



## Agenda - Regular Meeting

**Date & Time:** March 13, 2024 | 12:00 – 2:00 p.m.  
**Location:** Shasta County Mae Helene Bacon Boggs Conference Center  
2420 Breslauer Way, Redding, CA

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](mailto: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: January 10, 2024

5. **Committee Reports:**

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

6. **Membership:**

**Action:** Consider recommending the following individuals to the Board of Supervisors for reappointment to the PHAB for a three-year term through March 31, 2027: Laura Baynard, Kay Kobe, Mike Mangas, Judith Menoher and Jennifer Snider.

**Action:** Nominate and elect Chairperson, Vice-Chairperson, Member-at-Large and Membership Committee Chairperson for the period of April 2024 – March 2025

7. **Directors' Report:**

- a. Health & Human Services Agency: Christy Coleman
- b. Public Health Branch: Katie Cassidy

8. **Presentation:**

Maternal Child & Adolescent Health (MCAH) Needs Assessment – Amy Pendergast, PH Program Manager and Alex Gee, MCAH Coordinator

9. **Discussion:**

- a. Reaccreditation Update – Charlene Ramont, PH Deputy Branch Director
- b. Community Health Awards

**Action:** Not hold the Community Health Awards in April 2025. Propose and revisit Public Health Awards in March 2025 with awards to be held in April 2026.

10. **Adjourn**

**Next Meeting: May 8, 2024**



**Public Health Advisory Board**  
**Minutes for January 10, 2024 *Draft***

**Item 1: Call to Order:**

Vice Chair Jennifer Snider called the meeting to order at 12:05 p.m. Those in attendance introduced themselves.

The following Public Health Advisory Board (PHAB) members were present during at least part of the meeting: Jennifer Snider, Laura Baynard, John Coe, Kristen Lyons, Mary Ann Duncan, and Mike Mangas.

**Members not in attendance:** Kay Kobe, Judith Menoher, Ruth Atkins and Paul Dhanuka

**Others present:** Public Health (PH) Branch Director Robin Schurig, PH Deputy Branch Directors Charlene Ramont and Shellisa Moore, Program Managers Sara Westmoreland, April Jurisich and Amy Pendergast, Executive Assistant Cara Schuler, PH Officer James Mu, HHS Assistant Director Christy Coleman, Community Development Coordinator Rhonda Schultz, Community Education Specialists Jules Howard, Anna Blasco, Sara Sundquist and Katy Dill, PH Nutritionist Mary Messier, Richard Yoder, Joy Garcia and Wendy Hall from SCOE.

**Item 2: Public Comments**

None

**Item 3: Member Sharing/Announcements**

Dr. Coe advised he has retired and there is shortage of physicians in the area. Five physicians have closed their practices in the last year and a half. That is approximately 5,000 people and Mercy Family Health has hundreds of applications and are unable to take them.

Jennifer Snider attended the Healthy Shasta historic walk downtown and saw 18 historical building. Kudos to everyone and the partnership with Viva Downtown and Shasta Historical Society. It was wonderful, even though it rained.

Mike Mangas commented on RSV, flu and COVID. Mercy Medical Center is now putting adults in the pediatric unit as they are trying to accommodate all that are sick.

**Item 4: Action - Approval of Minutes**

**Motion:** Member Coe, seconded by Member Duncan, made a motion to approve the minutes of the November 8, 2023, meeting. The motion carried by a unanimous vote of the members present.

**Item 5: Committee Reports**

a. Executive Committee:

Vice Chair Snider provided an update from the Executive Committee meeting. The group discussed the agenda for the January PHAB meeting, which will include a presentation from Healthy Shasta and Community Schools from SCOE. PHAB held a recruitment and recommended Richard Yoder and Wendy Dickens to fill two general membership vacancies. Those appointments will go before the Board of Supervisors for approval. The Community Health Awards will be a standing agenda item for the Executive Committee and the regular PHAB meetings as planning continues.

b. Nurse-Family Partnership® (NFP) Community Advisory Board (CAB):

No update was provided as there was no meeting.

**Item 6: Directors' Reports**

a. Health and Human Services Agency:

HHS Assistant Director Christy Coleman provided HHS updates from the Directors' Report. Please refer to written report.

b. Public Health:

PH Branch Director Robin Schurig provided PH Branch updates along with division highlights. Please refer to written report.

**Item 7: Presentations:**

a. Community Schools:

Wendy Hall and Joy Garcia from SCOE presented on Community Schools - Exploring Collaboration for School-Centered Health Services in Shasta County. The Legislature used a huge budget surplus and federal Covid Aid to pass billions of dollars in new programs that school districts are trying to absorb amid staffing shortages. These include: The rollout of transitional kindergarten for all 4-year-olds, Children Youth Behavioral Health Initiative (CYBHI): A \$4 billion commitment to provide mental health services for all students and free universal lunches and breakfasts for all pre-K to 12 students.

