



Agenda - Regular Meeting

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

Kim Betush
District 4 Representative

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

Aaron Hunter
District 1 Representative

Kay Kobe
Chiropractor / Business Owner
Shasta Lake Chiropractic

Kristen Lyons
Chief Executive Officer
Shasta Family YMCA

Mike Mangas
News Anchor
KRCR TV

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

Vacant
District 3 Representative

Vacant
District 5 Representative

Date & Time: September 11, 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: July 10, 2024

5. **Committee Reports:**

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

6. **Directors' Report:**

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

7. **Presentations:**

- a. Mass Care & Shelter: Cheri McKinzie, Community Development Coordinator
- b. Public Health Advisory Board Orientation, Katie Cassidy, Public Health Branch Director and Jennifer Snider, PHAB Chair

8. **Adjourn**

Next Meeting: November 13, 2024

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Minutes for July 10, 2024 *Draft*

Item 1: Call to Order:

Chair Jennifer Snider called the meeting to order at 12:06 p.m. Those in attendance introduced themselves.

The following Public Health Advisory Board (PHAB) members were present during at least part of the meeting: Laura Baynard, John Coe, Wendy Dickens, Mike Mangas, Kay Kobe and Paul Dhanuka

Members not in attendance: Kristen Lyons, Richard Yoder and Mary Ann Duncan

Others present: Public Health (PH) Branch Director Katie Cassidy, PH Deputy Branch Directors Shellisa Moore and Charlene Ramont, HHS Assistant Director Christy Coleman, Program Manager Sara Westmoreland, Executive Assistant Cara Schuler, Health Officer James Mu, Supervising PH Nurse Denise Hobbs, PH Clinic Services Coordinator Sara Stone, PH Nutritionist Kristi Richey, Community Development Coordinator Lee Hendrix and Community Education Specialist Jules Howard

Item 2: Public Comments:

None

Item 3: Member Sharing/Announcements:

Chair Jennifer Snider provided a card to be passed around to sign for Judy Menoher.

Member Kay Kobe asked for a synopsis with data on current priorities with progress made for Public Health.

Member Wendy Dickens shared that Local Planning Childcare Council is working on things that will help with the environment for the T-K and preschool arena as well as after school care which is part of the determinates of health that are needed in our community. In addition, working to educate parents of their choices. University of San Francisco will be coming to do hearing testing since this normally doesn't take place until Kindergarten. This will catch students earlier if they need speech therapy.

Vice-Chair Laura Baynard advised that SCHC purchased the Center of Hope from Hill Country and moves are taking place. Medical, Behavioral Health and Psychiatry (PCN) will be located at the new site. Hill County moved into the previous SCHC building on Churn Creek.

Member Paul Dhanuka discussed the physician shortage and is working on getting a small group together to put a blueprint together and bring to local government agencies and advisory boards. Chair Snider advised that she could participate in the workgroup and report back to PHAB. Member Dickens also suggested reaching out to Reach Higher Shasta.

Item 4: Action: Approval of Minutes

Motion: Member John Coe, seconded by Member Laura Baynard, made a motion to approve the minutes. March 13, 2024, meeting. The motion carried by a unanimous vote of the members present.

Item 5: Committee Reports:

a. Executive Committee:

Chair Snider provided an update from the Executive Committee meeting. The group discussed the agenda for the July PHAB meeting, which will include a presentation on WIC Breastfeeding Peer Counseling Program. A request was made that Health Officer, Dr. Mu give a report on current health issues affecting the community. Membership was discussed on the current reappointments that will be scheduled for the Board of Supervisors meeting prior to the July PHAB meeting.

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

Next meeting is scheduled for August 2, 2024. Member Laura Baynard shared that due to her job promotion, she will need to resign from NFP CAB. If there are any members interested in sitting on the CAB, please contact Cara Schuler.

