

**Public Health Advisory Board (PHAB)**  
**December 3, 2010**  
**Portland, OR**  
**Board Retreat Notes and Meeting Minutes**

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**Attendance:**

**Board Members Present:** Thomas Aschenbrenner, Shawn Baird, Betty Bode, Tina Castañares (by phone), Tom Eversole, Barry Kast, Tran Miers, Kathleen O’Leary, Mike Plunkett, Alejandro Queral, Bob Shoemaker, Rick Stone, Liana Winett

**Board Members Absent:** Bill Perry, Steve Westberg

**OHA Public Health Division Staff:** Tom Engle, Katy King, Mel Kohn, Brittany Sande, Christine Stone

**Members of the Public:** Connie Kirby, Northwest Food Processors Association

**Opening**

Chair Aschenbrenner called the meeting to order, welcomed board members and invited introductions.

**Election of Board Chair and Vice Chair**

Tom Eversole was elected board chair and Betty Bode was elected vice chair. Their terms will begin on January 1, 2011. Thomas Aschenbrenner was presented with a plaque in gratitude for his service as board chair for the past 4 years.

**Approval of Minutes**

(Handout: *PHAB Meeting Minutes, September 2010*)

Kathleen O’Leary moved that the September 2010 minutes be approved as recorded; Tom Eversole seconded the motion; board members voted unanimously in favor with no opposition or abstentions; minutes are approved and will stand as written.

**Public Comment Period**

No public comments were provided.

**Budget and Legislative Update – Katy King, Government Relations Manager**

Gov. Kitzhaber is putting together his transition team and state agencies are getting ready for the 2011 legislative session. The Legislature will convene on January 10th with the inauguration and reading of over 1,000 bills into the record that were agency pre-filed. The Legislature will then adjourn until February 1st.

There is an expected \$3.5 billion shortfall for the next biennium. This will present challenges for state agencies and the people they serve.

### **Board Retreat**

Handouts:

- Draft bylaws
- ORS 431.195
- “Points to Ponder: The Future of PHAB” – Tom Eversole
- “2010 State Board of Health Survey – At a Glance” - NALBOH
- IOM 1988 Recommendations - ASTHO
- “Preparing for Public Health Accreditation: Local Boards of Health” – Robert Wood Johnson Foundation
- U.S. map of states with boards of health - ASTHO
- “Primary State Board of Health Functions” - ASTHO
- “Composition, Function, and Needs of State Boards of Health” - NALBOH
- “Core Messages on Public Health Accreditation” – Robert Wood Johnson Foundation

Diana Bianco, retreat facilitator, began by providing board members with some background about herself and introducing the retreat.

Goals of the retreat, decided in partnership with the PHAB executive committee:

1. To determine the most effective and appropriate role for PHAB
2. To plan activities for 2011

### **NALBOH Conference – Tom Eversole and Katy King**

Tom and Katy talked a little about the National Association of Local Boards of Health (NALBOH) conference that they attended in August 2010 to set the stage for the conversation about the role of PHAB. They shared that they learned a lot about what boards of health do across the country and what PHAB can do.

NALBOH is looking to PHAB to be the state board of health for Oregon. There are a range of duties that boards of health can provide including advising, providing opinions, and proposing rules and policies.

The conference in August 2010 brought together a group of representatives from state boards of health across the country. Tom and Katy learned that compared to other states, Oregon’s board is primarily an advisory board and has a level of advocacy that other state boards of health don’t have. Katy also shared with the board that PHAB will join NALBOH as a member.

Given what Katy and Tom learned, and given all that is happening in Oregon, PHAB needs to:

- Reevaluate its role and consider what will most benefit the state;
- Consider the value PHAB can add to the system;
- Ensure PHAB is meeting its statutory requirements;
- Determine the most productive roles, tasks and strategies for PHAB to undertake.

