



Public Health Advisory Board

Agenda - Regular Meeting (Amended)

Ruth Atkins

Tasting Room Manager
Fall River Brewing Co.

Laura Baynard

Director of Clinical Operations
Shasta Community Health
Center

John Coe, MD

Physician
Mercy Family Health

Paul Dhanuka, MD

Physician
DOCS Medical Group
District 2 Representative

Benjamin Hanna

Attorney
California Office of Attorney
General

Kay Kobe

Chiropractor / Business Owner
Shasta Lake Chiropractic

Kristen Lyons

Chief Executive Officer
Shasta Family YMCA

Mike Mangas

News Anchor
KRCR TV

Judith Menoher

Retired Educator
Board Member
Dignity Health Connected
Living
Chair

Jennifer Snider

Director of Data, Planning and
Accountability
Shasta County Office of
Education
Vice Chair

Vacant

District 1 Representative

Vacant

District 3 Representative

Vacant

District 4 Representative

Vacant

District 5 Representative

Date & Time: July 12, 2023 | 12:00 – 2:00 p.m.

Location: Shasta County Mae Helene Bacon Boggs Conference Center
2420 Breslauer Way, Redding, CA 96001

This meeting will be recorded.

1. Call to Order and Introductions

2. Public Comment Period:

To Address the Board During Public Comment:

The Brown Act (Government Code Section 54950 et seq) requires that every agenda for regular meetings provide an opportunity for members of the public to directly address the Shasta County Public Health Advisory Board on any item on the agenda or any item not listed on the agenda that is within the subject matter jurisdiction of the Board, before or during the Board's consideration of the item. Persons wishing to address the Board should fill out a Speaker Request Form by 10:00 a.m. prior to the beginning of the meeting (forms are available from phadmin@co.shasta.ca.us). When the Chairperson announces the public comment period, any person wishing to address the Board will be recognized by the Chairperson and is requested to state their name and make their comments. Each speaker is allocated up to three (3) minutes to speak. Comments must be limited to matters within the jurisdiction of the Board. The Board will take no action and will hold no discussion on matters presented during public comment unless the matter is an action item on the Board agenda. The Board may briefly respond to statements or questions and, if deemed necessary, may refer the subject matter to the appropriate department or agency for follow-up and/or to schedule the matter on a subsequent Board agenda.

3. Member Sharing/Announcements (limited to five minutes per member)

4. Action: Approval of Minutes: May 10, 2023

5. Committee Reports:

- a. Executive Committee: Judy Menoher, Chair
- b. Nurse Family Partnership: Laura Baynard

6. Director's Report:

- a. Health & Human Services Agency: Laura Burch
- b. Public Health Branch: Robin Schurig

7. Presentation: Harm Reduction

Sharayne Loomis, Supervising Public Health Nurse

8. Discussion: Community Health Awards

Action: Determine next steps and timelines

9. Adjourn

Next Meeting: September 6, 2023

"The County of Shasta does not discriminate on the basis of disability in admission to, access to, or operation of its buildings, facilities, programs, services, or activities. The County does not discriminate on the basis of disability in its hiring or employment practices. Questions, complaints, or requests for additional information regarding the Americans with Disabilities Act (ADA) may be forwarded to the County's ADA Coordinator: Director of Support Services Shelley Forbes, County of Shasta, 1450 Court Street, Room 348, Redding, CA 96001-1676, phone: (530) 225-5515, California Relay Service: (800) 735-2922, Fax: (530) 225-5345, E-mail: adacoordinator@co.shasta.ca.us. Individuals with disabilities who need auxiliary aids and/or services for effective communication in the County's programs and services are invited to make their needs and preferences known to the affected department or the ADA Coordinator. For aids or services needed for effective communication during Board of Supervisors meetings, please call Clerk of the Board (530) 225-5550 two business days before the meeting. This notice is available in accessible alternate formats from the affected department or the ADA Coordinator. Accommodations may include, but are not limited to, interpreters, assistive listening devices, accessible seating, or documentation in an alternate format."



