

**Public Health Advisory Board (PHAB)**  
**December 3, 2004**  
**Meeting Minutes**

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**Present**

*Board Members:* Jean Cowan, Gloria English, Keith Harcourt, Candace Mueller, Sean Neilson, and David Still. Mort Anoushiravani, Thomas Aschenbrener, James Diegel, Bill Perry, and Phyllis Rand were unable to attend.

*DHS Staff:* Katherine Bradley, Karen Elliott, Christina Hartman, Barry Kast, Katy King, Mel Kohn, Karen Main, Lisa Millet, and Gail Shibley.

*Guests:* Laura Brennan, Oregon Health Policy Commission; Robert Gassner, National Psoriasis Foundation; Diane Lund, Oregon Health Forum; Dan Peddycord, Conference of Local Health Officials; and Molly White, Director of US Community Affairs, NIKE.

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**Meeting called to order by Dr. Harcourt at 9:15 a.m.**

**Announcements – Dr. Keith Harcourt**

Dr. Harcourt welcomed the board members and invited introductions and announcements.

**September 10, 2004 Meeting Minutes (Handout)**

Dr. Harcourt invited corrections to the September 10, 2004 PHAB meeting minutes. Minutes were approved as written.

**Update on New Public Health Administrator – Barry Kast**

Interviews for a Public Health Administrator were held in November. The new Public Health Administrator will be a member of the Department's Executive Team and will provide leadership to the Office of the State Public Health Officer, Office of Public Health Systems, Office of Family Health Services, Office of Disease Prevention and Epidemiology, and the Office of Oregon State Public Health Laboratories.

**Introduction of New Office of Family Health Services Administrator – Barry Kast**

Katherine Bradley replaced Donalda Dodson as the Administrator for the Office of Family Health Services (OFHS). The OFHS provides a range of services that includes: nutrition and health screening; perinatal and child health; adolescent and oral health; immunization services; and women's and reproductive services.

**Action: Katherine Bradley will provide an update on the flu delivery situation at the March 2005 PHAB meeting.**

**Working with other Gubernatorial Appointed Boards – Gail Shibley**

PHAB has the opportunity to coordinate and to act as a liaison with other appointed boards around the state that have an impact on public health.

A workgroup including Jean Cowan, Candace Mueller, Gail Shibley and Katy King was established to explore and discuss PHAB's collaboration with other boards and committees.

A list of all Gubernatorial appointed boards and commissions can be found at: <http://governor.oregon.gov/Gov/pdf/forms/brdbook.pdf>

**Action: Gail Shibley will provide a complete list of all committees within public health for PHAB's review.**

**Action: Katy King will coordinate workgroup meetings and will provide updates at PHAB's quarterly meetings.**

**Oregon Health Policy Commission Legislative Agenda – Laura Brennan**

*Handouts: Oregon Health Policy Commission Presentation to the Joint Committee on Human Services, September 13, 2004*

The Oregon Health Policy Commission (OHPC), administered through the Office for Oregon Health Policy and Research (OHPR), was directed under HB 3653 (2003 Legislation) to develop a plan and monitor the implementation of the state health policy. The OHPC replaced the Oregon Health Council.

The Commission established four working groups to look at their long term and short-term goals using legislative and non-legislative strategies to work toward their mission.

The four working groups established the following goals:

- Health Status – Improve the health status of Oregonians by fostering supportive environments that are conducive to healthy lifestyles through effective state policy, education, preventive services, incentives and collaboration.
- Access – Assure all Oregonians access to essential health care services.

- ❑ Quality – Improve the results achieved by Oregon’s health care system by promoting changes in process, cultures and payment systems necessary to improve health care outcomes, improve system efficiency, and control costs. To this end, reliable, common, and transparent information is mandatory.
- ❑ Cost – The health care system should be adequately financed through efficient and cost-effective operations to ensure affordability and sustainability.

The following legislative concepts were proposed:

- Require the fluoridation of all public water systems in Oregon. (Supported by the Joint Interim Committee on Human Services)
- Expand the Immunization Program operated by the Department of Human Services (DHS) to offer immunizations that have been proven effective to individuals not currently served by the program. (Supported by the Joint Interim Committee on Human Services)
- Direct the Department of Education (DOE) to develop and implement a pilot project for selected schools to send “student health status” report cards home which reports body mass index and an explanation of the health effects of body mass index, nutrition and physical activity. (Supported by the Joint Interim Committee on Human Services)
- Direct DHS to develop and implement a pilot program that screens uninsured individuals with incomes no more than 300 percent of federal poverty guidelines for chronic disease risk factors based on information developed by United States Public Health Services Task Force on Prevention, category A and B services and provides those individuals with chronic disease management services.
- Set guidelines for non-USDA foods and beverages sold in schools. (Supported by the Joint Interim Committee on Human Services)
- Allocate ten percent of unallocated Master Settlement Agreement revenue for the Tobacco Prevention and Education Program (TPEP). (Supported by the Joint Interim Committee on Human Services)
- Expand health services offered under the Oregon Health Plan (OHP) to uninsured pregnant women with incomes no more than 250 percent of federal poverty guidelines.
- Expand health services offered under the OHP to uninsured children with incomes no more than 300 percent of federal poverty guidelines.
- Direct DHS to establish goals to increase the prescribing of drugs on the practitioner-managed prescription drug plan through education and

incentives to patients and providers – and modify use of prior authorization if goals are not met within established timelines.

- Direct DHS to develop and implement a pilot program for uninsured individuals with incomes no more than 300 percent of federal poverty guidelines for oral and mental health preventive services.
- Expand the Oregon Prescription Drug Program to allow Oregonians without prescription drug coverage to purchase discounted drugs.

