

Polk County Advisory Board of Health Minutes

September 19, 2014

Members present: Donald Anderson, Thomas Newton, Bobbretta Brewton, John Olds, Reylon Meeks

Members absent:

| Agenda Items | Summary |
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| <u>Approval of Minutes</u> | <ul style="list-style-type: none"> • August minutes approved. |
| <u>Action Item: Revisions to the Rules of Procedure</u> | <ul style="list-style-type: none"> • Approved |
| <p><u>Community Education</u> <i>By Nola Aigner- PCHD Public Educator/Public Information Officer and Ana Coppola- PCHD Community Health Educator</i></p> | <ul style="list-style-type: none"> • Health Education 2013-2014 Fiscal Year <ul style="list-style-type: none"> • 35 Health Fairs- 2,245 attendees • 90 presentations- 1,080 individuals attended • 1610 hours used to promote and encourage healthy behaviors • PCHD Website <ul style="list-style-type: none"> • June 2014 the website was converted into a new a better layout • New features for increased visibility for viewers • Website STATS through April 10- September 8, 2014 <ul style="list-style-type: none"> ▪ 7,676 viewers ▪ Over 75% were new viewers • Social Media <ul style="list-style-type: none"> • Facebook: 327 likes • Twitter: 2,091 followers (averaging 10 new followers a week) • Earned Media 2013-2014 Fiscal Year <ul style="list-style-type: none"> • 26 press releases- 80% received media coverage • 91 media inquires • 15 news articles • 34 unsolicited media inquires • Minority Media Fiscal Year 2013-2014 <ul style="list-style-type: none"> • 30 public presentations- Spanish speaker audience • 4 education sessions- Diabetes Education Program • 35 media relations- La Reina Magazine, Iowa al Dia program, Jumpstart, Extreme Heat, Heart Attack and Diabetes Day campaigns • 48 Media articles- Dr. Alarcon program at Area 515 (La Reina radio station) • 15 press media- articles on Latino news papers • Promoting Healthy Behaviors <ul style="list-style-type: none"> • Achieve desirable outcomes in the target population (Sacred Heart Project) • Strategies: impact knowledge, awareness and attitudes • Provide tips for action and reinforcement behaviors • What is and what is not working? <ul style="list-style-type: none"> • The PCHD has been working very close with the Latino media for more than 6 years. • Challenges: Budget and people readiness to change behaviors. |

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| <p><u>Public Health Director Report</u> (written report + comments) By Rick Kozin</p> | <ul style="list-style-type: none"> • Flu Season <ul style="list-style-type: none"> • We received the flu vaccination yesterday (9-18-14) at 4pm. <ul style="list-style-type: none"> ▪ This is much later that we have received it in the past • First public clinic is held tomorrow (9-20-14). • Larger stores (Walgreens, CVS, Hy-Vee, etc.) offer discount when receiving the flu vaccination. <ul style="list-style-type: none"> ▪ Hy-Vee offers 20 cents off each gallon of gas if you are a fuel saver customer. • CVS- gave 5 million flu vaccinations last flu season. • PCHD does around 8,000-10,000 flu vaccinations a year. • Have a discussion for next year's flu season and talk about if we should delay our public clinics. • The goal is to get everyone vaccinated with the flu shot so it doesn't matter where they are getting it from. • Ordered bumper stickers that say "I vaccinate for you and me!" • Nurses are wearing buttons that read "Ask what vaccinations you need." • John Olds asked " When does influenza hit the hardest?" Rick "Middle of December and February." <ul style="list-style-type: none"> ▪ John Olds said "the best time to get your flu shot is right before the peak of the flu season." • Handed out the PCHD FY2013-2014 report of data collected using the Insight Program. <ul style="list-style-type: none"> • Saw a slight lesser amount of people then we did last year. • The amount of people uninsured is dropping. About 40% of people we see are uninsured. |
| <p><u>Board of Health/Board of Supervisors Action Review</u> (written report + comments) By Scott Slater</p> | <ul style="list-style-type: none"> • The Expense Target report will be turned in early November. • Scott has been invited to a meeting in Cedar Rapids today. (9-19-14) <ul style="list-style-type: none"> • 4 of the biggest counties in Iowa were invited. • Discussion on billing. • Tom Newton asked "Now with the Affordable Care Act do we see a decrease in numbers in the Iowa Care for Yourself Program?" Kari answered " we are seeing a decrease in numbers but we are seeing a shift in other areas that insurance may not cover." |
| <p><u>Health Planning and Education Update</u> (written report and comments) By Tammy Keiter</p> | <ul style="list-style-type: none"> • Tammy attended the Evelyn Fall Festival over the weekend (9-13-14). She walked around with a clip board to ask people questions. If they did not have time and they wanted to participate she would get in contact with them later. <ul style="list-style-type: none"> • One of the questions she asked: The Health and Wellness Plan does it work for you or does it not? • The people who participated were excited someone was out there to better help them. • AmeriCorps Apprenticeship- Jordan Kauffman has started with the PCHD. She will be working on a project to increase access to care, one of the ten Healthy Polk 2020 priorities. |
| <p><u>Communicable Disease</u> By Kari Lebeda Townsend</p> | <ul style="list-style-type: none"> • No new active cases of TB reported in August. • We are starting to see clients with 3 different STD's at the same time. We had 2 clients in August with co-occurring in 3's. • Enterovirus D68 has been in the news a lot lately. <ul style="list-style-type: none"> • 10-15 million cases within that family of virus each year. |

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| | <ul style="list-style-type: none"> • No vaccine, no anti-viral medication. • Stress the importance of healthy behaviors when we see the increase of the virus. (washing hands, stay at home when sick, etc.) • Kari and Bobbretta met with Arnold Woods the President of NAACP of Des Moines. We shared about our work here at the PCHD and Arnold shared their National Health agenda. Discussed how our priorities align and some of the things we might work on jointly. |
| <u>Committee Member Comments</u> | <ul style="list-style-type: none"> • John Olds brought a article from the New York Times that was published on 9-14-2014 called "The Way to Beat Poverty" The article talks about how we need to intervene early, before birth. Have nurses reach out to pregnant women and educate them about bad behaviors such as: drugs, lead exposure, smoking, drinking alcohol, etc. |
| <u>Public Comments</u> | <ul style="list-style-type: none"> • none |
| <u>Adjournment</u> | Meeting adjourned at 9:20 am |

Next Meeting October 17, 2014 at 8:30

Others present:

Rick Kozin, PCHD

Scott Slater, PCHD

Tammy Keiter, PCHD

Kari Lebeda Townsend, PCHD

Mandy Penning, PCHD

Ana Coppola, PCHD

Nola Aigner, PCHD

Ralph Marasco, Co Attorney

Tony Leys, Des Moines Register

Cari Spear, VNS of Iowa

Cheryl Von Behren, Broadlawns WIC Program