Public Health Advisory Board
Minutes for May 10, 2023 *Draft*

Item 1: Call to Order:

Chair Judith Menoher called the meeting to order at 12:06 p.m.

The following Public Health Advisory Board (PHAB) members were present during at least part of the meeting: Judith Menoher, Benjamin Hanna, Jennifer Snider, John Coe, Kay Kobe, Laura Baynard, Ruth Atkins and Mike Mangas.

Members not in attendance: Kristen Lyons, and Paul Dhanuka.

Others present: Public Health (PH) Branch Director Robin Schurig, PH Deputy Branch Director Charlene Ramont, Program Managers Sara Westmoreland, April Jurisich and Linda Singler, Executive Assistant Cara Schuler, Deputy Health Officer Michael Vovakes, Richard Yoder, Ann Morningstar, Community Education Specialist Madison Bible and Supervising Community Education Specialist Jenny Gideon.

PH Branch Director advised that Richard Yoder and Ann Morningstar were appointed by members of the Shasta County Board of Supervisors and their terms have expired. Contact has been made with the Shasta County Clerk of the Board to check with Supervisors on either re-appointing or new appointments. Currently Districts 1, 3, 4 and 5 are vacant.

Item 2: Public Comments

None

Item 3: Member Sharing/Announcements

- Ben Hanna shared he will be leaving the District Attorney's office effective later this month. He has taken a position at the Attorney General's office in Sacramento. He will continue to serve on the PHAB.
- Jennifer Snider shared that she was part of the ACEs Resiliency Fund grant review. All grants have been reviewed and applicants have been chosen. Selections will come out later.
- Jennifer Snider advised that Shasta County Office of Education (SCOE) – Early Childhood Services, is focusing on Universal Pre-Kindergarten (UPK) and what the options will be for 4-year-olds in the community. The state is expanding Transitional Kindergarten (TK) over the next several years. This will require all district schools on school sites to offer a TK class as the first year of a two-year kindergarten program. This is creating a ripple effect for early learning and care providers, preschools, childcares, etc. SCOE is working on a multi-year planning process to make sure parents understand their preferences and there are enough places in the community for 3- and 4-year-olds.
- Kay Kobe shared that Shasta Lake City will be hosting Boom Town Festival. Kay feels it is a PH issue that communities need to be built with health in mind. A health fair will take place as part of the activities. It is volunteer ran and some funding comes from the City of Shasta Lake. Member Kobe thanked the city for promoting PH. It will take place Saturday, May 13, 2023.

Item 4: Action - Approval of Minutes

Motion: Member Mangas, seconded by Member Snider, made a motion to approve the minutes of the March 8, 2023 meeting. The motion carried by a unanimous vote of the members present.

Item 5: Committee Reports

a. Executive Committee:

Chair Menoher provided an update from the Executive Committee meeting. The group discussed the agenda for the May PHAB meeting. The Community Health Awards were also discussed. An ad hoc committee was formed from the executive committee to discuss Community Health Awards – Jennifer Snider, Kristen Lyons and Laura Baynard made up the committee.

- b. Nurse-Family Partnership® (NFP) Community Advisory Board (CAB):
Member Baynard advised that she has no update.

Item 6: Directors' Reports

- a. Health and Human Services Agency:
PH Branch Director Robin Schurig went over the highlights from the HHS Director's Report. For additional updates, please refer to written report. Member Hanna provided additional information regarding CARE Act/Care Court.
- b. Public Health:
PH Branch Director Robin Schurig referred to her written report and provided Public Health branch updates. Sara Westmoreland has been promoted to Program Manager under a new position created. After many unsuccessful recruitments and a Request for Proposal, the Health Officer recruitment will now stay open continuously until filled. If someone applies, Personnel will contact PH. There is currently one qualified candidate who will be interviewed in the next couple of weeks. The CommUNITY Mobile Care Clinic will be holding an Open House on May 26th. The PHAB is invited to attend. A flier will be coming out shortly. May is Bike Month with different activities going on in the community. FARM Club will start back up in June at the Redding Farmers Market on Saturday. \$2 tokens are given to youth aged 3-15 to purchase fruits and vegetables. It is a great way to get young people to try new fruit and vegetables. For additional updates, please see written report.

