

APPROVED 12/10/2013

MINUTES
ORANGE COUNTY BOARD OF COMMISSIONERS
JOINT MEETING WITH BOARD OF HEALTH
October 8, 2013
5:30 p.m.

The Orange County Board of Commissioners met for a joint meeting with the Board of Health on Tuesday, October 8, 2013 at 5:30 p.m. at the Link Government Services Center, in Hillsborough, N.C.

COUNTY COMMISSIONERS PRESENT: Chair Jacobs and Commissioners Mark Dorosin, Alice M. Gordon, Earl McKee, Bernadette Pelissier, Renee Price and Penny Rich

COUNTY COMMISSIONERS ABSENT:

COUNTY ATTORNEYS PRESENT: John Roberts

COUNTY STAFF PRESENT: Interim County Manager Michael Talbert, Assistant County Managers Clarence Grier, Cheryl Young and Deputy Clerk to the Board David Hunt (All other staff members will be identified appropriately below)

Chair Jacobs called the meeting to order.

1. Welcome from the Chairs

Chair Jacobs welcomed everyone.

Board of Health Chair, Matthew Kelm expressed appreciation for the Commissioners' time.

Introductions were made.

2. Health Department's Major Accomplishments

Colleen Bridger presented the following PowerPoint slides:

**Board of County Commissioners & Board of Health
2013 Joint Meeting**

• **Our Vision**

- Innovation
- High Quality
- Efficient
- Customer Centered

• **Expansion of Services**

Breast and Cancer Services

- 275 people will be able to receive services
 - Clinical Breast Exams
 - Mammograms
 - Pap Test
 - Diagnostic testing if results are abnormal

Outbreak Management (Chart)

Data Driven (Chart)

Electronic Medical Records

Efficiency - Accuracy- Integrated between clinic locations - Saves \$ - Improves access to data - Environmentally friendly

(Chart)

Outreach & Education (photos)

Outreach & Education (Website photos)

Colleen Bridger said the Health Department staff recently went through a visioning retreat after finishing several major projects. She noted the tremendous influx of new staff and the need to think about where the department wanted to go.

She discussed some of the recent accomplishments of the department.

She said two grants have been received for expansion of breast and cervical cancer services. She noted that Orange County falls below the state average in breast cancer diagnoses.

She said Orange County had the highest number of measles outbreaks in the state, and she outlined the difference between isolation and quarantine - isolation cases are already ill; and quarantine cases are not ill, but have been exposed to the illness.

BOH member Corey Davis arrived at 5:50.

Commissioner Rich asked how the board knows that quarantined people stay in their homes.

Colleen Bridger said staff checks on them daily. She said most are children who were exposed in school.

Commissioner Rich asked if there had been any issue with low income needing support.

Colleen Bridger said that had not been the case with this outbreak.

Commissioner Price asked where people go during isolation.

Colleen Bridger said the people under isolation actually had the illness, and had symptoms, so they were usually already in bed. She said the quarantined people had been exposed to measles and were not vaccinated.

Commissioner Dorosin asked if this was a result of the anti-vaccine movement.

Colleen Bridger said many of these parents decided not to vaccinate their children as a result of the anti-vaccine movement. She noted that this movement was initiated by poor research and has developed a life of its own, despite reputable medical research to dispute the myth that vaccines cause autism.

Colleen Bridger said people claim religious exemption, and this is a legal challenge.

BOH Member Paul Chelminski said vaccine intervention actually saves money for society.

Colleen Bridger said the Health Department is here to respond to cases like this and to prevent exposure. She said this was done successfully in this case.

Commissioner Rich clarified that one of these cases went to a doctor and then the doctor reported it to the health department.

Colleen Bridger said the board contacted parents and provided guidance before the children became symptomatic, which helped limit exposure.

Commissioner Rich asked about the specific location of the cases

Colleen Bridger said she did not know.

Commissioner Pelissier said she recalled that most cases were at one particular school.

Colleen Bridger said most cases were probably at the Emerson Waldorf School, which has a high percentage of unvaccinated children. She said many people were vaccinated after this outbreak.

Paul Chelminski said these children are not out of the woods yet, as there is a potential fatal reactivation of measles that can occur decades later.

Commissioner Price asked if the health department approaches the school to make contact with parents when there is knowledge of a child with an illness.

Colleen Bridger said each situation is different. She said contact is made with the school to get the immunization records of each child that came in contact with the affected person. She said contact is made with the parents of any unimmunized child.

She said a letter is also sent to each classroom, as well as bus riders, afterschool programs and church groups. She said it is quite a complicated process.

Commissioner Price asked which staff members do that work.

Colleen Bridger said this is primarily done by nurses, sometimes paired with staff persons.

