



CCFoPH Newsletter

"Working for Your Well-Being"

March 2013

Pertussis (Whooping Cough) Booster Shot

Protection for You and the Most Vulnerable in Our Community

By Frances Smith, CCFPH Administrator

Our October CCFoPH newsletter featured an article by Lynda Buford, CCFoPH Communications Chair, on the importance of getting a Pertussis (whooping cough) booster shot--**for everyone 10 years of age and older**. Getting a booster shot continues to be good advice. Coos County had 11 cases of Pertussis in 2012, and since January 1, 2013, 10 students in the Coos Bay Schools (Millicoma and Blossom Gulch) have been diagnosed with Pertussis. More cases are suspected. Several of the students had received all 5 shots in the early-childhood pertussis vaccination series, but had not had the Tdap booster. This booster is important to maintain immunity to pertussis, because the effectiveness of the vaccine wanes over time. This booster is also important to older adults (especially those who will be around babies and pregnant women) and persons who have compromised immunity due to organ transplant, cancer treatment, or other conditions that lower resistance to infection. Infants are too young to be fully immunized against pertussis, and can become seriously ill or die from this disease. The severe coughing can make it hard for infants to breath, drink or eat.

The pertussis vaccination (Tdap) is available at the Coos County Health Department, doctors' offices, and most local pharmacies. For more information on pertussis, see the Oregon Immunization Program's "Pertussis in Oregon" page at <http://1.usa.gov/PertussisOregon>, and on the front page of the Coos County website at www.co.coos.or.us. The Health Department currently has a special program that provides the Tdap vaccination at a reduced cost for children and adults. Call 541-751-2400 for more information.

Pertussis (Whooping Cough) Booster Shot

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Save the Date

Board Members

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ccfoph@gmail.com

Website: www.ccfoph.org



WE HAVE A NEW FACEBOOK PAGE!!!!

By Sylvia Mangan RN, MPH

Coos County Friends of Public Health has joined the social networking era. Why? Because social networking is a valuable way of communicating with "friends", businesses, agencies, and associates regarding health issues.

Facebook is a popular way for you to make connections, share interests, and join groups. It is also a way for businesses and organizations to share their stories and connect with people. People who "like" our page will get updates in their news feeds.

- **How do you access our page?** If you are already a Facebook member, you just need to go to the search bar, and type in "**Coos County Friends of Public Health**". If you are not yet a Facebook member, you may create a free account at <https://www.facebook.com>. It is easy and straightforward, and there are privacy settings available to all Facebook participants.
- **What type of information will be available on this page?** The CCFoPH page includes resources; health, and wellness links; Public Health information and education; CCFoPH updates, and special community events related to Public Health, among other things.

Come check us out!



Dear Friends!

Have you seen the headlines lately? Public Health is in the news on a daily basis. Whooping cough and flu outbreaks, the obesity epidemic and family planning. The CCFoPH is all about helping our local health department in their efforts to address these critical issues.

We wrapped up 2012 with our Annual Membership Meeting on December 4th; where we elected board members, heard about fundraising successes and received an update from Frances Smith, Public Health Administrator, on the health of our community. Here are some of the highlights from the meeting:

- Membership for 2012 – 134 ... **WOW!**
- **Renee Menken** and **Debbie Webb** were reelected to their positions as board secretary and treasurer. **Lynda Buford** was elected as the Communication Chair, a position she has filled since 2011. **Maria Giannetti** was elected to the Membership Chair position. **THANK YOU!**
- A goal to raise over **\$23,000** through grants and fundraising in 2013 was adopted. **LET'S DO IT!**

The Board held their annual strategic planning meeting on January 8th. Our goal was to set a calendar of activities that supports our mission and is linked to our adopted budget goals. Look for the details on page 7 of this newsletter.

We truly appreciate your membership in the CCFoPH. If you want to step up your support by joining a committee please contact me via the CCFoPH email address of ccfoph@gmail.com.

Lindi Quinn

Lindi Quinn
CCFoPH President

Coos County Public Health - Annual Report - 2011/2012

The Coos County Public Health annual report for fiscal year 2011/12 has been published and can be found on the Health Department's main page: www.co.coos.or.us/Departments/PublicHealth.aspx.

