



Macon County
Public Health

**MACON COUNTY BOARD OF HEALTH
MINUTES**

February 22, 2011

Members Present: Roberta Swank - Chair, Ron Winecoff, Dr. David Farley, Dr. David Silverstein, Dr. Roy Lenzo, Paul Higdon, Dr. Frank Killian, Brian McClellan, & Tammy Dills

Staff Present: Jim Bruckner, Dr. Jimmy Villiard, Tammy Keezer, Barry Patterson, Diane Keener, Rebecca Barr, Tonya Hodgins, Dawn Wilde, Rhonda Blanton

Media: Christopher Carpenter, Macon County News

Guests: Joean Lenzo, Cody Travis, Madison Shuler, Sarah Hussey

Nomination and Election of Chair and Vice Chair

Mr. Bruckner asked for nominations for Board Chair and Vice-Chair. Nominations received before the meeting were for Ms. Swank to remain as Chair and for Mr. Stevenson to continue in the Vice Chair position. Mr. Bruckner asked if there were other nominations. None were given.

Dr. Farley moved to close nominations and Mr. Winecoff seconded the motion. The Board agreed unanimously for Ms. Swank to remain as Board Chair and for Mr. Stevenson to remain as Board Vice Chair.

Public Comment Session: Ms. Swank, Chair of the BOH, asked if anyone wished to address the Board. No one responded.

Call to Order: Ms. Swank called the meeting to order at 6:14 pm.

Approval of Agenda: The agenda was approved on a motion by Mr. Winecoff seconded by Dr. Farley.

Welcome/Introductions/Departures/Recognition:

- Ms. Swank introduced and welcomed Mr. Brian McClellan as County Commissioner Representative. Mr. McClellan stated that he is looking forward to serving on this Board.
- Ms. Swank introduced and welcomed Dr. Frank Killian as the Ophthalmologist representative of the county.
- Mr. Bruckner introduced staff and students that will be participating in the TRU program presentation later this evening.

- Mr. Bruckner introduced Ms. Rhonda Blanton as a staff member and recognized her recent accomplishment of being named Citizen of the Year for Macon County.

Presentations:

TRU (Tobacco. Reality. Unfiltered)

Ms. Dawn Wilde, Health Educator at Macon County Public Health and TRU Coordinator for Macon County introduced the program. TRU is the North Carolina Health and Wellness Trust Fund's initiative that includes youth and media to deter youth from using tobacco. The TRU program has programs in all 100 counties of North Carolina. Ms. Wilde then introduced three local students who are participating in the TRU program.

Cody, a student at Franklin High School, stated he joined TRU so he could learn how to help people that he knows to quit using tobacco and to be an example to family and friends. Madison, a student at Macon Middle School, joined TRU because she had been impacted by tobacco related deaths within her family and has family members who are current tobacco users. Sarah, a student at Mountain View Intermediate, joined to set an example. Sarah also stated that she was amazed that one day the TRU group picked up tobacco butts in the parking lot of Mountain View Intermediate School and within 20 minutes they had collected 144 cigarette butts on a "tobacco free campus".

Ms. Wilde went on to share some statistics with the Board. Some of the statistics that she presented were results of the current Macon County Youth Risk Behavior Survey. In Middle School 12.6 percent of the children said they had smoked before age 11 and 9.4 percent said they had smoked within the past 30 days. High School results show that 27.5 percent had used cigarettes within the past 30 days and 17.6 percent have used smokeless tobacco within the past 30 days. One astounding survey result was that the average household tobacco purchases exceeded \$572 annually.

Ms. Wilde gave a list of resources available for education as well as where to access the entire Youth Risk Behavior Survey results (<http://www.maconnc.org/healthy-carolinians.html>).

WNC Partnership for Public Health –

Mr. Buckner presented information about the Western North Carolina Partnership for Public Health. He stated that it is a 17 WNC County partnership made up of local public health departments. The partnership was created several years ago to facilitate regional public health collaboration. The group met in January with the WNC legislative delegation to discuss the future of public health in NC and ways our local legislators could support local public health efforts. Items discussed were continued unfunded mandates and their impact on local county government, the impact of proposed legislation on the reorganization of local public health, and potential impact of health care reform and federal public health funding for preventive health services.

Approve Minutes of Previous Meeting of November 9, 2010: Were approved with a motion by Mr. Winecoff and seconded by Dr. Farley.