Item 6: Directors' Reports:

a. Health and Human Services Agency:

HHS Assistant Director Christy Coleman provided HHS updates from the Directors' Report. Please refer to written report.

b. Public Health:

PH Branch Director Katie Cassidy provided PH Branch updates from the Directors' Report. Please refer to written report. There was further discussion on Cooling Centers.

Item 7: Health Officer Report:

Health Officer Dr. Mu reported that the first quarter there was some outbreak of Shigella. There were a couple Legionnaires' disease in the first quarter. There was one case of toxic E. coli in May. No West Nile Virus or measles outbreak or exposures. No major heat related illnesses were reported.

Item 8: Presentations:

WIC Breastfeeding Peer Counseling Program: Sara Stone, Breastfeeding Coordinator and Kristi Richey, PH Nutritionist presented on the Breastfeeding Peer Counseling (BFPC) Program. The WIC Breastfeeding Peer Counseling (BFPC) Program uses an evidence-based peer-to-peer model that connects pregnant and postpartum women with paraprofessional breastfeeding counselors who come from the same neighborhoods and speak the same language as WIC participants. WIC peer counselors, who are often current or former WIC participants with experience breastfeeding their own children, provide counseling services in person, in groups, over the phone, via video call, and most of all, through texting.

As a result of the strengthening and nationwide expansion of WIC's breastfeeding support and promotion services, the percentage of WIC parents who have initiated breastfeeding has increased dramatically—from 42% in 1998 to 71% in 2016. Breastfeeding duration has also improved in WIC: At seven months postpartum, 26% of WIC moms are still breastfeeding, as opposed to only 12% of WIC moms in 1997.

A BFPC is a paraprofessional, demonstrates good communication skills, has breastfed a child for at least 1 year, is enthusiastic about breastfeeding and has a desire to share that enthusiasm, a friend to the mother, which combats loneliness, and speaks the language of their peers and their supervisor.

Shasta WIC Peer Counselor Training includes: WIC level 1 and 2 breastfeeding and counseling techniques curriculum, Baby Behavior Training (UC Davis), Best practices include Certified Lactation Educator training as well as all the required annual state WIC and county trainings. It takes 2 months or more to have a peer counselor trained before they start taking on a caseload.

Responsibilities of a BFPC: Connect and build relationship with WIC parents within the structure of the BFPC program, provide basic breastfeeding counseling and support to help parents solve common breastfeeding issues, ambassadors of WIC, Refer to IBCLCs and HCP's when needed, connect ppts with community resources, PC's know their limitations and refer mother's to their doctors for medical questions and to ask about all medications, herbal and vitamin supplements, PC's refer to an IBCLC for issues such as tongue-tie, low diaper count, slow weight gain, flat/inverted nipples, latch problems and other breastfeeding issues, PC's refer to WIC staff for nutrition and formula information, PC's refer to community resources such as support groups, community health advocates, parenting classes, and initiate referrals to community resources, attend ongoing trainings and staff meetings, assist with support groups and breastfeeding classes and refer, refer, refer.

WIC policy states that PC Program participant "contacts" are two-way interactions; face to face, by telephone, text or e-mail; between the PC and the participant. Contact frequency policy for Prenatal women: are contacted within 30 days of enrolling into the WIC Program and, at a minimum, by the start of the third trimester. Monthly thereafter until 2 weeks prior to the expected delivery date, and weekly within 2 weeks of the delivery date. Postpartum women: every 2-3 days in the first week postpartum. Within 24 hours if the mother reports a problem with breastfeeding and again until the problem is resolved. Weekly for the rest of the first month postpartum. 1-2 weeks before returning to work or school and 2-3 days after she starts back to work or school. Monthly for infants from 1 to 6 months of age.

PC's maintain accurate records of counseling contacts in the PCDB (peer counselor database and in WIC WISE data management system. State WIC is currently working on adding PCDB to the WIC Wise database to reduce the incidence of double documenting and to streamline the services at WIC. This includes all in person, phone, text and e-mail contacts. PC's maintain confidentiality. WIC is working toward a PCDB Module in WW to replace PCDB as a separate database by Spring 2025. Chart review/CQI provided by IBCLCs.