CYBHI is part of the Master Plan for Kids' Mental Health, a historic investment by the State of California that takes a "whole child" approach to address the factors that contribute to the mental health and well-being of our children and youth.

Community Schools leverage public schools to become hubs of educational, recreational, cultural, health and civic partnerships, improving education of children in the community and furthering the revitalization of the entire community. Research on why a Community School. 1. Improved academic, behavioral, and social-emotional outcomes for students, 2. Higher rate of course completion and improvement of dropout and graduation rates, 3. Improved student attendance or school and extended learning programs, 4. Reduced disciplinary incidents and suspensions, 5. Improvement in student nutrition, exercise, incarceration rates, and teen pregnancy, 6. Improved student/adult relationships and 7. Improved scores on School Climate Surveys.

The Shasta County Office of Education is a driving force behind the establishment of Community Schools in our County and Region. Region – Over 100 Community Schools in 13 Northern California counties; Consortium – 29 Community Schools across the county and County – 38 Community Schools within 2 Consortia and 2 individual sites.

Community Connect receives referrals from Shasta County schools for students struggling with attendance, behavior, homelessness, Covid related hardships, and more. Community Connect is staffed with mental health clinicians providing best practice social work & case management supports. Community Connect received referrals from over 80 schools in 2022/2023. Community Connect Case Managers work with the student and family to create a plan. Families are linked to community-based services and supports that may help them successfully complete their plan.

Discussion took place and Member John Coe would like to bring back ideas to the March meeting.

b. Healthy Shasta:

Healthy Shasta is a community-based collaborative. The goals are coordinated across 26 organizational partners in the community to make the greatest impact on health behaviors. Public Health is not the only program, but other local leaders collaborating on how to best prevent chronic health conditions like diabetes, obesity and heart disease in our county.

Healthy Shasta started in Spring 2005 with 7 partners. Obesity was the #1 priority. Public Health proposed the Healthy Shasta model and invited key partners to join the effort to combat poor nutrition and physical inactivity. The target audience is all of Shasta County, with a focus on women between 25 and 55. The demographic has shown to be the most influential of health behaviors in society.

Two walking challenges are held yearly to help motivate individuals to increase their daily movement. Walktober takes place in October and is open to everyone in the community but is used mostly by workplaces as a workplace challenge. There was a total of 145 teams with 1176 active participants walking over 130,800 miles combined in the month of October. Health Shasta Walks Passport Challenge takes January 1<sup>st</sup> to the end of February. The passport is like a bingo game where participants are required to complete at least 10 of the 25 different walks for a prize. In 2023, 45% of the participants blacked out their passport.

To improve physical activity, Shasta Bike Month Challenge takes place yearly in May. In 2023, there were 771 active people across 80 worksites. The Bigfoot Adventure Challenge promoted the Bigfoot Jr Challenge which focuses on getting families out on bikes enjoying the trails. 395 Passports were submitted, 54 of which were Jr Passports.

Healthy Shasta engages workplaces in Shasta County to promote healthy living at work because someone's employment situation has a strong impact on their health and wellbeing. Workplace Wellness falls under our priority of engaging leaders because organizational change can only be achieved with leadership support.

A healthy food model policy to share with partners was drafted. This policy can be used as an addendum to contracts where funds are being used to provide food, providing guidance on how to make healthy food choices available for meetings and gatherings. The goal of our Turn it Around Shasta, Stop Diabetes Before it Starts Collaborative is to Build awareness of Prediabetes and Prevention Resources in Shasta County.

Local Foods, Local Places is a collaborative to improve access to affordable, fresh & healthy food for people who live or work in Downtown Redding. FARM Club is another program that reaches kids and youth in our community and promotes our Farmers Markets. Healthy Shasta staff attend Redding and Burney Markets for 4-5 weeks to give kids \$4 in tokens to choose their own fruits and vegetables.

Healthy Shasta is also working to incorporate areas of the community that have low health scores, according to the Healthy Places Index, and have not been participating in our programs, according to neighborhood use data from several years of our Walks Passport Challenge. We have narrowed in on four priority regions in our community to reach in to and learn from. City of Shasta Lake, Enterprise, Big Bend/Round Mountain and Sanderson/East Cottonwood. Focus groups will be scheduled for 2024.

**Item 8: Discussion: Community Health Awards**

Vice-Chair Jennifer Snider shared 2024 daily themes for National Public Health Week - Civil Engagement, Healthy Neighborhoods, Climate Change, New Tools and Innovations, Reproductive and Sexual Health, Emergency Preparedness and Future of Public Health.