Item 7: Presentation: Tobacco in our Community

Community Education Specialist Madison Bible presented Tobacco in our Community. Madison explained the funding comes through the state by both Propositions 99 and 56 tobacco tax dollars. The county and the Tobacco Education Coalition work to protect youth from harmful effects and environmental impacts of tobacco. Tobacco retailer density was shown for the County of Shasta and how close tobacco retailers are to school campuses. There are currently 128 tobacco retailers in Shasta County. There are new and emerging tobacco products coming out all the time. Currently, 15,500 flavored tobacco products are available for purchase online, and 96% of California high school youth who use tobacco use flavors. Nationally, in the last two years, there has been a 218% increase in vaping among middle schoolers and a 135% increase among high schoolers. The State has started implementing laws to help combat the tobacco industry's predatory tactics. Last November, California voters voted to ban most flavored tobacco products to help limit youth exposure to tobacco. Unfortunately, the tobacco industry is always a step ahead. Tobacco is the only product sold that kills when used as intended and is harmful and deadly even to those who don't use it. Those in attendance were invited to sign postcards or a letter of support. The Tobacco Education Coalition would collect and turn into the Redding City Council. Discussion following the presentation included questions, suggestions, sharing of information, and comments.

Item 8: Discussion: Community Health Awards

Member Snider provided an update on the Community Health Awards. Members Snider, Lyons and Baynard created an ad hoc advisory committee from the Executive Committee and made recommendations to the PHAB. Due to time constraints, it was recommended not to hold the 2023 award ceremony. This would give time to focus on coming up with a theme and time to plan for 2024. A theme of *Celebrating the Impact of Public Health on Individuals and the Community* was proposed. Between now and the event, nominations can be solicited, and presentations can be submitted to the PHAB that will highlight programs, but also tell a story about how the program/services are impacting individual's health. When it comes time to solicit nominations for the next year, the presentations used from the prior year could possibly be used for that year if the theme does not change. A robust discussion took place. Member Menoher asked if there was a mission statement /goal for the awards. Member Snider advised that the awards are not the PH Branch giving awards to the community. It is the PHAB giving awards to the community. Members Atkins and Kobe volunteered to join the ad hoc committee. The committee will meet and bring back ideas.

Item 9: Adjourned at 1:42 p.m. by Chair Judith Menoher



Directors' Report - Public Health Advisory Board July 12, 2023

CURRENT ISSUES:

Health & Human Services Agency (HHS) Update

- Our FY23/24 Budget was approved by the BOS last month.
- An identified need across the Agency and in many departments is staff retention and attracting and hiring qualified applicants. We will be working diligently to prioritize filling our staff vacancies.
- The recruitment for Health Officer failed with the recommendation to not hire the applicant. A new recruitment is going out with amended requirements as passed by the Board of Supervisors on 06/20/2023.
- Space continues to be a concern across the Agency. As we are working to move staff out of the Downtown locations when our leases expire, we are also working to identify new locations that will meet our staff space needs.
- The Opportunity Center closed on 06/30/2023 after decades of operation. Many of the county employees transferred to positions across the Agency and in other county departments.

Public Health Branch Update

- With the passage of the budget, Public Health got approval for a second Deputy Branch Director and the recruitment is open now through July 14th.
- We've received some applications from qualified candidates for the Health Officer position and are working on scheduling interviews.
- A new County Executive Officer, David Rickert (no relation to County Supervisor Mary Rickert) started in late May. The HHS Branch Directors have a meet & greet scheduled with him on July 14th.

