



“Working for Your Well-Being!”

# CCFoPH Newsletter

Ninth Edition – June 2010

## Coos County Kids Have Reason to Smile

by: Frances Smith

OCF Dental Grant

Welcome New Members

Oregon Health Authority

Local Schools Receive  
National Recognition

Super Stars Honored

Advocacy in Action

Thank You Donors!

Coos County is now a partner of the new South Coast Children’s Dental Health Initiative of the Oregon Community Foundation. Coos County Public Health will supervise the staff of the project, who will work with elementary schools, volunteers and dental professionals to ensure students in grades K-3 in both Coos and Curry Counties receive oral health education, prevention and treatment. Hires for the positions are expected to be made soon and will be charged with implementing a coordinated system that leverages all available resources for children including Oregon’s sealant and fluoride programs for elementary schools, mobile dental van visits, dental clinics visits, and volunteer recruitment to assist with prevention activities and service delivery.

The Children’s Dental Health Initiative is part of The Oregon Community Foundation’s Regional Action Initiative, which made a \$500,000 grant to the OCF South Coast Leadership Council to develop a solution to a critical need within the South Coast community. Last year, the Leadership Council decided to focus on children’s dental health. The Ford Family Foundation plans to commit up to \$240,000 over the next three years to ensure ongoing support for the Dental Health Initiative. Additionally, the Curry Health Foundation and the Gold Beach Rotary Club raised \$21,700 during their High on Health Gala in April to support the initiative in Curry County.

## Welcome New Members!

The following people have either newly joined CCFoPh or renewed their membership since the last newsletter: *Individual Memberships* - Carl Siminow, Carrie Bohanan, Crystal Shoji, Dale Helland, Debbie Webb, Glenda Hales, Jan Willis, Jennifer Beam, Kimberley Rollins, Michaela Graham, Monica Schreiber, Patty Scott, and Paula Bechtold. *Family Memberships* – Bill and Anne Hudson, Dick and Sue Lemery, Mary Kemp, Matt and Ina Christensen, Mike and Lindi Quinn, Paul and Norma VanNatta, Rick and Karen Staggenborg, and Steve and Jan Hooper. *Business Memberships* – Carla McKelvey, MD; Nikki Whitty, Tracy DePew, Lessons from The Heart; Shirley Bower, OSU Extension.

## Oregon Health Authority

By Lynda Buford

Friday, May 14<sup>th</sup> approximately 60 people attended the CCFoPH-sponsored presentation by Tina Edlund, Deputy Director of the Oregon Health Authority (OHA). Edlund spoke regarding the creation and mission of the OHA; and addressed similarities and potential impacts of national and Oregon health care reforms. Representatives of Coos County Public Health, the local medical clinics and hospitals, and the general public were present.



Last June House Bill (HB) 2009 was passed, creating the OHA to consolidate the state's various health programs under one umbrella; allowing for streamlined budgeting and administration, increased purchasing power, and an overall shared vision, mission and set of goals. This consolidation is slated to be complete by July of 2011.

Prior to HB 2009, many of the state's health programs were under the Department of Human Services (DHS). After the transition, while the Department of Human services will continue to share administrative services and many clients with the OHA, all health-related entities will be under the OHA; including Public Health.

The policymaking body for the OHA is the Oregon Health Policy Board (OHPB), a nine-member citizen board appointed by the Governor, to ensure the OHA achieves its Vision, Mission and Goals. Priorities for OHPB include lowering administrative costs, reforming how medical services are paid for, stabilizing the health care workforce, and improving the population's health. Federal health reform pledges investments in public health, prevention, and wellness programs. The OHA claims that 85% of currently uninsured Oregonians will be covered due to "increased federal funding for the Oregon Healthy Kids program, Medicaid, and a state-level insurance exchange." With more people able to pay for services, a focus on prevention and a possible increase in funding for health care workers, there is hope for the future of local public health departments in need of support.

