

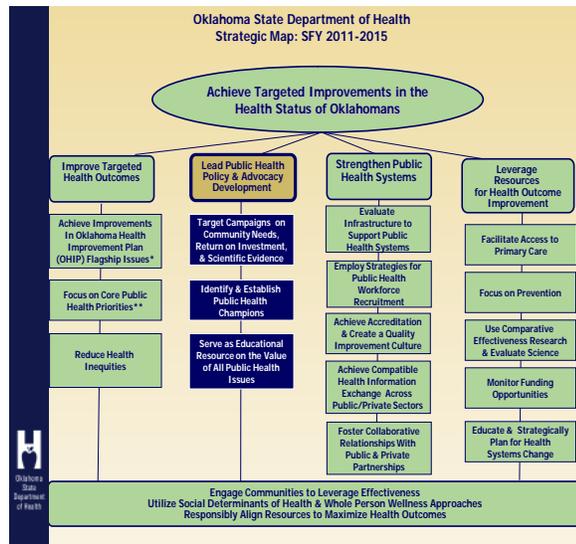


## Public Policy & Advocacy Development

OKLAHOMA STATE DEPARTMENT OF HEALTH · JULY 2012



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Director, Office of State and Federal Policy



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## Lead Public Health Policy & Advocacy Development

### Goals

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### Target Campaigns on Community Needs, Return on Investment, & Scientific Evidence

- Work with community organizations to identify core public health issues for legislative emphasis on both an annual and long-term basis
- Meet with the Board of Health (BOH) policy committee, BOH & public health partners at annual retreat, and with Tri-Board meeting participants to establish legislative agenda
- All Oklahoma State Department of Health (OSDH) proposed legislation incorporates population-based successes through scientific evidence

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### Identify & Establish Public Health Champions

- Identify Champions
  - ✓ Champions may be ordinary people with an extraordinary desire or passion to accomplish a goal
  - ✓ Champions must believe in the issue and be willing to face criticism for taking a stand
  - ✓ Finding and developing public health champions in the business community will be vital to future successes in public health

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### Identify & Establish Public Health Champions

- Establish Champions
  - ✓ Provide the resources and knowledge to allow an individual to be considered a respected authority on a given issue
  - ✓ Provide educational materials about public health issues or legislation to answer both the hard questions as well as the easy ones
  - ✓ Meet with local boards of health and community leaders to help them understand how they may advocate for public health issues at the local level
  - ✓ Demonstrate how investments in prevention produce both short and long-term savings in health care costs and is a driver for economic development

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### Serve as Educational Resource on the Value of All Public Health Issues

- OSDH must be the best and most reliable source for all information related to public health
- Lead the way in providing excellent customer service, find new and innovative ways to utilize technology, and demonstrate responsible use of taxpayer funds in each and every program
- Serve in leadership roles in both state and national organizations which represent or impact public health

### Public Policy & Advocacy Development

### Questions?

1  
2  
3 Mark thanked many Department staff for their efforts throughout the year. He also thanked many community  
4 leaders and legislators who have been instrumental in representing public health.

5  
6 The presentation concluded. Dr. Krishna thanked Dr. Newman for his presentation. Dr. Krishna thanked  
7 Mark for presentation and inquired as to how the Board members could be of assistance to Mark during  
8 the upcoming legislative session. Dr. Newman indicated that the legislative agenda is currently under  
9 development; however, the policy committee will provide recommendations during the annual Board of  
10 Health retreat.

## COMMITTEE REPORTS

### **Executive Committee**

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12  
13  
14 Dr. Krishna reported that the 2012/2013 Subcommittee assignments have been made. These assignments  
15 were based on Board member responses to the survey sent in May. Dr. Woodson will serve as the Finance  
16 Committee Chair, Barry Smith as the Accountability, Ethics, & Audit Chair, and Dr. Davis as the Policy  
17 Committee Chair. Dr. Krishna also recognized each Board member, briefly identifying the contribution  
18 of each member to the both the Board of Health and to their communities.

