

MEETING MINUTES

OREGON PUBLIC HEALTH ASSOCIATION BOARD OF DIRECTORS MEETING

September 16, 2016
2:30 - 4:30 PM
Northwest Health Foundation, Bamboo Room
221 NW Second Ave, Portland

ATTENDEES

APOLOGIES

In Person

Katy King
Layla Garrigues
Tamara Falls
Danna Drum
Dianna Pickett
Katherine Bradley
Kurt Ferre
Marti Franc
Robina Ingram-Rich
Mitch Haas
Rebekah Bally
Robb Hutson

Phone

Laura Spaulding
Jana Peterson-Besse
Nadege Dubuisson
Marie Harvey
Charlie Fautin
Mireille Lafont

Not Present

Abraham Meressa
Alexander LaVake
Lila Wickham
Lindsey Adkisson
Caryn Wheeler
Curtis Cude
Brian Johnson

Staff

Jessica Nischik-Long
Kim Krull

Guests

Sarah Holland

KEY FINDINGS AND DECISIONS

MEETING ACTIONS

<i>Due Date</i>	<i>Action</i>	<i>Person(s) responsible</i>
10/10/16	Make sure to vote in OPHA elections!	All members
10/10-11/16	Be available for volunteer needs that may arise. Attend the Board meeting on 10/10 and Board dinner that evening. Reach out to students, new PH professionals and other new people at the conference.	All members

DETAILS AND BACKGROUND

Call to Order - Robina Ingram -Rich

Meeting called to order at 2:34 PM. Reviewed agenda and agreed to some rearrangement and changes, including no treasurers report.

August Board Meeting Minutes – Marti Franc

Minutes discussed, one spelling correction noted.

Motion to accept the minutes as corrected, second: Ayes all, motion carried.

Treasurer’s Report - Brian Johnson

Deferred to October meeting.

Public Health Modernization - Charlie Fautin

Lillian Shirley gave us the background of the process last month. The only funding allocated to date is \$500,000 to the state for the modernization assessment and implementation planning. Created the new state Public Health Advisory Board (PHAB), not to be confused with the national accreditation board (PHAB). The assessment was an exhaustive process and a CLHO survey indicated the assessment cost about \$200,000 in staff time used by local departments. That’s just part of the unfunded work required of LHD’s. There is a \$105 million shortfall in the state/local public health system to be in alignment with IOM recommendations. Oregon probably has best understanding of any state right now of what improvement is needed in each part of the system. 77% of the shortfall is at the local level, 23% at state. The funding shortfall is consistent with the findings of a 2008 survey. Oregon has ranked between 31st and 47th place in PH funding among US states.

RWJ has taken interest in bringing 21st century PH nationwide. OR, WA, and OH are funded as part of an innovation initiative, with CHLO funded to help local departments. The Rede Group has been retained to plan 10 cross-jurisdictional meetings throughout the state, which will include county commissioners and many stakeholders.

CLHO is working toward a legislative concept for the coming session. State DHS will make a \$30 million biennial request, which is just a downpayment on what will need to be done. Counties are discussing how to prioritize activities and how this additional money can be used effectively, in order to demonstrate system improvement. Small and frontier counties particularly express concern re: the unfunded work that has already been required, as well as whether they are going to have the ability to recruit and retain PH professionals. CLHO members are doing groundwork with legislative delegations, commissioners and partners.

There are many competing interests for funding requests to the legislature. Katherine mentioned that there are opportunities for working with academic institutions, which would strengthen the public health requests. We will also need support from CCO's. In response to a question, Charlie confirmed that hospitals will be invited to the cross-jurisdictional meetings.

Executive Director Report - Jessica Nischik-Long

Jessica submitted one more accreditation readiness grant application to APHA. We have received funding in every cycle of this grant. Jessica and Kim are planning how to cover Kim's maternity leave. Jessica will pick up some additional time. Kim anticipates being back in December in time for the retreat. She will do some minimal work on the website while she is off, but all questions should be directed to Jessica.

There is an APA partnership opportunity to do assessment of public health/community planning activities in the state.

Don't forget to vote electronically.