Commissioner Gordon arrived at 5:58.

Colleen Bridger noted that the Orange County Health Department was given an award for the best outbreak response.

Colleen Bridger said decisions of the Health Department are data driven and multi-faceted. She said dashboards have been created for each of the board's three priorities – access to care, substance abuse and mental health, and childhood obesity. She said this will allow tracking of progress in each of these areas.

She said the Health Department is also developing management dashboards internally for different departments, such as billing and appointments.

She said the Patagonia rollout is moving forward. She said the current focus is on the electronic medical record piece. She said this is helping the department take better care of patients and make better decisions about the allocation of resources.

She said Public Health has an annual "PHield" trip centered on Outreach and Education, and students from the school of Public Health are brought to Hillsborough. She said this year's group had 45 students, and staff worked hard to help them understand real world Public Health.

Colleen Bridger said videos have been created to tell the story of the Health Department. She showed a video created by staff.

She showed a second video created by high school students in response to a peer education program supported by Health Department grant funds. She said the purpose of this was to improve HPV vaccinations among students.

She said, as a result of this campaign, there were 24 students who received the first of a series of three vaccinations. She said half of these were male.

She passed out fliers regarding drug drop off boxes.

3. Board of Health's Strategic Plan Progress

Matthew Kelm reviewed the following slides:

Board of Health Strategic Plan 2012-2014

Priority Areas (Graphic)

Community Health Assessment + Evidence Base

- Access to Care
- Substance Abuse & Mental Health
- Childhood & Family Obesity

Evidence Based Decisions (flowchart)

Access to Care

Specifically:

- Lack of awareness of existing resources
 - Low Health Literacy
 - Sporadic availability transportation to health care
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- Catalyze partnerships in Orange County
 - Advocate for and communicate about effective interventions
 - Encourage innovation at the OCHD

Access to Care

- Exploring the link between health and access to transportation
- Pursuing OCHD representation on a transit board
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Access to Care

Innovations Grant

- 2013 Grant cycle near complete
- 2013 Grants
 - EHR Integrated Medical Equipment
 - OCHD Media Resources
 - Childhood Lead Poisoning Prevention
 - Tobacco Cessation for County Employees

Wide Angle Lens

- Advocacy training for framing children's mental health issues
 - Part 1 – Fall 2012
 - Part 2 – January 2013

Access to Care

- - Creating Health Literacy Policy for OCHD, with national expert at UNC-CH
- - Health Literacy Policy as eventual model for OC organizations
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Looking Forward (timeline)

Matthew Kelm said evidence based strategies ensure that the department is using finances and community resources as efficiently as possible. He used the example of childhood obesity interventions, which began as 24 strategies that were then narrowed down to the 5 that were the best fit for the County. He said 1 out of 4 County residents in the community health assessment were uncomfortable speaking with their physician.

He said physical access to healthcare is a subject of sporadic availability due to transportation. He said access to care is a wide category with 5 parts, or 5 A's. These are: availability, affordability, accessibility, acceptability, and accommodation.

He said that one focus of increasing access to care is examining transportation in the County. He reviewed a map developed by staff that depicts the location of medical facilities, transportation routes and household access to personal vehicles. He said staff is seeking representation on the transit board.

He reviewed the slide information on innovation grants

Commissioner Dorosin asked if these are grants given internally to employees of the Health Department.

Matthew Kelm said yes

He said the second innovative thing done by the Health department was wide angle lens training, which teaches effective framing for public health issues.

He defined health literacy as a person's ability to understand health related information, instructions and decisions. He said the goal is to pass a health literacy policy in October and to present data on transportation and health to the Board in March of 2014.

He reviewed the timeline slide and invited questions from the Board.

Commissioner Gordon asked about complete streets and also transportation and land use planning.

Matthew Kelm said data is being looked at to determine existing opportunities. He said someone visited from the planning department to give a primer on complete streets.

Susan Elmore reviewed the following slides on childhood and family obesity:

Childhood & Family Obesity

- Obesity continues to be top health concern in Orange County
- Primary prevention by working with children and their families is most effective
 - Catalyze partnerships in Orange County
 - Identify strategies proven to work
 - Advocate to make the healthy choice the easy choice

Childhood & Family Obesity

Orange County Sportsplex

- Work will serve as model for improving food policies at child centered facilities
- Partnership led to:
 - Nutritional assessment of all foods sold, with plan for improvements
 - Removed fried food from camp lunches
 - Provided over 700 healthy lunches to summer camps
- Biggest Nutritional issue was fried food
 - Exploring replacement of fryer with convection oven.

Looking Forward (timeline)

Susan Elmore said less than 50% of the adults in Orange County get the recommended amount of daily exercise, and less than 50% of the adults in Orange County are considered to be of healthy weight.

