



Agenda - Regular Meeting

Ruth Atkins
Boutique Manager

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

Mary Ann Duncan
Retired Registered Nurse
District 3 Representative

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 4 Representative

Vacant
District 5 Representative

Date & Time: November 8, 2023 | 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). 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: September 13, 2023

5. Committee Reports:

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

6. Membership:

Action: Consider recommending to the Board of Supervisors the Membership Committee's nomination of the following new members to fill two vacancies on PHAB: Richard Yoder, MD – term to expire March 31, 2025 and Wendy Dickens – term to expire March 31, 2026.

7. Director's Report:

- a. Health & Human Services Agency: Christy Coleman
- b. Public Health Branch: Robin Schurig

8. Presentation: Emergency Preparedness & Response Celyse Foster – Community Development Coordinator

9. Discussion: Community Health Awards

10. Adjourn

Next Meeting: January 10, 2024

"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, County of Shasta, 1450 Court St., Room 348, Redding, CA 96001-1676, phone: (530) 225-5515, California Relay Service: (800) 735-2922, Fax: (530) 225-5345, E-mail: adaordinator@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 September 13, 2023 *Draft*

Item 1: Call to Order:

Chair Judith Menoher called the meeting to order at 12:05 p.m.

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

Members not in attendance: Ruth Atkins, Paul Dhanuka, Mary Ann Duncan and Kay Kobe

Others present: Public Health (PH) Branch Director Robin Schurig, PH Deputy Branch Director Charlene Ramont, HHS Assistant Agency Director Christy Coleman, Program Managers Sara Westmoreland, Amy Pendergast, April Jurisich and Linda Singler, Executive Assistant Cara Schuler, Supervising Community Education Specialist Cory Brown, Community Education Specialists Jules Howard and Sonia Iturralde, Richard Yoder, Meghan Brewer, Michelle Weidman and Annelise Pierce

Item 2: Public Comments

None

Item 3: Member Sharing/Announcements

None

Item 4: Action - Approval of Minutes

Motion: Member Coe, seconded by Member Lyons, made a motion to approve the minutes of the July 12, 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 September PHAB meeting, which will include a presentation regarding a new grant awarded to Shasta County for local cannabis education and youth prevention. Timelines for the Community Health Awards will also be discussed at the September PHAB meeting. The Executive Committee discussed membership recruitment since Benjamin Hanna resigned due to recently being appointed as a Superior Court judge. This leaves two general membership vacancies. The group discussed opening a recruitment and holding interviews to fill those vacancies. Executive Committee members Judith Menoher, Laura Baynard, and Kristen Lyons will participate on the interview panel, along with Public Health Branch Director Robin Schurig. The group also discussed Shasta County Board of Supervisor (BOS) representative member seats. Supervisor Rickert recently appointed a representative to the PHAB. Three of the five BOS representative seats remain vacant.

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

Member Baynard advised a meeting was held on August 4, 2023. A presentation took place by Dr. Kyle Patton who is the Medical Director of Homeless Outreach for Shasta Community Health Center. He helps coordinate assistance with homeless pregnant moms. NFP is currently at max capacity and will be adding a .5 nurse. In addition, a tattoo laser removal program is in the works for clients. Most referrals will come from Probation and there will be no cost for those who qualify. This will also help trafficked clients who may have been branded.

Item 6: Directors' Reports

a. Health and Human Services Agency:

HHSA Assistant Agency Director, Christy Coleman provided HHSA updates. HHSA was awarded \$26 million for Bridge Housing funding. The CEO and BOS priority is funding the jail. HHSA does not anticipate funding to be impacted. Shasta County Housing and Community Action have merged with the Agency and are located at 2600 Park Marina under the Economic Mobility Branch. Both teams are working on a consolidated and collaborative approach to providing housing services in the community. HHSA is no longer the fiscal agent or collaborative applicant for the NorCal Continuum of Care. United Way is taking over HMIS and training is currently taking place until December 2023. HHSA is preparing for the rollout of CARE Court in December 2024. HHSA, County CEO, City Management and some of the BOS are working on the AT HOME Initiative to create more collaboration and accountability structure for housing and homelessness services.

b. Public Health:

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

Item 7: Presentation: Youth Cannabis Grant

Supervising Community Education Specialist Cory Brown and Community Education Specialist Sonia Iturralde presented on the Youth Cannabis Grant. Statistics were shared regarding youth marijuana use in Shasta County compared to California. The purpose of the grant is for education, prevention, policy, systems and environmental change strategies expanded to reduce youth marijuana use. The grant timeline is July 1, 2023 to June 30, 2026. The target population for the grant is youth 11-17 with focus on those most impacted by cannabis use which is approximately 14,300 in Shasta County. Overall program goals were provided. Presenters asked PHAB and guests' feedback for media platforms to best reach adults who influence at-risk youth, media platforms to best reach at-risk youth, disciplinary policies or procedures that are effective and suggested schools or administrators to reach out to, finding adults who influence youth to train on difficult discussions and youth or groups of youth to share on best practices when adults are talking with them. Great feedback took place. Please refer to presentation for graph percentages.

