

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 March 26, 2014, at the Orange County Health Department, 300 West Tryon Street, Hillsborough, NC.

BOARD OF HEALTH MEMBERS PRESENT: Corey Davis, Chair; Susan Elmore, Vice Chair; Tony Whitaker, Michael Wood, Paul Chelminski, Matthew Kelm, Liska Lackey Nick Galvez, Sam Lasris and Commissioner Bernadette Pelissier.

BOARD OF HEALTH MEMBERS ABSENT: Michael Carstens

STAFF PRESENT: Dr. Colleen Bridger, Health Director; Tersee Flores, Administrative Assistant II; Donna King, Public Health Education Director; Pam McCall, Public Health Nursing Director; Christy Bradsher, Financial and Administrative Services Division Director; Alan Clapp, Environmental Health Director; Stacy Shelp, Communications Manager; Meredith Stewart, Senior Public Health Educator; Coby Austin, Senior Public Health Educator; Rika Klein, Licensed Practical Nurse; Nikki Thorpe, Nursing Assistant and Katy Johnson, Registered Nurse

GUESTS PRESENT:

I. Welcome

Dr. Bridger and Chairperson Corey introduced the new Board of Health members, Nick Galvez, Member at Large and Sam Lasris, Dentists.

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

III. Approval of March 26, 2014 Agenda

Motion was made by Matt Kelm to approve the amended agenda including discussion and possible action on the Maternal Health Global Fee change request, seconded by Bernadette Pelissier and carried without dissent.

IV. Action Items (Consent)

A. Minutes Approval of February 26, 2014 Meeting

Motion was made by Tony Whitaker to approve the February 26, 2014 meeting minutes, seconded by Susan Elmore and carried without dissent.

V. Educational Session

A. Smoke Free Public Places Update

Coby Austin presented recent successes related to the Smoke Free Public Places rule, passage of one of the most comprehensive smoking bans in the nation. The Orange County Smoke Free Public Places Rule prohibits smoking on all publicly owned or maintained property including parks, bus stops, and sidewalks. The SFPP Update (handout) described activities and some next steps related to communication, signage, enforcement, cessation, and evaluation. During the presentation, Coby provided information on public feedback gathered during Smoking Response Teams.

Coby reported a meeting has been schedule with the Chapel Hill Police Department to discuss joint messaging. There has been good collaboration with police department, including active participation on the Smoking Response Teams and sharing of information on social media.

All five high schools in Orange County celebrated Kick Butts Day with activities in their schools on March 19th. The Chapel Hill - Carrboro youth also did a cigarette butt pick-up on Saturday, March 15 on Franklin St. and Main St., collecting 10,533 butts.

Coby is beginning to explore interest among owners and managers of multi-unit housing in having smoke-free policies. Property managers are often able to reduce their insurance costs by implementing such policies. This entails site-specific policy change and would not require any action from the board.

The Health Department continues to promote and provide cessation services. It has partnered with the Department of Social Services to integrate the Fresh start tobacco cessation class into the Work First program, which is a 12-week program that happens quarterly each year. Coby is also starting a conversation with local mental health and substance abuse agencies to assess their current practices related to nicotine addiction to see if there are opportunities to better integrate tobacco use screening, referral to cessation services, integration into treatment plans, or smoke-free campus policies.

In an effort to evaluate the health effects of the rule, UNC is submitting a proposal to the Robert Wood Johnson Foundation due April 15. They are asking the Board to endorse a Letter of Support for their application.

The BOH members had several questions that were addressed by Dr. Bridger and Coby Austin.

Motion was made by Liska Lackey for an authorized representative of the Board of Health to sign a letter of support for this grant, seconded by Michael Wood and carried without dissent

B. Integrated Care

Meredith Stewart, Program Manager presented information on the integration of mental health and primary care services as an identified BOH priority, local, state, and federal priority in providing quality care. Integrated care includes a wide range of behavioral health issues, screening, brief intervention, and targeted referrals. It is not a replacement for specialty mental health/substance abuse services.

Meredith reviewed local examples of mental health and primary care integration, with a discussion of the successes and challenges of each, and recommended steps to consider in preparation for Board of Health strategic planning related to integration of care.

