

Oregon Public Health Association Board of Directors Meeting
July 20, 2012
Salem Hospital CHEC, Building D, Classroom 1

Attendees: [in Salem] Chris Kabel, Charlie Fautin, Renee Hackenmiller-Paradis, Jan Wallinder, Carla Waring, Robina Ingram-Rich, Josie Henderson
[On telephone] Tom Eversole, Tom Engle, Lesa Dixon-Gray, Andrew Epstein, Brian Johnson, Kate Moore, Joe Pfeifer, Anna Jimenez, Anna Stiefvater, Torrie Fields-Bond

Excused: Kerri Lopez, Viki Brown

Call to Order at 1:05 by Chris Kabel

Introduction: Torrie Fields-Bond, co-chair of membership committee

Minutes: Approval of June minutes deferred until August

Treasurer's Report: *Jan Wallinder*

- Six months of the year has passed
- Income is under 50% at this time since most income is collected beginning in August
- Exhibits at the annual meeting will be a new income source this year
- Costs are 50% or less at this point except for the use of conference calls is up.
- Budget will be fine if sponsorships, registrations and memberships meet forecasts
- Looking forward - sections should plan for 2013 budget at annual meeting. Completed budget due by December

COMMITTEE REPORTS

Policy Committee Update

Renee Hackenmiller-Paradis: Policy update was sent out July 19.

The OPHA priorities will be limited to 3 [three]. Two will be obesity and tobacco

Q. Jan Wallinder: Will these areas have activity?

A. Yes. There is always something related to tobacco - funding, clean air, etc.
"Obesity" includes farm to schools and other topics. It is a large catch basin.
Funding issues related to obesity issues also include walkable communities.

Q. Josie: Will OPHA will work with PHAW on same issues?

A. OPHA looks to PHAW and CHLO for their issues. Will align with OPHI and Upstream Public Health

Q. Lesa D-G: What about the priorities from last year?

A. There are leftover issues from the 2011 session

Q2. Lesa: Are this year's priorities the ones going forward.

A. The priorities are revisited every year. These are the priorities going forward

A. There will be big change in November so what is reintroduced in the next session is hard to predict.

Q3. Are two priorities alone inclusive of all public health issues? OPHA is for all of Oregon and all public health.

Bill-tracking: 50% of bills introduced have no hearing. Much volunteer time and effort is spent vetting bills that have no traction. OPHA will need to track bills that have movement.

Tom Eversole:

Coordinated Care Organizations Oregon Administrative Rules [CCO OAR]

Two recommendations to advocate for to the policy and rules making committee were presented.

Public comments can be made online until July 23 or 24. Josie sent out information about public comment.

1. County commissioners shall be on the CCO Board of Directors
2. The CCO BOD meetings will be open to public to observe.

PHAW and CHLO will also put forward recommendations.

Legislative Visit Days *Renee H-P*

- OPHA day in Salem is Friday, February 8, 2013.
- There will be pre-legislative day training on how to lobby by webinar.
- The budget is \$500 for 2013.
- The Policy Committee will be contacting section representatives for planning the legislative day.

Nominations Committee *Kate Moore*

Heather Moore-Alameida convened the meetings

The call for nominations has gone out. The offices to be filled are president-elect; treasurer, three members at large, Region 1 representative [Multnomah County], Region 3 [Washington County] - all three year terms and members of the nominations committee [1 year terms]

Intent to run must be made by August 3. Ballots will be sent out the end of August or by September 3.

Q. Chris Kabel What other support from the board would be most helpful to the nominations committee?

A. Provide leads to nominating committee for all positions.

Election Committee

Tosha Zaback is on vacation. An email was sent out this morning on the process. Report from Election Committee will be tabled until August meeting.

