

WASHOE COUNTY DISTRICT BOARD OF HEALTH MEETING
February 25, 2010

PRESENT: Denis Humphrey, OD, Chairman; Mr. Matt Smith, Vice Chairman; George Furman, MD; Councilman Dan Gustin (arrived at 1:25pm); Commissioner Kitty Jung; Amy Khan, MD (arrived at 1:13pm); and Councilwoman Julia Ratti

ABSENT: None

STAFF: Dr. Mary Anderson, District Health Officer; Eileen Coulombe, Administrative Health Services Officer; Bob Sack, Director, Environmental Health Services; Andrew Goodrich, Director, Air Quality Management; Dr. Randall Todd, Director, Epidemiology and Public Health Preparedness; Mary-Ann Brown, Director, Community and Clinical Health Services; Patsy Buxton, Fiscal Compliance Officer; Lori Cooke, Fiscal Compliance Officer; Stacey Akurosawa, Administrative Assistant II; Noel Bonderson, Air Quality Supervisor; Jeanne Rucker, Environmental Health Specialist Supervisor; Candy Hunter, Public Health Nursing Supervisor; Steve Fisher, Department Computer Application Specialist; Sharon Clodfelter, Statistician; Jennifer Hadayia, Public Health Program Manager; Diane Freedman, Tuberculosis Program Coordinator; Doug Coulter, PE, Senior Engineer; Sally Fry-Woyciehowsky, Public Health Nurse; Maria Magana, Office Support Specialist; Janet Smith, Recording Secretary; and Leslie Admirand, Deputy District Attorney

At 1:08 pm, Chairman Humphreys called the Washoe County District Board of Health meeting to order, followed by the Pledge of Allegiance led by Mr. Andrew Goodrich, Director, Air Quality Management.

ROLL CALL

Roll call was taken and a quorum noted.

PUBLIC COMMENT

No public comment was presented.

APPROVAL/ADDITIONS – AGENDA – FEBRUARY 25, 2010

Chairman Humphreys advised that item 14. Tuberculosis (TB) Program Update for *World TB Day* and Recognition of Community Partners will be presented after the Recognitions.

Dr. Furman requested that item 7.C.1., the Budget Amendment be considered after item 15.

**MOTION: Ms. Jung moved, seconded by Mr. Smith, that the agenda for the District Board of Health February 25, 2010 meeting be approved as amended.
Motion carried unanimously.**

APPROVAL/ADDITIONS/CORRECTIONS – MINUTES – JANUARY 28, 2010

Chairman Humphreys called for any additions, deletions or corrections to the minutes of the District Board of Health meeting of January 28, 2010.

**MOTION: Mr. Smith moved, seconded by Ms. Ratti, that the minutes of the District Board of Health's January 28, 2010 meeting be approved as received.
Motion carried unanimously.**

RECOGNITIONS

Chairman Humphreys and Dr. Mary Anderson, District Health Officer, presented Certificates of Recognition to: **Ms. Sharon Clodfelter** for 5 Years-of-Service; **Ms. Lori Cooke** for 10 Years-of-Service; and **Ms. Maria Magana** for 15 Years-of-Service.

TUBERCULOSIS (TB) PROGRAM UPDATE – WORLD TB DAY – RECOGNITION –
COMMUNITY PARTNERS

Ms. Candy Hunter, RN, Community Health Nursing Supervisor, introduced Ms. Diane Freedman, Tuberculosis (TB) Prevention and Control Program Clinical Coordinator, advising that Ms. Freedman manages the lead duties for the provision of clinical diagnosis and treatment of Tuberculosis (TB) for the Health District. Ms. Hunter advised that Ms. Freedman works through the provision of orders from Pulmonary Medicine Associates for adults and Dr. Sonia Budhecha for pediatric patients.

Ms. Hunter stated that there are three (3) nurses who serve as case managers responsible for the initial diagnosis and development of the treatment plan in conjunction with the physician(s) and who conduct the contact investigations. Ms. Hunter introduced Ms. Sally Fry-Woyciehowsky, Community Health Nurse, advising that Ms. Fry-Woyciehowsky serves as the Health District's liaison with the homeless shelters.

Ms. Hunter stated that after the budget reductions of 2003 and a decline in Program Staff, it was necessary to investigate alternate methods for "preventing TB"; that health care providers within the community have done an excellent job in assisting the Health District in accomplishing that goal. Ms. Hunter advised that in many communities homeless shelters are a "source of outbreaks of TB and are of a concern consuming huge amounts of resources for contacts investigations, including tracking-down homeless clients who may have been exposed to TB while in the shelter."

Ms. Hunter stated that "a few years ago, Dr. Lei Chen, Epidemiologist, conducted an epidemiological risk analysis of homeless clients; that her findings were 'they were relatively less likely at risk for TB than immigrants (7 times less) and also to contacts of active cases of TB disease (3 times less).'" Ms. Hunter stated that at the time of the analysis the Health District was receiving approximately 2,000 – 2,700 individuals annually requesting TB skin tests; that this required these individuals to have the skin tests "read" two (2) days later. Ms. Hunter stated, if it was determined necessary, these individuals would be required to return to the Health District for treatment; however, "it was not always possible for these individual to return to the Health District for treatment"; therefore, follow-up contacts and treatment would become "very time intensive; that the cost benefit was not there." Ms. Hunter stated that "the willingness of the shelter to triage clients allowed Staff to proceed with implementing a new plan, whereby shelter staff complete a screening questionnaire of all the guests of the homeless shelter, and the shelter maintains a 'cough log'". Ms. Hunter stated that Ms. Fry-Wociehowsky assists in this process through weekly visits for monitoring and the training of the volunteers.

Ms. Hunter stated that today Staff is recognizing community partners from the Record Street Shelter for their daily work in TB screening. Ms. Hunter introduced Ms. Deborah Caruso, advising that Ms. Caruso is the Program Director, of the Shelter Program; that with Ms. Caruso is Ms. Sandra Fennick, of the Women's Shelter.

Ms. Sally Fry-Wociehowsky, Public Health Nurse, presented a Certificate of Recognition to Ms. Deborah Caruso of the Record Street Shelter, advising that she would thank Ms. Caruso for her "assistance and back-up for the training." Ms. Fry-Wociehowsky stated that "anytime there is an infection in the community it is the members of the community responsibility to look out for each other and to cooperate with the Health Authority." Ms. Fry-Wociehowsky stated that she "has

appreciated working with Deborah, Sandra and the other individuals who could not be present, including those of the Family Shelter, the Men's Shelter and the Overflow Shelter operated by the Resource Center and the Reno Sparks Gospel Mission. Ms. Fry-Wociehowsky stated that "Sandra does an excellent job of forwarding emails to her, advising her as to where the clients have been and where they have been assessed; that this information is very helpful." Ms. Fry-Wociehowsky stated that the staff of the Shelters have provided "some great ideas" to assist in these [control] efforts; that, again, she "would thank these individuals." Ms. Fry-Wociehowsky stated that all of these individuals represent the Volunteers of America Program.

Ms. Caruso thanked the Board for the recognition, stating her experience "is in drug and alcohol rehabilitation; that she had an immediate connection with Sally in this program and appreciates Sally's caring efforts; that the shelter brings out the best in people who care about other people; that the kind of people who serve these clients will hug them even when they haven't bathed."

Ms. Fennick stated she "would thank Sally for coming to the Shelter, as they would be lost without Sally showing them what to do."

Ms. Jung stated that she was worked closely with the Record Street Shelter staff on behalf of Reno and Washoe County; that she would "commend these individuals for their work; that it is very stressful work and purely biblical to help the sick, to help the homeless and to help the poor." Ms. Jung stated that "it is not always evident that leaders of the community really respect you and couldn't do this without you; and she would commend these individuals tremendously."

Ms. Hunter stated that "while other partners are not available today", she would advise that the "other health care providers in Washoe County are also doing a phenomenal job in testing" for TB. Ms. Hunter stated that previously individuals would come to the Health District for regular TB screenings for employment or school attendance; however, the provision of routine TB skin tests "is not a public health issue and therefore, not a service the District provides." Ms. Hunter stated that other community partners are the Reno Assistance Center; community health care providers, including the HAWC (Health Access Washoe County) Clinic; Orvis Nursing Clinic; Concentra; Washoe County Detention Facility; Civil Surgeons and HIV treatment programs. Ms. Hunter stated the TB Program has liaison nurses, who are deployed to the Detention Facility; and work with the Civil Surgeons work in conjunction with the immigration population; and the HIV treatment programs.