Item 8: Discussion: Community Health Awards

Member Snider led the Community Health Award discussion on timing and purpose. It was voted on at the July 12, 2023 meeting that the awards would take place in 2025. Discussion took place on timing of the event - before or during Public Health week or some other time. Those in attendance preferred during Public Health week. Discussion took place regarding whether it should be an awards luncheon as in previous years or instead do media campaign, also highlighting partners that support Public Health. Robin will prepare a survey to staff on ideas and bring results back to either the PHAB regular meeting or Executive Committee.

Action: Decide timing and theme of Community Health Awards

Member Snider, seconded by Member Mangas, made a motion that the Community Health Awards happen April 2025 during Public Health Week. The motion carried by a unanimous vote of the members present.

Item will be placed back on the PHAB November meeting agenda for discussion.

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



Directors' Report - Public Health Advisory Board November 8, 2023

CURRENT ISSUES:

Health & Human Services Agency (HHS) Update

- Administration Branch Director Erinn Watts started her new position on October 23rd. Previously, she was the Assistant Director with Child Support. She is currently pursuing her master's degree in business and brings a wealth of fiscal knowledge to our agency.
- HHS also welcomes new Health Officer James Mu to the agency. His office is located at our Public Health campus on Breslauer.
- CPS HR delivered an Employee Engagement Survey to all HHS staff. We received results and now we are working on planning and implementation of their recommendations to ensure that we are talking all steps possible to boost retention and longevity in the agency.
- In October, Director Laura Burch and Assistant Director Christy Coleman began holding Employee Engagement events at different HHS locations. Staff discussed things that matter to them, concern them, and things they are curious about. These are open forum events with questions provided that are being used to spark engagement and growth for the staff. These events will continue at each of the HHS locations throughout the county.

Public Health Branch Update

- As mentioned above, Dr. James Mu was appointed by the Board of Supervisors on October 17th to the position of Health Officer effective October 23rd. He is working 16 hours per week to start and will gradually increase to full-time between now and May 1st, 2024.
- A continuous recruitment is open for a Lab Director, as plans fell through to share a Lab Director through contract with Butte County.
- The PH Director attended the Strive Together conference as Chair of the Reach Higher Shasta Executive Committee, and the annual County Health Executives of California (CHEAC) conference.
- Our Extra Help Deputy Health Officer, Dr. Michael Vovakes, who had been with us since early 2020, has retired.
- The PH Director and Deputy met with CPS HR to review our Branch's responses to the employee engagement survey. We are working with our managers to develop an action plan in response to the results.

Administrative Services

- The Administrative Services Division's contract team is currently processing 51 contracts for the Public Health Branch.
- In October, the Safety Committee conducted a Shelter-in-Place drill for all Public Health Branch staff located in buildings on the Breslauer campus.
- The Supporting Health Improvement Practice team is completing a Quality Improvement project that will provide branch leadership with feedback and recommendations for branch-wide performance goals development and processes.
- Workforce Development staff are continuing work that fosters a branch-wide Clifton Strengths culture. This includes cohort training for supervisors, division and unit level staff in-services, supervisor toolkits, and leadership activities for 360° comprehensive saturation.

- The Capacity Building for Community Wellbeing Unit's Community Organizers are supporting the community-led implementation of a development plan for the Burney Dog Park, providing technical assistance for an Anderson-based community working group that is developing plans for a Community Resilience Hub, and attended a Listos California community-based emergency preparedness seminar.
- 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 Public Health Branch.

Community Health Protection Division

- The Harm Reduction Unit is working with the Epi unit to finalize the Syringe Services Program (SSP) Needs Assessment Survey. The results of the survey were delayed until November. The unit also has been participating in community outreach events and distributing Narcan at these events. The unit is also looking at obtaining vending machines to dispense Narcan and has reached out to other counties and CDPH to learn more.
- The Communicable Disease Unit continues to conduct disease surveillance and case investigations on several communicable diseases such as West Nile Virus human infections. The external Measles Tabletop Exercise was canceled due to the lack of response. We will reassess in the future for a better time or a different topic of interest.
- The Community Mobile Care Clinic offered STI testing and treatment at the local Recovery Happens and Inviting Cultures Beyond Borders events. In addition, they provided education on STIs and harm reduction practices, which helped to normalize STI screenings and reduce the stigma around it.
- On September 26, 2023, the Community Mobile Care Clinic team gave a presentation to the Board of Supervisors on the costs and health risks associated with STIs. They also discussed how the Mobile Clinic is addressing this issue in various areas of the county, highlighting their efforts to increase access to testing, treatment, and education.

