



Deschutes County Health Services

Public Health Advisory Board

MINUTES

January 28, 2015

12:00 – 1:30 p.m.

Stan Owen, Deschutes County Health Services

Item	
Facilitator	Jock Pribnow, Chair
Meeting Coordinator	Tom Kuhn
Scribe	Lisa Michael
Next Meeting	February 25, 2015, Health Services, Stan Owen

Agenda Items/Discussion/Motions

Topic and Lead	
1	<p>Introductions & Approval of October Meeting Minutes The Board and guests went around the room and everyone introduced themselves. Katrina moved to approve the minutes as submitted with a second by Mike. Unanimously approved.</p>
2	<p>Brief Announcements & Unfinished Business Charla announced the clinic received a \$5k grant from SCMC for the food voucher program designed to provide healthy foods for clinic patients.</p> <p>Katrina mentioned she will be attending a statewide farmer’s conference tomorrow. She is on the steering committee and anticipates over 250 in attendance with 20 food service directors. Katrina also noted she received \$6900 from the UDSA for fruits and vegetables from local producers.</p> <p>Jessica announced that a new BH technician has recently been hired to train for suicide prevention and that she has also attended two keynote presentations so far on tobacco cessation.</p> <p>Penny is organizing a training program for teen tobacco cessation and seeking facilitators to assist. Training starts on February 27th. She spoke about procedural changes in handling students who get caught smoking on campus. Instead of suspending the student, they will be required to attend a tobacco cessation program.</p> <p>Mike noted his staff of 400 employees just completed a smoke free campus training effective immediately at all Advantage Dental facilities.</p>

“To promote and protect the health and safety of our community.”

Annual Strategic Plan Update

Cherstin Callon, Administrative Analyst and Shannon Vandegriff, Quality Improvement Specialist, presented to the Board a 2015 update to the current Strategic Plan. As part of the process, managers and supervisors met to identify a set of priorities, determine what items have been resolved, and what to continue working on or postpone, thereby attempting to achieve a balanced “scorecard”. The team identified measures and deliverables and revised and defined goals, including carryover items, while considering ten essential PH services and priorities from strategic planning retreats. Five top priorities were noted during the PH retreat: 1. Assessment and redesign of the reporting structure and staff responsibilities, 2. Development of a rational distribution of resources, 3. Improvement on internal and external communications, 4. Re-evaluation and update of the workforce development plan, and 5. Collection and utilization of data information.

3 Tom provided a review of progress made on Strategic Plan goals during the past year and earlier. Some highlighted accomplishments include the opening of the new Sisters SBHC, receiving accreditation from the Public Health Accreditation Board, suicide prevention work and orchestration of the new tobacco free campus policy.

The basic theme behind the Strategic Plan “snapshot” is to concentrate on promoting better health and better care for less cost. The 2015 goals focus on integrating community/client and stakeholder to accomplish just that, promote individual health and prevent disease, while monitoring community health as a whole. As part of this integration, staff will evaluate and enhance system performance and improve business processes, while improving fiscal security and effective use of resources.

Cherstin noted that the plan is in draft form and staff is currently working on fine tuning these measures and deliverables.

What’s for sale in our community: e-cigarettes and flavored tobacco products

4 Penny Pritchard gave a PowerPoint presentation to create awareness of developing tobacco matters and discuss the prevalence of youth and flavored nicotine products being sold in our community. E-cigarettes and flavored tobacco products are the gateway to addiction, especially when packaged in such a manner that appears attractive to youth. Nearly 90% of all daily smokers start before the age of 18 and a recent poll of 8th and 11th graders in Deschutes County revealed a higher than state average for tobacco use within a 30 day timeframe. New products are rapidly flooding the market that include candy flavored cigarettes, cigars, and hookah, and nicotine flavored foods, etc. mainly packaged to entice our youth. Sales of electronic cigarettes are increasing at an alarming rate with \$1 billion dollars projected in 2013 alone. Penny noted why our youth are so interested in these products. They are sweet and mimic popular candy brands, they are cheap and/or free, they are widely advertised with a vast majority of retailers placing these products near candy or at a child’s eye level, and they are easy to obtain, meaning most of these tobacco retailers are located near schools. In order to address these issues, several states have imposed a required tobacco license upon retailers who sell such products. Within these states, many counties also have their own licensing program. Lane County is the first and only so far who has adopted a tobacco licensing program in the state of Oregon. Another such solution is to prohibit the sale and use of flavored nicotine products where minors are allowed and prohibit the sale and use of delivery devices to minors. Penny asked the Board for a letter of support to the BOCC in implementing a tobacco licensing program here in Deschutes County. She also added that www.smokefreeoregon.com is a great resource for those seeking to quit smoking.

5	<p>COCC Dental Screening Partnership</p> <p>Pamela spoke about the new partnership between DCHS and the COCC Dental Assisting program designed to accommodate adult clients and their families (18 or older). These patients come to our office for a dental screening at no cost to them, and if eligible, can then schedule an appointment to have fillings or extraction work done at the college by volunteer dentists and students enrolled in the program. Each service costs the patient a mere \$20 and one service is typically provided for each appointment. The first dental screening took place in mid January and DCHS already has 16 patients on the waiting list for the next screening. COCC will provide two dental clinics per month on campus.</p>
6	<p>PHAB 2015 Survey Results</p> <p>Tom asked the Board which prior topics the Board would like to continue discussing from 2014. Six categories were chosen: 1. Suicide prevention, 2. Oral health, 3. Youth marijuana usage, 4. Senior health, 5. Legislation and 6. E-cigs/flavored tobacco products. The Board was also surveyed on new items up for discussion in 2015. Some of those mentioned were immunizations, to implementing the new marijuana laws, to the oil trains that regularly pass through town, amongst many others. Tom also asked for any general comments or suggestions.</p>
7	<p>Adjourn at 1:30 p.m.</p>

Board Members present: Jock Pribnow, Keith Winsor, Holly Remer, Katrina Wiest, Mike Shirtcliff, Charles Frazier, Charla DeHate,

Staff Members present: Tom Kuhn, Pamela Ferguson, Jessica Jacks, and Lisa Michael

Guest Speaker(s): Cherstin Callon (staff), Shannon Vandegriff (staff), and Penny Pritchard (staff)

SCMC – St Charles Medical Center
 BH – Behavioral Health
 SBHC – School Based Health Center
 BOCC – Board of County Commissioners
 COCC – Central Oregon Community College

USDA – United States Dept. of Agriculture
 PH – Public Health
 E – Electronic
 DCHS – Deschutes County Health Services