Ms. Hunter advised that March 24th is *World TB Day*, to commemorate Dr. Robert Koch's discovery of *Mycobacterium tuberculosis* in 1882; that Staff "has a few things planned" in

recognition of *World TB Day*. Ms. Hunter advised that Ms. Freedman will be writing the *Epi-News* for March; that there will be press releases disseminated; and the TB website has recently been updated. Ms. Hunter stated that TB is "a leading cause of death worldwide, with in excess of 1.5 million deaths annually and it is the second leading cause of death due to infectious diseases in the world; that it is in epidemic proportions around the world." Ms. Hunter stated that as individuals enter the United States from other countries public health officials are noting an increase in the number of cases of TB in this country. Ms. Hunter advised that Washoe County is considered "a low incidence area, with an average of approximately fifteen (15) cases per year."

Ms. Hunter stated that the TB Program "highlights" are the Electronic Medical Records (EMR); the TB Clinic data; the technical assistance and community consults; and the website updates. Ms. Hunter stated that Ms. Freedman is to be commended for her efforts in implementing the Program's EMR system. Ms. Hunter stated that the EMR system is "very complicated with approximately 100 screens, with multiple fields, each of which have to be defined to ensure the data is accurate, as the findings have to be reported to the Centers for Disease Control and Prevention (CDC). Ms. Hunter displayed a "screen shot" of the EMR system, which depicts "the complexity of TB treatment, in which there are four (4) different drug therapies; that treatment is approximately six (6) months for active cases." Ms. Hunter stated that the District does have "a couple of clients who have been on drug therapy for 18 - 24 months due to some drug resistance."

Ms. Diane Freedman, TB Program Coordinator, displayed a chart depicting the number of active cases of TB within Washoe County for 2000 ~ 2010, for both US born and foreign-born individuals. Ms. Freedman advised Nevada is designated as having a "medium rate" incidence of TB, with Washoe County designated as having a "low rate." Ms. Freedman advised that "on average the Health District Clinic treats approximately fifteen (15) cases of TB annually; that each case requires a "contact investigation to identify, locate and evaluate persons who were or may have been exposed to the individual diagnosed with TB." Ms. Freedman advised that "contact investigations involve from 1 – 2 individuals, to approximately 700 individuals, as in the case of a person with TB, who was identified in a detention facility." Ms. Freedman advised that "contacts who have been infected are encouraged to take treatment for latent TB to reduce the risk of progressing to active disease." Ms. Freedman stated that "on occasion Staff will encounter another case of active disease while conducting a contact investigation; therefore, the contact investigations are crucial to TB prevention and control." Ms. Freedman stated that in concert with the "contact investigation, each individual with active disease is treated with a strategy identified as 'Directly Observed Therapy (DOT)'; that a health care provider will observe each dose of TB medication as it is taken." Ms. Freedman advised that the strategy "has proven to be effective around the world in reducing the risk of drug resistant TB and allowing for early identification of complications from the TB medications."

Ms. Freedman advised "in addition to treating active TB, evaluating contacts, and new immigrants, the TB Program offers consultations to physicians in the community, as TB is "not real common in Washoe County"; therefore, "TB is not always recognized by physicians." Ms. Freedman stated that Staff "welcomes physicians' calls and encourages those calls to assist in determining if a patient has TB or not." Ms. Freedman advised that Staff provides these physicians with information specific to control guidelines, different protocols, patient education materials and hands-on training for various providers specific to TB skin testing placement and reading."

Ms. Freedman presented the Health District's updated website developed by Mr. Steve Fisher, advising that it provides information specific to "clinic location, hours, various information contained in the website, including public interest; clinic services; frequently asked questions (FAQs); service providers; where to report a case of active TB (as TB is a required reportable disease); and where to obtain the reporting form. Ms. Freedman stated that further the site provides "tips for controlling TB in Washoe County; list of case managers, TB liaisons for the community; various guidelines; resources; prior issues of *Epi-News*, which highlight TB; and telephone numbers. Ms. Freedman stated that in the 'Data and Statistics', which provides information specific to TB in Washoe County, Nevada, the United States and around the world."

Ms. Freedman displayed a pie-chart, advising that the 'blue portion' indicates the number of TB cases of those individuals born in the United States; that, as delineated on the chart, the majority of the cases are from individuals born in other countries around the world. Ms. Freedman stated that the vast majority of foreign-born individuals with active cases of TB in Washoe County are from Mexico or the Philippines.

Ms. Freedman stated "TB does not always occur in the lungs of an individual, although the lungs is the 'most common site', TB can occur in any other location in the body"; the last pie-chart delineates the various locations in the body, other than in the lungs, in which TB has been identified and treated in clients in Washoe County.

Chairman Humphreys stated that, as Ms. Jung indicated, on behalf of the Board, he would thank all those individuals who work in such a vital program in the community.

The Board thanked Ms. Hunter and Ms. Freedman for the report.

CONSENT AGENDA – UNAPPEALED NOTICE OF VIOLATION

Staff advised that **Citation No. 4571, Case No. 1048** was issued to **WINDOW WORLD/BEST IN THE WEST CONSTRUCTION (MR. BRIAN POSEY)**, on November 5, 2009, for the improper handling, wrapping and disposal of asbestos-containing materials, in violation of Section 030.105 (National Emission Standards for Hazardous Air Pollutants – NESHAP) of the Washoe County District Board of Health Regulations Governing Air Quality Management. Staff advised that Mr. Posey was advised of the right to appeal; however, no appeal was filed; that Staff recommends Citation No. 4571, Case No. 1048 be **upheld** and a fine in the amount of **\$200** be levied as a **negotiated settlement** for a major violation.

MOTION: Mr. Smith moved, seconded by Dr. Khan, that Citation No. 4571, Case No. 1048 (Window World/Best in the West Construction – Mr. Brian Posey), be upheld and a fine in the amount of \$200 be levied as a negotiated settlement for a major violation.
Motion carried unanimously.

CONSENT AGENDA – DONATION

The Board was advised that Staff recommends acknowledgement of the donation from the Match of Dimes of items to be utilized by and for the benefit of the Washoe County Health District Home Visitation Program, in the amount of \$432.

MOTION: Mr. Smith moved, seconded by Dr. Khan, that the donation from the March of Dimes of items for the Home Visitation Program, in the amount of \$432 be acknowledged.
Motion carried unanimously.

REGIONAL EMERGENCY MEDICAL SERVICES AUTHORITY

A. Review and Acceptance of the Operational and Financial Report – January 2010

Mr. Jim Gubbels, Vice President, REMSA, advised that the Board members have been provided with a copy of the January 2010 Operations and Financial Report; that the emergency response time for life-threatening calls in January was 92% and 96% for non-life threatening calls, with an overall average response time of five minutes and fifty-five seconds (5:55); and an overall average travel time of four minutes and fifty-four seconds (4:54). Mr. Gubbels advised that the monthly average bill for air ambulance serve for January was \$6,586, with a year-to-date average of \$6,833. Mr. Gubbels advised that the monthly average bill for ground ambulance service for January was \$936, with a year-to-date average of \$943.

MOTION: Ms. Ratti moved, seconded by Mr. Smith, that the REMSA Operations and Financial Report for January 2010 be accepted as presented. Motion carried unanimously.

B. Update of REMSA's Community Activities Since January 2010

Mr. Gubbels advised that last month Mr. Smith introduced a number of REMSA Paramedics, who serve in the military, to the Board of Health; that REMSA staff are very proud of the achievements of these individuals.

Mr. Gubbels stated that Ms Dee Grimm, RN, is "one of his nursing peers in the community"; that Ms. Grimm was "the head nurse at Northern Nevada Medical Center for several years; that currently she works as the National Emergency Preparedness Coordinator, Western Region. Mr. Gubbels advised that Ms. Grimm has assisted in the development of the Hospital Evacuation Plan, which is set forth in the Annex to the Health District's Multi-Casualty Incident Plan (MCIP). Mr. Gubbels stated that Ms. Grimm is assisting in the development of emergency response drill for the community, which will occur in May. Mr. Gubbels advised that currently Ms. Grimm is in Haiti volunteering her services to the victims of the earthquake; that he received an email from her describing her first day there. Mr. Gubbels read the email into the record, advising that Ms. Grimm is to be commended for her efforts in Haiti.

