

The Cleveland County Board of Health met on Tuesday, January 8, 2013 at 6:30 p.m., at the Deer Brook Golf Club.

Board members present: Michael Alexander, Gina Ayscue, Randy Sweeting, Charles Hayek, Kendalyn Lutz-Craver, Robert Miller, Steve Rackley and Theresa Taylor. Bill Marsh, outgoing member, and Stan Pitts, incoming member were also present.

Health Department staff present: Dorothea Wyant, Rodella Gold, Anne Short, Sam Lockridge, Marty Allen, Alisa Leonard, DeShay Oliver, Sharon Chapman and Debbie Dyer.

Bob Yelton, County Attorney was present.

CALL TO ORDER/WELCOME:

Charles Hayek called the meeting to order and welcomed everyone. Robert Miller gave the invocation. Each attendee introduced themselves and identified their role with the Board of Health.

CITIZEN RECOGNITION:

No citizens requested to appear before the Board.

ADDITION TO AGENDA

Dorothea Wyant requested that a Marketing Plan presentation for the Cleveland County Health Department be added to the agenda of the January 8, 2013 Board of Health meeting. By consent of the Board, the agenda item was added to the agenda before Board of Health/Health Director Responsibilities Under N.C. General Statutes.

PRESENTATION OF PLAQUES TO OUTGOING BOARD MEMBER – WILLIAM L. MARSH, R. Ph.

Dorothea Wyant stated that the Cleveland County Health Department has celebrated many successes over the years and credits that to an excellent staff and the support and direction of an exceptional Board of Health. Two valuable members of the board, Mr. William Marsh and Mr. Ronald Hawkins have completed their terms of service, Mr. Marsh with 8 total years served and Mr. Hawkins with 12 total years served. Mr. Hawkins was unable to attend tonight due to illness. Ms. Wyant presented a plaque of recognition to Mr. Marsh for his service to the citizens of Cleveland County and expressed her appreciation for Mr. Marsh and Mr. Hawkins advocacy of public health and their support and contributions to the Board of Health during their terms of service.

Mr. Marsh stated that serving on the Board of Health was a wonderful opportunity for him and it had been his pleasure to serve with Ms. Stallings and Ms. Wyant as health directors for Cleveland County. Mr. Marsh commended the Board of Health and health department staff for the services provided by the Cleveland County Health Department.

OATH OF OFFICE: JAMES “STAN” PITTS - APPOINTMENT; CHARLES HAYEK – RE- APPOINTMENT; THERESA TAYLOR – RE-APPOINTMENT; STEVE RACKLEY – RE-APPOINTMENT.; ROBERT MILLER – RE-APPOINTMENT

Debbie Dyer administered the Oath of Office to appoint James “Stan” Pitts, Pharmacy Member, to serve one three year term. The term period is January 1, 2013 through December 31, 2015. The Oath of Office was administered to reappoint Charles Hayek, M.D., Physician Member, Robert Miller, Citizen Member, Steve Rackley, P.E., Engineer Member, and Theresa Taylor, D.V.M., Veterinarian Member, to each serve one three year term. The term period is January 1, 2013 through December 31, 2015.

Dr. Hayek extended thanks to Stan Pitts for his willingness to serve and welcomed him as a member of the Cleveland County Board of Health.

ELECTION OF BOARD OF HEALTH CHAIR – 2013

Dorothea Wyant opened the floor for nominations for Chair of the Cleveland County Board of Health for the 2013 year.

Motion: Robert Miller made the motion to nominate Dr. Charles Hayek to serve as Chair of the Cleveland County Board of Health for the 2013 year. Motion was made by Michael Alexander to close the floor for nominations. Motions were seconded by Kendalyn Lutz-Craver. Motions carried unanimously.

ELECTION OF BOARD OF HEALTH VICE-CHAIR – 2013

Chair Hayek opened the floor for nominations for Vice-Chair of the Cleveland County Board of Health for the 2013 year.

Motion: Robert Miller moved to nominate Dr. Michael Alexander to serve as Vice-Chair of the Cleveland County Board of Health for the 2013 year. Motion was made by Gina Ayscue to close the floor for nominations. Motions were seconded by Randy Sweeting. Motions carried unanimously.

