CLHO Healthy Communities Committee Meeting

Date: Thursday, May 5, 2016

1:30 – 3:30 pm

PSOB Room 705-C or by

Conference call number:

Dial: (888) 363-4735

Participant: 868346

Host: (Portland): 862516

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| Agenda |
| Agenda Item | Detail | Action Item | Responsible Party |
| Welcome & Introductions (3 min) 1:30 – 1:33 | Attendance | Tanya Phillips/Jackson, Jocelyn Warren/Lane, Robin Nudd/Baker, Charlie Fautin/Benton, Tatiana Dierwechter/Benton, Sherrie Ford/Columbia, Kris Williams/Crook, Penny Pritchard/Deschutes, Marilynn Sutherland/Klamath, Peter Davis/Marion, Kari McFarlan/Multnomah, Janet Jones/Umatilla, Amanda Garcia-Snell/Washington, Karen Girard/HPCDP, Luci Longoria/HPCDP, Sabrina Freewynn/HPCDP, Shaun Parkman/HPCDP, Andrew Epstein/HPCDP, Holly Heiberg/HPCDP, Rodney Garland-Forshee/HPCDP, Emily York/Environmental Health, Steve White/Environmental HealthExcused: Tom Kuhn/Deschutes, Adelle Adams/Multnomah | Tanya PhillipsJocelyn Warren |
| Review of Prior Month’s Minutes (2 min) 1:33 – 1:35 | The Committee will have an opportunity to review minutes from the past meeting, make changes and/or adopt the minutes. | The Committee reviewed the minutes from the April 7, 2016 meeting. Kris moved to approve the minutes and Marilyn seconded. Motion passed.  | Tanya PhillipsJocelyn Warren |
| Tobacco Retail Compliance Systems Map (15 min)1:35 – 1:50 | **Background:** Health Promotion and Chronic Disease Prevention (HPCDP) has been considering how to best navigate and communicate about the various components of tobacco retail inspections, assessments and education in Oregon. **Objective:** Discuss the tobacco compliance retail system, and how local health departments and HPCDP can coordinate and communicate moving forward. | Holly Heiberg, HPCDP Health Promotion Strategist, provided an overview of tobacco retail laws and compliance. Coordination and communication related to tobacco inspections, assessment and education can help efforts to move towards prevention policies. A Public Health Division web page is being developed for the tobacco retail audience. Retail education materials are being translated to Spanish and signs are being developed for retailers to use, that will be available online for download. Models from other states for retailer training are being reviewed. A mailing to retailers will be sent in the summer regarding the tobacco retailer information website, encouraging them to sign up to receive updates, and providing an email address for questions. This week a series of three calls was offered for TPEP Coordinators related to tobacco retail inspection, assessment and education. Information was gathered to help inform coordination of state and local tobacco retail efforts.  | Holly Heiberg, Rodney Garland-Forshee |
| Synar Coverage Study and Tobacco Retail Environment Assessment (10 min)1:50 – 2:00 | **Background:** The federal Synar Amendment requires states to enact and enforce laws prohibiting the sale and distribution of tobacco products to individuals younger than 18. As part of the Synar Amendment, Oregon is required to conduct a “Coverage Study” every three years to confirm the accuracy of the state’s list of tobacco retail outlets.  This involves the physical inspection of tobacco retail outlets in a random sample of census tracts from across the state. HPCDP will include a statewide tobacco, alcohol and food products environment survey as a part of Coverage Study canvassing. Portions of the following counties have been randomly selected as part of the study sample:  Clackamas, Clatsop, Coos, Deschutes, Jackson, Josephine, Lane, Lincoln, Marion, Multnomah, Polk, Umatilla, Wasco and Washington.**Objective:** Share information on the coordination for the inspections and Coverage Study prior to the launch of data collection. | Rodney Garland-Forshee, HPCDP Surveillance Team Lead, provided an overview of the coverage study and retail assessment described in the handout“Synar Coverage Study and Tobacco Retail Environment Assessment Overview.” HPCDP temporary staff will conduct the study in June in randomly selected areas of the state. HPCDP is coordinating with several counties who have been planning to conduct their own retail environment assessments, to avoid duplication of efforts. | Rodney Garland-Forshee |
| Coordination of Tobacco Retail Inspections (20 min)2:00 – 2:20 | **Background:** The Oregon Health Authority (OHA) currently coordinates two tobacco retailer inspection programs, and will soon be implementing the Federal Food and Drug Administration’s (FDA) inspection program.  In addition, local jurisdictions with tobacco retail licensure are developing enforcement plans for their own ordinances.  This creates the potential of a number of inspections occurring at individual tobacco retail outlets.**Objective:** Share information regarding the various inspection programs and how OHA plans to coordinate inspection times and places. | Tara Weston, HPCDP Tobacco Coordinator and Community Programs Liaison, provided an overview of the different type of retail inspections conducted throughout the state. Refer to handout “Oregon’s Retail Tobacco Inspection Programs,” which contains summaries of Synar inspections, enforcement inspections, FDA inspections, and local inspections and enforcement. Discussion:Does the FDA have requirements for signs? HPCDP staff will look into this.  | Tara Weston |
