

MINUTES
ORANGE COUNTY BOARD OF HEALTH
August 22, 2012

ORANGE COUNTY HEALTH DEPARTMENT MISSION STATEMENT: *To enhance the quality of life, promote the health, and preserve the environment for all people in the Orange County community.*

THE ORANGE COUNTY BOARD OF HEALTH MET ON August 22, 2012, at the Whitted Human Services Center, Hillsborough, NC.

BOARD OF HEALTH MEMBERS PRESENT: Tony Whitaker, Chair; Liska Lackey; Steve Yuhasz, Commissioner Representative; Corey Davis; Paul Chelminski; Susan Elmore; Carol Haggerty; Michael Wood; Mike Carstens

BOARD OF HEALTH MEMBERS ABSENT: Matthew Kelm, Vice Chair

STAFF PRESENT: Colleen Bridger, Health Director; Pam McCall Nursing Director; Christy Bradsher, Finance and Administrative Services Director, Tom Konsler, Environmental Health Director; Donna King, Health Promotions and Education Director; Lisa Smith, Administrative Assistant; Sue Young, Nursing Supervisor; Stacy Shelp, Communications Manager; Mike Fliss, Health Informatics Manager; Nidhi Sachdeva, Senior Public Health Educator

GUESTS PRESENT: None

Welcome and Introductions

Tony Whitaker, Chair, called the meeting to order at 7:10 p.m. and welcomed new Health Department staff member Mike Fliss.

I. Approval of August 22, 2012 Agenda

Motion to approve the Agenda of August 22, 2012 was made by Steve Yuhasz, seconded by Liska Lackey, and carried without dissent.

II. Public Comment for Items NOT on Printed Agenda: none

III. Action Items (Consent)

- A. Minutes approval of June 27, 2012 meeting
- B. Rule Adoption-Orange County Groundwater Protection and Well Construction Rules

The Board is required to review and approve minutes of all official meetings of the Board. The latest minutes are from the meeting on June 27, 2012

Motion to approve the Consent Action Items was made by Steve Yuhasz, seconded by Carol Haggerty, and carried without dissent.

IV. New Mental Health Structure Presentation-Judy Truitt OPC Director

Judy gave a presentation on the new Mental Health Structure and services that they provide to Orange, Person, and Chatham Residents currently. By 2013 that will change to 15 counties being served with PBH being the lead agency and providing oversight and management of the Medicaid waiver. Alamance/Caswell, Five County and OPC will each operate a community center that will be the primary resource for local stakeholders. PBH will also establish a community center for their five counties which will separate waiver management from local functions.

V. Smokeless Tobacco Presentation

Gave a presentation overview of various smokeless tobacco products, she included some samples of smokeless tobacco products to look at and see the variety of smokeless tobacco options that are being sold.

First Draft of Tobacco Rule Presentation

Colleen Bridger presented to draft tobacco rule; rule terms were defined by grounds, enclosed areas, and what are considered a public place. It outlined tobacco use being prohibited by in or on any county or town vehicle, buildings, and grounds. It also include but not limited to , parks including playgrounds and athletic fields, bus stops, sidewalks, public transportation, trails and parks and polling places. Tobacco use will be prohibited at privately owned places (e.g. Childcare facilities, shopping malls, elevators, restaurants/bars). Smoking is not regulated in private residents, private vehicles, tobacco shops, cigar bars, private clubs, tobacco manufacturers, growers, processors, designated smoking guest rooms in lodging establishments, and motion picture, television, theater, or other live production sets. Implementation of education would begin January 1, 2013 with and Effective date of July 1, 2013. Universal signage of No Smoking and Use of Tobacco Products Prohibited symbol in English and Spanish. Citizens would receive an infraction punishable by a fine of \$ 25 issued by law enforcement. Employees would receive the \$ 25 fine and be subject to disciplinary action. Anyone who manages or operates a public place would receive a written notice of the person's first violation, written notice of the person's second violation and notification of administrative penalties to be imposed for subsequent violations, and third and subsequent violations would include the Health Director may impose an administrative penalty of no more than \$ 200. Board of Health Members had a chance to discuss the draft tobacco rule. The majority of board members did not want to include smokeless tobacco in the rule.