This report highlights the department's services and has many of the latest health statistics for Coos County. For example: 60% of all the pregnant women in Coos County were served by the WIC program last year; the leading cause of preventable death in Coos County continues to be tobacco; and 264 families received home visiting services for parent education and support. The report also describes funding sources, including the donations and grants through CCFoPH.

Update on Coordinated Care & Health Improvement in Coos County

By Frances Smith, CCPH Administrator

In Coos County, Western Oregon Advanced Health (WOAH) is the primary coordinated care organization (CCO) providing Oregon Health Plan (Medicaid) services. The transformation of the Medicaid system in Oregon through CCOs is supposed to provide better health and quality medical care at a lower cost. In accordance with the legislative requirements for CCOs, a Coos County Community Advisory Council (currently with 22 appointed members) is meeting monthly to review community health statistics and make recommendations to WOA on Oregon Health Plan services.



Western Oregon Advanced Health
A Coordinated Care Organization

Another task for the Community Advisory Council is to complete a community health assessment and health improvement plan for Coos County. The legislation requires that the new Coordinated Care Organizations do this with the involvement of Public Health, non-profit hospitals, the Area Agency on Aging, the County's Mental Health Department, and input from the community. As Health Administrator, I have been coordinating these efforts and working with several committees to review health statistics and develop a draft health improvement plan. I want to acknowledge the contributions from several of our CCFoPH members, who have been attending committee meetings and working on the assessment process.

We aren't surprised by what the latest statistics tell us. Our challenges continue to include binge drinking, smoking, obesity, and poverty, with the subsequent consequences of disability and early death from cancer and heart disease.

What would it take to improve the health of our community? A survey is being developed to get ideas on what could help people reach their health goals. Although the target group for this survey is OHP clients, we encourage others to give their input. Watch for a link that will be sent to CCFoPH members in the near future.

The Community Advisory Council meetings are open to the public, and are held on the first Thursdays of the month, 12 noon – 1:30 p.m. at Bay Area Hospital's Community Health Education Center, 3950 Sherman Avenue, North Bend. The public comment period is scheduled for 1:00 p.m.

The end result of our labor will be a plan that will help to guide our collaborative efforts for better health in Coos County.

TO WIN WE HAVE TO LOSE: Obesity is a Public Health Epidemic

By Sylvia Mangan RN, MPH

Obesity is common, serious, and costly

- More than one-third of U.S. adults (35.7%) are obese.
- Obesity-related conditions include four of the top 7 causes of death in the U.S: heart disease (1st), certain types of cancer (2nd), stroke (4th), and type 2 diabetes (7th).

26% of Oregon adults and 30% of Coos County adults are obese, according to the 2012 County Health Rankings.

Being overweight or obese increases a person's risk for depression, discrimination and chronic diseases such as those mentioned above. These risks are increasing at an alarming rate for both adults and children.

Maintaining a healthy weight for every individual, young and old, requires a balance of calories. People gain weight when they eat and drink more calories than they burn.

Our surrounding environments affect our food choices and our opportunities to be physically active. The environments where we work, live and play directly contribute to our ability to balance healthy eating with physical activity.

Educating county residents, employers, and community partners about obesity as a Public Health Problem is the first part of a strategy to combat this epidemic, and improve the health status of both children and adults in Coos County.

Taking Action in Our Community

Coos County Public Health is committed to making positive, meaningful change in the health of our community. We know that we can't tackle the epidemic of obesity alone. Meaningful change will require the thoughtful and informed actions of individuals, community organizations, businesses and government. We must collaborate to advance

the movement for healthier, more livable sustainable communities.

The Coos County Friends of Public Health have acquired a DVD of the HBO documentary "*The Weight of the Nation*", to help increase obesity awareness in our community and share ideas on how to combat this problem. The DVD is available for loan to interested groups, businesses, agencies, schools, and county residents.

This four-part series, delves into the obesity issue by focusing on: Consequences, Choices, Children in Crisis, and Challenges. Each section explores different aspects of the obesity epidemic and various implications and solutions.

