



“Working for Your Well-Being!”

# CCFoPH Newsletter

## Seventeenth Edition – July 2012

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Newsletter Editor:  
Lynda Buford, RN

Layout & Design:  
Cynthia Edwards

### County Health Rankings – A Message for Coos Leaders

By Frances Smith, Coos County Public Health Administrator

The life expectancy of the average person in Coos County is 2 years less than the statewide average. To help us understand why, we can turn to the *County Health Rankings*, a nation-wide project of the Robert Wood Johnson Foundation and the University of Wisconsin’s Population Institute.

Within each state the counties are ranked, based on factors which influence our health, and the health outcomes of illness and death. The county with the top health outcomes score in Oregon is ranked as number 1 (Benton County), and the lowest scoring county is ranked 33 (Jefferson County). Coos County’s health outcome ranking is 26. There is now recognition among public health experts that for the population as a whole, it is more than genetics and medical care that determines our health. Where we live matters.

The factors that contribute to our health score (or detract from it) are weighted: 10% of our health score is based on the physical environment; 40% on socio-economic factors, such as income, employment, and education; 20% on medical care; and 30% on health behaviors, such as smoking, and excess alcohol use. Coos County’s health outcomes ranking of 26 puts us in the category of least healthy counties in the state. Our health behaviors ranking puts us next to the bottom (with a rank of 32), and the high level of poverty here creates challenges that negatively influence the health of many who live here. You can find out more details if you go to the website [www.countyhealthrankings.org](http://www.countyhealthrankings.org) and look up the statistics for Coos County.

When I’m asked what can be done to improve the health of people here, two top priorities come to mind: decrease tobacco use, and increase the number of family wage jobs. A third priority is to improve nutrition to decrease obesity. The solutions are going to have to come from the community. Speakers from the Health Department and CCFoPH are available to make presentations to organizations who wish to learn more about the *County Health Rankings*, and what can be done to give people here the opportunity to live healthier lives.



## Coos County Friends of Public Health Super Star Recognition Luncheon

By: Lindi Quinn, President CCFoPH

On Thursday, April 5<sup>th</sup> the CCFoPH hosted their 5<sup>th</sup> Annual Super Star Recognition Luncheon. The event, held at Black Market Gourmet, was part of National Public Health Awareness week activities promoted by the CCFoPH. Recognized at the luncheon were 5 Super Stars including **Susan Chaney**, **Don Luce**, **Stephanie Polizzi** and two foundations, **The Ford Family Foundation** and **The Mudd Family Foundation**.

**Susan Chaney** is a Certified Nurse Midwife and the Manager of Women and Children's Services at Bay Area Hospital. Susan is a tireless advocate for pregnant and parenting families in our communities. She has improved the health of our community through her advocacy for evidence-based practice in labor and breastfeeding. Just one example of an important change she implemented at Bay Area Hospital was to stop giving formula samples after delivery, to encourage breastfeeding. Susan has been an active member of the Perinatal Task Force and the Coos County Breastfeeding Coalition. She collaborates closely with Coos County Public Health, and has served on the Healthy Start Advisory Board. She sincerely and deeply cares about providing safe, evidenced-based and family-centered care to our community's families.

**Don Luce** is one of the hike leaders of the South Coast Striders. The South Coast Striders, which maintains a website and Facebook page, helps to connect individuals who want to hike and enjoy the South Coast outdoors for free or at low cost. The South Coast Striders held their first hike on February 26th, 2005 at Empire Lakes. In addition to being a hike leader for the South Coast Striders, Don is a member of the Coos County Women's Health Coalition. In this capacity, he has created walking maps for the cities of Coos Bay, North Bend and Coquille. Don walked all the routes, rated them for difficulty, and designed and produced the maps which are available for free at Bay Area Hospital, North Bend Medical Center and the visitor information centers in all three towns.

**Stephanie Polizzi**, a registered dietitian, is the faculty member for the Family and Community Health component of the OSU Extension Services for Coos County, based in Myrtle Point. Stephanie provides a wide range of services through her role at Extension, including food safety and preservation, and the Oregon Family Nutrition Program, which helps food stamp participants learn to feed their families healthy meals. Stephanie also has shared her expertise in nutrition, exercise and weight management through many community workshops and seminars, and also at worksites, including the Health Department. She has been the featured speaker at the Mothers' Day walk sponsored by the Women's Health Coalition, and also at the Women's Health Day in Bandon. This past summer she collaborated with the Health Department's Tobacco Prevention program by enlisting 4-H students to survey attendees at the Coos County Fair about a tobacco use policy.

