

Oregon Public Health Connection

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Top Priority: Public Health and prevention programs provide help for many facing today's troubled economic times



Dr. Mel Kohn

By Dr. Mel Kohn, M.D., M.P.H.,
Acting Director and State Health Officer,
Oregon Public Health Division, DHS

Despite the economic hurricane bearing down on us, it's still mid-spring in an odd-numbered year, and for those of us in state government that means it's time for budget deliberations at our legislature. A key milestone in the budget development process, preceding the legislative session, was the release of the Governor's Recommended Budget in December. A striking feature in the Governor's Recommended Budget is the inclusion of increased investment in the local public health part of our public health system and in public health efforts to prevent tobacco use and obesity.

At this time of enormous fiscal strain, when our existing programs are struggling to provide services for Oregonians, how can spending **more** money on any programs be justified?

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Oregon Public Health Week 2009: State, partners, counties, communities aim to raise awareness



National Public Health Week
April 6-12, 2009 • www.nphw.org

Partners involved include:
Community Health Partnership; Oregon's Public Health Institute; Northwest Health Foundation; Community Health Priorities; Oregon Public Health Division, DHS; CLHO; Oregon Public Health Association; Oregon MPH; Portland State University; Oregon Health Licensing Agency; Oregon Attorney General's Sexual Assault Task Force; Marion County Health Department; and many others.

Oregon Public Health Division joins with numerous partners to plan, promote week

Oregonians will be challenged to kick off Public Health Week by "walking our talk"-- joining in a one-mile walk around the State Capitol April 6 to illustrate the importance of physical activity, sponsored by Northwest Health Foundation.

A slate of nationally known speakers, exhibits at the State Capitol and the Portland State Office Building, a guided public health walk, a healthy snacking survey, and a student photo contest are just a few of the activities being planned for this year's 2009 Public Health Week: Building a Foundation for a Healthy America. More than two dozen state and local partners have joined forces to plan this year's public health week – which will focus on raising awareness helping others recognize issues they may not automatically see as affecting their health and well-being. For more information visit: <http://www.oregon.gov/DHS/ph/spotlight/ph/2009.shtml>.

For more information contact, Trish Neiworth, Community Outreach & Education Coordinator, OPHD, latrissa.l.neiworth@state.or.us

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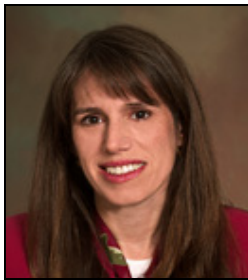
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Public Health Week 2009 Speaker's Series: *This is Public Health in Oregon*

A series of dynamic, provocative speakers will be presenting during Oregon's Public Health Week, offering innovative thinking regarding public health issues, helping prompt consideration of these topics critical to our health in a new way. The series is provided free of charge, thanks to our sponsors, and is open to the public. Seating is first come, first serve. The series will conclude with nationally known obesity and physical activity expert Dr. Deborah Cohen, Senior Natural Scientist, Rand Corporation. Dr. Cohen is the co-author with Dr. Tom Farley of *Prescription for a Healthy Nation: A New Approach to Improving Our Lives by Fixing Our Everyday World*.

PANEL DISCUSSION: USING HEALTH IMPACT ASSESSMENTS AND OTHER TOOLS TO SUPPORT DECISION MAKING IN OREGON

MODERATOR: NANCY GOFF, OFFICE OF ENVIRONMENTAL PUBLIC HEALTH

Monday, April 6, 12 – 1:30 p.m.

Portland State Office Building, Room 1B
800 NE Oregon Street, Portland, OR

Panelists: Kirsten Aird, Oregon Public Health Division, Health Promotion and Chronic Disease Prevention; Noelle Dobson, Community Health Partnership: Oregon's Public Health Institute; Jae Douglas, Oregon Public Health Division, Toxicology, Assessment and Tracking Services; Molly Haynes, Kaiser Permanente; Sandy Johnson, Multnomah County Health Department, Health Assessment and Evaluation; Mel Rader, Upstream Public Health.

Sponsored by the Office of Environmental Public Health

TALKING PUBLIC HEALTH: DEVELOPING AMERICA'S SECOND LANGUAGE

PRESENTER: LAWRENCE WALLACK, Dr.P.H.

Tuesday, April 7, 12 – 1:30 p.m.

Portland State University
Smith Center, Vanport Auditorium (338) Portland, OR.

Sponsored by Community Health Partnership: Oregon's Public Health Institute

FRAMING OUR MESSAGE: HOW WE TALK ABOUT ADOLESCENTS

PRESENTER: GLYNIS SHEA

Wednesday, April 8, 12 p.m. – 1:30 p.m.

Portland State Office Building, Room 1B

Sponsored by the Office of Family Health – Adolescent Health Section

SOCIAL DETERMINANTS OF HEALTH AND DISEASE

PRESENTER: DR. SIOBHAN MATY

Thursday, April 9, 12 p.m. – 1:30 p.m.