Chairman Humphreys stated that the devastation in Haiti and the relief efforts of those assisting in Haiti are incomprehensible; that he would request Mr. Gubbels commend Ms. Grimm, on behalf of the Board of Health, for her work in these efforts.

REVIEW – ACCEPTANCE – MONTHLY PUBLIC HEALTH FUND REVENUE AND EXPENDITURE – JANUARY 2010

Ms. Eileen Coulombe, Administrative Health Services Officer, advised that the Board members have been provided with a copy of the Health Fund Revenue Report for the month of January 2010. Ms. Coulombe advised that in grant budgeting revenues are to equal expenditures in the budget system; that in a comparison of "actuals against the expenditures grants may not have been 'spent down' (for a variety of reasons – i.e., a vacancy in a position; a change in the scope of work, etc.), at which time a request can be submitted for a 'redirect' (which may or may not be approved). Ms. Coulombe stated that the Health District "always attempts to maximize utilizing the grant funds" that are received; that some grants, which may not have been fully 'spent', allow for 'carry forward' of funds; that the Program Managers "work very closely with the Fiscal Compliance

Officers" for opportunities of improvement. Ms. Coulombe stated that it is important to be advised "grants come with strings and are not just free dollars"; that while supporting obtaining grants, it is necessary to ensure that "the benefit received from the grant is greater than the impact in the administration of the grant internally by the Health District, the Comptroller, the Finance Division and personnel, etc."

Ms. Coulombe reviewed the Report in categorical detail, advising that Staff recommends the Board accept the Report as presented.

Mr. Gustin stated that, "as difficult as this last year has been and what the District has gone through, Staff is to be commended for keeping the salaries in-line."

Ms. Coulombe stated that the Division Directors, Fiscal Compliance Officers and Program Managers are to be commended "as they have all been working very hard to keep those in alignment"; that Staff "appreciates the comments."

**MOTION: Mr. Gustin moved, seconded by Ms. Ratti, that the District Health Department's Revenue and Expenditure Report for January 2010 be accepted as presented.
Motion carried unanimously.**

PRESENTATION – FISCAL YEAR 2011 BUDGET UPDATE

Ms. Coulombe stated that the Board of Health's Budget meeting for Fiscal Year 2011 is scheduled for Thursday, March 4, 2010, beginning at 1:00 pm; that on Tuesday, March 2, 2010, Staff will be meeting with the City and County Managers to review the Health District's Budget, in accordance with the requirements of the Interlocal Agreement. Ms. Coulombe stated that Staff will present any comments received from the Cities and the County Manager to the Board of Health members during the budget presentation.

Ms. Coulombe stated Staff will be presenting a budget "that is a positive number versus last year when it was a negative number"; that Staff will delineate the specifics of the budget, including what positions are funded, the revenues and the line items on the expenses. Ms. Coulombe stated that should the Board provide direction to Staff regarding making any adjustments to the budget, there will be "time as the County has adjusted the budget calendar" for submission.

Ms. Coulombe stated that Ms. Patsy Buxton, Fiscal Compliance Officer; Ms. Lori Cooke, Fiscal Compliance Officer; and Ms. Stacey Akurosawa, Administrative Assistant are to be commended for an excellent job, "as this is the first time, in the 18 budgets she has done for the Health District, that the budget book is completed one (1) week prior to the meeting" for the Board member's review. Ms. Coulombe stated that the budget book will be presented immediately after the meeting today.

Chairman Humphreys stated that he appreciates having a week in which to review the budget book; that he is encourage by Ms. Coulombe's reference to Staff submitting "a positive number."

Ms. Coulombe stated that Staff utilized the Organizational Optimization document in preparing the budget; that she would commend the Board members for the direction provided to Staff during the Strategic Planning Session. Ms. Coulombe stated that the comments presented are included in the budget document as are the six (6) priorities.

PUBLIC HEARING – VARIANCE CASE 1-10RV – VYA LABOR CAMP

1:00p.m: This being the time set in a Notice of Public Hearing, heretofore posted in accordance with the *Nevada Open Meeting Law*, to consider the request of **CARDNO WRG on behalf of BURKE AND ASSOCIATES for the VYA LABOR CAMP/RECREATIONAL VEHICLE PARK, CASE NO. 1-10RV**, to vary the requirements of Section 090.010 (Solid Waste) and Section 090.015 (Solid Waste) of the District Board of Health Regulations Governing Mobile Home and Recreational Vehicle Parks as follows:

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|------------------------|---|
| Section 090.010 | The storage, collection and disposal of refuse in the mobile home/recreational vehicle park shall be so conducted as to create no health hazards, rodent harborage, insect breeding areas, accident, fire hazard or air pollution. |
| Section 090.015 | Where individual refuse collection is not available, refuse shall be stored in flytight, waterproof, rodent proof containers. All mobile home/recreational vehicle or camping vehicle spaces shall be located not more than 150 feet from a refuse container. Containers shall be maintained on raised washdown pads. |

Mr. Doug Coulter, PE, Senior Engineer, advised that a variance request has been received on behalf of the Vya Labor Camp to allow the refuse containers to be located in a graveled area instead of on a raised washdown pad, and to increase the distance from the refuse containers to RV spaces from not more than 150 feet to not more than 300 feet. Mr. Coulter advised that the

"current number of waste containers ensures those containers will be within 150 feet of all RV spaces."

Mr. Coulter stated that the Regulations require "washdown pads" for permanent RV locations to prevent leakage from the containers into the ground water. Mr. Coulter stated that this is a temporary work camp, which is anticipated to be in operation for approximately eight (8) months; therefore, it was the consensus of Staff washdown pads would not be necessary as "everything around this site, including the egress and ingress roads are graveled." Mr. Coulter stated that the applicant will be in compliance with all other requirements of the Regulations.

In response to Chairman Humphreys regarding what the requirements will be regarding the site after the Labor Camp closes, Mr. Coulter advised that the conditions of the Special Use Permit require the property be remediated to its original condition prior to the construction of the Labor Camp. Mr. Coulter advised that the installation of septic systems will be approved by the Nevada Division of Environmental Protection (NDEP), which will have to be properly abandoned. Mr. Coulter advised that the location of the Camp is "in the high desert." Mr. Coulter stated that the Permit to Operate the Recreational Vehicle (RV) Park is valid for only twenty-four (24) months; that this is for the period of construction; operation of the temporary camp; and the dismantling of the camp.

Mr. Coulter presented the following Findings of Fact.

FINDINGS OF FACT

The Board of Health, after receiving all relevant testimony and evidence, determined written Findings of Fact. The District Board of Health shall grant a variance from the Regulations only if it is determined from the evidence presented at the hearing that:

1. Will the proposed variance result in contamination of the water to the extent it cannot be used for its existing or expected use?

No, the refuse containers will be flytight, waterproof and rodent proof; therefore, raised washdown pads will not be necessary due to the RV Park being temporary.

2. Will the proposed variance pose a threat to public health?

No, proper construction of the refuse containers and frequent emptying of the containers will prevent rodent harborage, insect breeding areas and health hazards.

3. Are there other reasonable alternatives?

Complying with the Regulations would be considered a reasonable alternative if the RV Park was to be permanent.

Mr. Coulter advised that Staff recommends **approval** of the variance request, Case No. 1-10RV (Cardno WRG on behalf of Burke & Associates – Vya Labor Camp), **stipulating to the Findings of Fact and subject to the following three (3) conditions:**

1. The applicant must obtain a Permit to Operate the RV Park from the Health District. The RV Park must be in compliance with all other Sections of the Washoe County District Board of Health Regulations Governing Mobile Home and Recreational Vehicle Parks.
2. The variance and Permit to Operate the RV Park expires twenty-four (24) months after the date of variance approval.
3. Should the Health District Environmental Health Services Staff determines that the storage, collection and disposal of refuse in the RV Park creates a health hazard or rodent harborage or insect breeding areas, then the washdown pads and additional refuse containers necessary to be in compliance with Section 090.015 shall be added with thirty (30) days of the Notice of Violation.

Chairman Humphreys declared the Public Hearing open and called upon anyone wishing to speak either in favor of or in opposition to the requested variance. There being no one wishing to speak, the Public Hearing was closed.

**MOTION: Mr. Smith moved, seconded by Ms. Ratti, that Variance Case No. 1-10RV (Cardno WRG on behalf of Burke & Associates – Vya Labor Camp/RV Park), be approved stipulating to the Findings of Fact and subject to the three (3) conditions as outlined.
Motion carried unanimously.**

PRESENTATION – RECYLCING UPDATE – POSSIBLE DIRECTION TO STAFF

Mr. Bob Sack, Director, Environmental Health Services, stated that Ms. Rucker will present an update to the Board regarding the District's efforts specific to recycling.