Family Health Division

- WIC currently has an allocated caseload of 4,480, with a 96.54% participation rate. Our average exclusively breastfeeding rate is 37.9% at two months and 34.8% at six months.
- Nurse-Family Partnership® (NFP) is currently serving 95 families. We have hired a new full-time nurse. She will be building her caseload to 25. We continue to accept referrals for first-time parents prior to 28 weeks of gestation. Outreach activities to increase referrals has been a challenge as our support staff position is vacant. We are hopeful to be filling it soon.
- The WIC Program resumed offering in-person appointments in September to the East Region at our McArthur and Burney locations.
- Shasta County NFP received State General Fund Expansion dollars, increasing the current staffing by .5 FTE Public Health Nurses, allowing us to serve an additional 12-13 families in the program. NFP will now be able to serve a total of 137 families when fully staffed.

Healthy & Safe Families Division

- Injury Prevention team has been awarded \$274,884 from the Office of Traffic Safety to prevent impaired and distracted driving among teens and young adults in Federal Fiscal Year 2024.
- In September, the Injury Prevention team carried out pedestrian safety campaigns at 24 K-8th schools.
- Substance Abuse Prevention completed Key Informant Interviews with school counselors from different regions of Shasta County and Key Informant Interviews with leaders at youth-serving organizations. Findings will be used to inform the program's next strategic plan.
- Substance Abuse Prevention education has been provided to all 7th graders at Mountain View, Juniper and Mistletoe middle schools.
- Maternal, Child, and Adolescent Health (MCAH) has increased outreach and participation in local events.
- Child Passenger Safety received a donation of child safety seats and booster seats from CDPH.

Healthy Communities Division

- The Tobacco Education Coalition gave a great presentation to the City of Redding City Council on Tuesday, October 17th. They focused on tobacco retail locations and easy access of tobacco products to youth. Great work!
- Walktober has concluded. The final numbers are still being tallied. We had 1200 people participate on 145 teams.
- Suicide Prevention program is providing SafeTALK trainings to HHSA staff in October and November. It is a 4-hour gatekeeper training to help staff feel more confident and comfortable supporting someone at risk, whether that be a client, coworker, friend, family member or neighbor. It teaches participants how to recognize suicide warning signs, engage with people having thoughts of suicide, and connect at-risk individuals to resources using the TALK steps: Tell, Ask, Listen, Keep Safe.
- Join us for the 5th annual Turn it Around Shasta Live Your Best Life-Stop Diabetes Before it Starts community event on Wednesday, November 29th from 5:30-7:00 PM at Shasta Community Health Center. This free event will be held in-person at Shasta Community Health Center located at 1035 Placer Street in Redding. Attend to learn to be more aware of what you eat and enjoy your food; learn how to cook healthy recipes; and enjoy food tasting, prizes, and story sharing. Register online [at Eventbrite](#), email mmessier@co.shasta.ca.us, or call 530-245-6639. Register early, seating is limited.

Public Health Clinic and Nursing Coordination:

- 178 flu vaccines were administered at our annual drive through flu clinic event on October 14th. This annual event also serves as a mass prophylaxis exercise for our Emergency Preparedness and Response unit, part of the Community Health Protection division.
- Vital Records and clinical service functions continued with minimal interruption with the transition to a new Health Officer.
- The Immunizations Community Education Specialist is providing technical support to schools regarding California's school vaccine laws and is reaching out to schools with reminders and resources for the upcoming reporting deadline on December 1st.

Specialty Health Services Division:

- The California Children's Services (CCS) program continues to provide medical and financial eligibility for the CCS program with a caseload of approximately 1,000 clients, age 0-21, throughout Shasta County. The Medical Therapy Unit provides Occupational and Physical Therapy to a caseload of 221 clients.
- Our nurses in the Child Health & Disability Prevention (CHDP) unit continue to provide services related to lead and hearing. This includes education, case management, and provider education.
- The CHDP program sunsets on June 30, 2024. We are preparing to sunset this program and planning and educating providers, staff, and clients as the program moves to Presumptive Eligibility for all providers.
- The Local Oral Health Program has provided education services to 511 clients, conducted 410 screenings for the Kindergarten Oral Health Assessment and referred 22 children to our CHDP nurse case managers to help mitigate severe dental issues.
- The Shasta County Lead program participated in a number of educational events for Lead Month, including an industrial lead display at Court Street, outside the Board of Supervisors chambers, presentations at the Anderson and Redding Library story hours, visits to hardware stores to educate on the dangers of lead, WIC mom's circle presentations, and attendance at a variety of health fairs and community events.