Shasta Moms Circle AKA SMC is a monthly peer support group facilitated by BFPC staff. This creates mother to mother connections, peer to mother connections, fosters self-confidence, trauma responsive, presents nutrition education, parenting information, and breastfeeding spotlight of the month.

Item 9: Discussion:

Community Health Awards:

Item should have been removed from the March meeting.

Item 10: Adjourned at 1:26 p.m. by Chair Jennifer Snider.



Directors' Report - Public Health Advisory Board September 11, 2024

CURRENT ISSUES:

Health & Human Services Agency (HHS) Update

- HHS continues to look for qualified candidates for both our CFO and Director of MH positions. The CFO recruitment closes on September 6th, and the Director of MH recruitment closes on September 9th. We will be meticulous and patient while we go through the interview process.
- Bailey Cogger, who has been acting in an interim capacity as Deputy Branch Director for Behavioral Health and Social Services Branch has taken the role on permanently as of August 26, 2024, and we said goodbye to one of our PH Deputy Directors, Charlene Ramont. Charlene worked with the county for almost 20 years and will be dearly missed.
- Many of our staff assisted victims of the recent Butte County Park fire. Agency responses highlighted some areas where our own Emergency Preparedness team can enhance our performance and improve outcomes for future incidents.

Public Health Branch Update

- The PH Lab is currently facing critical staffing issues. We are working as quickly as possible to get the lab back online and providing services to our programs, communities, and region. We appreciate your patience and continued support as we navigate these challenges.
- You will hear about our “new” Mass Care and Shelter program, and we have been learning the nuances of these services. New legislation has added a requirement for shelter options to co-locate pets. We have been working with County Council and the Sheriff's office to update our Emergency Operations Plan and fully understand what we are required to do and how we will fulfill these requirements.
- Recovery Happens “We Do Recover” 6th annual event is Saturday September 21 from 10-2 at the Lake Redding Park Pavilion. [Recovery Happens 2024: We Do Recover! | Shasta County California](#)

Health Officer Update

- There has been some increase/uptick in COVID infections in Shasta County and throughout the state of California. Fortunately, overall infections have been less severe compared to 2020-2022. And, it may have passed the peak of infection.
- No increase in H5N1 human infection reported.
- For year-to-date (January-April 2024), there has been increase in some cancer deaths. Namely, colorectal cancer, breast cancer, esophageal cancer. They are all above 2 standard deviations.
- “All Drug Poisonings” have reduced compared to 2023 (January-April 2024).

Administrative Services

- The Administrative Services Division contract team is currently processing 40 contracts for the PH Branch. Staff Reports that were approved since the last PHAB meeting included: Bio-Rad Evolis Micro Plate Reader donation to San Bernadino County, Shasta County Office of Education-Youth Cannabis Education agreement, and Clinisys, LLC.
- Public Health Community Organizers continue to focus on collaborating with partners to support the development of Resilience Hubs in the Anderson and Burney areas.

- 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 is looking to fill a vacant Community Education Specialist position. This position is funded by the Hospital Preparedness Program and would focus on collaborating with healthcare partners and enhancing their preparedness for public health emergencies.
- The Medical Health Operational Area Coordination (MHOAC) program was activated for two emergency responses in July and August: for the excessive heat event in early July, and for the Park Fire event in late July / early August. In both cases, the MHOAC program worked closely with local and regional emergency response partners to monitor medical and health needs and coordinate resources to support emergency responders. Partnership includes but are not limited to the Shasta County Sheriff Office of Emergency Services, the HHS Mass Care and Shelter Coordination program and the Shasta-Tehama Healthcare Coalition.
- The Harm Reduction Unit was awarded a \$570,000 grant to be used over the next three years to fund and expand our Syringe Services Program which helps to reduce the spread of disease, increases recovery for substance use disorder, and provides the community with the life-saving drug Naloxone.
- T.J. Carvajal, formerly an STI Public Health Nurse, has been promoted to Supervisor and Public Health Nurse, now overseeing both the Communicable Disease Unit and the STI Surveillance Unit.