Susan Elmore discussed the slide on the successful partnership with the Orange County Sportsplex. She said the hope is that this partnership will serve as a model for improving food policies at other child centered facilities.

She reviewed the following priorities in the “looking forward” timeline: Advocate for an afterschool physical activity policy this fall; Identify lactation rooms at the Orange County Health Department clinics in early 2014; Promote child care obesity prevention curriculum in spring of 2014; Evaluate Progress made at the Sportsplex in summer 2014.

Commissioner Price said she is glad to see the partnership with the Sportsplex. She asked about the number of children reached here.

Susan Elmore said this was just one example of a partnership, but there are others.

Colleen Bridger said the purpose was to show that this could be done before spreading the message broadly. She said implementation concerns have now been worked through.

Commissioner Price asked about the relationship with the schools.

Colleen Bridger said the school lunches are relatively healthy, as this is overseen by the federal and state agencies. She said the primary focus in schools is physical activity. She said there is more and more research to show that children do better in school when they are physically active.

Tony Whitaker reviewed the following slides regarding substance abuse and mental health:

Substance Abuse & Mental Health

- Health concerns range from second hand smoke to the increasing rates of overdose in North Carolina
- Complex issues with far-reaching health and economic impacts
- Current state and national focus on parity and integration of mental health and substance abuse services
 - Review smoking policies for expansion
 - Advocate for mental health and substance abuse treatment
 - Explore integration of mental health and primary care

SFPP Community Engagement (Photos)

Stakeholders' voices heard during passage of rule, and to inform messaging and strategy to date.

Smoke-Free Public Places

Communication

- 9,711,652 Impressions
- 550 Signs posted

Cessation

- 74 OC Quit line participants
- 25 Cessation class participants

Nicotine Replacement Therapy

- 209 boxes of NRT distributed thanks to funding from the OC BOCC

Substance Abuse & Mental Health

Spotlight Series

October 23rd

“New Opportunities in Substance Abuse Treatment

& the Legal System”

Nov 20th

*“Diverse Perspectives on the Need and Success
of Integrative Healthcare”*

Substance Abuse & Mental Health

- - Promotion of recent legislative changes and system to track prescriptions
- - Expand distribution of Naloxone, a medication that safely and quickly reverses opioid overdose
- - Healthy Carolinians of Orange County promoting “on the ground” community efforts
Project Lazarus (graphic)

Looking Forward (timeline)

Tony Whitaker said a committee has been formed to look at the topic of substance abuse and mental health. He said these topics have been combined because they are so closely related.

He said there has been a lot of discussion of innovation tonight, but not all innovation is high visibility. He said the Board of Health reorganized the standard committees to represent the board’s points of focus.

He said the Smoke Free Public Places (SFPP) initiative was one of the most successful accomplishments of this past year. He said public input was valuable in tailoring the rule that was eventually adopted.

He noted that the 550 signs posted for this initiative were covered by the funding received.

Commissioner Rich asked about the cessation class.

Colleen Bridger said the “Fresh Start” model is used, and this involves a four session class. Each class is facilitated by a trained educator. She said the class teaches people how to quit smoking, set goals and create coping mechanisms.

Commissioner Rich asked if this has been successful.

Colleen Bridger said this is being evaluated. She said typically less than half of those who try to quit smoking are successful. She said the rates are a little higher than that on the initial evaluations. She is not comfortable publishing this information until 6-12 months after the classes.

Tony Whitaker said nicotine replacement therapy kits have also been distributed, and he thanked the Board for funding this.

He said the focus has now been shifted to a substance abuse and mental health evaluation. He reviewed upcoming sessions happening on October 23, and November 20th, and he invited Board members to attend.

He noted that Project Lazarus is an intervention model that has been used successfully in Wilkes County. He said there are a number of different strategies that are community based, education based and policy based. He said Healthy Carolinians has already begun community and educational strategies, including installation of prescription drug boxes at three police departments in the County.

He said Healthy Carolinians has received grant money to continue this work, and the Board of Health is working with them to look at how to do more at a policy level.

Tony Whitaker said there are several coalition building efforts in the works for the future.

4. Affordable Care Act Marketplace Status

Colleen Bridger noted the flyer included in the abstract, which reviews information on the Affordable Care Act.

She said her focus tonight is on how to work together as a community to get as many people as possible enrolled in the marketplace. She said the first part of this process is letting people know about it.

She said there is a national organization called Enroll America that has deployed workers to states with the highest number of uninsured residents. She said North Carolina is one of those states. She said there are volunteers being mobilized to go door to door to answer general questions about the marketplace. She said Orange County is working closely with this organization.

