

CUMBERLAND COUNTY BOARD OF HEALTH
MAY 21, 2019 – 6:00p.m.
1235 RAMSEY STREET, THIRD FLOOR BOARD ROOM
REGULAR MEETING
MINUTES

MEMBERS PRESENT: Dr. Connette McMahon, Chair
Dr. Sam Fleishman, Vice Chair (Arrived at 6:27pm)
Dr. Cynthia McArthur-Kearney, Registered Nurse
Dr. Kingsley Momodu, Dentist
Dr. Kent Dean, Veterinarian
Mr. John Larch III, Professional Engineer
Mrs. Stacy Cox, Public Representative (Arrived at 6:14pm)
Ms. Sonja Council, Public Representative

ABSENT: Dr. William Philbrick, Optometrist
Dr. Jeannette Council, Commissioner
Dr. Olusola Ojo, Pharmacist

STAFF PRESENT: Duane Holder, Assistant County Manager/Interim Health Director
Rod Jenkins, Deputy Health Director
Dr. Lori Haigler, Interim Medical Director
Dr. Krystle Vinson, Director of Nursing
Trey Wright III, Local Public Health Administrator
Ashley Yun, Administrative Assistant to the Health Director
Sang Nguyen, Software Support Analyst

WELCOME, INTRODUCTIONS AND MOMENT OF SILENCE

Dr. Connette McMahon welcomed all guests and called the meeting to order. Introductions were given. A moment of silence was taken.

ACTION ITEMS

A. Approval of Agendas

MOTION: Dr. Kent Dean moved to approve the Board of Health regular meeting agenda
SECOND: Mr. John Larch III
VOTE: Unanimous (6-0)

B. Approval of April 16, 2019 Regular Meeting Minutes

MOTION: Ms. Sonja Council moved to approve the minutes.
SECOND: Dr. Cynthia McArthur-Kearney
VOTE: Unanimous (6-0)

INFORMATIONAL/DISCUSSION ITEMS

A. Public Comment:

Dr. McMahon opened the floor for public comments at 6:03 p.m. There being no public comments registered, Dr. McMahon closed the floor for public comments at 6:03 p.m.

B. Cumberland HealthNET:

Ms. Yvonne Anton, Executive Director, Mr. Wayne Cannon and Mr. Al Foote, Board of Cumberland HealthNET, gave an update on their organization and clinic services.

Ms. Anton presented their mission, partners, services, Cumberland County Health Department clinic outcomes, raw data from the NC Department of Health and Human Services (DHHS) pilot, accomplishments and challenges, financial support, and strategic growth/sustainability. HealthNET serves to uninsured adults living below 200% of the poverty level with a chronic disease. As a reference, Cumberland County's uninsured population is 11%, or 36,580 uninsured residents according to County Rankings & Roadmaps. Their two biggest concerns are cancellations and no-show rates of appointments. They are moving to a new location at 707 Murchison Road and invited the Board members to the grand opening on Friday, June 28th.

The Power Point presentation is available by request to Ms. Ashley Yun.

Mrs. Stacy Cox arrived at 6:14pm.

Mr. Holder asked if they have investigated any other forms of transportation other than bus. Ms. Anton said they have used Uber 2-3 times; however, it is expensive. The patients transport between Chapel Hill and our county for specialty care. One of the concerns is that the program in Cumberland County is as not supportive as Chapel Hill for medical specialty care, so the patients have to apply through Chapel Hill. They are still seeking grants for transportation.

C. FY 19-20 Annual Goals:

Management Team along with Nursing Supervisors met on May 13, 2019 to discuss FY20 Board of Health Goals into SMART (Specific, Measurable, Attainable, Relevant, and Time-Bound) objectives to support Board members to achieve their goals.