### **Where PHAB is now and what is the right role for PHAB**

A drafting error was made in 2009 to the statute that establishes PHAB -- ORS 431.195. The statute should say that PHAB advises the Oregon Health Authority, rather than the Oregon Health Policy Board. Board members looked at the current statute to determine whether other changes need to be made. Members engaged in discussion to clarify the current status of the board, as per what the bylaws and the statute say, and talked about what's worked and what hasn't up until this point. Members also looked at PHAB's bylaws to see if changes should be made to them as well.

### **Summary of themes from discussion:**

- Challenges – Let's think differently about what we traditionally have considered public health or who partners could be. Thinking differently about the possibilities.
- There are many opportunities as well. PHAB needs to determine what is changing and its impact on PHAB.
- Whatever we decide must be articulated in a way that others will understand (including the public). We need to communicate our work and implement it in a fashion that ensures people understand what PHAB is and what it wants to do.
- Advocacy role and influencing role – in bylaws, but not statute. What does that translate into, what are the activities we can/should engage in?

### **How has PHAB been effective? What's worked and what hasn't worked?**

Katy shared some major activities of PHAB and roles that PHAB has played:

- Provided recommendation on whether or not the state should go to name to code reporting. It was incredibly controversial, there was media attention and board members were lobbied. Ultimately, the recommendation that PHAB put forward was adopted. When it appears that the board is putting forward a recommendation where a decision will

be made, it grabs attention.

- PHAB provided a recommendation around fluoridation of community water systems. A coastal board meeting was challenged by individuals that wanted to register their opinion.
- Preparedness issues – cameras were in the room because PHAB gets information in advance of other parties and the public was interested in particular briefings.
- A topic with a lot of controversy but no decision that PHAB discussed was a drug take-back program.

Over the years, PHAB has taken an advocacy role by writing letters to chairs of legislative committees. Members have lobbied members of the Legislature, testified in front of budget committees, and, at one time, sponsored a reception to engage members of the community during Public Health Week activities at the Capitol. There was some discomfort when legislators didn't understand the importance of public health, and this put members in both an advocacy role and educational role.

### **Summary of potential primary roles for PHAB**

- Assessment of emerging issues and choosing the right issues is key. PHAB can then determine how to support and move forward the work. Issues should be relevant and controversial.
- Policy development role. Participating in the development of policy is in statute.
- Advise vs. recommend? Both are in statute. Members can provide advice from individual technical perspectives and provide recommendations as a body. PHAB needs to do both.
- The advocacy role, public voice, foster awareness (in bylaws) should be a secondary role. Members are concerned about losing credibility and the ability to advise. Behind-the-scenes advocacy can be helpful and can help PHAB maintain credibility.
- Proactive vs. reactive? Board members agree that they want PHAB to be proactive.
- Whatever we decide, we must pursue it in a sustained fashion.
- We need to evaluate what is done. Check-in to see if PHAB is doing what it set out to do, go through a checklist to see if it is effective.
- The work of PHAB should be grounded in the core and best practices of public health.
- PHAB should be better connected to the Oregon Health Policy Board

(OHPB). We shouldn't do parallel work; better connect to their work by advising and influencing the board and its committees. We discussed leaving the error in statute in place so that the PHAB advises the OHPB.

### **Summary of potential activities for PHAB**

- Testifying
- Annual review around benchmarks
- Prepare written reports
- Get involved in rulemaking
- Create and support public/private partnerships
- Collaboration with others
- Public education as well as education of the Legislature, Governor, and local elected officials
- Make formal statements and recommendations through documents
- Create an annual report to the legislature on the issues affecting the public's health
- Work to create something that is a charge from the Legislature to a body, that will oblige the Legislature to act in a certain way
- Maintain a strong connection to OHPB

### **Next Steps and Action Items:**

1. A motion was made for the board to approve the following mandate for inclusion in the bylaws; motion was seconded; the board voted unanimously in favor without any abstentions or oppositions:

***The PHAB will publish an annual report to the legislature and other policy stakeholders on public health issues, including conclusions and recommendations necessary to develop a world class public health system for Oregon. The PHAB will develop plans and practices to follow-up on recommendations and their implementation.***