OHPC meeting minutes and information can be found at:

<http://egov.oregon.gov/DAS/OHPPR/HPC/index.shtml>

**Action: Laura Brennan will continue to keep PHAB abreast of OHPC activities.**

### **Budget – Barry Kast**

*Handouts: 2005-07 Governor's Recommended Budget – Overall DHS Budget Facts*

The Governor's Recommended Budget (GRB) focused on long-term investments rather than on current service levels.

Public health investments included in the GRB included funding for the Medicare Modernization Act (MMA), expansion of School Based Health Centers, changes to Oregon State Hospital, and expansion of community placements.

Public health investments not included in the GRB included funding for three drinking water inspectors, per capita increases, emergency medical services for children and the juvenile diabetes database.

Additional information can be found at:

<http://governor.oregon.gov/Gov/budget/future.shtml>

### **Legislation – Katy King**

*Handouts: Health Services Proposed Legislative Concepts, December 2, 2004*

The proposed legislative concepts for Health Services have been submitted to the Department of Administrative Services (DAS) for review. Final determination of approved concepts will be made by the Governor's Office.

## **TPEP Legislative Report – Karen Main**

*Handouts: The Great Oregon Patch Giveaway; Draft Tobacco Prevention and Education Report – Executive Summary; and September 2004 Oregon Tobacco Facts*

The DRAFT Tobacco Prevention and Education Program (TPEP) Legislative Report was distributed to PHAB members for comments.

The TPEP report can be found at: <http://oregon.gov/DHS/ph/tobacco/ar02-04.shtml>

The Great Oregon Tobacco Patch Giveaway was launched on October 5 and will end on December 17, 2004. During this time, the TPEP program distributed nicotine replacement patches to smokers who called the Quit Line. The giveaway was a resounding success, driving calls to the Quit Line showing the need for cessation services in the community.

**Action: PHAB members to review and provide comments on the TPEP report to Katy King and Christina Hartman by December 17, 2004.**

## **Lunch with a Leader – Molly White, Director of US Community Affairs, Nike with Mel Kohn**

*Handouts: NikeGo*

An overview of NikeGO and the programs offered was provided. NikeGO's objectivity is to provide a long-term life style shift in USA kids and their productivity. The programs are created by kids for kids and are targeted at inactive kids and encouraging them to be more physically active, creating access to places for kids to be active, and offering quality programs to kids so they will continue to stay active.

Additional information can be found at:

<http://www.nike.com/nikebiz/nikego/go.jhtml?page=whygo>

## **Conference of Local Health Officials (CLHO) Update – Dan Peddycord**

Local public health officials drafted a legislative concept asking for an increase of \$2.50 per capita for public health. DHS supported a per capita increase of \$1.20 but the GRB included only \$0.60 per capita. CLHO will continue to work with the Legislature to increase per capita funding to \$1.20 (\$2.1 million statewide/per year).

Funding that local health departments receive must be used to ensure that they have adequate communicable disease capabilities. With the decrease of bioterrorism funding, local health departments are unable to keep their core communicable disease functions in tact unless they draw off their prevention and outreach programs.

CLHO meeting minutes and information can be found at:  
<http://www.oregon.gov/DHS/ph/lhd/clho.shtml>

### **Upcoming Media Plans**

*Handouts: Public Health Strategies and Communication Plan for 2005*

### **Elder Suicide Prevention and Violence Against Women Prevention – Lisa Millet**

An overview of the Injury Violence and Prevention Program was presented. Injury is a public health problem in Oregon. The Injury Violence and Prevention Program examine sources of data that describe injury problems to identify prevention strategies, plan interventions and evaluate outcomes. Two topics that the Injury Violence and Prevention Program have been working closely on are elder suicide and violence against women prevention.

The Department in conjunction with Substance Abuse and Mental Health Services Administration (SAMHSA) and the National Suicide Prevention Resource Center will be holding a Suicide Prevention Regional Conference on February 28 and March 1 and 2.

**Action: DRAFT prevention plans and conference information will be distributed to PHAB members for review and comments. PHAB will continue to discuss Elder Suicide Prevention and Planning.**

The Elder Suicide Prevention Report can be found at:  
<http://www.dhs.state.or.us/publichealth/ipe/docs/espreport.pdf>

A Resource Directory for Preventing and Reducing Violence Against Women can be found at: <http://www.oregon.gov/DHS/ph/ipv/docs/directory.pdf>

**Oregon Partnership to Immunize Children (OPIC): Preview Immunization Public Service Announcement – Karen Elliott**

*Handouts: OPIC Resources for Science-Based Immunization Information and Resources for Multicultural Health Information; and OPIC Mission Statement*

OPIC was established in 1992 and facilitates the collaboration of public and private partners to protect Oregon's children against vaccine-preventable diseases. This is done through: collaborative strategic planning with public and private partners; four general or roundtable meetings each year; statewide outreach and education; and partnership with the Immunization Action Coalition of Washington.

Among their ongoing activities, OPIC worked with many diverse partners to establish and develop a public service announcement for a lifetime immunization card. The public service announcement reminds people of the importance an immunization card is throughout their lifetime (traveling outside of the country, going to college, pursuing a career, etc.)

Additional information can be found at:

<http://egov.oregon.gov/DHS/ph/imm/opic/index.shtml>

**PHAB Meeting adjourned 1:30 p.m.**

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

**Friday, March 4, 2005  
9:00 a.m. – 2:00 p.m.  
Human Services Building  
500 Summer Street, NE  
Rooms #137 AB  
Salem, OR**

If you would like this these minutes in an alternate format, please contact Christina Hartman at (503) 731-4405.