Old Business:

None

New Business:

Resolution to Support \$1 Increase in Tobacco Tax

NC Alliance of Health is seeking local support of the proposed \$1 increase in cigarette tax that would increase the tax by 4%. Each Board member was presented with a copy of the proposed resolution and read by Mr. Bruckner. Motion to support the resolution made by Dr. Lenzo and seconded by Ms. Dills. Discussion followed, motion to support the resolution passed by a vote of six in favor, two opposed.

April Public Health Month (Community Appreciation Event/Public Health Hero)

Ms. Barr shared information about the plans for the upcoming Community Appreciation Event on Tuesday, April 26, 2011. In addition she provided the Board with information on the second annual Public Health Hero Award to recognize an individual within the community that has made a difference in the public's health. Ms. Barr suggested that the award presentation be a part of the April Board of Health meeting. Macon County Public Health will also host an Open House/ Community Appreciation Event on that day. There are several activities being planned including educational and interactive booths and walk through tours of the Health Department. Finally, types of advertisement for Public Health Month were presented e.g. movie slides, broadcast, news paper, and several other forms of advertisements which will be used to get pertinent information out during the month of April.

Ms. Swank asked the Board if it would be okay to take time at the April meeting to present the Public Health Hero Award. There was unanimous approval for this event to be a part of the April meeting.

2011 Meeting Dates for BOH - Ms. Swank proposed that the Board meet on a monthly basis. It was agreed that the fourth Tuesday each month will be the meeting time. A motion was made by Mr. Winecoff and the motion passed unanimously after a second by Dr. Killian.

Changes in Medicaid Programs – Prenatal Clinic and the Maternal Care Coordination (MCC) and Child Health (CSC) Programs - New programs will be titled - Pregnancy Medical Home (PMH), Pregnancy Care Management (PCM) and Care Coordination for Children (CC4C)

Dr. Villiard presented changes to the Maternal Care Coordination Program and the Child Services Coordination program. Community Care of NC (CCNC) will administer these programs and will work with local Health Departments to provide extensive case management for eligible women and children.

A Pregnancy Medical Home (PMH) is an obstetrical provider who seeks to improve birth outcomes and quality of maternity care in partnership with their local public health centers. A PMH practice is expected to meet specific clinical performance standards which include: eliminating elective deliveries before 39 weeks gestation; offering and providing 17P injections to manage premature labor; reducing the primary cesarean section rate; and screening all new obstetrical Medicaid patients for pregnancy risk factors. High risk patients will be the primary focus of the program along with reducing C-section rates. The goal of the PMH model is to reduce cost and focus on high risk pregnancies. There is a possibility with this new program that our number of pregnancy contacts could increase.

Dr. Farley asked what would be the relationship between MCPH and CCNC. Mr. Bruckner stated that CCNC will oversee the quality assurance components; they will assist in the coordination of care, offer resources and provide access to the CCNC network database which will provide reports and other necessary data to improve the level of care provided to our patients. The primary

goal is to increase low birth rates, reduce costs and improve the care that pregnant women receive. The CCNC network will also be able to track the medical services that the patient receives including ER visits, what medication the patient is receiving and other data.

Dr. Villiard went on to explain the Pregnancy Care Management (PCM) and Care Coordination for Children (CC4C) programs. He told the Board that there would be a Per Member per Month (PMPM) rate established for which health departments will be reimbursed for these services. The PMPM rate for the PCM will be based on the number of women of child bearing age within the county and for CC4C the rate will be based on the number of Medicaid children ages 0 – 5 in the county. This project should increase the funding to MCPH, but it is hard to say by how much at this time. Dr. Villiard went on to say that these programs are new and at this time, we do not have all of the information necessary to implement them.

Reorganization of Healthy Carolinians/Health Education Programs at the State Level-

Mr. Bruckner informed the Board that the office of Healthy Carolinians/Health Education at the state had been eliminated as part of the budget cuts at the state level. The functions of Community Health Assessment and Health Promotion were now under the Chronic Disease/Injury Prevention Branch within the Division of Public Health. The DPH is encouraging local public health to continue community collaboration efforts currently coordinated through Healthy Carolinians if they can. Mr. Bruckner agrees that Healthy Carolinians plays an important role in this community and that the functions Healthy Carolinians perform need to be continued and fully supported by this agency. He however went on to say that as part of trying to meet the budget challenges facing his department for FY 12, and prior to this announcement by the state, he had already been planning as part of the budget process to request Board support for merging the Healthy Carolinians functions with Health Education/Promotion at the local level. With the changes at the state he informed the Board that he has already begun discussions with the Healthy Carolinians Board of Directors and Steering Committee. Based on the input he received from those two groups he is suggesting that once merged with Health Education the Department keep the collaboration and communication components of Health Carolinians along with a small portion of the facilitation component intact.