Ms. Jeanne Rucker, Environmental Health Specialist Supervisor, advised that the Board of Health has presented Staff with direction specific to recycling efforts and Material Recovery Facilities (MRFs). Ms. Rucker stated to-date Staff has drafted proposed Regulations, which were distributed to all stakeholders with a request for comment; that comments were received from the local solid waste industry. Ms. Rucker stated no comments were received from either the Cities or the County; however, Staff has been "in conversation with the Assistant County Manager; and the Board's legal counsel, Ms. Leslie Admirand, Deputy District Attorney." Ms. Rucker stated that based upon comments received the original draft was revised; that Ms. Admirand has approved the second draft. Ms. Rucker stated that the second draft will be disseminated among the stakeholders for review and receipt of comment; that Staff will be scheduling two (2) public workshops to receive comments. Ms. Rucker stated that *Nevada Open Meeting Law* requires a thirty (30) day notification for the Board of Health's Public Hearing for consideration. Ms. Rucker stated Staff has been apprised that Governor Gibbons may introduce a Bill in the Special Session, which would mandate a 75% diversion and recycling rate within five (5) years. Ms. Rucker stated that there is "other language within the Bill draft, which is of concern to Staff; that Staff has submitted these concerns through the County. Ms. Rucker stated that should the Bill draft be introduced Staff anticipates those concerns will be presented to the Legislature.

Chairman Humphreys stated that the Board members received a letter from Mr. Andrew Kenefick, Senior Legal Counsel for Waste Management; that he would question if Mr. Kenefick's "points" had been reviewed and addressed by Staff.

In response to Chairman Humphreys, Ms. Rucker advised that "some of the points were valid and revisions incorporated" based on those comments; that other issues were either irrelevant to the issue or were not pertinent to what Staff is attempting to accomplish. Ms. Rucker stated that Staff did address those; that Staff received a letter from another attorney representing one (1) of the local companies, offering his assistance in the process. Ms. Rucker stated that Staff met with representatives of this company and "answered questions relative to the Regulations and addressed the concerns presented."

In response to Ms. Ratti regarding the disseminating of the second draft, Ms. Rucker advised that copies will be forwarded to Mr. Pete Etchart, Deputy Public Works Director/City Engineer and Mr. Steve Driscoll, Assistant City Manager, at the City of Sparks; that the original draft was distributed in "early December", with a request that comments be submitted to Staff no later than January 6, 2010; that she was advised Mr. Driscoll would be presenting the comments for the City of Sparks; however, Staff has received no comments. Ms. Rucker stated Staff received an email indicating "no comments from the City of Reno"; that the comment from Washoe County was "not comfortable making comments at this time." In response to Ms. Ratti regarding the second draft,

Ms. Rucker stated that she will be distributing the second draft "with an invitation to attend the public workshops and/or submit comments to Staff."

In response to Mr. Gustin regarding a "percentage of capture" being recommended by Staff, Ms. Rucker stated that Staff's recommendation was to "eventually achieve a 35% mandatory rate within five (5) years." Ms. Rucker stated, as she advised, the Governor's Bill stipulates 75%; that should that Bill pass the 75% will be required; however, Staff would recommend 35%, as it is a "realistic" goal. Ms. Rucker stated that "should a facility be proposed, designed, and constructed", the process would be approximately two to three (2 - 3) years before the facility would be ready; that it would not be possible to achieve a 75% rate within five (5) years. Ms. Rucker stated "she isn't even aware of technology that exists which could achieve that rate." In response to Mr. Gustin regarding the "recapture rate" of the facilities in Sacramento and San Jose, Ms. Rucker stated those facilities are recapturing between 50 - 60%; however, these are "more than just materials recovery facilities"; that these facilities have composting capabilities associated with the materials recovery. Ms. Rucker stated that the facilities "change the diversion based on materials for which they can receive money; that there isn't 'a lot' going to the landfill"; however, "it is not close to 75%."

Mr. Gustin stated he understands 75% is not attainable; however, should it become the law he would question if the companies, which may be interested in constructing a facility, would remain interested knowing the 75% rate cannot be achieved, and therefore, the company would not be in compliance. Mr. Gustin stated that he would be concerned companies would consider the 75% rate a deterrent.

In response to Mr. Gustin, Ms. Rucker stated that "she does not believe it would be"; that companies in the industry working to improve technologies and the infrastructure, will recognize, that while the 75% rate is not attainable, it provides a "target." Ms. Rucker stated that "realistically there is always the opportunity to change" that compliance rate.

Mr. Gustin thanked Ms. Rucker for the update; that he appreciates Staff's diligent work in these efforts, as he "has received good comments about what Staff is doing."

Chairman Humphreys stated that "everything is on schedule" in this process; that, he, too, appreciates Staff's efforts.

PRESENTATION – MARKETING COMMITTEE MINUTES – DISCUSSION – DIRECTION TO STAFF

Dr. Furman stated that for the “past several years the District Health’s Tobacco Program has paid a Southern California company \$150,000 for social marketing campaigns”; that these sites attract and allow young people to send in photos and descriptions of themselves and acts ‘sort-of’ as a free dating service.” Dr. Furman stated that “many problems may occur with social marketing internet programs, of the type started by the Health District, including use by minors and predators, monitoring response and records retention.”

Dr. Furman stated that “the Health District should not be in the MSM (men having sex with men) business, the hook-up business; the ‘*attract*’ (tobacco control campaign) business;

Dr. Furman requested comments from other Board members.

Chairman Humphreys advised that the Board members have been provided with a copy of the minutes of the Marketing Committee meeting of December 3, 2009.

Mr. Gustin questioned if Dr. Furman's recommendation is to terminate the working relationship with this group in Los Angeles.

Dr. Furman stated that in 2006 the Community and Clinical Health Services (CCHS) Division reported an expenditure of approximately \$10,000 from an HIV Prevention Subgrant, which was utilized to develop an education campaign for the MSM community that included concept development and design layout of the website. Dr. Furman advised that all of this was noted in the Purchase Order (PO); that subsequent website hosting and maintenance was provided by the Northern Nevada Outreach Team (NNOT). Dr. Furman stated that he has “since requested documentation to determine if that amount expended on the MSM website was correct and it isn’t.” Dr. Furman stated that there have been two (2) purchase orders – one in 2007 and another in August 2008 indicating funds were expended with this organization concerning this Program.

Mr. Gustin stated that the discussion during the Committee meeting was “the harm to the Health District’s image” through the linkage of this website to the Health District.

Dr. Furman stated that the Health District should not collaborate with organizations which utilize questionable methods.

Ms. Ratti stated that after reviewing the minutes, as a Board member "she remains uncomfortable in understanding the breadth of the issues associated with this enough to make a recommendation to eliminate funding or program." Ms. Ratti questioned the handout regarding the "Follow-Up Talking Points" provided to the Board members (a copy of which was placed on file for the record).

In response to Ms. Ratti, Chairman Humphreys stated that Dr. Anderson will provide an overview of the handout; that the handout delineates the policy procedure, which was implemented subsequent to the Committee meeting.

Dr. Anderson advised that handout provided to the Board members delineates "Follow-Up Talking Points" to the Marketing Committee recommendations; that there has been a review and approval process implemented for consideration of all new advertisement, website development, brochures and flyers for the Health District. Dr. Anderson stated that, as the District Health Officer, she will be responsible for reviewing materials that will be presented in websites, brochures, etc., for approval; that assistance for website materials will be provided from the Department's Public Information Officer (PIO) and the Department Computer Application Specialist (DCAS).

Dr. Anderson stated that in regard to the website, which was discussed during the Marketing Committee meeting, "the Health District's name has been removed; and all references to the Health District's community HIV testing hotline has been clearly delineated from the website's sponsoring organization." Dr. Anderson stated it is important for the Board of Health members "to understand the Health District receives "a significant number of HIV positive referrals through the testing number provided on this site." Dr. Anderson stated that, as requested by the Marketing Committee, this site is "not identified as a Health District site"; that previously this particular site utilized the reference "our health department"; therefore, that wording was removed "making it more generic so there wouldn't be any 'direct' linkage to the Washoe County Health District." In response to Mr. Gustin regarding the "scrubbing of the website", Dr. Anderson stated the testing number will result "in someone 'reaching' the Health District"; that previously it read: "call us at", which resulted in the perception "it was a Health District website." Dr. Anderson stated the Health District directed the site remove any reference "that suggested it's a Health District website."