**The Ford Family Foundation**, represented by John Sweet, and **The Mudd Family Foundation**, represented by Elizabeth Day have been helping to prevent tooth decay in Coos and Curry County school children. The Oregon Community Foundation's Regional Action Initiative found that with the increase in children's tooth decay on

the South Coast, an investment in preventive dental health could make a big difference in helping students to be ready to learn in school, in addition to improving their long-term oral and physical health. The Oregon Community Foundation created an endowment for a school-based dental program for children, called *Ready to Smile*, and brought in grants from other organizations and foundations, as well as donations from multiple service clubs and individuals. Among the many donors, the Ford Family Foundation and the Mudd Family Foundation deserve special recognition.

The Ford Family Foundation stepped up and contributed \$80,000 for each of two years to fund the position for the *Ready to Smile* Coordinator, Cecilee Shull, who administers the program through the Coos County Health Department. John Sweet, who has been a board member of the Ford Family Foundation, has also served on the *Ready to Smile* Steering Committee and has volunteered in the *Ready to Smile* dental clinics.



(Pictured: John Sweet, Susan Chaney, Don Luce and Stephanie Polizzi)

The Mudd Family Foundation, in 2011, contributed a challenge grant of \$40,000, to be matched 1:1 by the community. When that goal was met, the offer was repeated in 2012, with a match challenge of \$30,000. Elizabeth Day, who represents the Mudd Family Foundation, has also donated hours as a *Ready to Smile* Steering Committee member.

We give thanks to the representatives of these two foundations, which have helped the *Ready to Smile* program serve children in every school district in Coos and Curry County.

The Super Star Recognition Luncheon was well attended by many supporters, community leaders and Friends of Public Health members. In addition to the recognition presentations, and a delightful lunch, those in attendance were treated to a special performance by the Jewish Theatre Collaborative on Nurse Lillian Wald (1867-1940), who revolutionized “the way we approach health and well being in this country.”



## CCFoPH Fundraising and Donations

By Debbie Webb, CCFoPH Treasurer

Coins for Coos Kids collected \$34.51 for WIC and Immunizations, since our last newsletter. The April Super Star Recognition Luncheon raised \$220, and the May Wine Walk raised \$1,088 in undesignated funds.

# Coos County Medical Reserve Corps Update

By Michelle McClure, Coos County MRC Unit Coordinator

The Medical Reserve Corps (MRC) is a national network of health and medical volunteers that can be called upon during emergencies to assist with response activities, such as vaccination/medication clinics and sheltering operations.

So far this year, Coos County MRC volunteers have had the opportunity to participate in the Vigilant Guard Mass Casualty Exercise in Eugene, the Coos Bay/North Bend Tsunami Evacuation Drill, and the Federal Medical Station Exercise in Puyallup, Washington.

Volunteers assisted with providing triage services to 130 mock victims that were flown in by helicopter to the Eugene Airport during the Vigilant Guard Exercise in May. This exercise provided a great opportunity for the MRC to work with other disaster medical services teams and first responders.

During the Coos Bay/North Bend Tsunami Evacuation Drill, also held in May, volunteers assisted by manning the designated assembly areas, and providing educational materials on what to do during an earthquake/tsunami event.

In June, Oregon MRC volunteers joined Washington State MRC volunteers in setting up and taking down a 25-bed Federal Medical Station (FMS) training unit. The FMS is a federal asset that could be deployed to assist with special needs sheltering, inpatient sub-acute care, and quarantine support. It has enough equipment and supplies to set up a 250-bed medical care facility. Staffing an FMS is a function that could be supplemented by MRC volunteers.

If you would like to learn more about the Coos County MRC Unit and its activities, you may visit: <http://www.medicalreservecorps.gov/MrcUnits/UnitDetails/2373>, or contact MRC Unit Coordinator Michelle McClure, at 541-756-2020 ext. 541, or [mwyatt@co.coos.or.us](mailto:mwyatt@co.coos.or.us).