| Youth marijuana prevention (10 min)2:20 – 2:30 | **Background:** During the 2016 legislative session, the Oregon Legislature passed HB 4014, which requires the Oregon Health Authority to design and implement a youth marijuana prevention campaign in pilot areas in Oregon. These areas have been identified as Jackson and Josephine counties (rural) and the Portland Metro area (urban).**Objective**: Provide an update on progress for designing and implementing the youth marijuana prevention campaign. | Karen Girard provided a summary about the release of new FDA tobacco deeming rules. An email that was sent to health department administrators has been forwarded to CLHO Healthy Communities committee members. The new FDA rules regulate e-cigarettes as tobacco products, with restrictions for labeling and sales to minors. The rules also address other tobacco products such as hookah and little cigars. HPCDP will host an informational call tomorrow May 6th from 1-1:30. Oregon’s rules will be reviewed for alignment with FDA’s rules. Part of Oregon’s rules may stay in effect (e.g. childproof packaging) and will otherwise be brought into alignment with FDA rules. Flavors and childproof packaging will be addressed by the FDA at a later time. In the 2016 legislative session, the Oregon Legislature allocated money for OHA to implement a pilot youth marijuana prevention campaign. Development of this pilot is in process, with a planned June 2016 rollout. A webinar will be held May 19th at 9:30a.m. to provide an overview of the campaign pilot and the research that has been conducted on message development. A second webinar date will be scheduled because of the conflict on the May 19th with the Prevention Summit and CLHO’s monthly meeting. An email will be sent with details. Discussion: Question: Will other communities be able to use the materials developed for the pilot? Answer: Materials will be shared through social media. It’s a pilot that will be tested and evaluated. Some pieces may be useful for others to use. Other materials beyond the pilot media campaign will be available. Question: Will the youth campaign address edibles? Answer: There has been discussion about doing some media alerts around the availability of edibles, but this will not be part of the youth prevention campaign media pilot.  | Karen Girard |
| Stretch Break (5 min) 2:30 – 2:35  |  |  | All |
| Climate and Health Program (15 min)2:35 – 2:50  | **Background:** OHA’s Climate and Health Program is leading the development of a new statewide Health and Climate Resilience Plan.  The plan will provide our public health system with a set of recommendations at both local and state levels, for taking climate action and building the resilience of our communities.**Objective:** Provide an update on the Resilience Plan project and gather feedback on the draft recommendations. | Emily York, Climate and Health Program Coordinator in the Public Health Division’s Environmental Health Section, provided an update related to the Health and Climate Resilience Plan. The advisory group that worked on developing the plan included local public health representation. Refer to handout “2016-2021 DRAFT Climate Resilience Plan,” which outlines nine strategies with corresponding state and local public health actions. Emily provided an overview of each strategy and gathered feedback from committee members. Suggestions offered included providing regional trainings and recognizing the role of local public works agencies that may be starting to coordinate with county public health on these issues. Emergency preparedness staff serve on the Climate Resilience Plan Advisory Group and there has been discussion about how to integrate efforts. The Environment Health section is applying for a five-year grant from the CDC to continue climate change work, and is also applying for another CDC five-year funding opportunity to address drought.\* Emily will follow up with Tonya and Jocelyn with information for a letter of support, and then Charlie will work with the Executive Committee to get approval. Kris moved to approve providing a letter of support. Peter seconded. Motion passed. ***\* The Climate program has since learned they will not apply for these funding opportunities.*** | Emily York |
| Cessation Campaigns Supported by Coordinated Care Organizations (CCOs)(20 min)2:50 – 3:10 | **Background:** Oregon Health Authority (OHA) is working with Lane County and Trillium Community Health Plan CCO to implement an evidence-based, tobacco cessation media campaign in Lane County. OHA is pursuing a similar agreement with Deschutes County and PacificSource Community Solutions CCO.**Objective:** Discuss potential models for moving similar work forward with other CCOs. | Penny Pritchard, Deschutes TPEP Coordinator, presented an overview of their cessation media campaign. Through funding from quality incentives metrics from PacificSource, Deschutes and other Central Oregon counties worked with the CCO to adopt tobacco-free campus policies for CCO properties. Promotion of the Oregon Tobacco Quit Line was conducted through channels including advertising on buses. Deschutes County is now considering applying for Regional Health Improvement Funds to use towards implementing other media campaign components. The CCO tobacco metric has provided incentive for CCOs to address tobacco through population health strategies by supporting hard-hitting media campaigns for both prevention and cessation. There is now both evidence of effectiveness after three years of developing these campaigns, and template contracts. The campaigns are scalable, with the ability to work in local communities and statewide. The campaign that OHA is conducting with Lane County and Trillium is a multi-media campaign. Holly is available to talk about this further if there is interest among other counties in applying this model.  | Tom Kuhn, Holly Heiberg |
| Committee Retreat (10 minutes)3:10 – 3:20  | **Background:** The CLHO Healthy Communities committee has traditionally held an in-person retreat annually during the summer. **Objective:** Consider a proposal for meeting content. Consider timing of the retreat.  | Typically the CLHO Healthy Communities retreat has been held in Salem in late July or early August, with a schedule of 10am-3pm. The co-chairs and the HPCDP Community Programs Lead will develop a draft agenda and bring it to the June committee meeting. Jocelyn will send out a doodle poll to identify a date in July that will work for everyone. The retreat will include a potluck salad. The agenda will include topics that were suggested last month: marijuana workgroup, healthy aging, communications channels between state and locals, and public health modernization. Prevention and public health integration was offered as a suggested addition to the agenda and will be included if time allows.  | Jocelyn Warren |
| Updates & Announcements (10 min) 3:20 – 3:30 |  | No updates or announcements were presented.  |  |
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