In response to the suggested changes, Mr. McClellan asked if it would it be beneficial for the Board to appoint future Healthy Carolinians Board members? Ms Swank said that she would prefer not to see the Health Board move in that direction without further exploration/information on/into the matter. Mr. Bruckner stated that the Healthy Carolinians Board of Directors exists solely to keep the organizations 501C3 designation and that the 501C3 has never reached or achieved its originally intended objective which was to be a self-sustaining/self-sufficient organization. He went on to say that if the 501C3 was to be dissolved the Board would most likely only appoint members of the Steering Committee. Board of Health appointment of the Steering Committee members would be more in keeping with how other boards are structured/perpetuated and would fit with what Mr. McClellan was suggesting.

Mid-Year Budget Review & Draft FY 2011 Budget

Ms. Keezer stated that the mid year budget review had to be turned in to the County on short notice of three weeks. An overview of the projected revenues/expenditures for FY 10/11 was provided for each of the Board Member's review. Ms. Keezer went over the documents highlighting the over/under of each line and any potential areas of concern. Highlighted were: A reduction in salary and benefits cost as a result of combining some part-time with full-time positions; a reduction

in International Travel and flu vaccination expenditures because of a decrease in people requesting those services. She also covered how the projected decrease in expenditures correlates with a projected reduction in revenues. She told the Board that at this time if we continue on the track we are on we should finish the year within the adjusted budget targets for revenues and expenditures.

Mr. Bruckner informed the Board that he and Ms. Keezer would be preparing a line by line presentation of the FY 12 budget for the March meeting. As part of that process they will be looking at potential cuts at the federal and state levels. These cuts as outlined in the President's federal budget and the Governor's state budgets which currently include: On the Federal level reductions in - WIC (\$758 million); Community Health Center funding; Child Health block grant funds; Family Planning block grant funds (\$327 million); Community block grant funds for health promotion (\$405 million); and a variety of other cuts totaling in the 100's of millions of dollars which will affect local public health services; and on the State level reductions in - school nurse funding; early interventions (CDSA) program funding; minority health program funding; ten positions in Healthy Carolinians/Health Education; Aid-to-County funding to the 2006/07 levels; and the elimination of the Accreditation Program. There is also a proposal to redirect Health and Wellness Trust Funds money to balance the budget.

Mr. Bruckner went on to say that cuts like these will shred a lot of the protections that we as citizens many times take for granted such as: Enforcement of rules requiring safe food in restaurants and schools; early identification of disease outbreaks; protection of water resources; and the expectation that Local Public Health will examine, discover, and take action when people's health is at stake.

Ms. Swank asked Mr. McClellan if all county departments were looking ahead and finding money to cut within their budgets. Mr. McClellan stated that the county manager does not share budgets across agencies. In the past, each department had been asked to meet a goal and each department has done everything they can to work with the county in mind when they look at their individual budget.

Closed Session – Personnel Matter - A motion was made by Mr. Winecoff seconded by Dr. Killian to go into closed session for the purpose of personnel matter.

Board Training and Information:

Updated Board of Health Notebooks - Each Board member was given back their Board notebooks with updated information incorporated and/or attached. Mr. Bruckner pointed out additions and changes to the notebook.

SOTCH Report – Ms. Barr stated that a copy of the SOTCH report was placed in each member's meeting packet and if there were any comments or questions to contact her by email (bbarr@maconnc.org) or telephone (828) 349 2437.

Training Materials – NALBOH News Brief 4th Quarter 2010 & ANCBH Insert were provided to each Board member.

Performance Review Data: A copy of last month's performance data was given to the Board Members for their review.

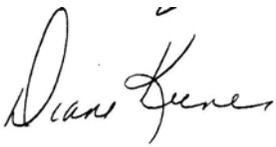
Announcements:

None

Next Meeting Date: Tuesday, March 22, 2011

Ms. Swank declared the meeting adjourned at 8:27 pm on a motion by Mr. Winecoff which was seconded by Dr. Killian.

Respectfully submitted,

A handwritten signature in cursive script, appearing to read "Diane Keener".

Diane Keener, Management Support Supervisor for Jim Bruckner, MS, Health Director
Macon County Public Health Center

Approved March 22, 2011