## Purses for Nurses Silent Auction

By Debbie Webb, CCFoPH Treasurer



The third annual CCFoPH Purses for Nurses silent auction will be held October 13, 2012 from 2 - 4 p.m. It is lots of fun, the treats are delicious and all proceeds provide health services to women and teens in need.

The event will be at the St. Monica Catholic Church, at 357 South 6th Street, in Coos Bay. To make reservations call 541-756-2020 ext. 525. Tickets are \$20.

Please plan to attend, and support this event by: being a volunteer; being a sponsor; donating auction items; or being a Table Captain (invite your friends, co-workers, and relatives to fill a table).

The Planning Committee will meet Wednesday, August 1<sup>st</sup>, at noon, in the Coos County Public Health conference room. Contact Debbie Webb at 756-2020, ext 568 for more information on how you can help.

# National Night Out At the Park

By Lynda Buford, CCFoPH Communication Chair

August 7<sup>th</sup> is the 28<sup>th</sup> annual National Night Out Crime and Drug Prevention Event. It is a chance to become more aware of, and show support for, local crime and drug prevention efforts, while getting together with friends, family and community members for “food, fun, music and games”.

The City of North Bend and Coos Bay Police Departments are co-sponsoring the local National Night Out, at Ferry Road Park in North Bend, from 5 – 8 p.m. To get to the park turn east off of Sherman Avenue (Highway 101) onto Ferry Road, near the south end of McCullough Bridge. Follow the road until you see the park on your left.

Between enjoying the live music from Border Patrol, and the Kids Magic Show, be sure to check out the CCFoPH booth. We will be sharing information on women’s health issues and Coos County Public Health Department services.

For more information on National Night Out, visit <http://kdcq.com/national-night-out/>.

If you would like to **volunteer** to help out at the Friends’ booth, please contact Barbara Basset, at [bbassett@co.coos.or.us](mailto:bbassett@co.coos.or.us).

## *Breathe Free Coos*

By Stephen Brown, Tobacco Prevention Program Coordinator

*Breathe Free Coos*, a collaboration between the 4H and Family and Community Health Programs of the OSU Extension Service and Coos County Public Health, with the support of many community organizations, is supporting smoke/tobacco free public areas and events in Coos County, as a way to decrease the substantial burden of tobacco use in our county.

We are planning to have a Breathe Free Coos booth at both the Blackberry Arts Festival on August 25 – 26<sup>th</sup> and Bandon’s Cranberry Festival on September 8 – 9th. We will be conducting a survey using PDAs (personal digital assistants) on people’s opinions about tobacco use at the festivals. This is part of our efforts to eventually ask for a tobacco free event policy.

Come by our booth to share your opinion on this important topic.

If you would enjoy being a part of the effort to work toward tobacco free events, please contact Debbie Webb at 541-756-2020, ext 568 or email [dwebb@co.coos.or.us](mailto:dwebb@co.coos.or.us), so we can work a shift in with your schedule.

This is a great opportunity to help create environments that make the healthy choice the easy choice, and to help decrease the tremendous burden of tobacco use in our county.

Thank you for your continued support of the Tobacco Prevention Program.

### Board Members

President	Lindi Quinn	Vice President	Reneé Frati
Secretary	Reneé Menkens	Treasurer	Debbie Webb
Advocacy Chair	Sylvia Mangan	Communication Chair	Lynda Buford
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Membership Chair	Connie Bunnell	Ex-officio members	Frances Smith and Sherrill Lorenzo

Contact Information: [ccfoph@gmail.com](mailto:ccfoph@gmail.com) Website: [www.ccfoph.org](http://www.ccfoph.org)

### Save the Date

August 7	<b>National Night Out</b> – Ferry Road Park, 5:00 – 8:00 pm
August 25-26	<b>Blackberry Arts Festival – Breath Free Coos Survey</b> – Downtown Coos Bay
September 8-9	<b>Bandon’s Cranberry Festival – Breath Free Coos Survey</b> – Old Town Bandon
October 13	<b>Purses for Nurses</b> – St. Monica Catholic Church, Coos Bay, 2:00 – 4:00 pm