



Agenda - Regular Meeting

Laura Baynard
Chief Operating Officer
Shasta Community Health Center
Vice -Chair

John Coe, MD
Retired Physician
Mercy Family Health

Paul Dhanuka, MD
Physician
DOCS Medical Group
District 2 Representative

Wendy Dickens
Executive Director
First 5 Shasta

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

Jennifer Snider
Director of Data, Planning and
Accountability
Shasta County Office of Education
Chair

Richard Yoder, MD
Retired Physician

Vacant
District 1 Representative

Vacant
District 4 Representative

Vacant
District 5 Representative

Date & Time: July 10, 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@shastacounty.gov). 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: March 13, 2024

5. **Committee Reports:**

- a. Executive Committee: Jennifer Snider, Chair
- b. Nurse Family Partnership: Laura Baynard, Vice-Chair

6. **Director's Report:**

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

7. **Heath Officer Report – James C. Mu, MD**

8. **Presentation:**

WIC Breastfeeding Peer Counseling Program – Sara Stone, Breastfeeding Coordinator

9. **Discussion:** Community Health Awards

10. **Adjourn**

Next Meeting: September 11, 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 adacoordinator@shastacounty.gov. 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."



Minutes for March 13, 2024 *Draft*

Item 1: Call to Order:

Chair Judith Menoher called the meeting to order at 12:09 p.m. Those in attendance introduced themselves.

The following Public Health Advisory Board (PHAB) members were present during at least part of the meeting:

Judith Menoher, Laura Baynard, John Coe, Kristen Lyons, Mary Ann Duncan, Mike Mangas, Richard Yoder and Paul Dhanuka

Members not in attendance: Jennifer Snider and Kay Kobe

Others present: Public Health (PH) Interim Branch Director Katie Cassidy, PH Deputy Branch Director Shellisa Moore, Program Managers Sara Westmoreland, April Jurisich, Linda Singler and Amy Pendergast, Executive Assistant Cara Schuler, PH Officer James Mu, MCAH Coordinator Alex Gee, Community Education Specialist Jules Howard and Public Health Assistant Anissa Pulido

Item 2: Public Comments:

None

Item 3: Member Sharing/Announcements:

Member John Coe spoke on Shigella and if Public Health had updates regarding stool sample cultures. A discussion took place. Dr. Mu advised that samples are now going to CDPH and are now identified through genomics.

Member Laura Baynard advised that Shasta Community Health Center will be moving into their new building. The new building will house pediatrics, maternity and optometry. Laura also advised that she took a promotion and is now the Chief Operating Officer. Member Baynard also mentioned the loss of Dr. Dugan is very sad as he was the only one who did forensic work in the county. There was not enough funding to keep him in the area. He is now in Alaska working.

Member Paul Dhanuka discussed the shortage of physicians in the area. That is currently an 80% shortage. It is just not with family practice physicians, but now specialized physicians are leaving the area. They can no longer sustain having their own practices. He is looking to put together a committee and would like to designate a person from PHAB and/or from Public Health. Discussion took place.

Item 4: Action: Approval of Minutes

Motion: Member Paul Dhanuka, seconded by Member John Coe, made a motion to approve the minutes of the January 10, 2024, 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 March PHAB meeting, which will include a presentation from Maternal Child and Adolescent Health (MCAH) Needs Assessment along with an update on the branch's reaccreditation efforts.

Discussion took place regarding the SCOE Community Schools presentation. SCOE has developed a list of questions that will be sent to members for feedback. Feedback will be discussed at a future PHAB meeting.

Appointments for recommended PHAB members Richard Yoder and Wendy Dickens will go to the Board of Supervisors prior to the March PHAB meeting.

Membership reappointments for new three-year terms and the PHAB slate of officers were also discussed. These will be voted on at the March PHAB meeting.

Community Health Awards were discussed. It was proposed that an item be added to the March agenda regarding not holding the awards as originally planned in April 2025, but rather revisiting the topic in March of 2025, and voting on whether to hold them in April of 2026.