APPROVAL OF NOVEMBER 12, 2012 BOARD OF HEALTH MEETING MINUTES:

Chair Hayek presented the November 12, 2013 Board of Health meeting minutes for consideration of approval.

Motion: Robert Miller moved that the minutes of the November 12, 2013 Board of Health meeting be approved as presented. Michael Alexander seconded and the motion carried unanimously.

2013 BOARD OF HEALTH MEETING SCHEDULE:

Dorothea Wyant stated that the proposed Board of Health meeting schedule for 2013 was included in the Board packets for consideration of adoption.

Chair Hayek asked Debbie Dyer for results of the survey of Board of Health members regarding their choice of venue for Board of Health meetings in 2013. Ms. Dyer stated the majority of Board of Health members voted by e-mail or telephone to continue the meetings at Deer Brook Golf Club, as indicated on the proposed Board of Health meeting schedule that is included in the Board packets. As discussed in previous Board of Health meetings, the menu has been changed to a healthier meal choice.

Motion: Randy Sweeting moved, with a second by Robert Miller, that the Board of Health adopt the 2013 Board of Health meeting schedule as presented. Motion passed unanimously.

CLEVELAND COUNTY HEALTH DEPARTMENT WORKPLACE DIVERSITY AND DEVELOPMENT PLAN

Dorothea Wyant stated the Board packet includes a copy of the Cleveland County Health Department Workplace Diversity and Development Plan. This is a new Board of Health policy and is needed to meet re-accreditation standards. Ms. Wyant reviewed the policy with the board, noting that Cleveland County Equal Employment Opportunity Plan, the Cleveland County Health Department Staff Orientation and Training Policy, the Solid Waste Staff Orientation and Training Policy and the Animal Control Staff Orientation and Training Policy are included as part of this plan.

Motion: Kendalyn Lutz-Craver moved that the Cleveland County Health Department Workplace Diversity and Development Plan be approved by the Board of Health as presented. Randy Sweeting seconded and the motion carried unanimously.

STATE OF THE COUNTY HEALTH REPORT 2012

Anne Short presented the Cleveland County State of the County Health Report (SOTCH) for 2012. This report is compiled annually in the years when a full community assessment is not conducted. The report has met all of the standards required by the NC Division of Public Health. The report was included in the packet of information received by Board of Health members.

The 2012 SOTCH reviewed the highlights of the 2012 calendar year. Among the issues discussed in the report are the objectives developed for three Community Health Action Plans, an update on the Strategic Plan for the Cleveland County Health Department for 2012-15, current demographic information about the County (including population statistics, unemployment data, and current poverty levels), and morbidity/mortality data for County residents during 2009-2011. Additional information is provided on environmental health activities and the results of the E. Coli investigation conducted in the County. Detailed information is included on the progress toward meeting goals established in the Community Health Action Plans for substance abuse, unintended pregnancy and sexually transmitted diseases, and physical activity and nutrition as the three priority health issues affecting the County.

Ms. Short requested consideration of approval for this report from the Board of Health. Upon approval, copies of the report will be distributed to the following entities: Cleveland County Board of Commissioners, Alliance for Health Board of Directors, Department of Social Services Board, Cleveland County Board of Education, Cleveland County Memorial Library, Spangler Library in Lawndale, Mauney Memorial Library in Kings Mountain, Rose Library at Cleveland Community College and the Dover Library at Gardner-Webb University. Additional copies will be provided for members of the legislative delegation serving Cleveland County in the NC General Assembly. Copies will be provided to mayors of the County's largest municipalities: Shelby, Kings Mountain and Boiling Springs. A full copy of the report will be posted on the Cleveland County Health Department web site. Additional copies will be provided on request to residents and agencies in the County and may be accessed by contacting Ms. Short.

Members commented on the progress made in addressing objectives in the Community Health Action Plans. Robert Miller noted that work was underway with the Minority Health Council to address unintended pregnancy and sexually-transmitted diseases working through faith communities. Ms. Short stated that resources and technical assistance provided through the Region 4 Community Transformation Grant would support objectives in the areas of physical activity and nutrition. She also noted that funding through the North Carolina Coalition Initiative will support the work of the Substance Abuse Prevention Coalition.

Chair Hayek thanked Ms. Short for producing a comprehensive report.

