US adult population smoke combustible cigarettes. Local data is consistent with national data that shows that 20% of high school students have tried vaping. Three of the high school districts in Shasta County were part of the poll: all except Central Valley High School. The data showed that at least 10% of 9<sup>th</sup> graders have tried vaping. The challenges we face are due to the flavors of the products hooking kids. There is a website sponsored by the California Department of Public Health called <https://www.flavorhookkids.org/> The tobacco industry is hooking the next generation of addicts, and flavors are a big way in. Four out of five kids who have used tobacco started with a flavored product. Some of the flavors include but are not limited to Cotton Candy, Vanilla, Cinnamon, Buttered Popcorn, Strawberry & Banana, and Menthol. The feedback that we are receiving from people is that when you vape a flavor it is so different compared to a combustible cigarette that all you taste is that flavor and none of the nicotine. The technology with vaping products have become more discreet so that it is getting harder and harder to spot them. They have created a new product that is called the vaping hoodie. In the pocket, you attach your vape pen, and then through the draw strings you inhale the vape juice. Teachers are having a harder time pinpointing where it comes from because of the new technology. Some of the vape pens look like a USB, lip stick, or a pen. The Health and Human Services Agency Public Health Branch is working with the Board of Supervisors to ban the sale of flavored tobacco products.

#### **Item 8: Discussion: Public Safety Power Shutoffs (PSPS); Interim Branch Director Brandy Isola**

Interim Branch Director Brandy Isola facilitated a discussion regarding the Public Safety Power Shutoffs (PSPS). What is a Public Safety Power Shutoff? A Public Safety Power Shutoff is when power companies such as Pacific Gas and Electric (PG&E) turn off electricity when gusty winds and dry conditions, combined with heightened fire risk are forecasted. The length of time that the outages will occur are undetermined. Shasta County experienced several PSPSs in recent months. The outages lasted several days at a time in some parts of the County. The Health and Human Services Agency Public Health Branch diligently works to prepare our community and its vulnerable populations with information to be ready when the PSPSs are likely to happen. We partnered with our stakeholders to spread a message regarding readiness around things like back up charging methods for phones or medical equipment, medications that need to be refrigerated, building or restocking the emergency kits e.g. flashlights, batteries, first aid supplies etc. HHSA encourages people to update their contact info with PG&E because they notified people of the PSPS, and we encourage people who qualify for PG&E's Medical Baseline program to enroll because PG&E makes extra efforts to notify them before a PSPS.

#### **Item 9: Adjourned at 2:00 pm**