

Public Health Advisory Board (PHAB)
June 6, 2008
Meeting Minutes
DRAFT

Participating:

Board Members Present: Thomas Aschenbrener, Shawn Baird, Betty Bode, Tina Castañares, Tom Eversole, Candace Mueller, Bill Perry, Mike Plunkett, Phyllis Rand (by phone), Bob Shoemaker, Rick Stone, Steve Westberg, Liana Winett

Board Members Absent: Tran Miers

DHS Public Health Division Staff: Katherine Bradley, Tom Engle, Grant Higginson, Katy King, Mel Kohn, Brittany Sande, Mike Skeels

Members of the Public: Keith Harcourt; Linda Fleming, Conference of Local Health Officials; Mary Lou Hennrich, Community Health Partnership; Barry Kast, PHAB Candidate; Connie Kirby, Northwest Food Processors Association; David Rebanal, Northwest Health Foundation; Dr. Janice Seibert

Opening:

Thomas Aschenbrener called the meeting to order, welcomed the board members and invited introductions.

Changes to the Agenda or Announcements

Reminder: the September meeting will be held in Bend, OR on September 5.

The Oregon Drug Take Back Program Convening Meeting is June 24th at the Oregon Convention Center, sponsored by Rep. Dingfelder. Betty Bode and Steve Westberg will attend to represent PHAB.

Betty Bode and Mike Plunkett have agreed to serve on the PHAB Executive Workgroup. They will be replacing retiring board members Keith Harcourt, Phyllis Rand, and Candace Mueller. The Vice Chair, to be elected in December, will take the remaining position.

Approval of Minutes

(Handout: *PHAB Meeting Minutes, March 2008*)

Liana Winett asked for some clarification about a comment under the “Lunch with a Leader” section of the March 2008 minutes and wanted to submit some different language to clear up what she was trying to say. It has since been determined that

the comment that she was unclear about wasn't made by her, so the minutes will not be changed. A motion was made that the minutes for March 2007 be accepted as recorded, the motion was seconded, the board voted all in favor of the motion, and the motion passed. The minutes from March 2008 will stand as written.

Public Comment Period

Dr. Janice Seibert – member of the Wisconsin State Health Planning Committee and a naturopathic physician

Dr. Seibert discussed what she sees as some opportunities for public health in Oregon including the need for more naturopathic-trained physicians and preventative type measures.

Public Health Report, Update on Recruitment for the Public Health Director, Budget Proposals for 2009 - Michael Skeels, PhD, MPH, Interim Public Health Director

(Handout: Brochure created for the Public Health Director recruitment to describe the Public Health Director position)

Update on Recruitment for the Public Health Director:

Mike began with discussion of how the recruitment process for a new Public Health Director is going. A few candidates have been identified and should begin the interview process soon. Board members expressed some concern about the salary range that the position of Public Health Director falls under, and there was some brief discussion about what could be done to raise the salary in order to attract highly qualified candidates. Being limited on time, the board decided to come back to this topic at the end of the meeting during the “core issue review.”

Budget Proposals for 2009:

The Public Health Division is still working through the process of developing legislative concepts and budget proposals for the 2009 legislative session and the 2009-2011 biennium. Mike gave a very brief overview of the process that DHS follows in even-numbered years to create the budget for the following biennium. The deadline for getting legislative concepts submitted has passed, and all of the ones that Public Health submitted were accepted. The Division is now working on fine-tuning the details of the budget proposals (policy option packages (POPs)). Mike talked briefly about some of POPs that are high priorities for Public Health.

DHS Transformation Initiative – Jarred Clark, Lean Implementation Leader, Administrative Services Division and Martha Skiles, MPH, Immunization

Research and Training Manger, Office of Family Health

(Handout: *copies of slides from PowerPoint presentation*)

Jarred and Martha gave a presentation of the DHS Transformation Initiative, including a brief review of the Initiative, Phase I progress, PHD Initiatives, and a Phase II update emphasizing goals and expectations. This presentation was a follow-up to the one made to PHAB by Fariborz Pakseresht at the December 2007 meeting.

Examples of things being done in other divisions of DHS were given, but some of the Public Health initiatives include:

Operational Initiatives:

- Streamline expenditure approval process in order to speed expenditure approval and reduce time wasted on non value-add work
- Streamline data web-access development process and enable dynamic functionality by using ColdFusion instead of TeamSite
- Streamline Public Health Lab processes in order to facilitate faster and more error-free flow of information into and out of the lab

Local Health Departments:

- Improve fees and billing in order to increase revenue
 - Increase accuracy and efficiency of immunizations billing
 - Increase number of FPEP-eligible clients for family planning
 - Increase/standardize facilities licensing fees
- Encourage sharing of administrative functions in order to increase quality and consistency of service and reduce costs
- Restructure LPHD system to align authority, performance, and incentives

Reinvestment:

- Increase fees for licenses and certifications to offset costs of enabling paperless processing
- Strengthen public health programs in order to save money in other systems

Follow-up to the DHS Transformation Initiative presentation – Tom Eversole, on behalf of CLHO:

- Concern about the data that was used in the surveys. Local health departments sometimes reported data with a different understanding than what was being asked.
- This study is very important and something that DHS needs to do. However, the study is looking at what DHS does and who they serve, but hasn't asked the question of what it doesn't do and who it doesn't serve.