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

Member Laura Baynard shared a meeting was held on February 2, 2024. They heard about the Maternal Child and Adolescent Health (MCAH) Needs Assessment and did an activity that PHAB will be doing today so she doesn't want to give more information out.

Item 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.

Motion: Member Mary Ann Duncan, seconded by Member Paul Dhanuka, made a motion to reappoint Laura Baynard, Kay Kobe, Mike Mangas, Judith Menoher and Jennifer Snider to the PHAB for a three-year term through March 31, 2027. The motion carried by a unanimous vote of the members present.

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

Motion: Member Mike Mangas, seconded by Member Paul Dhanuka, made a motion to accept the following slate of officers for 2024: Chairperson Jennifer Snider, Vice-Chairperson Laura Baynard, Member-at-Large Kristin Lyons and Membership Committee Chairperson Mary Ann Duncan. The motion carried by a unanimous vote of the members present.

Item 7: Directors' Reports:

a. Health and Human Services Agency:

Interim PH Branch Director Katie Cassidy provided HHSA updates from the Directors' Report. Please refer to written report.

b. Public Health:

Interim PH Branch Director Katie Cassidy provided PH Branch updates from the Directors' Report. Please refer to written report.

Item 8: Presentations:

Maternal Child and Adolescent Health (MCAH) Needs Assessment:

PH Program Manager Amy Pendergast and MCAH Coordinator Alex Gee presented on the MCAH Needs Assessment. Every five years, the Maternal, Child, and Adolescent Health (MCAH) team at Shasta County Public Health reviews a variety of data indicators to assess the health and well-being of the MCAH population as part of the local Title V Needs Assessment. Most of the funding is federal money as well as state. There are five domains: Maternal (Women, pregnant people, women of child-bearing age and postpartum), Infant age 0-1, Children ages 1-9, Adolescent ages 10-19 and Children and Youth with special health care needs ages 0-21. Data was provided on the five domains. PHAB members participated in a breakout brainstorming session and then were asked to take the Community Needs Assessment Survey.

Item 9: Discussion:

a. Reaccreditation Update:

Sara Westmoreland provided a reaccreditation update. Shasta County Public Health achieved accreditation in 2020 from the Public Health Accreditation Board. This means Shasta County Public Health has met standard competencies for Public Health Departments across the United States. There are 10 domains and staff leads are putting together documentation that will be compiled and sent for reaccreditation. Staff are currently working on the Community Health Assessment, Community Health Improvement Plan, Workforce Development Plan, and Performance Management and Quality Improvement Plan. Once all the plans are complete, we will move forward with our Strategic Plan. Reaccreditation takes place on a five-year cycle.

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 April 2026.

Motion: Member Laura Baynard, seconded by Member Mike Mangas, made a motion to not hold the Community Health Awards in April 2025 and revisit Public Health Awards in March 2025 with awards to be held April 2026.

Item 10: Adjourned at 1:35 p.m. by Chair Judith Menoher



Directors' Report - Public Health Advisory Board July 10, 2024

CURRENT ISSUES:

Health & Human Services Agency (HHS) Update

- Privacy, Security, and Safety programs have integrated under one unit in our Administration Branch to provide improved compliance and safety efforts across the agency.
- Although the Board of Supervisors has approved our budget, the Governors May Revise proposed huge unanticipated cuts that will affect budgets across HHS programs. Our leadership and fiscal staff are working closely with programs to regulate and economize spending where feasible in the FY24/25 budget.
- Congratulations Katie Cassidy as the new PH Director effective July 1, 2024. Thank you for filling-in as interim too.
- Mental Health Director and Behavioral Health & Social Services Branch Director Miguel Rodriguez has accepted a position with a private company and will be leaving the county August 2, 2024.
- Public Health Officer Dr. Mu presented the Biennial Report on Blood-Borne Diseases and a brief update on PH program activities to the Board of Supervisors on June 11th.