Meredith reported that the Health Department is exploring multiple avenues to increase access to integrated behavioral health and primary care services in the county. Two main ways are:

- The Health Department submitted a grant to the Office of Rural Health to create a mobile team, consisting of a behavioral health provider and a public health nurse, to provide limited primary care and behavioral health services and care coordination in the high-poverty areas previously identified in Orange County. This grant builds on our successful family home visiting model, and fits with the Health Department's increasing focus on poverty and access to care as root causes of chronic disease over the lifetime. The initial grant is for \$150,000 from July 1, 2014 – June 30, 2015, with the potential for two additional years of funding based on results. A decision is expected by May 1, 2014.
- Meredith recommended that the BOH Mental Health and Substance Abuse subcommittee consider including action steps related to examining the feasibility and logistics of integration of behavioral health services in the BOH 2014-2016 Strategic Plan. These include assessing organizational readiness and developing a business and operations plan for integration of behavioral health care into the Health Department's primary care services. If included in the 2014-2016 Strategic Plan, the subcommittee will work with department staff and community partners to provide recommendations to the full Board for consideration in the 2015-2016 fiscal year budget.

Board members had several questions that were addressed by Dr. Bridger and Meredith Stewart. They expressed interest in the grant application, and commented on its good fit in addressing BOH priorities and the focus on poverty.

C. “Speed Storming”

The Board of Health members participated in a one-hour speed storming session. The purpose of this session was to create thinking and ideas, around the upcoming BOH strategic plan. Speed storming is a combination of brainstorming and speed dating that creates a situation where the creative process is sped up, facilitating new and innovative ideas in a shorter period of time. It identify challenges and to think of the wildest and best solutions without constraints.

Speed storming, when used as a form of brainstorming, benefits by explicitly sanctioning a discussion focused on generating boundary-spanning ideas. It is a social form of idea generation based on the belief that groups will be most creative when criticism is forbidden, freewheeling is encouraged, the goal is to produce more (but not necessarily better) ideas, and there is an explicit goal to combine and improve upon the ideas of others.

Stacy Shelp facilitated speed storming session which developed the following main points from BOH members:

- Communication is the Key
- Need to engage as many people as possible via various methods
- Creating an open environment, personal contact
- Incentive for change and critical mass
- Surround yourself with problem solvers
- Technology
- Engagement including:
 - Motivating
 - Contributing
 - Making a commitment
 - Collaboration
 - Capturing attention
 - Two way street

Stacy will develop a complete report of all the input she received in writing and will share that with the Board at their next meeting.

VI. **Action Items (Non Consent)**

A. Maternal Health Global Fee Change Request

Under the new Medicaid Cost settlement methodology, which became effective with the current fiscal year (2013-2014), Medicaid now bases their cost settlement payment on what an agency charges for each service rather than what their cost for the service is as they did in the past.

To meet the intent of the Medicaid cost settlement process and maximize our cost settlement payments we are recommending setting the charges for the two codes for Maternal Health Global billing (Antepartum Care) at our actual cost. This change will not adversely affect our self-pay patient populations. (Self-Pay patients are billed on an individual basis.)

The BOH members had several questions that were addressed by Dr. Bridger.

Motion was made by Matt Kelm to approve the requested fee changed for the two Antepartum Care billing codes, seconded by Susan Elmore and carried without dissent.

Chairperson Corey reminded all members the Outside Agency Funding Request scorecards are due Friday March 28, 2014.

VII. Reports and Discussion with Possible Action

A. Health Director's Report

There were no questions from the board regarding the Health Director's Report included in the packet.

B. Media Items

Media Items were in the packet which focused on Orange County's events and our involvement in various efforts.

VIII. Board Comments

No additional comments given.

X. Adjournment

A motion was made by Susan Elmore to adjourn the meeting at 9:00 p.m., was seconded by Tony Whitaker and carried without dissent.

The next Board of Health Meeting will be held April 23, 2014 at the Orange County Health Department, 300 West Tryon Street, Hillsborough, NC at 7:00 p.m.

Respectfully submitted,

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