Mr. Gustin questioned if there is any data as "to what the numbers were prior to the listing being there and since" it was scrubbed.

In response to Mr. Gustin, Dr. Anderson stated that she does not have that information.

Ms. Ratti stated the website in question "has since been scrubbed; that Staff has done what they can; and a new policy has been implemented to ensure information is pre-screened; that she is unclear as to what remains to be considered."

Dr. Furman stated the concern is "that the social marketing websites present a real problem", including monitoring of these sites. Dr. Furman stated it is "necessary to monitor and maintain a record of these sites and the calls made"; that "he believes legal counsel will advise the District of this; that comments have been presented already." Dr. Furman stated that "this is a very difficult situation; that it presents a legal liability; it provides opportunities for people to do things they are not supposed to be doing; that it will place a big burden on the Staff of the Health District to answer all these questions when those questions come through and then maintain records of them." Dr. Furman stated that social marketing is good; however, "to do social marketing in this way is a 'loaded' situation."

Ms. Ratti questioned if the reference to "social marketing is to any website that is attempting to facilitate a social gathering or activity or social marketing in the term of Facebook, Twitter, and the other new social media available."

In response to Ms. Ratti, Dr. Furman stated that "the one(s) he is concerned about are those which involve the internet." Dr. Furman stated that in October, CCHS indicated the CCHS Division 'has not moved to the next level (Twitter, Facebook, etc.); that it is a matter of acceptance of the new technology; that not everyone is comfortable with this technology." Dr. Furman stated that in December, Mr. Fisher, Department Computer Application Specialist (DCAS), presented information specific to Twitter, Facebook and other sites; therefore, the information provided in October "is not correct that CCHS has not moved to it, it has." Dr. Furman stated that CCHS "had moved" to these sites by December and "may have moved to those sites prior to October when the Board held the Strategic Planning meeting." Dr. Furman stated that this issue "has to be reviewed very carefully as to what is occurring; that it presents a lot of problems;" that he is concerned "there is the potential for legal problems." Dr. Furman stated that "he is not against social marketing; that social marketing is aimed at changing social behavior; that there is social marketing that is good." Dr. Furman stated that "getting on the internet can open up 'Pandora's box'; that this has already happened." Dr. Furman stated that the MSM (men having sex with men) campaign was initiated by the Health District; however, when that campaign began "he doesn't believe any of the Board of Health members knew about it." Dr. Furman stated that these items should be presented to the Board when implemented; "that these things have been going on."

Ms. Jung stated that, as the Board of Health members have been advised, the Board of County Commissioners is in the process of having a policy for social marketing developed; that the District Health Department "should be subject to those policies and parameters." Ms. Jung stated, acknowledging that Dr. Furman is referencing what has occurred and is occurring; it "is premature for the Board of Health to make a "policy direction or decision" until such time as the County has developed a policy and made a determination. Ms. Jung stated that the County is "doing the research and struggling with 'where is the balance of social media and outreach', as there is an entire generation in which that is where they get all their information."

Ms. Jung stated that "she understands Dr. Furman's concerns"; however, her concern is "in having Health District Staff working on this when the County already has staff working on this"; that she is "assuming the other County staff has been in contact with the PIOs of the Health District." Ms. Jung stated that "understanding Dr. Furman's concerns and consideration of this issue; however, the 'other side' is "from where do policy and direction come"; that this should be "from the Board of County Commissioners." Ms. Jung stated that a determination on this issue should be delayed until such time as the Board of County Commissioners has addressed the issue." Ms. Jung stated that she would invite Dr. Furman to attend the County Commissioners meeting to present his concerns; that the Board of Health "is not in a position to make that type of policy."

Ms. Jung questioned if the "Welcome Reno" site is a component of a Subgrant.

In response to Ms. Jung, Ms. Jennifer Hadayia, Public Health Program Manager, stated that "that is not a Health District website." Ms. Hadayia advised that the telephone number listed on this site "is the sole HIV testing phone number for the entire 775 area code; that it is the one (1) number that can be called." In response to Ms. Jung regarding other numbers, which can be called (i.e., Nevada Helps, ACCEPT, etc.), Ms. Hadayia stated that "there are other individual location numbers." Ms. Hadayia stated that the one (1) number will provide "information regarding all of those locations, answer questions and book appointments." Ms. Hadayia stated "that this is important, as due to funding cuts, even the 800 numbers CDC used to operate for HIV testing and information have ceased." Ms. Hadayia stated this number is publically available, listed in the yellow pages, including the on-line yellow pages; that it is a public number "anyone can call"; therefore, anyone can use it and post it on a website as a "place to call to obtain HIV information."

In response to Ms. Jung regarding the information presented by Dr. Furman regarding payments of funds to the marketing firm in Southern California in 2006 and 2008, Ms. Hadayia advised that the organization, to which Dr. Furman referred, is "Rescue Social Change Group." Ms. Hadayia advised that Staff has "utilized this organization to develop a number of social marketing campaigns for the District, including the tobacco control and prevention campaign for young adults,

which is the 'attract campaign"; that this company has been utilized in other programs, including the HIV prevention and testing campaign titled "Get Your Test". Ms. Hadayia stated that she does not have the information specific to the "year, the amount, from which account code, etc., although that report could be generated very easily to indicate which accounts are paying in what years, for what amounts to this organization." Ms. Hadayia stated that "there won't be, since 2006, any payment to this organization for the development of a marketing campaign for men having sex with men, which is MSM." Ms. Hadayia stated that Staff has utilized the "Rescue for Social Change group for other projects, as have the counterparts in Southern Nevada Health District and other organizations in Nevada." Ms. Hadayia stated that this group is "not solely in business to design campaigns that reach out to the MSM community"; that this organization "designs campaigns on any issue. Ms. Hadayia stated that Staff "can produce a report that would connect the amounts to the dates to the account codes and the purpose."

Dr. Khan stated she appreciates that the County is in the process of developing a policy as to how the Health District may be involved as an organization in these social marketing venues. Dr. Khan stated that websites "represent a new way of communication and discovering information for an entire generation." Dr. Khan stated that as a District Board of Health member she is aware of the mission of public health and "in terms of supporting the work of the Health District; that one (1) the intent of public health is to identify high risk populations who may be responsible for the on-going transmission of sexually transmitted diseases (i.e., HIV, etc.), or to attract those people who are more likely to be exposed or potentially could be involved in the chain of transmission." Dr. Khan stated that these sites "are another type of way to get the word out for protecting, education and counseling." Dr. Khan stated that she "doesn't want the Board to be at odds with the policy of the County; however, to the extent the District is reaching a high-risk population it is necessary to be current in how to reach that population." Dr. Khan stated that "the scrubbing of the site, which was of concern, was very appropriate"; that she concurs with "whatever steps are necessary to assure it does not appear" the Health District is "promoting, endorsing, or paying other entities" for questionable marketing campaigns. Dr. Khan stated a concern is "that there is on-going transmission of Hepatitis, HIV, etc.", and the Health District "is not successfully achieving the goals in terms of preventing the transmission of these infections"; therefore, "there needs to be a balance the policy/protocol with the overall intent of the District to mitigate the spread of disease."

Ms. Hadayia advised that the District receives approximately ten (10) calls per week for appointments for HIV testing from the one (1) site in question; that she attended a statewide epidemiology presentation on HIV yesterday; that approximately 75% of the HIV cases are from the MSM community. Ms. Hadayia advised that ten (10) calls per week from this website indicates "that population is being reached very effectively." In response to Mr. Gustin regarding the ten (10) calls per week, Ms. Hadayia advised that those ten (10) calls "have been tracked to that website."

In response to Dr. Furman regarding the Health District "not being a part of NNOT", Ms. Hadayia stated that the Health District "is a member of the Northern Nevada Outreach Team (NNOT) collaborative, which is a collaborative of organizations in Washoe County that organizes outreach and testing events. Ms. Hadayia stated that there are several comparable agencies involved, including the Nevada State Health Division and Carson City Health and Human Services; that there are approximately fourteen (14) organizations involved in the collaborative. Ms. Hadayia advised that, although it is not a grant requirement this year, previously participation in the collaborative "was a grant requirement." Ms. Hadayia stated that the District will continue to be a member of the collaborative, as it assists "in reaching populations at-risk." In response to Dr. Furman regarding the Health District participating in the collaborative, "which produces this *toxic website*", Ms. Hadayia stated the District is "a member of the organization, which is a collaborative; that the collaborative is a 501(c) 3 organization; that the organization pays for the hosting and maintenance of the website." In response to Dr. Furman regarding the funding of the organization, Ms. Hadayia advised that there are "a number of sources; that she could provide a list; that primarily it is private foundation grants the organization writes." Ms. Hadayia advised that "Cable Positive and MAC Cosmetics were recent grants"; that she can provide a list of funding sources; that "it has been private funding."