The discussion focuses on the desperation of searching for a diet that works, the biological and physical forces working against maintaining weight loss, and the struggle of growing up in a toxic food environment. Issues with child obesity are also addressed.

The documentary beautifully encapsulates all the biological, environmental, and economic variables that promoted obesity, as well as breaking down the answers and solutions that can help people lose weight and maintain their weight loss.

I believe we can change as a society, and *The Weight of the Nation* is an important film to help encourage success for the individual and also community-wide, to reverse this obesity epidemic.

To borrow this film, please call the Coos County Public Health Department at 541-751-2420.

The following links are provided for those of you who are interested in finding out more about the Weight of the Nation:

<http://www.nih.gov/health/NIHAndweightofthenation/>

<http://www.theweightofthenation.hbo.com/>

http://www.cdc.gov/obesity/strategies/hbo_wotn.html

CCFoPH Membership:

Our Key Asset

2012 was a very good year for the Coos County Friends of Public Health, especially in regards to our membership. We are thankful to have ended the year with **134 members**, which is a very big number.

What does that number mean to us? Three things:

- Stronger grant applications. Strong community support is a key component.
- Operating costs coverage. Our minimal expenses are covered completely by membership dues, allowing all development dollars to support services at the Coos County Public Health Department.
- Active support. Members participate in committee activities, provide fundraising help, and work on the board. Members are the heart of our operation.

You are our key asset, pumping “blood” into the organization through your membership and participation.

What you do get in return?

- Information on public health issues via the CCFoPH newsletter and social media (email, Facebook, and website).
- An opportunity for personal and professional growth. Working in a committee or on the board allows you to contribute and learn, while networking with like-minded Friends.
- Most importantly, you get to participate in supporting the Coos County Friends of Public Health mission:

To Promote Health in Coos County through the enhancement of local public health services.

Thank you for your membership! Working together we are making a difference in the health of our community. It's a good thing.

FUNDING ANNOUNCEMENTS!

Human Bean Supports Women's Health Services at Purses for Nurses Event



We were honored to have some special guests in attendance at our 3rd Annual Purses for Nurses fundraiser held on October 13th, 2012. Kay Mills' three beautiful grandchildren, children of Jessica and Sean Randle, delivered a donation from the Coos Bay - North Bend Human Bean coffee shops in the amount of \$1,200. We appreciate this donation and support of Women's Health Services from the Human Bean.

Zonta Club of the Coos Bay Area Award

Our missions are in sync – improve the lives of women and children in Coos County. The Zonta Club of the Coos Bay Area has been a regular supporter of the women's health services provided at the Coos County Health Department. In December of 2012 they awarded us \$2,250.57 to support our efforts. Their ongoing support is truly appreciated!

Coquille Tribal Community Fund Grant Award

On February 21, 2013 Frances Smith and Lindi Quinn were treated to lunch at the annual Awards Luncheon hosted by the Coquille Tribal Community Fund Board of Trustees. CCFoPH has once again been awarded a grant of \$5000 for health services vouchers from the CTCF. We appreciate the continued support of the CTCF who support our mission of enhancing the public health services here in Coos County.

Board Member Profiles

This month we are highlighting two longstanding CCFoPH board members, Sherrill Lorenzo and Debbie Webb. Sherrill and Debbie work as a team to manage and oversee the CCFoPH finances. Their expertise and attention to detail are truly appreciated by the entire board.

Sherrill Lorenzo — Ex-Officio Member

Sherrill is a native of Oregon and lived in the Rogue Valley until she moved to North Bend in November of 1994. She obtained an Associate of Science degree from SWOCC in Business Administration and a Bachelor of Science degree in Accounting from Linfield College.



Sherrill has been the Business Operations Manager for the Coos County Public Health Department since 1998 and an Ex-officio member of the

CCFoPH Board since its inception in 2008.

Sherrill and Ross Lorenzo have been married for 15 1/2 years. Her hobbies include gardening, counted cross stitch, baking, nature watching and walks on the beach.

She sees her membership in and work for the CCFoPH as “an opportunity to grow a first-of-its-kind, grassroots effort, to support the important work of Public Health - and to hopefully educate the community about public health.”