VI. Reports and Discussion with Possible Action

A. Customer Satisfaction Re-Vamp

Jessica Southwell has done an assessment of the 4 week customer service process at the Health Department to identify best practices for improving client satisfaction survey response rates. Participants included clinic staff at both the health clinic locations. A comparison of the results across and between both clinics with a review of 2,128 encounters. The first week clients were asked to complete a satisfaction survey before they left. Week two addition of computer based survey option was added. Week three clinic staff are offered an incentive if response rates are above previous baseline rates. Week four clinic staff continues to collect surveys using standard means of practice. Recommendations include all programs and ensure appropriate staffing. Encourage and remind participation from all, investigate clinic site differences. Redesign survey with common barriers for completion in mind (low-literacy, language preference, LEP, use of interpreters). Set clear goals and objectives, use AJRQ's pre-tested questions. Consider a shorter collection period (e.g. two weeks), review possible alternatives for survey collection (phone/mail).

B. Innovations Resolution

The proposed Resolution will support a culture of Innovation within the health department and create a culture shift with a focus on better patient care, better health and reduced care cost for residents of Orange County. (Healthcare reform Triple Aim) This resolution also provides for a

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mini-grant program for staff to develop and test innovative solutions designed to improve access to health care services. And in keeping with the theme of 'threes', this resolution will also encourage the development of a fiscal monitoring system to measure the impact of innovation projects.

The Orange County Health Department's mission is to enhance the quality of life, promote the health, and preserve the environment for all people in the Orange County Community.

Public health must innovate and change to remain competitive, productive and meet the public's needs within a dynamic health care arena.

The ability to access quality and affordable health care services is a key component in a person's overall health.

Current economic conditions require local health departments to creatively design programs that meet growing demands in an environment of shrinking government financial support.

Motion to approve the Innovations Resolution using cost settlement funds was made by Liska Lackey, seconded by Michael Wood, and carried without dissent

C. Innovation Budget Update

D. Communications Strategy

The OCHD Communication's Plan is a working document that addresses communications strategies for the following areas:

BOH Strategic Plan
OCHD Strategic Plan
OCHD general marketing & communications
Division specific needs

The Communication's plan will continue to be developed as the BOH subcommittees identify interventions for each of the priority areas and as the rebranding process unfolds. The plan includes goals, objectives, target audience, strategy and timelines for each section.

The Communications Manager is primarily responsible for each of the identified strategies but will work closely with the Communications Team (made up of representatives from each Division) as well as appropriate BOH subcommittee representation.

E. Vacant BOH At-Large Position Recommendation

There is currently an opening for an At-Large position on the Board of Health, vacated by Anissa Vines June 30, 2012 who served her completed terms. The nominating committee has interviewed candidates and is recommending Alex White for your consideration. Mr. White has a MPH, he is currently employed with the NC Division of Public Health as a Health Policy Specialist, and Mr. White has worked in the Office of Minority Health and Health Disparities as a Public Health Consultant.

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Motion to elect Alex White for the current At Large position was made by Susan Elmore, and seconded by Mike Carstens, and carried without dissent.

F. Informational Items

Informational items are provided to the Board to cover topics that Board members should be aware of or for general interest. Items are not discussed during the meeting unless Board members ask for discussion.

a. Health Director's Report

The Health Department received its official notice that we will be having our accreditation site visit in January 2013. We received our settlement payment last earlier in the month. Our balance is now approximately \$ 2 million.

b. Financial Reports

For Fiscal Year End 11-12, the department's actual expenditures ended at 94.1% of total budgeted expenditures. Actual revenue received was 83.1% of budgeted revenue. Divisions within the department held expenses down resulting in the department spending \$91,113 less in county appropriations

VII. Board Comments

VIII. Adjournment

Motion to adjourn the meeting at 9:20 p.m. was made by Liska Lackey, seconded by Corey Davis, and carried without dissent.

The next Board of Health Meeting will be held September 26, 2012 at the Whitted Human Services Center Hillsborough, NC at 7:00 p.m.

Respectfully submitted,

Colleen Bridger, MPH, PhD.
Health Director
Secretary to the Board

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