In response to Ms. Ratti regarding any Health District funds being expended, Ms. Hadayia advised that "no Health District funds go to NNOT"; however, "there is an indirect contribution as there are Staff members who work with NNOT; that there are Staff members who attend events sponsored by NNOT to provide testing." In response to Dr. Furman regarding activities posted for the 5 Star Saloon, Ms. Hadayia advised that the 5 Star Saloon is a member of the collaborative and offer testing at that venue; that she is not aware of other posted activities; that she is not the representative of the Health District to that organization; that Mr. Gerold Dermid, Health Educator is the representative. Ms. Hadayia stated that "Mr. Dermid can provide the Board members with a presentation if desired."

Mr. Smith stated that with the County developing policies and procedures to address the issues specific to websites, the Health District should delay any determination until the County's policy is presented and reviewed. Mr. Smith stated the Board of Health can then review the policy to determine how it applies to the Health District.

Chairman Humphreys stated that it is necessary to ensure the District Staff adheres to the guidelines established by the Board of County Commissioners. Chairman Humphreys stated there issues "which can present questions at this point in time"; therefore, the Board members should note those issues of concern for future discussion; that issues of extreme concern can be presented to the Board of Health for discussion. Chairman Humphreys stated it is the

responsibility of the Board to remain within the confines of the County's policy, which is being addressed.

Dr. Furman stated he concurs with Chairman Humphreys; that the County has produced a preliminary document, which was discussed at the Marketing Committee meeting; that the Marketing Committee supported the County's preliminary draft. Dr. Furman stated that some of the County's meetings were delayed and "these issues started occurring; that he wasn't attempting to 'jump ahead' it was an issue of "keeping up with these issues and have some input" into what was occurring. Dr. Furman stated that "this is important; that had the issue not been addressed by the Committee it wouldn't get to the County and the County wouldn't know about it."

In response to Chairman Humphreys regarding "the County's process", Ms. Jung stated she is attempting to obtain that information, specifically when the policy will be presented to the Board of County Commissioners for consideration. Ms. Jung stated that "she welcomes Dr. Furman's comments and any other Board members; that "she will do her best to present the Board of Health's comments to the Commissioners." Ms. Jung stated that the recommendations of staff have not yet been presented to the Board of County Commissioners.

Ms. Coulombe advised that she is a member of the Information Technology Advisory Committee (ITAC); that the draft policy was presented for comments. Ms. Coulombe stated that Dr. Anderson did forward Ms. Simon, County Manager, an email indicating the District Health Department would be in alignment with that policy. Ms. Coulombe stated that currently the policy has not yet been agendaized for the ITAC meeting; that ITAC meets once a month.

Ms. Mary-Ann Brown, Director, Community and Clinical Health Services, advised that subsequent to the Marketing Committee meeting CCHS Staff "reviews all conceptual materials, including hard copies of any materials developed (anything attached to a Purchase Order [PO]), with Dr. Anderson and works closely with the DCAS Staff and the PIOs" to adhere "to the spirit of the direction received during the Marketing Committee meeting, in lieu of not having a policy." Ms. Brown stated that Staff continues "to refine the system as to how to take conceptual approval of content and attach it to a fiscal approval process"; that CCHS Staff is "doing that until the policy" is implemented.

Mr. Gustin stated that "personally, he is in total agreement with Dr. Furman's efforts and his diligence in 'shedding light' on what is occurring and he appreciates his efforts"; that, further he concurs with Ms. Jung regarding allowing for the completion of the County process.

In response to Mr. Gustin regarding possible liability, Ms. Leslie Admirand, Deputy District Attorney, advised that she has not been involved in the social marketing policy process; that at this time she isn't aware of any potential liability; however, she can review the issue for possible cases and report back to the Board.

Mr. Gustin stated that "the 'scrubbing' of the site in question has been completed; and Ms. Brown has advised an interim review process has been implemented to address the concerns presented during the Marketing Committee meeting"; therefore, he would recommended "continued diligence." Mr. Gustin stated "he applauds Dr. Furman for ensuring this issue remains in front of the Board" allowing the Board to provide "input and advice."

Ms. Admirand advised that subsequent to the Marketing Committee meeting that "the 'scrubbing' included a disclaimer for the Health District; that the sites have been requested to include that disclaimer underneath the phone number listed, if the Health District's testing line telephone number is listed."

Mr. Gustin stated that Ms. Jung has indicated she will provide an update to the Board regarding the status of the County's policy addressing these issues; that the Board and Staff "have had a good conversation regarding this issue." Mr. Gustin stated that "Dr. Furman's concerns have always been 'the integrity of the Board and the organization'; that he concurs it "is necessary to maintain that." Mr. Gustin stated that he supports continuing this item until the County has completed its process; that the Board receive an update "every couple of months as to the status of that process."

Ms. Jung stated that she approves "of the 'scrubbing' of the site and the disclaimer being included and the handout 'follow-up talking points' presented by Dr. Anderson." Ms. Jung requested that Ms. Coulombe present the information from today's discussion to the ITAC group, as the "review and approval process" delineated in the 'follow-up talking points' is a method to ensure "there is an awareness by Department heads and the County Manager; the Board of Health and the Board of County Commissioners in maintaining the image of Washoe County."

Ms. Coulombe stated "she would be happy to do that."

Chairman Humphreys stated that he, too, would thank Dr. Furman for his efforts in this issue; that he would request Dr. Furman coordinate with Ms. Jung regarding the County's process specific to social marketing. Chairman Humphreys requested Ms. Admirand report back to the Board

regarding "potential liability"; that Staff report back to the Board "when appropriate" with a briefing on any further action specific to this issue.

CONSENT AGENDA – BUDGET AMENDMENTS/INTERLOCAL AGREEMENTS

Staff advised that Staff recommends **approval** of **Notice of Subgrant Award** from the **Nevada State Health Division, Bureau of Child, Family and Community Wellness for the HIV Prevention Grant Program**, in the total amount of **\$570,611 (per calendar year)**, for the period of January 1, 2010; and **approval** of **amendments totaling an increase of \$32,590** in both revenue and expenses to the adopted FY 10 HIV Prevention Grant Program, IO 10013, to bring the adopted budget into alignment with the grant.

Dr. Furman questioned the parameters of Subsection F.1. (Health Education and Risk Reduction HE/RR), which stipulates the "Subgrantee will provide HIV/STD prevention messages to 100,000 (duplicated) Washoe County community members through social marketing campaigns."; that the expenditure is \$570,000. Dr. Furman stated that he would recommend continuing approval of this Notice of Subgrant Award until such time as Staff provides additional information specific to "how this money is going to be spent." Dr. Furman stated that he would request information regarding "who will be doing the messages."

In response to Dr. Furman, Ms. Hadayia advised that the entire grant award is \$570,000, which includes \$325,000 in personnel costs; that the amount dedicated to social marketing is "approximately \$15,000" (as delineated on page 7 of 8). Ms. Hadayia advised that the \$15,000 "to reach 100,000 impressions"; that the "primary mechanism for that the continuation of a campaign that the District has been running since this past fall." Ms. Hadayia advised the campaign "the GYT (*Get Your Test*), has been through the new approval process; that the GYT is a 'play off' on popular text messaging short-cuts (i.e., LOL – laughing out loud; BRB – be right back). Ms. Hadayia stated "that many of the District's ads incorporate the fact that people are texting"; that the GYT is a print, television, and internet advertising campaign. Ms. Hadayia stated the advertisement will be placed on the website and will be an on-line ad in the *Reno Gazette Journal* and *Reno News and Review*, which resemble the print ads. Ms. Hadayia advised that there will be GYT incentive items (i.e., water bottles, and other giveaways, etc.), which are distributed as promotional items during testing events.

Ms. Hadayia stated that the anticipation is to continue the GYT campaign, which has been "one of the most successful marketing campaigns in terms of HIV testing"; that the CCHS Division Nurses and Disease Investigators have advised "they been overwhelmed with calls for testing." Ms.