Administrative Services

- The Administrative Services Division contract team is currently processing 54 contracts for the Public Health Branch. Staff Reports approved by the Board of Supervisors for the months of May and June included: 2023 PHAB Member Reappointments, Donation from Dignity Health, dba Mercy Medical Center in support of the Healthy Shasta collaborative, 2023 PHAB Annual Report, Roche Diagnostics Corporation MagNA Pure 24 Service Agreement, and Roche Diagnostics Corporation MagNA Pure 96 Service Agreement.
- Shah Raza has been promoted from Epidemiologist to Epidemiology & Evaluation Supervisor.
- The Epidemiology & Evaluation Unit continued to provide surveillance reporting of communicable diseases, mortalities, and suicides in Shasta County, as well as nine partnered regional counties. Data analysis and program evaluation support was also provided to the Public Health Branch.
- Branch-wide safety oversight was provided by Public Health's Safety Coordinator.

Community Engagement and Quality Improvement Division

- MAPP Steering Committee recently completed a workshop to identify Strategic Health Priorities for the next Community Health Improvement Plan.
- Public Health has received grant funding for the Workforce Career Ladder grant that will focus on upskilling and retention of staff.

- Staff are making progress implementing components of the Agency's Equity Action Plan by working with Agency partners to draft an equity hiring tool, facilitating a Line Staff Equity Working Group, and providing staff training opportunities through the Community Conversation series.
- Community Organizers continue to support community efforts to organize and develop "resiliency hubs" that could serve as emergency resource points during disasters, and as community centers the rest of the time.
- Staff are currently working on the annual application for the Public Health Emergency Preparedness grant.
- The Emergency Preparedness and Response unit attended the Framework for Healthcare Emergency Management training.
- Staff are in process of updating the extreme temperature response plan.

Community Health Protection Division

- The CommUNITY Mobile Care Unit has expanded services to every Friday morning on the Breslauer Campus.
- The Syringe Service Program (SSP) started handing out wound care kits and it has been very popular. Clients are reporting improvement with wound healing to SSP staff.
- The SSP will be conducting a Needs Assessment Survey in the month of July.
- Harm Reduction Unit applied for Naloxone distribution from DHCS Distribution Project, and we were approved to receive 1500 units of Naloxone to distribute to the community and to SSP clients.
- Wastewater testing has begun! Currently, Clear Creek Utility is collecting wastewater samples three days a week and those samples are sent to the state lab for processing. This allows us to see what's circulating in our community of the diseases the state tests for, including COVID, influenza, RSV, Norovirus, and others.
- Our COVID team has officially disbanded and COVID work is becoming routine within our Communicable Disease unit.
- The Communicable Disease (CD) unit is preparing for an internal measles tabletop that will take place at the end of July. From there, the CD team will assist in planning a community-wide tabletop that will happen in mid-September.
- The CD unit has started reviewing all internal disease response plans and once updated, will share those on our HHSA website.

Family Health Division

- WIC currently has an allocated caseload of 4,480 with a 97.21% participation rate. Our average exclusively breastfeeding rate is 39.6% at 2 month and 26.8% at 6 months.
- WIC partnered with First 5 Shasta to implement the Books 4 Kids Program. The Books 4 Kids Program is an early childhood literacy program. First 5 Shasta distributed books to approximately 350 WIC children.
- Nurse-Family Partnership® (NFP) is currently serving 96 families. We continue to accept referrals for first time parents prior to 28 weeks of gestation.
- WIC Farmers' Market coupon offers \$30 for fresh fruit and vegetables. WIC staff City Hall Farmers' Market on June 24th and July 29th.
- The 2022 federal Maternal, Infant and Early Childhood Home Visiting (MIECHV) Reauthorization provided California with an increase in its base grant funding allocation for FY 2023-2024. Thus, the California Department of Public Health (CDPH)/California Home Visiting Program (CHVP) current MIECHV funded home visiting programs received a 25% increase in funding for the purpose of stabilizing and supporting local programs. This funding currently supports NFP in Shasta County.
- Shasta County NFP received State General Fund Expansion dollars which will increase the current staffing by .5 FTE Public Health Nurse which will allow us to serve an additional 12 families in the program. NFP will now be able to serve a total of 137 families when fully staffed.