Public Health Alignment Workgroup Legislative Priorities – David Rebanal, Northwest Health Foundation; Linda Fleming, Coalition of Local Health Officials; Mel Rader, Upstream Public Health

(Handouts: “*Nutrition Labeling at Fast-Food Restaurants and Other Chain Restaurants,*” “*Nutrition Labeling Support Level,*” *Healthy Kids Plan Policy Proposal,* “*Economic Impact of Measure 50 on Low-Income Households in Oregon,*” 2 drafts of letters to the Public Health Alignment Workgroup from representatives of CLHO re: choosing legislative priorities)

Presentations related to the details of some of the major PHAW Workgroup legislative priorities for 2009. See handouts for more detail.

There was a discussion amongst board members about the pros and cons of menu labeling and the effect that it would have on the health of consumers and the bottom line for the business community.

Lunch with a Leader – Susan Castillo, Superintendent of Public Instruction

(Handouts: *Biography,* “*The Oregon Diploma*” brochure)

Superintendent Castillo began by talking about the new high school diploma requirements that have been developed for Oregon and discussed how they will be implemented. She also highlighted some of the key changes, including an increase in math, English, and arts credit requirements and the implementation of a personalized education plan for students that directly relates to their career interests and goals. The changes will be phased in between 2010 and 2014.

Board members were given the opportunity to ask questions and express concerns about the new Oregon Diploma and the public education system. These included:

- Concern that diverse cultures are not receiving the same education in the public school system that students in predominately Caucasian neighborhoods receive
- Concern that students with learning disabilities or other barriers to learning will have a difficult time with the essential skill requirement in the new Oregon Diploma plan
- Concern about the amount of fresh fruits and vegetables and other healthy options that are being served in school cafeterias
- What is being done in public schools regarding physical education and physical activity requirements?
- Request for more information on sex education in schools – how is it being

taught, what are the requirements?

- Concern about the issue of poor oral health in school children and the effects that it has on their ability to learn
- Concern about the decreasing healthcare workforce – what is being done in schools to increase levels of interest in health sciences?

Superintendent Castillo will follow-up with her staff and provide board members with more information on their topics of interest, concerns, and questions.

Recognition of Board Service

Retiring board members former chair Keith Harcourt, Candace Mueller, and current vice-chair Phyllis Rand were presented with plaques acknowledging their superior service to the Public Health Advisory Board, each having served on the board for eight years.

OHSU Public Health Certificate Program – Liana Winett, DrPH, PHAB and Maria Sstrom, PhD, RN, OHSU

(Handout: “*Certificate Program in Public Health - Program of Study*”)

Maria gave a brief presentation about the new graduate certificate in public health that is being offered through the Oregon MPH Program, highlighting what it is, why now, the program of study and credits taken to earn the certificate, for whom and when, and the benefits of the certificate.

The certificate is a “for credit” certificate in public health that can be completed in 19-20 graduate credit hours (6 classes), including 5 core courses and one of two electives. The courses are being offered online through OHSU School of Nursing, or in class at OSU, PSU, and OHSU School of Medicine. The certificate is designed for public health professionals who desire additional academic preparation in public health, and students interested in public health but unable to commit to the full MPH. The certificate credits will apply toward the full MPH at OMPH collaborating schools. More information about this program can be found on the OHSU School of Nursing website.

Core Issue Review – Thomas Aschenbrener

The board continued the discussion from earlier in the meeting about the Public Health Director position and the need to increase the salary level in order to attract highly qualified applicants.

It was recognized that one approach to raising the salary level of top officials

would be to ask the legislature to either funnel money from one area to another or to raise taxes, but this approach would likely take a lot of time. Another approach suggested is to create a foundation that raises funds to supplement the salaries of higher level public service positions. A concern was brought up that there are probably rules or laws in place that prevent additional money from being contributed to the salaries of public positions, but that the focus could be finding a way to get exceptions to those rules or laws from the legislature. The idea being that if the public dollar can't fund the position alone, combine help from the private dollar.

It was noted that there is a "pay-line exception" in state government where a special salary adjustment can be done at the discretion of the position's manager.

Action: Board members will work to establish a subcommittee to come up with some recommendations to take to the DHS Director related to this topic.

Closing:

Thomas Aschenbrener declared the meeting adjourned.

The next Public Health Advisory Board meeting will be held on:

**Friday, September 5, 2008
Deschutes County Building
1300 NW Wall Street
DeArmond Room
Bend, OR
9:00 a.m. – 2:00 p.m.**

If you would like these minutes in an alternate format, or for copies of handouts referenced in these minutes please contact
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