Hadayia stated she "would be happy to present all of the images, which have been utilized in the campaign, to the Board"; that Dr. Anderson has reviewed and approved all of the ads; that the ads will be updated from the "2009 to 2010", which is the primary revision. Ms. Hadayia stated that this is the proposed expenditure of the \$15,000 for the calendar year; that there is an expenditure of \$7,900 noted, which is specifically for print advertising promoting "come to the Health District and get tested"; that this is not a component of the GYT campaign. Ms. Hadayia stated that the District has been "placing testing ads in *Reno News and Review*" for several years; that this is also an on-going campaign for testing, which references various events throughout the year (i.e., the AIDS memorial, National HIV Testing Day, World AIDS Day, etc.). Ms. Hadayia stated that "all of that is separate from the GYT campaign"; that the "GYT campaign is much broader and is, according to social marketing theory, 'umbrellaed' under the GYT brand, as opposed to the on-going advertising." Ms. Hadayia advised "that the total between the two (2) is \$23,000"; that, as she stated, "one (1) is an entire very comprehensive campaign and one (1) is print ads."

Dr. Furman questioned item 5. Contractual/Consultant (listed within approved budget categories) at a cost of \$186,242; that he would request additional information specific to this expenditure prior to approving the Subgrant.

Ms. Ratti stated that, while she supports Dr. Furman's position and very legitimate questions of "how" is the Health District entering the internet with various websites and ensuring the District "is doing the right thing in these new marketing venues", it is extremely important "to be precise in the vocabulary in discussing these issues." Ms. Ratti stated that "social marketing is a long-standing effort to utilize all kinds of tools, 'well beyond' the web"; that water bottles with a logo on them is a social marketing tool; that this "is opposed to social media, which is the new term for web-based communication, utilizing an internet-based format and a variety of tools."

Ms. Ratti stated that, based upon Ms. Hadayia's comments, "the social marketing component of this are all traditional media sources – print media, logos, and placement ads (i.e., water bottles); and web ads, which will be very controlled placed on a very specific website." Ms. Ratti stated that "these are all very traditional media sources." Ms. Ratti stated that, as the Board "moves forward in this discuss during the next couple of months, it is important to keep the two (2) concepts separate." Ms. Ratti stated that "social marketing has been around forever and social media is new."

MOTION: Dr. Furman moved, seconded by Mr. Gustin, that approval of the Notice of Subgrant from the Nevada State Health Division, Bureau of Child, Family and Community Wellness for the HIV Prevention Grant Program, in the amount of \$570,611 (per calendar year), with the corresponding budget amendments, be continued.

In response to Ms. Jung regarding possible consequences to the funding of the grant should approval be continued, Ms. Patsy Buxton, Fiscal Compliance Officer, advised that the contractual amount of \$186,000 is funding the two (2) subrecipients; that the Board approved those contracts in December to be effective January 1, 2010; therefore, a delay in approval would result in the District "not seeking reimbursement from the State, which effects cash flow." Ms. Buxton stated "there are significant implications by not approving this contract today." In response to Ms. Ratti regarding expenditures, Ms. Buxton advised that funds are being expended as this a continuation award; therefore, "there are personnel and operational costs funded by this award that began January 1st; that the subrecipients have already been operating for the first two (2) months." Ms. Buxton reiterated that the District is unable to obtain reimbursement until such time as the Subgrant Award is approved. In response to reimbursement payments, Ms. Buxton advised that reimbursements are "based upon actual expenditures", with invoices are submitted for reimbursement for personnel and operational costs.

Mr. Gustin questioned if the Subgrant Award could be approved, with the exception of item 5. Contractual/Consultant allowing for additional information to be presented to the Board.

Ms. Coulombe advised that the subrecipient contracts to Nevada Hispanic Services and Planned Parenthood Mar Monte are included; that "if there is something specific Dr. Furman would request be delayed in terms of Staff's activities."

In response to Ms. Coulombe, Ms. Buxton stated that, as agendized, all of the Notice of Subgrant would have to be approved in its entirety or continued.

Ms. Admirand acknowledged that Ms. Buxton is correct; that the Notice of Subgrant would have to be approved in its entirety or continued to another meeting.

Ms. Ratti stated she has no objections to the "social media" component of the Subgrant, as Staff has indicated the majority of that component "is very traditional social media." Ms. Ratti stated that Staff has indicated the "Contractual/Consultant" component is the contracts with Nevada Hispanic Services and Planned Parenthood Mar Monte, which "have already been entered into"; that she would question what are provided through the contracts.

In response to Ms. Ratti, Ms. Hadayia advised that through an Agreement with the Nevada State Health Division the Health District is responsible for distributing Federal HIV prevention funds "into the community for Diffusion of Effective Behavioral Interventions (DEBIs)." Ms. Hadayia advised

that DEBIs are "interventions proven by research at the Federal level to be effective (sometimes decades of research) in preventing HIV transmission." Ms. Hadayia advised that "every two (2) years, Staff conducts a competitive Request for Applications (RAF) in the community" allowing for organizations to "bid DEBI applications to the District." Ms. Hadayia advised that "in the last bidding cycle Nevada Hispanic Services and Planned Parenthood Mar Monte were chosen through the competitive process for the implementation of two (2) DEBI proposals. Ms. Hadayia that one (1) program VOCES/VOICES through the Nevada Hispanic Services, for the prevention of HIV transmission among high-risk Hispanics; and the second program *Street Smart* through Planned Parenthood Mar Monte, for the prevention of HIV transmission among high-risk youth (primarily runaways and those in the juvenile detention system) will be implemented by those organizations.

Dr. Anderson stated that the ads posted on the website(s) for this campaign "are static ads, with the GYT logo embedded"; that Staff can present the ads for the Board's review "within minutes." Dr. Anderson stated that she can assure the Board these ads "are quite benign in the presentation"; that "perhaps viewing the ads would alleviate concerns and allow the Board members to make a determination about the campaign."

Ms. Coulombe advised that a proposal may be for the Board to accept the entire Subgrant Award, allowing for continued payment of personnel costs for the two (2) subrecipients contracts, which were approved previously, with direction to the Administrative Health Services Officer "that no expenses are to be incurred in the line item for professional services in the amount of \$14,400, until such time as it can be reviewed."

Ms. Ratti stated that "while she appreciates" Ms. Coulombe's proposal to "save important HIV prevention activities and services and still address the concerns of the Board"; however, after discussing the issue "there is no reason to delay any portion of the Notice of Subgrant Award." Ms. Ratti stated that "this would be an overreaction to a real problem, which is 'how is the Health District being represented in the web-based media' tied to a project utilizing primarily traditional media." Ms. Ratti stated that further, she "is not interested in micro-managing Nevada Hispanic Services or Planned Parenthood Mar Monte's programs", as Staff is busy enough managing the District's Programs. Ms. Ratti stated that "in the spirit of the Marketing Committee recommendations, these programs could be reviewed to determine if the Health District logo and information is correct"; however, the Board of Health "has already entered into an agreement" with these organizations to provide the funding for these programs; that withdrawing the funding now "would be inappropriate." Ms. Ratti stated that she cannot support the motion; that the Notice of Subgrant Award should be approved "continuing to move forward; that these are campaigns which have already been in-place; that there haven't been any complaints about these specific campaigns or efforts." Ms. Ratti stated that Staff can then continue to "conduct a meaningful investigation into how the Health District does web-based campaigns."

Dr. Furman stated that he would withdraw the motion. Mr. Gustin withdrew the second.

MOTION: Ms. Ratti moved, seconded by Dr. Khan, that the Notice of Subgrant Award from the Nevada State Health Division, Bureau of Child, Family and Community Wellness for the HIV Prevention Grant Program, in the total amount of \$570,611 (per calendar year); and amendments totaling an increase of \$32,590 in both revenue and expenses to the adopted FY 10 HIV Prevention Grant Program, IO 10013, to bring the FY 10 adopted budget into alignment with the grant, be approved as presented. Motion carried unanimously.

STAFF REPORTS AND PROGRAM UPDATES

A. Director – Epidemiology and Public Health Preparedness

Dr. Randall Todd, Director, Epidemiology and Public Health Preparedness, presented his monthly Division Director's Report, a copy of which was placed on file for the record.