Program Committee

Marie Harvey is on vacation

137 proposals were received. They were reviewed on July 11 at Oregon State University. There will be 50-60 oral presentations, 15-18 panels and 50+ posters. There can be 6 session periods at the annual meeting since and there are 6 rooms available allowing for 36 maximum sessions. The grouping of the panel and oral presentations is taking place. Presenters to be notified on August 15.

Last year there were 113 submissions.

Comments: Charlie Fautin: The meeting will be more integrated with the concurrent Oregon Environmental Health Association meeting.

Q. If there is expanded interest should OPHA rent more rooms?

A. The ballrooms can be subdivided between meals to make more space available.

Communications Committee: *Lesa Dixon-Gray*

Annual Conference:

1. The Executive Committee approved funding for Facebook and LinkedIn ads.
2. OPHA has 630+ Facebook followers, 500 Twitter followers and there have been 1,800 tweets [leading tweeters - Lesa and Josie]
3. Twitter can be useful for emergency preparedness.
4. The Twitter contest will occur during the annual meeting. "Tweet labs" will be held. Lesa is soliciting prizes.
5. Directors of the OPHA who are on various group list serves should inform Lesa where the meeting announcement has been sent out to.
6. Postcards will be sent out two weeks after registration opens.

Flu Near You

Rhode Island affiliate is catching up to OPHA - but OPHA continues as the #1 affiliate.

Development Committee:

CLHO applied for a Health Care Reform Act grant from NWHF and received a \$20,000 award. CLHO will have \$15,000 and OPHA \$5,000 for staff time. The grant is for messaging about CCOs to decision and policy makers. OPHA will target messaging to statewide members.

The work will start in October after the Annual meeting.

This is new money and new activity

Legislators are out of the CCO discussion now. It is Policy makers and CCO managers who are to be focused on now.

Renee & Charles F: We need to engage with other policy makers who are not legislators.

Tom Eversole: Craig Mossback's work on where legislators picked up information found that they usually got their information where their constituents get information.

Business Plan

The board approved the Business Plan in June 2011. The development section of the business plan was revisited.

OPHA is making progress on goals in the Business Plan. OPHA is partnering with other organizations

Anna Jimenez: There has been a lull in reporting from the Membership Committee. The membership spike comes with the conference. Presently about 380 members. Goal for 2012 is 400+ members after the Annual Meeting.

The membership committee requires/needs a member from each section.

Q. Anna Stiefvater: What is the expectation on board member giving?

A. There is no dollar goal but gifts of any size are expected from all board member.

Lesa Dixon-Gray & Josie Henderson: Two updates in the past day. \$1,000 from OPHI and Grand Canyon university will be an exhibitor.

Health Care for All - Oregon. Motion and further discussion tabled until November.

APHA Midyear meeting - Tom Eversole

This is a smaller meeting than the fall annual meeting

1. THEMES - Public Health must be part of Health Care Reform and Public Health and Primary Care Providers must work together. Both are necessary
2. Retain the Public Health earmarks in the Affordable Care Act, and
3. Evaluate what public health does/doesn't do - back to basics

- Community Health Assessments and Planning is the purview of public health. There is a need for partnership with hospitals in these activities
- SILOS - Federal rules maintain silos and do not allow doing things in different ways
- Corporation/work force wellness and health is in the employers' best interests
- Programs for certification/accreditation - APHA affiliates are de facto CE providers
- Advocacy:
- Blogs and tweets from the Supreme Court of the US allowed the midyear meeting to get current information on the ACA ruling. A party followed the announcement.

Healthy Teeth endorsement - Josie and Charles F.

Governance development is in process

This is an informal coalition

It is not a registered nonprofit.

No fiscal support is expected at this time.

MOTION: OPHA will join the Everyone Deserves Healthy Teeth Coalition. Made by Jan W, seconded by Renee H-P, passed unanimously.

Comments: The focus of the coalition is the Portland City Council and the addition of fluoride to the Bull Run water supply.

ADJOURN: 2:45 PM

NEXT MEETING: Friday, August 17 at Northwest Health Foundation