She said people reach a point of needing assistance enrolling in the marketplace. She said many of these people haven't had health insurance in several years, and there is a lack of knowledge of the terminology, as well as a lack of access to computers.

She said people connected to the Health Department, Social Services, the Department on Aging, Planned Parenthood, Piedmont Health Services, or the hospital can go to one of those agencies to receive assistance from a certified counselor.

Colleen Bridger said residents not already affiliated with any of these agencies can be served by another coalition of folks from Piedmont Health Services, or by the coalition led by CCNC. She said there is a toll free number for people to call to speak with a trained specialist. She said there are people out there putting this information out there.

She asked the Board to help spread the word that people do not have to enroll in October.

Commissioner Gordon asked what efforts are being made to enroll 18-24 year olds.

Colleen Bridger said there were discussions in the beginning about targeting specific population groups, but efforts have now turned more to a blanketing approach for everyone. She said this can be adjusted if there appear to be gaps.

Commissioner Gordon said, after the blanket approach, there are different communication methods that can be used to target different groups. She feels that there needs to be a communication strategy.

Colleen Bridger said the communications piece is a Federal program. She said Enroll America is providing a booster to that message and Orange County is providing assistance with actually filling out the forms. She said people in that age group are much more likely to be able to fill out those forms, but there is help available for choosing a plan. She said the County is taking its lead from the federal government on getting the message out.

Commissioner Gordon asked who is getting the flyer.

Colleen Bridger said this is being given out at the health department.

Commissioner Gordon said that there should be a more comprehensive communications strategy.

Colleen Bridger said the County needs to target the information, but the lead is taken from the federal government.

Commissioner McKee said he has been to several events where this has been discussed, and he warned that the program may have a bumpy start. He said he has directed people to the Health Department for help with computer access and use.

He feels that a lot of the people who do not have health insurance are clients of county organizations. He hopes the County can put out some press releases to get the word out directing residents to the right organizations.

Colleen Bridger said there are letters and flyers being mailed and other agencies are doing the same thing.

Chair Jacobs noted that the website is misspelled.

Commissioner Pelissier said that this dashboard technology falls in line with the discussions on the strategic plan.

Commissioner Price asked if schools are tied into the electronic health records.

Colleen Bridger said there is only access to the immunization registry.

Commissioner Price asked if at risk students can be identified in the case of an outbreak.

Colleen Bridger said this would only be possible if physicians enter the information into the immunization registry.

Commissioner Price asked why breast cancer is so high in this County.

Colleen Bridger said the incidence rate is higher than the state, but mortality is also higher than the state average and this is age adjusted data. She said this means it cannot be attributed to overpopulation. She said there is no good explanation, but the solution is better screening.

Commissioner Rich asked if there is any ethnic data.

Colleen said the incidence is more prevalent in African Americans. She said screening activities are targeted to African American churches.

Commissioner Dorosin said he would like to see more attention focused on child poverty in the County. He asked for feedback on what else ought to be done.

He asked if there was anything that the Health Department would like to request from the Board.

Colleen Bridger said more funding would be helpful.

She said one of the dashboards being worked on is "Social Determinants of Health". She said poverty is a big indicator for all of the priority issues. She said there needs to be a better understanding of the pockets of poverty in the County. She said this will allow greater focus for the interventions.

She said the other initiative is to continue to invest in education, which is the solution to pulling people out of poverty.

Commissioner Dorosin said he is thinking about the needs of children even before they reach public school. He feels there needs to be more early intervention.

Colleen Bridger said the first five years are critical. She said it might be interesting to delve into the brain development in the first five years, to further understand the importance of investing in that age.

She said that her answer to Commissioner Dorosin's question is that the Board of Health would like to better integrate health into things like planning and transportation. She said help is needed from the Board in order to move forward with becoming more involved in this conversation.

She said more money would also be great.

Commissioner Dorosin asked if there were more money, would you be doing more of the same thing to a larger number of people, or if it would mean expanding priorities.

Colleen Bridger said the department would expand their priorities.

Corey Davis said there is a huge list.

Commissioner Dorosin said he is interested in seeing that list.

Matthew Kelm said one of the intervention ideas came from working with environmental health. He said this led to a realization that there could be more done to educate families about lead in the water.

Colleen Bridger said the department was very appreciative of the additional funding for this year.

Commissioner Pelissier referred to the comment on transportation and health. She said the Master Aging Plan committee is always talking about transportation for the aging population.

She said it would be good to collaborate with other departments, such as the Department on Aging.

Colleen Bridger said she would make sure this is on the radar screen.

With no further business, the meeting was adjourned at 6:57 pm.

Barry Jacobs, Chair

David Hunt
Deputy Clerk to the Board