Overall Health Department Promotion:

- By June 30th 2020, CCDPH will have produced at least 4 "Health Talks" or Community Forums that provide information in a forum style setting about community health issues in Cumberland County.
- By June 30th 2020, CCDPH will have created a marketing plan that highlights/provides information on CCDPH programs and services

Improve Oral Health:

- By September 30th, CCDPH will have nominated one staff member to participate on the Nursing Home Advisory Board.
- By June 30th, 2020, CCDPH will present to all attending Nursing Home Facilities the importance of Oral Health during the June Preparedness Meeting.
- By June 30th 2020, CCDPH will have attended at least two Regional Oral Health Collaborative
- By June 30th 2020, CCDPH will provide "oral health/hygiene promotion kits" to ten Nursing Home Facilities and/or 150 Nursing Home Patients.

- By March 1st 2020, CCDPH will have completed a media campaign to promote oral health during February, which is designated as Oral Health Awareness Month.

Sexually Transmitted Infections and Teen Pregnancy:

- By June 30th 2020, CCDPH will have implemented a media campaign to provide information on STI prevention and screening.
- By June 30th 2020, CCDPH will have worked with the Fayetteville Cumberland Youth Council (FCYC) and the Teen Task Force to identify effective methods to reach youth on STI prevention.
- By June 30th 2020, CCDPH will provide outreach to 1000 students in out of school settings. Outreach includes contraception education, abstinence education, and will be all inclusive.
- By June 30th 2020, CCDPH will have implanted at least 2 “Real Talk for Parents” events that provide caregivers with information on sexual health, contraception, facts/myths, and communication tools for discussing good reproductive health.

Vaping:

- By June 30th 2020, CCDPH will have produced marketing materials that provide education on the dangers of Vape and E-Cigarette products.
- By June 30th 2020, CCDPH will have provided a position statement urging all 9 local townships and municipalities to consider tobacco free policies and zone to now allow smoke shops with X feet from school settings.

Opioid:

- By June 30th 2020, CCDPH will have acquire a drug drop off box and become a Pill Disposal Site that citizens can drop off unused medication for disposal
- By June 30th 2020, CCDPH will have provided 200 pill disposal bags to clients that utilized CCDPH services.
- By June 30th 2020, CCDPH will have participated in at least two drug take back events and community outreach efforts.

Dr. McMahon asked for the purpose of setting June 2020 as an achievement date; it is after the year of the board retreat. Mr. Holder said the idea for June 2020 is that we are looking at operating on a 12-month cycle beginning July 1st. It would line up with the same fiscal year cycle as budget cycle because sometimes move-forward goals will require additional resources as well. So we would try to time the retreat with the budget creation. Since we’ve already submitted the budget for FY 19-20, we try to craft these goals in an attainable way. We will work out some of details and will reintroduce in the June meeting. We are accepting feedback and further information from the Board members to consider as we finalize.

Dr. Fleishman arrived at 6:27pm.

D. NCPHA Spring Educational Conference Update:

Dr. Ojo and Dr. McArthur-Kearney attended the NC Public Health Association Spring Educational Conference on May 14, 2019 in Raleigh NC. The theme was Social Media and the Impact on Public Health, and Dr. McArthur-Kearney shared her first experience that was very interesting and impressive. Rick Reynolds, Author of "Selling Public Health" - Integrated Marketing Communications for Your Health Department was recommended, and more detail is available on <http://healthdepartmentmarketing.com/selling-public-health/>.

Mr. Holder said we need to formalize marketing, especially with the start of Medicaid Transformation. Because the need is out there, but we need to address responsibility to meet that need.

Dr. McMahon highlighted that we also need to entertain the conversation of how we can reach out to people who live in alternative arrangement concepts. (i.e. homeless or transient population)

E. Health Director Update:

We've been working with the Developmental Associates for Health Director Recruitment processing. In May, they did a formal national re-advertising of the position. The first screening is scheduled on June 6 and the second screening on June 25.