Portland State Office Building, Room 1B
800 NE Oregon Street, Portland, OR

Sponsored by the Oregon Public Health Division

WILLPOWER AND OTHER WEIGHT CONTROL FAIRY TALES: RETHINKING THE CAUSES AND SOLUTIONS TO OBESITY

PRESENTER: DR. DEBORAH COHEN

Friday, April 10, 12 p.m. – 1:30 p.m.

Portland State University
College of Urban & Public Affairs, Urban Center, Room 212G
506 SW Mill St., Portland, OR

Sponsored by Northwest Health Foundation: Community Health Priorities

PH: In the News

Return of the Red Menace? (Columbia, County) – The staff chair at the Oregon State University Extension Service says that bedbugs are back with a vengeance. He has received 6 calls about them recently. (Courtesy South County Spotlight, Columbia County.)

The debate continues over burning (Harrisburg, OR) – Another effort to phase out field burning is making its way through the Legislature. House Bill 2183 would cut the acreage farmers are allowed to burn in half next year and eliminate the practice altogether by 2011. (Courtesy Gazette Times, Corvallis, OR.)

Report finds more area youth live in poverty (Coos, Curry counties) – A new report from Children First for Oregon indicates that more children in Coos and Curry counties are living in poverty, have limited access to health care, and face worsening conditions in their areas. (Courtesy The World Link, Coos Bay, OR.)

Some children miss immunization deadline (Jackson County, OR.) –At least 130 public-school students in Jackson County did not have their immunizations up to date by the deadline they had to meet to attend school. Public health nurses worked through the day Tuesday to get immunizations current for most of the 1,500 students who received exclusion letters from the Jackson County Health and Human Services. (Courtesy Mail Tribune, Medford, OR.)



Public Health Week photos courtesy American Public Health Association (APHA),

Counties to celebrate PH Week in various ways: Washington & Multnomah featured examples

Washington County highlights four key activities – county public health awards, a public health career day for area high schools, a health educator interactive “health fair” for elementary school students, and a large portion of the county public service building lobby highlighting over 100 years of public health. *For more information contact Andy Cartmill, CPS, Senior Program Educator, Washington County DHHS, Andy.Cartmill@co.washington.or.us*

Multnomah County holds its annual Public Health Heroes Awards from 11 a.m. – noon, on April 9. The awards honor individuals and organizations working to make the county a healthier place to live. The awards include one for outstanding community leaders dedicated to fighting for social, racial, health and environmental justice; a county employee award; a business award; community based organization award; a youth or youth-related group making healthy lifestyle choices; and a policy leader award. *For more information, visit www.mchealth.org/phh*

Public Health partners, like the Northwest Health Foundation: Community Health Priorities are also sponsoring activities like this student photo contest (below) to involve more young people in health and public health issues, in coordination with Public Health Week. Details of the contest and how to enter will be available the first week of March at the Community Health Priorities web site.

Oregon Public Health Week

Student Photo Contest

1st Prize \$250 2nd Prize \$100 3rd Prize \$50

The photo contest is sponsored by the Northwest Health Foundation, which provided the cash awards.

The Way I See It

A Teenage Perspective of Public Health

Health - \helth\ (noun) 1. A state of complete physical, mental and social well-being and not merely the absence of disease or infirmity. ~World Health Organization

How do you see health in the world around you? Health can take many forms, and public health serves many functions. With this photo contest, we are looking at different ways to show health, public health and healthy (or unhealthy) communities.

Contest Rules Using the lens of your camera, digitally capture images of health/ public health through your eyes. Photos should demonstrate the dimensions of health as defined by the World Health Organization (see definition above). Images will be exhibited on the Community Health Priorities website and during Public Health Week in Portland at the Portland State Office Building, Room 1-D and at the State Capitol in Salem.

The following themes may help you “focus” - but feel free to show us how you see it:

Creative How can you get people to understand that health can be looked at in so many different ways? See if you can find creative ways to portray healthy (or unhealthy) situations.	Ironic The world around us is full of contradictions or ironies. In public health this can take many forms. Can you capture this?	Persuasive Can you take a picture that might persuade someone to change an unhealthy behavior? Or take on a certain healthy behavior or activity? Inspire us!
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How to enter

For complete rules and to submit entries visit:
www.communityhealthpriorities.org
Deadline for entries is March 31, 2009



National Public Health Week is April 6-12, 2009.
Many of Oregon's activities for this week are being coordinated by the Oregon Department of Human Services State Public Health Division.

PH Calendar

MARCH 2009

[Living Well Forum](#)

The Living Well Annual Forum is March 5, 2009 in Bend, OR.