The OHPB has held several public comment hearings across the state, and continues to accept public comments and questions at its website, [www.oregon.gov/OHA/OHPB](http://www.oregon.gov/OHA/OHPB). Its monthly board meetings are open to the public, and may be viewed live via Webcast. The next meeting is July 13<sup>th</sup>. A schedule of upcoming board meetings and web-stream videos of previously recorded meetings may be accessed from the OHPB website.

For more information on OHA visit [www.oregon.gov/OHA](http://www.oregon.gov/OHA).

## Local Schools Receive National Awards

Coos County has some amazing public health work happening in its Coos Bay schools through the Healthy Schools Program. Millicoma Intermediate and Madison Elementary have received the Bronze National Recognition Award and Blossom Gulch Elementary has received the Silver National Recognition Award from the Alliance for a Healthier Generation for creating a healthier environment for students and staff. These schools have worked hard for years through their School Health Advisory Councils to develop action plans with strategies designed to encourage students, staff and families to be active and healthy.

Nearly one in three children and teens in the United States is obese or overweight. In response to the epidemic, the Alliance for a Healthier Generation – a joint partnership of the American Heart Association and the William J. Clinton Foundation – established the Healthy Schools Program in 2006 to help schools develop and implement policies and practices to promote healthy eating and increase physical activity.

The Healthy Schools Program takes a comprehensive approach to helping schools create healthier environments--to improve access to healthier foods; increase physical activity opportunities before, during and after school; enhance nutrition education; and establish school employee wellness programs. Through these changes, our schools are not only teaching their students the academic skills they need to succeed, but healthy habits for life.

Schools participating in the Healthy Schools Program are eligible to earn bronze, silver, gold or platinum awards based on their range of healthy eating and physical activity programs and policies. The rigorous program criteria – known as the Healthy Schools Program Best Practice Framework – were developed in consultation with a panel of experts. Blossom Gulch, Madison and Millicoma have met these stringent standards, positively impacting healthy eating and physical activity behaviors among students and staff.

Area schools have been hard at work for some time now. Last year, Blossom Gulch was recognized with the Bronze Award. This year, Blossom Gulch emphasized even more physical activity opportunities for students and encouraged staff wellness activities. Among other strategies, Millicoma now has a comprehensive health curriculum. Madison has many family oriented wellness activities as well as a school garden. Students are encouraged to eat healthy at school, learn healthy strategies in the classroom, witness their teachers engaging in more healthy behaviors, and to be physically active. Students thrive academically in a healthy, supportive environment. “I’m excited Blossom Gulch received this award. We deserve it because we teach children to be active, eat healthy, and pick the right foods. Running a couple of laps helps our body work well everyday” Meg Holt, 3rd grader, Blossom Gulch Elementary.

These three schools recently sent representatives to the Healthy Schools Forum in New York. The Forum is an annual gathering to provide an opportunity for school representatives to come together and learn ways to create healthier school environments, network with colleagues, and celebrate the successes of their schools that have taken these steps already. The 2010 Forum recognized 179 schools.

Any school in the United States can enroll in the Healthy Schools Program and receive free assistance and support in creating a healthier environment. Additionally, any individual who cares about helping a school in his or her community become a healthier place may join the Healthy Schools Network for immediate access to tips and tools to support a healthier school. Please feel free to explore [www.healthiergeneration.org](http://www.healthiergeneration.org) or contact Angie Webster at [angiew@coos-bay.k12.or.us](mailto:angiew@coos-bay.k12.or.us) for more information.

### **Super Stars Honored During Public Health Week**

On April 8, 2010, the Coos County Friends of Public Health hosted a Public Health Week recognition luncheon honoring local people, businesses, and organizations that have shown outstanding effort and support of public health in Coos County. The annual event was held for the third consecutive year at the Black Market Gourmet in Coos Bay with Tim Novotny as emcee. Over seventy people enjoyed a meal of delicious brisket, lively conversation, and a video slide show highlighting past activities of The Friends.