19  
20 Dr. Krishna reminded all in attendance of the annual OSDH Employee Recognition and Appreciation  
21 Awards Ceremony, directly after the Board of Health Meeting. He encouraged all Board members to  
22 attend.

23  
24 Additionally, Dr. Krishna reminded the Board members of the upcoming annual Board of Health retreat  
25 scheduled for August 24-26<sup>th</sup> at the Robbers Cave State Park in Wilburton. VaLauna will be contacting  
26 each member as the details are finalized.

27  
28 Lastly, he asked the Board members to review the proposed schedule of meetings for calendar year 2013.  
29 The proposed schedule will be voted on during the October Tri-Board meeting; however, this will give  
30 each an opportunity to review the dates in advance.

### **Finance Committee**

31  
32  
33 Dr. Woodson directed attention to the Financial Brief provided to each Board member and presented the  
34 following SFY 2012 Finance Report and Board Brief as of June 20, 2012:

- 35 • Payroll forecasted through June 30, 2012 including vacancies likely to fill within the current budget  
36 period
  - 37 • Encumbrances shown as actual as of the report date
  - 38 • Expenditure forecasts limited to realistic amounts expected to spend out during the current budget  
39 period
  - 40 • Surplus/(Deficit) is projected as of June 30, 2012
- 41

1 Dr. Woodson indicated there were no “Dashboard Warnings” at this time as performance rates are above  
2 95%. This overall performance rate of 96.87% is an improvement of approximately 1% from the previous  
3 month’s performance rate of 95.86%.

4  
5 Dr. Woodson provided a brief overview of the Agency Performance and Budget Cycle as represented in  
6 Appendix A of this document.

7  
8 The report concluded.

9  
10 **Accountability, Ethics & Audit Committee**

11 The Accountability, Ethics, & Audit Committee met with Lloyd Smith, and Dan Durocher. Mr. Smith  
12 reported that there are audit issues currently under review, but no known significant audit issues to report  
13 at this time. However, he requested to reserve time for future discussion regarding staff turnover rates  
14 across the agency as well as specific classifications performing internal and external audits. Mr. Smith  
15 emphasized the importance of being able to detect audit issues as they arise and believes staffing turnover  
16 will be a key factor in this discussion.

17  
18 **Public Health Policy Committee**

19 The Policy Committee met on Tuesday, July 10, 2012. Dr. Davis, Dr. Gerard, and Mr. Starkey met with  
20 Mark Newman at the Oklahoma State Department of Health in Oklahoma City, Oklahoma. Dr. Davis is  
21 the new Chair of the Committee and welcomed Dr. Gerard and Mr. Starkey as new members. Mark  
22 Newman provided an update regarding potential policy issues and legislation which the Board might  
23 consider for the next legislative session. The Policy Committee will continue to work on ideas for  
24 consideration at the Board Retreat in formulating a legislative agenda. The Policy Committee feels it is  
25 extremely important that we continue to push for the restoration of local rights regarding smoking in  
26 public places and workplaces. This issue will have a significant impact on health outcomes for the state  
27 by saving lives and reducing health care costs.

28  
29 Mark Newman is making a presentation to the legislative liaison division of the Association of State and  
30 Territorial Health Official meeting in Boston on July 19<sup>th</sup> regarding **HB 2582**, the Criminal History  
31 Background Check bill, which was passed during the last week of session and signed by Governor Fallin.  
32 Mr. James Joslin, Chief of the Health Resources Development Services, did an excellent job of preparing  
33 the PowerPoint which Mark will use for the presentation.

34  
35 If members of the Board have any questions regarding any policy issues or proposed legislation, please do  
36 not hesitate to contact Mark Newman for additional information or to provide input.

37  
38 Lastly, Dr. Davis indicated the policy committee would like to receive some education regarding the facts  
39 and impact of the Affordable Care Act.

40  
41 The next meeting of the Policy Committee will be during the August Board Retreat.