Family Health Division

- WIC is celebrating their 50th Anniversary with an Open House. To celebrate this 50-year milestone, WIC is hosting an Open House on September 18, 2024, from 9 a.m. to 11 a.m. at 2757 Churn Creek Road, Suite C, in Redding. The public is invited to attend.
- WIC currently has an allocated caseload of 4480 participants, with a 96.57% participation rate. Our exclusive breastfeeding rate is 27.4 % at two months and 36.8% at six months.
- WIC services in McArthur will return to in person as we have been able to secure stable internet connection.
- Our Breastfeeding team celebrated World Breastfeeding Week this year with a fun Paint Night for WIC participants and then displayed them at our Local Farmers Market. They also, kicked off our first Saturday Shasta Mom's Circle group.
- WIC distributed 592 booklets to WIC participants at Farmers Market this summer. Each booklet is worth \$30.00, which can be redeemed for fresh fruits and vegetables at our local Farmers Market vendors.
- WIC and NFP will be relocating from our downtown office at 1670 Market Street to the Breslauer Campus this Fall.
- Nurse-Family Partnership (NFP) is currently serving 109 families. We have had 11 families graduate from our program since June 1, 2024. We continue to accept referrals for first-time pregnant families who are less than 28 weeks pregnant and live in Shasta County.

Healthy & Safe Families Division

- Since 2014, Public Health has funded medication disposal kiosks in four locations (in collaboration with law enforcement facilities that host the kiosks at their sites) to prevent the diversion and misuse of prescription medications and to keep them out of the hands of children or youth. At the time, these were the primary sources available to the public for medication disposal. Since the passage of California Senate Bill 212, pharmaceutical producers and distributors are required to fund stewardship programs that provide free medication disposal. Our Alcohol and Other Drug (AOD) Prevention team has been working with local pharmacies and law enforcement agencies to encourage them to host medication disposal kiosks funded by these stewardship programs. There are now at least 16 medication disposal kiosks in pharmacies in Shasta County and a free mail-back option is available to the public. As the AOD team rolls out a communication plan to encourage the public to use these alternative sites, the original four sites funded by Public Health are closing. Up to date information on options throughout Shasta County is at www.RxSafeShasta.com and free Mail-Back Packages can be ordered at www.med-project.org/locations/california/meds/mail-services-for-disposal

- The Maternal, Child and Adolescent Health SIDS Coordinator has partnered with multiple organizations that specialize in grief support for families with an infant or child death. This new grief support network will allow local organizations to collaborate and better support families through grief.
- California Office of Traffic Safety has selected Shasta County to receive two grant awards in the upcoming Federal Fiscal Year. One to continue the work of our Injury Prevention team to prevent distracted and driving under the influence among teens and young adults. The other to fund car seats, training of Child Passenger Safety Technicians, and car seat classes and inspections for the community.
- The Injury Prevention team conducted Pedestrian Safety campaigns at 27 elementary schools for California Pedestrian Safety Month, reaching approximately 3,000 students.