Healthy & Safe Families Division

- Shasta County has been selected as one of five LHJs to receive a 3-year grant for Youth Cannabis Prevention. This initiative will include implementing the Stanford curriculum in local schools, training adults on communicating with youth about drugs and sensitive topics and improving systems to support at-risk youth.
- During June, the Injury Prevention team worked with 20 local bars (in Cottonwood, Anderson, Redding, and Shasta Lake) to promote designated sober drivers. The campaign included messaging on standees, restroom posters, and coasters. The majority of bars offered free non-alcoholic beverages to designated drivers.

- Maternal, Child & Adolescent Health is working with the Perinatal Substance Exposures Ad Hoc Task Force to identify strategies to prevent and reduce perinatal substance exposures. If you would like to share potential models or to discuss these issues, please contact Amy at 530-225-3744.

Healthy Communities Division

- The Tobacco Compliance Program in partnership with the Sheriff's Office conducted two minor tobacco decoy operations in May. The underage decoy attempted to purchase tobacco products from 25 tobacco retail licensed businesses throughout Shasta County. Six businesses were cited for selling tobacco products to the decoy. The minimum age to purchase tobacco products is 21 years old. Periodic compliance checks will continue to help reduce the availability of tobacco and vaping products to youth in Shasta County.
- FARM Club at the Saturday Redding Farmers Market was in June and is throughout July at the Burney Market. FARM Club provides \$2 tokens to youth aged 3-15 to purchase fruits and vegetables. It is a great way to get young people trying new fruits and vegetables. Check out the Farmers Markets schedule at: healthyshasta.org/eat-healthy/farmers-markets/ or reddingfarmersmarkets.com
- Bike Month in May was a success with 80 workplaces, 771 riders, and 116,328 miles ridden.
- Healthy Shasta created and launched a Local Farms and Food listing. It is a searchable site to find local whole foods. healthyshasta.org/eat-healthy/local-farms-and-food/
- Local Food, Local Places plans to release a survey soon to gather data about food access and interests in Downtown Redding.
- The Suicide Prevention program is presenting an overview of the program to the Mental Health Alcohol and Drug Advisory Board at their July 12th meeting.
- The Suicide Prevention Coordinator attended a safeTALK Train the Trainer event and will be able to provide training to HHSA staff and our community where participants will leave knowing how to recognize signs of suicide, engage with someone at risk, and connect them to intervention resources for support.

Public Health Clinic and Nursing Coordination:

- Our Clinical Nursing Coordinator, who serves as the Director of Nursing for Public Health Nurses across the Agency and provides support to all nurses, is now managing the Public Health Clinic. She is collaborating with Specialty Health Services on transitioning the management of the immunization clinic, vital records, and medical billing.
- Lindsay Bloom, SPHN has joined our clinic staff as the supervisor over the clinic unit.
- Collaborated with the STI unit and Deputy Health Officer to implement an addendum to the syphilis treatment standing order and procedure to address CDPH guidance on prioritizing the use of benzathine penicillin G in the midst of a current drug shortage.

Specialty Health Services Division:

- During the 22/23 school year our Local Oral Health Program provided educational presentations and materials to 1,956 children, conducted 1,169 Kindergarten Oral Health Assessments, and made 86 dental referrals for children identified as having urgent dental cases to the Child Health and Disability Prevention program for case management.
- We continue to service our California Children's Services clients with approximately 1,100 being case managed for medical and financial eligibility, and a case load of 224 clients on the Medical Therapy Unit Caseload.