“Super-Star” awards were presented: to Mayor Mary Schamehorn and the City of Bandon for being the first city in Coos County to have smoke free parks; to Lindi Quinn and the Bay Area Zonta Club for revitalizing the Women’s Health Coalition and organizing the Mother’s Day Walk project; to Dan Bissell, for helping in emergency preparedness for the Health Department and other agencies by obtaining equipment, training volunteers, and participating in exercises; to Crystal Shojii and the Coos Bay-North Bend Rotary for their support of the CaCoon Program to help medically fragile children; and to Mindy Denn



prepresenting Bree’s Upscale Resale for providing mammograms for women and educational information on breast health. Also recognized were the H1N1 Response Team including Coos County Public Health staff and local school nurses for their efforts to immunize the community and supply up-to-date information. School nurses included: Angie Webster RN and Karen Brown RN, Coos Bay; Tim Amato RN and Carrie Bohanan RN, North Bend; Donna Martz RN, Myrtle Point; Peggy Jennings RN, Coquille; also Ellen Baldwin, Powers and Diane Buche, Bandon.

## **Advocacy in Action**

by: Stephen Brown, CCFoPH Advocacy Chair

One person with a vision, with support from many community members, can create a healthier environment. Jennifer Stephens, a mother of two and a personal trainer, saw a young man smoking a cigarette in Mingus Park, exposing the younger skateboarders to poor modeling behavior. Jennifer got the idea that a smoke-free Mingus Park would not only protect people from second hand smoke—which does bother some people, even outdoors—but would also set a good example for children. After learning the process to submit her idea before the Coos Bay City Council, Jennifer called upon the support of many community members who supported the idea of smoke-free environments. Health professionals, school personnel, interested citizens, parents, school age children, and members of CCFoPH presented information and testimony at 3 different City Council meetings, starting on January 19. The Council debated the options of total or partial smoking bans, as they also heard the positions of those who argued for the personal freedom to smoke in a public place. On June 1st, the City Council voted 4 to 3 in favor of the revised ordinance that would make Mingus Park entirely smoke free, with all other Coos Bay parks having smoke free areas within 25 feet of play structures.

For the young people who participated, it was a valuable learning opportunity to see the political process in action and to be part of a successful campaign to improve the health of the community. The efforts of Jennifer and the large group of dedicated community members involved were an inspiration to all of us who depend so much on the presence of such champions in our county to accomplish public health goals.

### **“Friends” Testify On Behalf of Public Health**

Supporters of public health seized the opportunity to express their passion at a recent board meeting of the Coos County Commissioners. Administrator Frances Smith addressed the board on June 17th regarding a need for funds to support clinic services in the 2010/2011 public health budget. About a dozen members of CCFoPH were in the audience wearing red, signifying the fact that the Family Planning Program was “in the red” for possibly up to \$75,000 in the coming fiscal year which begins July 1st. The exact amount needed depends on the actual number of clients seen and revenue generated from clinic visits during the year. Many clients have no ability to pay, but how many is difficult to predict.

Molly Ford spoke about the need to support the “infrastructure” of the entity that protects the public’s health, emphasizing that Clinic Services staff at Coos County Public Health (CCPH) have been cut by more than a half in the past 2 years. Sylvia Mangan described the continuum of care that clients who come into the clinic receive by being referred to other programs and services at the health department. Connie Bunnell spoke about the important role CCPH plays in the event of a local emergency as the entity in charge of response to possible disease out-breaks resulting from an earthquake or tsunami.

After an hour of spirited discussion, the BOC voted to give \$35,000 to CCPH to support Family Planning for six months and to revisit the need for additional funds at the end of that period.

**Coos County Friends of Public Health**

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**Board Members**

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Education Chair – Karin Kenny

Ex-officio members – Frances Smith, Sherrill Lorenzo

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Membership Chair – Connie Bunnell

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**Thank you most recent Donors!**

Carrie Bohanan, Paula Bechtold, Tracy DePew, David and Molly Ford, Genda Hales, Dale Helland, Lindi and Mike Quinn, Crystal Shoji, Cecilee Shull, Jan Willis and Nikki Whitty.