Healthy Communities Division

- Suicide Prevention trainings for physicians, behavioral health professionals, nurses, and others are being offered in the Redding area. Visit YouMatterShasta.org/training to get the information and sign up!
 - 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**
- September is Suicide Prevention Awareness Month. It is a time to raise awareness about the impact of suicide in our community, reduce stigma, and inspire hope that lives can be saved. This year's theme is "Love Over Loneliness." Feeling lonely can affect mental and physical health as well as increased risk for experiencing suicidal thoughts. The best remedy for loneliness is connecting with others and fostering meaningful relationships. Together, we can help prevent suicide with the power of connection!
 - **Out of the Darkness Walk on Sep. 7** – Community walk that offers connection and support for individuals who have been impacted by suicide. The event also acts a fundraiser for the vital work of the American Foundation for Suicide Prevention. Please note, the walk is free and donations to the fundraiser are voluntary. [Click here](#) for more details.
 - **Light of Hope Event on Sep. 10** – Join You Matter Shasta as the Sundial Bridge is lit in teal and purple in honor of suicide prevention month! Resources will be provided to community members during the event. [Click here](#) for more details. A moment of silence will be held at 7pm so community members have an opportunity to remember those who have died by suicide and show support for individuals who have been impacted by suicide.
- Keep rolling along on your bicycle. Cycle September is here. For challenge details and to sign up, visit shastabikechallenge.org or <https://healthyshasta.org/bike-challenge/>.
- Get your walking shoes ready for Walktober. Visit healthyshastawalks.org to add yourself to the contact list and get all the needed information for Walktober. Build a Workplace team to keep yourself challenged all month long. Registration opens September 23rd.
- As the weather is cooling down, enjoy self-guided downtown walks using Downtown Redding Walking Maps found on healthyshastawalks.org. Take the Downtown Historical Walk, the Mural Map walk, the Calaboose Creek walk, or the Downtown to Trails route. You can also find the maps on Viva Downtown's website at www.vivadowntownredding.org/maps/historical.
- CalFresh Healthy Living began the Food Smarts for Kids series at the Redding Teen Center. This is a great opportunity to provide nutrition and cooking information to teens.
- Classes on Healthy Living for your Brain and dementia awareness/prevention are offered. Visit shastahealthybrain.com for details on classes and to register.
 - September 10, Healthy Living for your Brain and Body, in person
 - September 24, 10 Warning Signs of Alzheimer's, virtual

Public Health Clinic, Nursing Coordination and Mass Care & Shelter:

- Mass Care and Shelter has had a very busy summer. Due to an extreme heat event and PG&E outages, Mass care coordinated 4 cooling centers from July 2nd through July 8th with the help of staff from throughout HHSA. Mass Care also worked with OES and American Red Cross to coordinate evacuation shelters for the Hidden Fire (June 17th-18th), the Park Fire (July 26th-August 4th), and the Lower Fire (August 10th)

- The immunization clinic has been busy with back-to-school season. Between July 1st and August 27th, 429 vaccines were administered to 234 patients. During this same period, the clinic also completed approximately 260 appointments for tuberculosis screening or testing.
- In collaboration with the Emergency Preparedness and response team, planning has begun for the annual drive-through flu clinic event we provide in October.

Specialty Health Services Division:

- Shasta County California Children's Services (CCS) is submitting a letter of intent to become a Whole Child Model (WCM) independent county. The program currently works in a hybrid model where Medical Therapy Unit (MTU) eligibility is determined by the State. Independent status makes it the responsibility of the county to determine this piece of eligibility. We would need to contract with a board-certified physician, with pediatric experience, to consult with our PHN on MTU eligibility.
- The Local Oral Health Program (LOHP) is working with a variety of partners to connect dental organizations with schools to increase the school based dental programs in Shasta County. Organization partners include Children's Choice, Hill Country, Shasta Kids Dentistry, and GeriSmiles.
- The LOHP program has provided 700 dental kits for back-to-school backpack drives. 100 were distributed through the 20/30 Club backpack giveaway and 600 were distributed through Shasta County Child Support services annual backpack giveaway.
- Our CLPPP (lead) program is currently case managing 91 basic lead cases, 6 potential, and 2 State Cases.
- The CCS program currently case manages 1064 clients (age 0-21). The Medical Therapy unit has approximately 224 clients on their case load and provide Physical Therapy and Occupational Therapy to improve the quality of life for CCS children.