Living Well with Chronic Conditions is a peer-led evidence-based health promotion program for people with chronic conditions and the annual forum brings together organizations interested in or offering these programs in local communities. The forum is for individuals and organizations currently involved in the chronic disease self-management program and for those that are interested in the program. Contact Cara Biddlecom, 971-673-2284, cara.m.biddlecom@state.or.us

[Facing Ethical Challenges](#)

Dealing with outcomes – stories from the field, presented by Harvey Kayman, MD, MPH, Public Health Medical Officer III, California Department of Public Health, March 17, noon – 1 p.m. This is part of Hot Topics in Preparedness, an online forum sponsored by the Northwest Center for Public Health Practice. Registration is required.

APRIL 2009

[Oregon MPH Symposium, Apr. 3](#)

Student symposium for MPH participants at LaSells Stewart Center, Corvallis, OR.

[Public Health Week, Apr. 6-12](#)

Events sponsored by a variety of partners include kick off at the State Capitol with Public Health displays, a one-mile walk around the Capitol, speaker's series and other activities.

[Local Options for Healthy Living](#)

Local Options for Healthy Living: Chronic Disease and Cost Consequences presented by Diane Orenstein, PhD, Behavioral Scientist, Division of Heart Disease and Stroke Prevention, CDC; Justin Trogdon, PhD, Economist, RTI International (RTI); Kristina Wile, MS Sustainability Institute April 14, noon – 1 p.m. This is part of Hot Topics in Preparedness, an online forum sponsored by the Northwest Center for Public Health Practice. Registration is required.

Investing in Public Health and prevention provides way to stretch dollars -- from pg. 1

To paraphrase the President's Chief of Staff Rahm Emmanuel, we should never let a crisis go to waste. It's precisely at times like these that we need to find ways to do things differently in order to stretch our limited dollars. The inclusion of these investments in the Governor's budget is recognition of the fact that we need to invest substantially in public health and prevention if we are to get the most health for our money.

A recent report by the Trust for America's Health estimated that investing just \$10 per person per year in proven programs to help increase physical activity, promote good nutrition and reduce tobacco use could save more than \$16 billion annually. That's a return of \$5.60 for every \$1 spent.

Those proven programs are not the province of healthcare, but of community-based public health. Of the more than 30 years of increased life expectancy that the United States has achieved over the last 100 years, scholars estimate that almost three quarters can be attributed to public health, rather than healthcare. The public health approach to promoting health is time-tested and effective.

Although the tight economic picture is likely to affect all groups in our society, those at the lowest end of the socioeconomic ladder with the fewest resources will be hit the hardest. Fortunately, it's precisely those lower income Oregonians who have the most to gain from prevention efforts. This is because many public health plagues are visited most strongly upon those with the fewest financial resources. For example, smoking -- the leading preventable cause of death and disability in Oregon -- is over three times more prevalent for Oregonians earning less than \$15,000 per year than among those earning more than \$50,000 per year.

In addition, the costs of smoking are the hardest to bear for those with the least money, so anything we can do to help people quit and remain smoke-free would help. The "average" smoker in Oregon smokes a pack a day. At about \$4.50 per pack, that translates into roughly \$1,400 per year. That's a lot of money for any of us, but for those with low incomes it's a particularly painful hit. Lower income Oregonians are also more likely not to have health insurance, so they cannot afford illnesses and the sick days that come from tobacco use.

While chronic diseases are major causes of morbidity and mortality, our more traditional areas of public health efforts -- such as maternal and child health services, immunizations and communicable disease control -- also provide huge benefits to Oregonians, especially when the economy is bad.

These are some of the justifications for funding the new investments with an increase in the tobacco tax, as the Governor has proposed. While it's true since there are more smokers among low-income Oregonians, they will pay a larger proportion of the total tax revenue generated than upper income Oregonians. However, if the revenue from the tobacco tax is appropriately invested, lower income Oregonians will reap the lion's share of the benefits for public health and prevention.

I hope that our policymakers are able to seize the opportunity presented by the current economic crisis and focus our investments on tools like public health to improve more effectively the health of all Oregonians.

County Perspective: Video phone helps save resources for MCHD



Angelica Ruiz, TB Program Health Assistant, watches client take their TB medications by video phone. (Photo courtesy Multnomah County Health Department.)

The Multnomah County Health Department TB Program was challenged to continue to provide directly observed therapy (DOT) to all TB cases on treatment when confronted with decreasing funds. DOT is the standard of care recommended by the Centers for Disease Control and Prevention, by the World Health Organization and the Oregon Department of Human Services. First, the TB Program used a video phone on a trial basis to watch a client take their medicine.

A video phone was set up at the client's home and another was set up at the clinic. A time was arranged to call the client to observe the medication being taken. The client reported that the video phone was preferable due to the increased privacy. The TB Program staff also preferred the video phone as it eliminated travel time and most personnel costs. Then, the TB Program expanded video phone usage to carefully selected clients. The MCHD TB Program has found that videophones are an innovative and more efficient and convenient approach to providing DOT. They offer significant cost and timesavings. In this current environment of decreased funds, the TB Program has not had to decrease the number of clients receiving DOT services and has maintained the standard of care for all TB cases.



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