2. Agreement on existing statute: The board decided to leave ORS 431.195 as-is with PHAB reporting to the OHPB instead of the OHA. PHAB will need to determine how to be an essential board to the OHPB, and be better connected to the OHPB, rather than doing something independently and/or on a parallel track. However, Katy noted that there is a housekeeping bill being put forward by the Director's office that will change the error in statute and change PHAB's reporting authority to the OHA director instead of the OHPB. She also noted that as the bill moves forward, an amendment

would be needed to take the change in PHAB's statute out of the housekeeping bill. If the housekeeping bill passes, OHPB will change to OHA in statute.

3. Immediate next steps (internal):

- Annual calendar
- Proposed agenda and workplan that includes metrics for self-evaluation
- Executive committee will work with staff on figuring out how to get the work done and report back to the board
- Investigation of whether there is an easy and expeditious way to conduct business beyond email (intranet)

The executive committee (Tom Eversole, Betty Bode, Thomas Aschenbrener, Mike Plunkett and Bob Shoemaker) will look at the immediate next steps and come to the group at the next meeting with a plan to move forward and get the work done.

4. External next steps:

- Upcoming 2011 legislative session:
  - At the March meeting, Katy will ask some of the board members to come down to Salem for an advocacy day, probably in April for Public Health Week. She also will identify members to testify for the Public Health Division's budget hearings.
  - The Division is working on a system advancement bill to give it formal authority for injury prevention activities. This might be a place where PHAB can get involved in some advocacy.
  - Thomas Aschenbrener requested that Division staff put together a meeting with chairs and vice chairs of Ways and Means to make them aware of what PHAB is doing.
- PHAB report – This will go to the executive committee to sort out how it will happen. Will be a short executive-type summary of some recommendations and a paragraph that gives background that invites follow-up conversation – readable, accessible, useable.
- OHPB report and the overall strategy for working with them and relating and interweaving with them. PHAB needs to have a written response to the members of OPHB with comments on their action plan. The response should be done in person if possible.
  - **ACTION:** PHAB members will read the OHPB's report and email

their responses, concerns and comments to Tom Eversole to draft PHAB's response. Board members should provide a compliment, something that might be lacking, and a recommendation for how OHPB can improve or strengthen the plan. Tom will send the draft response back to the board for final comments and then Tom will send it on to the OHPB

- PHAB exec committee to meet with OHPB exec committee to find out if the OHPB's committees are done or will continue to exist and provide input after the action plan is done, find out what opportunities are there for becoming a part of the committees, will there be new committees, and what are the most effective ways for PHAB to be more involved and intersected with the OHPB

#### 5. Immediate follow-up:

- Staffing – what are the staffing resources needed to make PHAB's work happen?
  - When PHAB identifies issues or data needs, PHD staff can attend planning meetings and communications experts can help with formatting. Ultimately the content and recommendations will need to come from PHAB members.
  - Possibility of bringing in a grad student intern for 6 months to help with something; Liana will work with the exec committee to work on a posting.
- Katy will continue to call on folks and will ask for what she needs in relation to the upcoming legislative session and legislative work that the Division will be engaged in.
- Membership – Does PHAB have the right members to achieve what it wants to do?
  - Seven members have second terms expiring in 2012.
  - Another charge to the exec committee/nominating committee will be to sort out the 7 slots. PHAB as a group will need to think about the perspectives they want to include in prospective members.

#### **Closing:**

Board members shared their reflections on the retreat and the work of the board.

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

**Friday, March 4, 2011  
Portland State Office Building  
800 NE Oregon St., Room 918  
Portland, OR 97232  
9 a.m. - 2 p.m.**

If you would like these minutes in an alternate format or for copies of handouts referenced in these minutes please contact Brittany Sande at (503) 378-6921 or [brittany.a.sande@state.or.us](mailto:brittany.a.sande@state.or.us).