Dr. Khan stated she noted in the Report the incidence of Influenza-Like Illness (ILI), the presentation of H1N1 and the "high levels of infection but not illness"; that she would question if surveillance is documenting a higher than average rate of ILI for the season. Dr. Khan stated "it is her understanding the majority of ILI cases are still most likely H1N1."

In response to Dr. Khan, Dr. Todd advised that currently the sentinel providers are reporting "very low rates of ILI in general; that the rates have been 'down to the base line', with increases from 3-5%"; however, the 5% was "an anomaly." Dr. Todd stated that "what is being reported from laboratory surveillance is predominantly the 2009 H1N1-type"; that there was one (1) case reported, which was a seasonal B isolate." Dr. Todd stated that the severity of illness "has been less than was anticipated"; that further, he anticipates as the weather improves, individuals who become ill with a milder case "will be less likely to seek medical care and less likely to be identified in the sentinel surveillance system." In response to Dr. Khan regarding the number of individuals requesting H1N1 immunization, Dr. Todd stated that Staff is noting "a slow decline in the requests for the immunization;" that currently the District is offering "the H1N1 vaccine on a walk-in basis from 11:00 am to 7:00 pm." Dr. Todd stated that this effort was implemented "after the holidays"; that initially the District would administer "several hundred immunizations each day; that that has steadily diminished." Dr. Todd stated that Staff has been conducting Saturday clinics at various schools for the children at those schools and the residents of the surrounding area; that there are two (2) more of these school clinics planned. Dr. Todd stated initially at the school clinics Staff was administering 300-400 immunizations between 10:00 am ~ 3:00 pm; that Staff is noting a decrease

in requests at these clinics, too; that last Saturday approximately 200 immunizations were administered. Dr. Todd stated that these decreases were anticipated; that "as the weather gets warmer people 'don't think flu' anymore." Dr. Todd cautioned that it was last spring when Washoe County "experienced a large increase due to the Novel H1N1 strain." Dr. Todd stated that "there could still be a third wave, which is why Staff is continuing to be diligent in having the vaccine available." In response to Dr. Khan regarding next year's vaccine and the H1N1 being incorporated into the trivalent vaccine, Dr. Todd stated Staff has not received any official notification that the 2009 H1N1 will be included in the vaccine; however, it is anticipated "it likely will be."

B. Director – Community and Clinical Health Services

Ms. Mary-Ann Brown, Director, Community and Clinical Health Services, presented her monthly Division Director's Report, a copy of which was placed on file for the record.

Ms. Brown advised the Board that the Washoe County Health District has been selected to participate in the National Association of County and City Health Officials (NACCHO) 2010 Action Communities for Health, Innovation, and EnVironmental ChangE (ACHIEVE) project for the District's Chronic Disease Program. Ms. Brown advised that the Health District was one (1) of ten (10) new sites of 48 local health departments to collaborate and partner directly with NACCHO; that the District will receive \$40,000 total for a chronic disease prevention program. Ms. Brown stated that "Ms. Hadayia and her team are to be commended" for the preparation of the application

Ms. Brown advised that within her report are the links for the 2009 State of Nevada Youth Risk Behavior Survey (YRBS) Results; that the links will provide both the State and the Washoe County results. Ms. Brown stated that it is detailed report regarding the "needs of the youth in the community."

C. Director – Environmental Health Services

There was no Environmental Health Division Director's Report this month.

D. Director – Air Quality Management

Mr. Andrew Goodrich, Director, Air Quality Management, presented his monthly Division Director's Report, a copy of which was placed on file for the record.

Mr. Gustin stated that Mr. Goodrich reported on the air quality exceedances this year and the possibility of the District being designated non-attainment; that he would question if Staff will be "further restricting residential wood burning" to achieve compliance.

In response to Mr. Gustin, Mr. Goodrich advised that there will be a number of efforts Staff will be reviewing, including "wood burning in the valley." Mr. Goodrich advised "that at one time the District had the most innovative program in the country for residential wood burning"; however, "this is no longer true." Mr. Goodrich stated that "a measure utilized by EPA for 'comparing programs for improvement' is whether the particular locale has investigated programs of other jurisdictions and implemented the best." Mr. Goodrich stated that, "while the District has one (1) of the "top programs, the District may not be doing the very best."

In response to Mr. Gustin regarding financial implications for non-attainment designation, Mr. Goodrich advised that "there are very serious implications, should the District 'not address' the non-attainment designation, including federal highway funding being withheld."

Mr. Gustin stated that he has concerns regarding "the emissions from trucks and increased traffic going through the community"; that he has conferred with the Regional Transportation Commission (RTC) regarding this; and "there isn't anyone working to address this."

In response to Mr. Gustin, Mr. Goodrich stated that this issue "is being addressed nationally; that truck standards have improved greatly within the past five (5) years; that he anticipates those standards will continue to improve." Mr. Goodrich advised that standards for truck stops will have to be reviewed and addressed; that improvements in street sanding by the Cities, County and State will also have to be reviewed. Mr. Goodrich stated that the Air Quality Management Division "has been active in obtaining cooperation in the reduction of amount of sand being deposited on the roadways"; that restrictions have implemented requiring the use of 'a cleaner, harder sand'." Mr. Goodrich advised that Staff was "successful in obtaining federal funding for improved street sweepers"; however, "it has just not been enough"; that the Public Works agencies "are doing the same thing but less of it." Mr. Goodrich stated that the District will have to investigate "how things can be done completely different."

Mr. Gustin stated that Mr. Goodrich did advise the Board as to the probability of federal standards becoming more stringent; that, with the construction of the proposed Industrial Park in Storey County, his concern is the tremendous increase in the number of 18-wheelers, which will be traveling through the Washoe County.

E. Administrative Health Services Officer

There was no Administrative Health Services Officer Report this month.

F. District Health Officer

Dr. Mary Anderson, District Health Officer, presented her monthly District Health Officer's Report, a copy of which was placed on file for the record.

Dr. Anderson stated that the Board members have been provided with a copy of the "*County Health Rankings: Mobilizing Action Toward Community Health*" (a copy of which was placed on file for the record). Dr. Anderson referred to the summary health factors ranking, delineated on page six (6), indicating Washoe County's rankings; that Washoe County ranks third within "health behaviors", which includes smoking, diet and exercise, alcohol use, and risky sex behavior." Dr. Anderson advised that Washoe County is first in "clinical care", which includes "measures of access to care and quality of care." Dr. Anderson stated that Washoe County is ninth in "social and economic factors", which includes "measures of education, employment, income and family and social support, and community safety." Dr. Anderson stated that Washoe County "is next to the last of the ranked counties (14th) in the 'physical environment', which includes "measures of environmental quality and the built environment." Dr. Anderson stated that this report presents "overall indicators of those categories where there is a need for improvement"; that these issues, need to be addressed; "that air quality issues are part of that environment."

The Board thanked Dr. Anderson for the update.

BOARD COMMENTS

Chairman Humphreys requested an agenda item for next month's meeting regarding REMSA (Regional Emergency Medical Services Authority) as an informational and discussion item; that

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Ms. Ratti has requested a discussion of this item. Chairman Humphreys stated that the Board of County Commissioners contracted with the Diamante Group to conduct a study of fire services and emergency response last year; that he and Dr. Anderson met with a representative of the Diamante Group to discuss the Health District's role. Chairman Humphreys stated the study has been finalized and presented to the Board of County Commissioners; that on Tuesday the Board of County Commissioners conducted a public hearing on the report.

Chairman Humphreys stated that "it is an appropriate time for the Board of Health to discuss REMSA" regarding: 1) the Board of Health's responsibilities and oversight of REMSA; 2) to address any items/issues any Board of Health member may have; 3) identify issues that may have been identified in the study, which the Board members should be educated about.

Ms. Ratti stated that she would request the item include "oversight of emergency medical services" and not just the one (1) provider, as the system is two-tiered.

Ms. Ratti stated that on behalf of the Sparks City Council, she would issue a challenge to Mr. Gustin from the City of Sparks to the City of Reno "for participation rates in the *Annual Bike to Work Day Event*"; that incorporated in that is a "*City Hall to City Hall*" challenge on the prior Monday for the purpose of promoting the event activities through some public media coverage.

Mr. Gustin stated that he would willingly accept Ms. Ratti's challenge.

There being no further business to come before the Board, the meeting was adjourned at 3:00 pm.

Mary A. Anderson, MD, MPH

MARY A. ANDERSON, MD, MPH, FACPM, DISTRICT HEALTH OFFICER
SECRETARY

Janet Smith
JANET SMITH
RECORDER