Public Health Branch Update

- While the Governors May Revise budget proposed many cuts, the current proposal preserves much of the funding for human services programs, including the Future of Public Health funds and the Home Visiting funds. There may be adjustments to these funds, but not to the same degree as the initial proposal.
- Avian Influenza is a topic of concern in state-wide discussions. PPE is available to our community farmworkers via our DOC45 email.
- Program re-location on the horizon! NFP and WIC will be relocating from downtown to the Breslauer campus. While we don't have a finalized date yet, we know this will be a big change and we will seek to ensure minimal disruption to clients and services.

Administrative Services

- The 2024-2029 Community Health Improvement Plan has been published on the Shasta County website.
- The Administrative Services Division contract team is currently processing 49 contracts for the PH Branch. Staff Reports that were approved since the last PHAB meeting included: Clear Labs, Inc. Capital Asset Purchase and Service Plan Terms and Conditions, Alzheimer's Disease and Related Disorders Association, Inc. Agreement, Biennial Report from County Health Officer, James Mu, MD, on the Blood-Borne Disease Prevention Project, and First Amendment to the agreement between The County of Shasta and City of Redding.
- 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 Emergency Preparedness and Response (EPR) Unit facilitated a tabletop exercise with the Shasta Healthcare Coalition, simulating a cyber-attack on multiple Northern California hospital systems, including Common Spirit. Public Health and coalition partners identified strategies to mitigate, respond to, and recover

from this emergency, strengthening healthcare readiness through improved coordination and partnership building.

- Our Community Education Specialists have launched a new campaign to increase awareness of rising syphilis rates, promoting STI testing and our community partners' screening services. This includes the "Share Love, Not Syphilis" bus shelter and social media campaigns.
- We began collaborating with the Substance Use Coalition through their newly organized Community Overdose Prevention Efforts (COPE) committee to address local overdose spikes. This includes focused Narcan distribution via the development of a Shasta County Overdose Response Plan.
- The Communicable Disease (CD) Unit completed a Biannual Unusual Disease Event Review, where we assessed our two contacts related to the UC Davis/Sacramento measles outbreak. We reviewed and finalized our draft Measles Response Procedure, increasing our preparedness for a potential measles outbreak.
- The CD Unit has updated the measles information on the HHS Public Health webpage for medical providers and the community.

Family Health Division

- WIC currently has an allocated caseload of 4480, with a 99.98% participation rate. Our exclusive breastfeeding rate is 38.9 at two months and 25.5 at six months.
- WIC services in McArthur are being conducted via phone until we are able to determine a stable internet connection.
- Nurse-Family Partnership is currently serving 116 clients. We have had 5 graduations since March and 15 more are expected in the new few months. We continue to accept referrals for first time pregnant families who are less than 28 weeks gestation and live in Shasta County.

Healthy & Safe Families Division

- The Youth Cannabis Education and Prevention (YCEP) program reached more than 70,000 adolescents and adults through the Mind Over Marijuana and Let's Talk Cannabis media campaigns. Resulting in almost 1 million impressions – or number of times content was seen through multiple platforms such as TikTok, YouTube, Spotify, Facebook, Redding Radio, and OutFront Media mobile ads.
- Created and distributing informational cards to encourage cannabis users to keep their edible THC products safely stored away from children to avoid pediatric poisonings. So far six marijuana retailers have cards to put in bags or out by the register and 1,200 cards have been distributed.
- Submitted SUBG application for two-year plan that includes training adults who are influential to youth on the primary factors that prevent youth substance use and the actions they can take, implementing strategies to prevent substance use among the most at-risk youth in the county, and increasing availability of medication disposal kiosks at pharmacies throughout the County.
- Conducted traffic safety events at eight high schools in April for National Distracted Driving Awareness Month, along with conducting campaigns at 15 locations (high schools, driving schools, and teen centers).
- Conducted traffic safety events at eight high schools in May for Global Youth Traffic Safety Month in May, along with conducting campaigns at 15 locations (high schools, driving schools, and teen centers).
- The MCAH Title V 5-Year Needs Assessment was submitted. A data brief of the findings will be shared with the community soon. The MCAH Annual Funding Agreement is currently in progress.