F. Bringing Sexually Transmitted Infection (STI) Public Health research to the Cumberland County Department of Public Health (CCDPH):

Dr. McMahon met Dr. Arlene Sena. She is a physician at UNC Chapel Hill with a specialty in infectious disease and has a sub-specialty interest in sexually transmitted infection research. She has a Public Health degree from UNC Chapel Hill as well. Dr. Sena has a dual relationship with UNC Chapel Hill and the Director of the Durham County Health Department. Mr. Holder and Dr. McMahon had an excellent conversation with her about bringing STI research to our department since we have an issue with STI rates. There were four items discussed:

- Bringing clinical research to our Health Department with clinical trials included with partnership with the Cape Fear Hospital
- Form a relationship with Womack Hospital or Fort Bragg
- Bringing some of the Center for Disease Control (CDC) funding that goes through the state to Cumberland County
- Bringing some of the MPH students to our department for practicums

It was an exciting conversation, and we hope to move forward and continue to have a long-term relationship.

Ms. Cox asked if we have connections with other colleges/university. Mr. Holder answered that we currently have relationships with all area colleges/university. Historically we had a relationship with UNC Chapel Hill School of Public Health; however, it fell off a few years back, and we try to rekindle that. We've strengthened the relationship with Fort Bragg and had an Epidemiology meeting; we are committed to have ongoing periodic meetings.

Mr. Jenkins also has been working with COL. Sheryl Bedno, who has connection with the epidemiology section at the Ft. Bragg. We are required by NC to input a surveillance institute. Even though it's our responsibility, COL Bedno wants to take part of the responsibility of the

Fort Bragg database. As of now, we are in the process of finalizing the reports. It's a win-win with regards to efficiency, and Fort. Bragg will have access to the information.

G. Organizing the Friends of the Health Department Committee:

Dr. McMahon and Dr. McArthur-Kearney started discussing on forming the committee of ambassadors, champions, grassroots, and citizens who want to continue to support the Health Department and the Board of Health's goals in their missions. We are recruiting former employees, potential patients, former board members etc.; however, anyone in the Health Department and Cumberland County is eligible. We looked to the predecessor, the Friends of the Library, and their memorandum, constitution, and bylaws. We will review and tailor it to our particular concerns and our goals. **This subject will be added as the FY 19-20 Board of Health Goals.**

H. Financial Reports:

Board members received the following financial reports:

- The accounts receivable by program are broken down by clinic and payer source.
- Aging report by private/self-pay patients for 180 days or a year over.
- The Statement of Revenue and Expenditures (Profit and Loss) as of April 30, 2019. The excess of revenue over the expenditures is \$1,152,876.02. These funds consist of Medicaid Cost Settlement funds and Pregnancy Care Management/Care Coordination for Children revenue.
- The statement of expenditures by program as of April 30, 2019. We are spending 69.04% of our budget.
- Revenue by Source reports by state and federal allocations, grants, Medicaid, fees, fund balance, county funds allocated, and total earned.

I. Director's Report:

a. Greater Cumberland County Sector Partnership:

The Health Department has been involved with the workforce development initiative that was out of the County's Workforce Development office. It is looking for ways to increase the workforce within the healthcare sector, but also to improve services in overall health wellness in the county. The program co-chairs are Mike Nagovski, CEO at the Cape Fear Valley Health System, and Sammy Choi, MD at the Womack Army Medical Center. Mr. Holder, Mr. Jenkins, and Mr. Wright are involved; Ms. Susan Dover and Mrs. Stepheria Nicholson from the Health Education Division are helping as part of this group. The kick-off meeting was conducted on May 10, 2019 at Reid Ross Classical School for the MATCH (Motivating Adolescents with Technology to Choose Health) program; evidence-based health and wellness curriculum. The grant was made possible by Blue Cross Blue Shield by NC and was obtained for implementation in all 17 middle schools in Cumberland County starting fall of 2019. In addition to that, it was the kick-off in the announcement of a county-wide health and wellness initiative by the partnership. The proclamation of sorts has been signed by the Chair of the Board of Cumberland County Commissioners, as well as the Mayor of the City of Fayetteville, as well as nine Mayors from the other eight towns. It was also signed by the Superintendent of Cumberland County Schools, COL Sheryl Bedno, Mr. Holder, the Presidents of Fayetteville Technical

Community College, Fayetteville State University, Methodist University, the VA Hospital, and the Womack Medical Center, as well as the co-chairs of the partnership.