**Item 9: Adjourned at 1:56 p.m. by Vice-Chair Jennifer Snider.**



## **Directors' Report - Public Health Advisory Board March 13, 2024**

### **CURRENT ISSUES:**

#### **Health & Human Services Agency (HHS) Update**

- Public Health (PH) Branch Director, Robin Schurig, resigned from her position on February 16<sup>th</sup>. Katie Cassidy is serving as the Interim PH Branch Director. Katie served as a Deputy Branch Director with Behavioral Health and Social Services (BHSS) and brings with her a background in Public Health including a Master of Science in Health Science with an emphasis in health education.
- Our Administrative Branch gathered the suggestions of their staff and are now piloting a department re-organization.
- HHS is preparing for a modest budget this year and are prioritizing the use of grant funding to maximize resources.

#### **Public Health Branch Update**

- Anissa Dallen, Senior PH Assistant was named Employee of the Month at the February 6 Board of Supervisor meeting. Anissa works with the Child Passenger Safety Seat and Injury Prevention Programs, demonstrates professionalism, enthusiasm and dedication for her programs as she guides our community on safer practices for car seat safety and the dangers of distracted driving.
- Dr. Mu's hours have increased to 32 hours per week. His hours will continue to gradually increase according to the contract that was negotiated between him, and the Board of Supervisors and he will be full-time effective May 1<sup>st</sup>.
- With the additional changes to CoCo responsibilities, we have been able to have several contracts, including revenue agreements, approved and fully executed.

#### **Administrative Services**

- The Administrative Services Division contract team is currently processing 53 contracts for the PH Branch. Staff Reports that were approved since the last PHAB meeting included: a Resolution for the California Office of Emergency Services Homeland Security Grant, an Annual Agreement Funding Application with the California Department of Public Health for the Maternal, Child and Adolescent Health Program, and an Annual Agreement Funding Application with California Department of Public Health for the California Home Visiting Program.
- The PH Branch Safety Coordinator is collaborating on a County-wide project to create individual Workplace Violence Prevention Plans for all worksites.
- The Performance Management and Quality Improvement team completed their annual performance evaluation and the PH Branch saw significant improvements in many areas, have identified some measures for increased focus, and have updated the 2024 performance measures to reflect these efforts.
- The Epidemiology and Evaluation Unit continued to provide surveillance and reporting of mortalities, suicides, and communicable diseases in Shasta County and nine partnered regional counties. They also provided data analysis and program evaluation support to the PH Branch.

## Community Health Protection Division

- The CommUNITY Mobile Care Clinic has added a new permanent site to serve clients on Park Marina. The Mobile Clinic services are now offered in 3 permanent sites, and we continue to offer pop-up services in high-need areas.
- The Syringe Services Program (SSP) and Harm Reduction Unit are working to collaborate with Health Management Associates, the Redding Rancheria, SCOE, Shasta Community Health Center and the Shasta Substance Use Coalition to combat overdose deaths. They are tracking the number of overdoses in real time with EMS and the Coroner to identify spikes in overdose occurrences and creating an action plan to address spikes.
- The CHP Division is also starting a project to use Opioid Settlement funds to place Narcan Vending Machines throughout the County. Five locations have been chosen in Anderson, Shasta Lake, Placer St., Shingletown, and at the Shasta County Jail. The locations have been selected in accordance with the current highest rates of overdose.
- There have been multiple cases of shigella that have been in both the unhoused and stably housed population. The Communicable Disease Unit is currently investigating this outbreak and educating providers of the presence of the diarrheal illness in their diagnosis of patients presenting with these symptoms. We are also educating the general public and the unhoused population on the causes and prevention of the illness. We are also following the status of other counties to see if this is isolated in Shasta County or an issue in other counties.

## Family Health Division

- WIC currently has an allocated caseload of 4,480, with a 96.96% participation rate. Our average exclusively breastfeeding rate is 33.81% at two months and 50.80% at six months.
- The North State Breastfeeding Coalition organized a breastmilk drive on January 31<sup>st</sup> where breastmilk was collected at our WIC site.
- WIC Program Financial Management Review was conducted by State Auditor's Office and no findings were found.
- Nurse-Family Partnership® (NFP) is currently serving 93 families. We continue accepting referrals for first-time parents before 28 weeks of gestation. Outreach activities to increase referrals remain challenging as our support staff position is vacant. California Heritage Youth Build Academy submitted a letter of support on behalf of NFP last week. In January, JAMA Network Open published an 18 year follow up study of NFP participants highlighting substantial impact on lowering hypertension rates in mothers and reducing obesity among their daughters.