Motion: Robert Miller moved, with a second by Michael Alexander, that the Cleveland County Board of Health approve the State of County Health Report 2012 as presented and copies be sent to the Cleveland County Board of Commissioners, Cleveland County Legislative Delegation, Cleveland County Alliance for Health Board of Directors, Department of Social Services Board, Cleveland County Board of Education, Cleveland County Memorial Library, Spangler Library, Mauney Memorial Library, Rose Library, Dover Library, and the Cities of Boiling Springs, Shelby and Kings Mountain. Motion passed unanimously.

APPROVAL OF UNITED WAY FUNDING FOR CODAP

Anne Short presented a request to apply for up to \$45,000 in funding from United Way of Cleveland County to support one full time position in CODAP Services in the Health Education Unit of the Health Department. This position provides intervention and education through the Student Options Begin with Intervention and Recovery (SOBIR) program as well as classroom instruction for all eight grade students in Cleveland County Schools.

SOBIR offers early intervention for students and parents where treatment is not yet warranted for alcohol, tobacco and other drug issues. SOBIR was developed to reduce suspensions for students who violated the Substance Abuse Policies of the Cleveland County Schools. Currently, clients are drawn from students recommended by principals in the Cleveland County Schools as well as referrals from other community agencies and family members. To successfully complete the program the student and his/her parents/guardians must complete four consultative sessions. These sessions are conducted primarily at the Cleveland County Health Department and occasionally in a school setting when warranted. The total cost of the program is \$250.00, and there is a sliding fee scale available that is comparable to the fee scale used in the Health Department Family Planning Clinic. This United Way funding allows the Health Department to offer services of the SOBIR program to families regardless of their ability to pay.

In FY 2010-2011, the SOBIR Program served 58 students and their family members. In FY 2011-2012, the program served 44 students and their family members. Problems presented by students included marijuana, alcohol, synthetic marijuana and prescription medication abuse. Ms. Short noted that referrals for the current year are somewhat lower than in previous years and she plans to investigate potential reasons for this decline in numbers with school officials. Ms. Short also noted that the majority of the referrals for the current year are due to alcohol violations.

Motion: Robert Miller made a motion for the Cleveland County Board of Health to approve the application to be presented to the Cleveland County United Way. Gina Ayscue seconded and the motion carried unanimously.

COMMUNITY SURVEY RESULTS 2012

The Cleveland County Health Department Health Education staff conducted a Community Satisfaction Survey during April and May of 2012. The Board of Health packet includes the results of this survey. The ten question survey was posted on the Cleveland County Health Department web site using a Survey Monkey format. This format was chosen because of the success experienced conducting the 2011 Community Assessment Community Survey using the same format. There were only five responses to the Community Satisfaction Survey during the two month posting period. Ms. Short stated the poor participation was attributed to the fact that the public generally uses this web site to post complaints about programs or services, and a lack of community awareness that the survey was available.

In an attempt to increase community response for the Community Satisfaction Survey, the Health Education Unit plans to implement the following strategies in 2013. (1) The Community Satisfaction Survey will be posted to the Cleveland County Health Department web site with an explanation of the importance of getting community comments regarding programs and services. (2) The Cleveland County Health Department will request that the Community Satisfaction Survey be posted on the Cleveland County web site to encourage greater community participation. (3) The Community Satisfaction Survey link will be sent to all e-mail distribution lists used for conducting the 2011 Community Assessment. (4) The Community Satisfaction Survey will be posted in print media format in at least one local print publication in Cleveland County with an explanation of the importance of community comments. Residents will be encouraged to return the print survey to the Cleveland County Health Department. (5) Announcements will be posted throughout the Health Department facilities and on the electronic message boards, announcing the Community Satisfaction Survey availability to encourage greater community participation. (6) An activity (survey) associated with the celebration of Public Health Month will be conducted during April, 2013 and the results will be presented to the Board of Health during the May 2013 Board of Health Meeting.