42  
43 **PRESIDENT’S REPORT**

44 Dr. Krishna expressed his thanks to the Department staff as well as the Board members for their passion  
45 and commitment to improving the health of Oklahomans. He briefly discussed the barriers, such as poor  
46 health choices and individual behaviors. The strategy is and continues to be education, awareness,  
47 outreach, and assistance to individuals to modify those bad behaviors. Tobacco policy continues to be a  
48 very important issue.

49  
50 Dr. Krishna highlighted the success of the Every Week Counts Initiative, indicating that the Department  
51 will provide a future presentation with detail. He indicated that a new study in the Journal of Psychiatry  
52 indicates children delivered before 39 weeks are at an increased risk for mental health issues. He also  
53 emphasized the role that a sedentary lifestyle plays in increased risk for disease, such as obesity, kidney  
54 disease, and blindness. He further referenced scientific articles to support the correlation between this  
55 lifestyle and disease and death.

1 Lastly, Dr. Krishna emphasized the important role the media can play in delivering this very important  
2 public health message. There is a need for more media exposure in the communities.

3  
4 Dr. Krishna asked Timothy E. Starkey, the newest member to serve on the Board to Tim Starkey, if he  
5 would like to make any comments regarding his appointment to the Board of Health. Mr. Starkey  
6 thanked Dr. Krishna and the Board for the welcome expressing his excitement to be a member of this  
7 team. He briefly described his personal background as well as gave an overview of his career in  
8 healthcare spanning a time period of 25 years. He currently serves as the CEO for the Great Salt Plains  
9 Health Center in Cherokee, Oklahoma.

10  
11 The report concluded.

### 12 13 **COMMISSIONER'S REPORT**

14 Dr. Cline began his report by recognizing each member of the Board as a Champion of Health, and  
15 commended them for their commitment to serving in this voluntary position on the Board of Health.

16  
17 Dr. Cline highlighted a recent Every Week Counts event which recognized hospitals participating in this  
18 birthing initiative. He thanked Suzanna Dooley as she has played a key role in driving that work and  
19 collaboration with other partners.

20  
21 Next, Dr. Cline reported that following the Board meeting, he and Julie Cox-Kain would travel to Lawton  
22 along with the Tobacco Settlement Endowment Trust, to recognize the community as a recipient of the  
23 Communities Incentive Grant. Dr. Cline also briefly highlighted the following events:

- 24
- 25 • The success of the recent WIC conference, with 400 participants assembled to examine and advance  
26 best practices around the state.
  - 27
  - 28 • Dr. Cline highlighted a recent Public Health Accreditation Board (PHAB) meeting he attended. The  
29 site visit is expected to be scheduled in September and will require the Board Executive Committee to  
30 participate in the interview process. The Department expects to be included in the first cohort to be  
31 accredited thanks to the efforts of Joyce Marshall, Neil Hann, Steve Ronck, and the Department staff  
32 who have committed to this process.
  - 33
  - 34 • Recently, Tim Starkey was appointed as the newest member of the Board of Health. Dr. Cline  
35 expressed his thanks to the Department staff who participated in the New Member Board orientation  
36 as well as to Mr. Starkey for attending.
  - 37
  - 38 • Lastly, Dr. Cline reported on a recent meeting between the Association of State & Territorial Board  
39 and the CDC. There is great concern regarding the potential for federal budget reductions.  
40 Preliminary estimates are as high as 10 % across the board to all federal funding sources. This would  
41 have a significant impact to the Department as it is approximately 60 % federally funded.
  - 42

43 The report concluded.

### 44 45 **NEW BUSINESS**

46 No new business.

### 47 48 **PROPOSED EXECUTIVE SESSION**

49 No proposed executive session

### 50 51 **ADJOURNMENT**

52 **Dr. Alexopulos moved to adjourn. Second Dr. Gerard. Motion carried.**

53  
54 **AYE: Alexopulos, Burger, Davis, Gerard, Krishna, Smith, Starkey, Wolfe, Woodson**

55  
56 The meeting adjourned at 12:05 pm.