

# Public Health Advisory Council (PHAC) Meeting Minutes

August 8, 2023



Public Health  
Prevent. Promote. Protect.



**ATTENDING:** David Eppelsheimer, Madhavi Bharadwaj, Julie Scotland

**ABSENT:** Sonja Ackman, Hemi Pariyani, Nicole Bowles, Eileen Derr, Andrea Lara, Ann Paulsen, Rachel Arnold, Robin Bousquet, Larysa Thomas, Afam Okoye, Michelle Williams, Lucia Benavides, Ansley Fancher, Commissioner Fai

**COMMUNITY MEMBERS:** Aidan Dreaming-Elk, Jamie Kubess

**GUEST PRESENTERS:**

**STAFF PRESENTERS:** Dr. Marie Boman-Davis, Alex Coleman

**STAFF ATTENDING:** Dr. Folu Adeniyi, Kelly Linss

## INFORMAL NETWORKING

## WELCOME AND INTERACTIVE ICEBREAKER

## APPROVAL OF MEETING MINUTES

Due to lack of quorum, approval of last month's meeting minutes will be moved to September.

## PUBLIC HEALTH DIVISION PRIORITIES FOR FY 23-24

*Marie Boman-Davis provided an update on division priorities for the next fiscal year.*

The two main goals this year are:

- Public Health Accreditation
- Public Health Modernization

The two main focus areas for Public Health Accountability Metrics have been identified as:

- Communicable Disease
  - Syphilis rates
- Environmental Health
  - Air quality

## DIVISION PLANS THAT WILL DRIVE OUR WORK

### Plans (Reaccreditation)

- Strategic Plan (18-month bridge plan)
- Community Health Improvement Plan
- Performance Management & QI Plan

### Initiatives or activities that overlap

- Public Health Accountability Metrics
- Modernization Implementation Plan
  - Health Equity Action Plan
  - All Hazards Preparedness Plan
  - Climate Adaptation Plan
- Workforce Development Plan



Marie describes the four cornerstones of this work, about which more details can be found in the PowerPoint slides:

1. Strategic and Foundational Plans
2. Key Initiatives (overlapping with PHAB plans)
3. Planning and Coordination
4. Engagement with community and partners

**Question re:** the effect of COVID on the last strategic plan:

**A:** The last strategic plan was developed pre-COVID but not everyone was involved in COVID work so we were still making progress during that time.

The PHAC helped put together the initial strategic plan so we will be meeting with this group to assist with planning the next one.

## **GROUP DISCUSSION**

Alex Coleman led members in discussion about implementing the foundational capabilities.

We will be working on our local Modernization Implementation Plan (MIP) over the next two years. The state has spelled out the capabilities that all PH departments should have in place so over the next two years we'll figure out what that will look like and how to meet those requirements, using feedback from internal and external stakeholders.

Alex provided information pulled from the [OHA Modernization Manual](#) and included in the [September 2022 Meeting Minutes and Presentation](#), and attendees were given time to consider the question "what do you envision that function looking like here in Washington County?"

**Discussion:** *When looking at the state's requirements, what is required in order to implement this across the division?*

### Communications

- There should be a clear purpose for all communications
  - Identify who the audience is
  - Have clear action items (what is it you need people to do in response to the message)
  - Make sure that you're using a medium appropriate for the target audience
- Make sure that there are staff available to answer questions
  - If you're putting out communications with contact information, ensure that you have staff who can follow up on questions or concerns that may come in from partners or community members
- Think about the communication mediums being used
  - Be intentional about using mediums appropriate for the audience
- Using data to determine what types of communication are most effective; and with which communities
- How are we addressing misinformation and disinformation
  - What resources are available
  - Providing education to community members so they can access information and know what information they should be accessing
- How do we collect feedback
  - Have a clear process for how we collect feedback
  - Be thoughtful about how and when feedback is collected
  - Be clear about how feedback is being used, or not used
- Focus on proactive communication rather than reactive communication
- How are we utilizing technology
  - Chat bots
- Use data to show how you're responding to community needs; also, how we're responding to community (e.g., number of calls through a call center, call return times, etc.)

### Community partnership development

- Developing strategic partnerships with shared accountability
- Partnering with other sectors focused on equity
- How do we recognize valuable community leaders
  - Who can act as messengers in the community
  - Compensation
- Transparency in partnership development

- What processes are being used to identify partners
- Where are there gaps or areas for improvement
- What are the expectations of the partnership
- How are we being transparent with external audiences
  - Ensuring that we can clearly articulate all pieces of the process (whys & hows)
  - How are we measuring accountability
- How do we uplift community identified needs
  - Resources to support addressing those needs
- How do we know where are gaps in engagement are
- Building internal partnerships as well as external partnerships
- Celebrating successful partnerships, highlighting successes

### Health equity and cultural responsiveness

- Education and trainings
  - Both for PH professionals and the community
- Shared understanding: define things so everyone is using the same language
- Using data: use data to identify health inequities
  - Define success metrics
- Use data to identify communities most impacted
  - Using feedback from those communities most impacted
  - Utilizing community insight, knowledge, and expertise
- Define what engagement looks like
- How do we build trust with community
  - How can we make sure we're considering cultural barriers
- How are we identifying health issues
- How representative is our data
  - How generalizable is the evidence base

This feedback will be used to define our base needs around tackling these foundational capabilities. This is where we're starting to build these frameworks and create strategies.

### UPDATES AND REMINDERS

B&C recruitments are opening in September and closing in October.

Upcoming agenda topics:

- September: Presentation from a local mental health provider re: burnout in the public health workforce
- October: Update from the Prevention team re: their youth prevention work

Attendees are invited to contact Alex with any ideas for November.

### MEMBER UPDATES/COMMENTS:

No updates/comments

### PUBLIC COMMENT:

No updates/comments

### CLOSING

Next Meeting: September 12, 2023