CLEVELAND COUNTY HEALTH DEPARTMENT MARKETING PLAN 2012 - 2015

Anne Short presented the Cleveland County Health Department Marketing Plan for 2012-2015 to the Board of Health. Board of Health members received copies of this marketing plan in their packet. The plan lists agency marketing initiatives that will be conducted in accordance with specific agency policies that are already in place. Ms. Short reviewed those agency policies as well as the components by which marketing initiatives for the Cleveland County Health Department may be developed, implemented and evaluated. Ms. Short requested consideration of approval of the Cleveland County Health Department Marketing Plan for 2012 – 2015, which

will be attached as an addendum to the Cleveland County Health Department Strategic Plan if approved.

Motion: Robert Miller made a motion for the Cleveland County Board of Health to approve the Cleveland County Health Department Marketing Plan 2012 – 2015 as presented, to be attached as an addendum to the Cleveland County Health Department Strategic Plan. The motion was seconded by Stan Pitts and the motion carried unanimously.

BOARD OF HEALTH/HEALTH DIRECTOR RESPONSIBILITIES UNDER N.C. GENERAL STATUTES

Dorothea Wyant stated the Board packet includes a copy of the N.C. General Statutes and a summarized list of “Six Expectations for Effective Board of Health/Health Director Relations” published by the UNC School of Government, addressing the responsibilities of local Boards of Health and local Health Directors. Re-accreditation standards require an annual review of this information. A sheet listing the “10 Essential Services of Public Health” is also included for your information.

Chair Hayek commented that Cleveland County is fortunate to have such a wonderful health department staff and supportive board of health.

REQUEST TO ESTABLISH A TASK FORCE TO ADDRESS ANIMAL OVERPOPULATION

Sam Lockridge reported that due to the number of euthanized animals in Cleveland County each year, the Board of County Commissioners has requested the Board of Health to appoint an Advisory Committee to address the issue of animal overpopulation in the County. Mr. Lockridge requested the Board of Health allow Dorothea Wyant, Tripp Bowling, Animal Control Supervisor and himself to compile a list of names of possible advisory board members and bring them to the Board of Health for approval.

Motion: Randy Sweeting moved, with a second by Robert Miller that Dorothea Wyant, Tripp Bowling and Sam Lockridge compile a list of potential advisory board members to consider methods of controlling animal overpopulation in Cleveland County, and submit these names to the Board of Health for approval. Motion carried unanimously.

BUDGET AMENDMENTS

Rodella Gold presented the following budget amendments included in the Board of Health packet for consideration of adoption by the Board of Health:

Item Number One: The North Carolina Department of Health and Human Services (DHHS) Physical activity and Nutrition Branch has received the approved agreement from the Center for Disease Control for the Eat Smart Move More contract. The Cleveland County Health Department will receive a final allocation of \$4,879 in addition to the originally budgeted amount and will extend the grant period through June 30, 2013. A request was made to budget these funds in the Health Promotion Department (535) to be used to support the elementary schools community garden project.

Item Number Two: The North Carolina Department of Health and Human Services (DHHS), Women's and Children's Health Services Section has allocated an additional \$17,157.00 in Healthy Mothers/Healthy Children Child Health funding. A request was made to budget these funds in the Child Health Department (537) to be used to provide reproductive health services for Non-Medicaid clients 11 through 19 years of age.**Note: These funds were deducted from the Family Planning Program and added to the Child Health Program by DHHS. The Cleveland County Health Department will continue to provide this service in the Family Planning program due to the nature of the agreement addenda.

Item Number Three: The North Carolina Department of Health and Human Services Office of Rural Health and Community Care has given conditional approval for a Diabetes Grant in the amount of \$115,992. This grant period will be January 1, 2013 through December 31, 2013. A request was made to budget this amount in the Grants Department (543) to be used to provide additional services to the diabetic population.

Motion: Robert Miller moved, with a second by Randy Sweeting, that the Board of Health approve the budget amendments as presented. Motion carried unanimously.

MISCELLANEOUS BUSINESS

Influenza: Chair Hayek reported there have been significant numbers of cases of influenza this year in Cleveland County, but his observation is the number of cases has slowed within his practice. Hopefully, the cases will decrease in numbers throughout the County.

ADJOURN

There being no further business, Chair Hayek called for a motion to adjourn.

Motion: Kendalyn Lutz-Craver moved, with a second by Theresa Taylor that the Cleveland County Board of Health meeting be adjourned. The motion carried unanimously.

RESPECTFULLY SUBMITTED,

Dorothea Wyant, Secretary
Cleveland County Board of Health