## Healthy & Safe Families Division

- Injury Prevention program issued a grant kickoff Press Release about their Office of Traffic Safety grant focused on preventing impaired and distracted driving crashes. KRCCR did an interview with Senior Public Health Assistant Anissa Dallen on the grant and topic of impaired driving crash injuries and fatalities.
- Contract is complete and work has begun on the Youth Cannabis Education and Prevention grant through CDPH. The team will be doing presentations for the Shasta Substance Use Coalition and Injury Prevention Coalition on the topics of fentanyl laced cannabis, cannabis legalization and the association with opioid overdose, and cannabis use during pregnancy and impacts on the baby.
- At the February 6th Board of Supervisors meeting, Anissa Dallen, Senior Public Health Assistant with the MCAH program, was honored as the County's employee of the month.
- The Maternal, Child and Adolescent Health team is conducting a 5-year Needs Assessment. The team will come to PHAB in March to obtain your input into local priorities, but also asks for your assistance in distributing the link to families and those who work with families in Shasta County so that we can get broader community input. Please distribute in your networks:
  - Shasta County's Maternal, Child, and Adolescent Health team is committed to improving the health of all families in Shasta County. To this aim, you are invited to complete a short survey that will be used to prioritize local needs in our community and create strategies to support families, moms, babies, children, and teens. You can choose to skip any questions you do not feel are relevant to you.

Completing this survey should take 5-10 minutes. Please share the survey link with families, colleagues and others in Shasta County: [https://shastahsa.sjcl.qualtrics.com/jfe/form/SV\\_dcjLppiklBBLgfy](https://shastahsa.sjcl.qualtrics.com/jfe/form/SV_dcjLppiklBBLgfy)

### **Healthy Communities Division**

- Worked with the Sherriff's Office and Redding Police Department to conduct youth decoy operations in Tobacco Retailers during February. In total, five stores sold to a minor out of 28 stores visited.
- Fun with Senior Fitness (FWSF) Instructor Training is March 22 from 8:30am-1pm. No-cost. Lunch provided. To register or learn more, contact Hillary at 530-229-8469. Any adult interested in leading a FWSF class is encouraged to attend. No experience needed.
- Healthy Shasta Walks Passport wrapped up March 1st. We are still gathering and entering data from participants. Several Suicide Prevention Trainings for Medical and Behavioral Healthcare providers are scheduled. They are all offered at no cost. To register or get more information, contact Katy Dill at [youmattershasta@co.shasta.ca.us](mailto:youmattershasta@co.shasta.ca.us) or 530-229-8094.
  - Suicide Prevention 201: March 8 from 9am-5pm, In Person
  - Suicide Prevention 201: April 2 & 4 from 9am-12:30pm, Online
  - Counseling on Access to Lethal Means (CALM): March 22 from 8:30am-12pm, In Person
  - Assessing and Managing Suicide Risk (AMSR) for clinical medical and behavioral health providers: April 18 & 19 from 8am-5pm
  - Assessing and Managing Suicide Risk (AMSR) for non-clinical, direct care staff: April 22 from 8am-5pm
- Tri-County Community Network in Burney received a Leaders in Eating and Activity Practices (LEAP) Award from the University of California's Nutrition Policy Institute for their work promoting healthy eating and physical movement in their Home Away from Home preschool program. Congratulations!
- May is Bike Month and Challenge. It is nearly time to get your team together and your bike ready! In mid-April, check out [shastabikechallenge.org](http://shastabikechallenge.org) for more information and to sign up!

### **Public Health Clinic and Nursing Coordination:**

- The Shasta County Immunization Coalition is resuming meetings and staff from immunization promotion and the clinic are engaged again.
- Immunization promotion promoted Shingles Awareness Week (2/26-3/1) through social media posts and has been engaging with community partners regarding the promotion of Preteen Vaccine Week (3/4-3/8)
- Vital records continues to provide birth and death registration services to our community.

### **Specialty Health Services Division:**

- In collaboration with the ACEs program LOHP, Lead, and CHDP created a display for the Board of Supervisors display case.
- The Local Oral Health Program, in coordination with SCOE has been scheduling Kindergarten Oral Health Assessments (KOHA) and other educational opportunities. The Registered Dental Hygienist in Alternate Practice (RDHAP) who was performing these has accepted a full-time position elsewhere and is no longer available. We have identified another RDHAP to complete the KOHAs and are working on a contract. We continue to look for creative solutions to address the oral health needs of the community.
- The Child Health and Disability Prevention Program will sunset on June 30, 2024. We will be educating providers about the new Presumptive Eligibility program and continue to case manage hearing and dental referrals for children.