The Cumberland County Next Generation Sector Partnership is promoting a community-wide Wellness Campaign focusing on physical activity, nutrition, and rest. The team has already made significant strides by securing funding to implement MATCH in all 17 middle schools in the Cumberland County Schools beginning in August 2019. Building on this win, the team is now focusing on expanding its impact to include adults and the broader community. The Next Gen Sector Partnership Team is requesting you to pledge to be a part of this Wellness Campaign. This includes:

- Signing the Cumberland County Wellness Compact as a statement of your commitment to promoting wellness
- Supporting or expanding employee wellness programs within your business/organization
- Contributing to the Wellness Campaign through volunteer-led task teams.

We, as leaders in Cumberland County, provide our full support for this Wellness Campaign. Mr. Holder passed the proclamation around the table. The partnership will be initiating a 52-week campaign starting in July. We will be asking businesses to send out wellness goals or tips every Wednesday through social media and other vehicles/platforms; it will be called “Wellness Wednesday”.

Dr. Fleishman asked about a sleep guide. Mr. Holder said there was a conversation within the group about rest extended and mental wellness.

b. Medicaid Transformation Update:

We have received 4 of the 5 contractual agreement proposals from PHPs. We are currently looking at and reviewing contracts and also consulting with the county legal department. With these being legal documents that will govern the way that we treat Medicaid citizens going forward, there are a lot of requirements that are included in these documents. One of the major things that we've been seeing is a requirement to increase our Care Management functions. We are responsible to treat Medicaid patients, but to also provide some of those wrap-around services, such as referral, housing, food security, and transportation.

c. Medical Director Recruitment Update:

We will be performing the assessment center on Friday, May 24, 2019 with three series of sessions, including role play, presentation exercises, panel interview. We are very hopeful that we'll have a successful assessment center.

d. Grand Re-Opening of the Baby Store Update:

The grand opening was very successful, and today was the first day it has been officially open. Mr. Holder thanks everyone who have supported directly or indirectly. The team did an awesome job as far as arranging the event. We were very fortunate to have Dr. Betsey Tilson, NC DHHS State Health Director, to make a comment for the event. It will be a great resource for expecting moms, their family, and unborn babies. It is the incentive-based resources that will allow mothers to earn “Baby Bucks” by attending classes and making their appointments. We do welcome community champions to join in

with donated time to work at the store, supplies etc. Please contact Ms. Yun if you'd like to contribute to the baby store in any way.

e. Monthly Health Department Clinics Reports:

The most up-to-date clinic reports were provided to the board members.

f. Upcoming Events:

- The National Association of County & City Health Officials (NACCHO) Conference on July 9-11, 2019 at Orlando, Florida
- The National Association of Local Board of Health (NALBOH) Conference on August 14-16, 2019 at Denver, Colorado
- The NC Public Health Association Fall Educational Conference on September 25-27, 2019 at Greensboro, North Carolina

On behalf of Nursing Corp, Mr. Jenkins extended a special appreciation to Dr. McArthur-Kearney for her representation at the 10-Year Nurses' Month celebration. Dr. McArthur-Kearney said she truly enjoyed it, and it was a pleasure. She energized and encouraged them on how much they are appreciated. She believes their successes and what they do to reach out to the community are a well-kept secret.

J. Membership Roster/Attendance Roster:

Dr. McMahon reviewed the membership roster and the attendance report for 2019.

K. Board Comments:

Mr. Wright announced that in conjunction with Partnership for Children, NC Pre-K registration will be in our department on June 29, 2019 with immunizations, vision screenings, and possibly dental screenings as well; we are expecting 200-300 people.

As a reminder, the next regular meeting is Tuesday, June 18, 2019 at 6 p.m.

ADJOURNMENT

- MOTION: Ms. Council moved to adjourn.
 SECOND: Dr. Fleishman
 VOTE: Unanimous (8-0)

The meeting was adjourned at 7:07 p.m.



Duane Holder, Interim Health Director

6-18-19

Date



Dr. Connette McMahon, Chair

6-18-19

Date