Committee Reports:

Program Committee – Marie Harvey

Conference registration - 252 have registered so far, which is well ahead of where we were last year at this time. 27 people have signed up for the workshop.

The full preliminary program is online. The final hard copy is about ready to send to print.

We will have a no host bar available at the conference poster session.

Section chairs should lead their section meetings on Monday and be prepared to give 3 minute reports Tuesday at 9 am. Section room assignments are included in the program. Section and committee tables, for visibility and recruitment, will be placed across from registration area.

A number of board members have signed up for volunteer duties at the conference, but please check the online list and also be available at the meeting. Volunteer moderator positions are filled.

Reminder of the Board dinner at Del Alma Restaurant on Monday. Keynote speakers and the new deans will attend.

The Twitter contest will be addressed in the Communication Committee report.

Development Committee – Katherine Bradley

22 out of 25 board members have made a donation to OPHA. We are about \$10,000 below where we need to be to reach our sponsorship goal. CCOs have contributed. Will be seeking new members

for the Development Committee to help us be more strategic. Katherine recognized committee members and especially Jessica for all of her work.

Policy Committee - Sarah Holland and Jennifer Johnson

Sarah introduced herself. The committee had their first call in August, with about 45 people attending. They are looking at how to make the committee effective and get members actively involved. Will be doing a survey of the members to see if there may be specific areas of interest. Coalitions in which OPHA participates are being asked by the committee to provide materials for their table at the conference.

Communications Committee - Robb Hutson

The committee met in August, with 6 or 7 attendees. Will be doing Twitter contest at their conference social media booth, with Rede Group sponsoring a prize. and will have a Tweet wall, with live tweets and scoreboard of top tweeters. With our new Instagram account, people can take a picture and, if using the same hashtag, it will also show up on the Twitter wall. Facebook Live will be doing interviews and comments at the booth. The committee is planning a contest re: what does OPHA membership mean to you. Winner will get free membership for next year. Thinking about how to promote organization memberships. Newsletter, maybe a blog format. What should we use paid advertising for? What should we promote, eg, policy issues. For now, perhaps just promote OPHA events like the conference.

Membership Committee - Rebekah Bally

Summer months slow. Will be tweeting at the conference and will be having a breakfast meeting. Robb has helped with creating an outreach ad for membership. Rebekah encourages board members to talk to new people at the conference, especially students and new PH professionals looking for leadership experience and networking. We discussed noting leadership roles on name tags, so that people can ask about our roles.

Elections Committee - Marti Franc

Election Buddy - Election. Some people may not have received their ballot. Another reminder will be sent out about voting to the membership.

Awards Committee - Tamara Falls

The committee has nominees for all three categories. Winners will be announced at the meeting. The committee is in charge of obtaining the actual awards to be presented.

New Business, Coalition and Section Updates - Robi Ingram-Rich

Upcoming dates noted. Thank you to Board members who will be leaving the board, especially if they won't be at the conference.

Nadege noted that Sarah is stepping down from her role in the Health Educators Section and Sherry Lillie will be stepping up. Nadege asked whether others have provided mini grants to sponsor an event put on by OPHA. Katherine suggested a question be crafted and submitted to the Exec Committee, which will determine whether the issue needs to go to a committee.

Nursing Section will have a dinner and speaker Monday evening at the Conference .

Adjourn - Robi Ingram-Rich

Motion to adjourn the meeting; second. Ayes all. Motion carried. Meeting adjourned at 4:05.

UPCOMING BOARD SCHEDULE:

- **Board Meeting, Monday, October 10, 2016, 2:45 - 4:00 PM, at the Annual Conference and Meeting in Corvallis**
- **New Board Member Orientation, November 18, 2016, 11:00 - 12:45, Portland State Office Building, Portland**
- **Board Meeting, November 18, 2016, 1:00 - 3:00 pm, Portland State Office Building, Portland**

Other upcoming dates:

October 9 - Pre-Conference Workshop - Smart Data Visualization

October 10-11 - OPHA Annual Conference and Meeting

November 18 - New Director Orientation immediately followed by regular board meeting

December 14 - All day Board Retreat - a Wednesday this year, Northwest Health Foundation, Portland