Healthy Communities Division

- May Bike Month & Challenge was a success. 784 riders; 76 workplaces; 10,511 bike trips (18% more trips than last year); rode 122,988 miles collectively. Three Shasta County teams were in the Top 7 nationally on the Love to Ride bike month challenge platform.
- FARM Club is happening. In Redding, June 8-29 at Redding Saturday Farmers' Market. From July 3-31 at the Burney Wednesday Farmers' Market. Youth ages 3-15 get \$4 in tokens to purchase their own fruits and vegetables.
- Four walking maps of the Downtown Redding area are published, and community walks were held. Take a walk using one or more of the maps. Maps can be found at: [Healthy Shasta Walks - healthyshasta.org](https://www.healthyshasta.org/healthy-shasta-walks) (Community Walking Resources) or at [Walking Maps — Viva Downtown Redding](https://www.vivadowntownredding.com/walking-maps)
- Healthy Shasta mini-grants are open. [Mini-Grants Now Open: Apply by July 23, 2024 - healthyshasta.org](https://www.healthyshasta.org/mini-grants)

- Suicide Prevention Trainings for Medical and Behavioral Healthcare providers are available for one year. They are all offered at no cost. To register or get more information, contact Katy Dill at younattershasta@shastacounty.gov or 530-229-8094. Classes offered in-person, via Zoom, and via Self-Study options. This is a great opportunity to enhance care skills in suicide prevention. Open to Shasta County and surrounding county providers.
 - Suicide Prevention 201 and Suicide Prevention 202
 - Counseling on Access to Lethal Means (CALM)
 - Assessing and Managing Suicide Risk (AMSR) for **clinical** medical and behavioral health providers:
 - Assessing and Managing Suicide Risk (AMSR) for **non-clinical, direct care staff**
- Healthy Brain Initiative is hosting classes. Go to www.shastahealthybrain.com for more information and to register. Classes are taught by the Alzheimer's Association.
 - July 16, Understanding Alzheimer's and Dementia, virtual
 - July 25, Managing Money – in person
 - August 6, Communicating Effectively, virtual
 - August 21, Responding to Dementia Related Behavior, in person
 - September 10, Healthy Living for your Brain and Body, in person
 - September 24, 10 Warning Signs of Alzheimer's, virtual
- A newly updated Shasta County HHS CalFresh Healthy Living (CFHL) webpage is available. You will find CFHL information and resources. The webpage can be viewed here shastacounty.gov/health-human-services/page/cal-fresh-healthy-living.
- Fun with Senior Fitness Instructor Training was held on Friday, June 28, 2024. Check out the Senior Fitness webpage (Senior Fitness | Shasta County California) for classes. Feel free to contact Hillary Dodson hdodson@shastacounty.gov or 229-8469 for more information.

Public Health Clinic and Nursing Coordination:

- Mass Care and Shelter was moved from HHS Administration into the Clinic Services Division of Public Health on May 6th, with a new Community Development Coordinator beginning that same day.
- The Medical Marijuana ID Card program will be moving from HHS Administration to the Clinic Services Division of Public Health. Clinic staff have been learning to take on these additional tasks.
- The Medical Billing Clerk resigned in May, and we are working with HHS Administration to help take on medical billing tasks for the clinic.
- The carpet in the immunization room and adjacent clinic spaces was replaced with vinyl flooring. Thanks to staff flexibility and collaboration with the STI program we were able to continue services without interruption.

Specialty Health Services Division:

- The Medical Therapy Unit has been approved to use a cloud based EMR called WebPT which should assist us with being more efficient.
- Child Health and Disability Prevention Program is sunsetting statewide. Most referrals will be case managed by Partnership HealthPlan. Public Health will retain case management for children without MediCal or health insurance.