Debbie Webb — CCFoPH Treasurer

Debbie has lived in the area for 41 years with her husband, Dean. They have a son, and a daughter who is going to have their first grandchild this summer. Debbie has two Dachshunds and three cats and enjoys sailing, bowling, golf, photography and good red wine.



Debbie’s career has been primarily in sales and marketing. She is very active in local fundraising events for many organizations, and served a term as President of the Zonta Club of the Coos Bay Area. Debbie has been the key to the success of the “Purses for Nurses” CCFoPH fundraising events, serving as the food and decorations Chair.

Since 2010, she has directed her time and energy in her position of Registration Coordinator for the “Living Well with Chronic Conditions” workshops through Coos County Public Health. She has also been involved with their Breast Feeding, Tobacco Prevention, and Adult Immunization campaigns.

Debbie has been the Treasurer for the CCFoPH board for 4 years. “I believe in the work of the Friends. I feel strongly about educating people about our public health services and the need to support the efforts of the dedicated member of the Friends.”

CCFoPH 2012 4th Quarter: Donations & Grants Transferred to CCPH

During the 4th quarter of 2012, CCFoPH transferred \$18,519.78 to CCPH, as shown below:

- ◆ \$5000.00 from Unrestricted Funds to support Women’s Health Services.
- ◆ \$13,519.78 from Restricted Funds:
 - \$12, 269.78 to support Women’s Health Services and Immunizations, came from the following sources: \$175.12 - Coins for Coos Kids; \$207.46 - Public Health Programs Fund; \$9,636.63 - Purses for Nurses; and \$2,250.57 - Zonta Grant.
 - An additional \$1,250 for Women’s Health Services and STDs came from the Coquille Tribal Grant.

3rd Annual Purses for Nurses Event



The Coos County Friends of Public Health held the 3rd Annual Purses for Nurses fundraiser on October 13, 2012. This event has become recognized as a fun and entertaining afternoon. What a great opportunity for our members and guests to catch-up with friends, meet new ones, and support our efforts to raise money for women's health services. Once again the event was sold out

and exceeded our goals with respect to attendance, membership and revenue. We were fortunate to have both Miss Outstanding Teen, Breanna Harless, and the 2012 Teen Idol winner, Haley DeAndrea, available to speak and entertain our audience. Each year the Nurses' Club from Southwestern Community College have donated their time and energy to the event which is much appreciated. The event netted approximately \$9,000 for women's health services, and added many new members to our Friends roster. We look forward to continued success with the support of our members, the local business community, and the public.



Coos County Friends of Public Health - 2013 Calendar

January

Board Strategic Planning Meeting – January 8
Board Meeting – January 29
Annual Meeting Minute Approval Committee

February

Coquille Tribal Community Fund Grant Report
Committee Work:
 Super Star/Recognition Lunch
 NW Health Foundation grant for April 4th program
 Membership – letter updates

March

Proclamations for Public Health Week April 1-5
Newsletter to Membership – *Communications*
Website Update – *Communications*

April

Public Health Week 1-5th – *Advocacy*:
 Super-Star/Recognition Luncheon April 4
 Topits Park Family Day – Education

May

Women's Health Coalition Walk on the 11th – *Education*
Three Rivers Foundation Grant
 – *Development/Health Department*
Purses for Nurses Committee forms
Newsletter to Membership – *Communications*

June

Website Update – *Communications*

July

Purses for Nurses Committee Work

August

Coquille Tribal Community Health Fund Grant
 – *Health Department*
National Night Out, North Bend – *Education*
Newsletter to Membership – *Communications*
Zonta Grant – *Development*

September

SWOCC Student Orientation Fair – *Education*
Website Update – *Communications*

October

Elder Resource Fair – *Education*
Purses for Nurses – *Development*
Membership renewals mailed – *Membership*
Budget Committee work – *Treasurer*
Nominating Committee

November

Membership renewal push - *Membership*
Newsletter to Membership – *Communications*

December

Annual Meeting and Election

Coos County Friends of Public Health
P.O. Box 203
Coos Bay, OR 97420

Save the Date

6th Annual Public Health Week Recognition Luncheon - April 4, 2013
at The Black Market Gourmet from 11:30 – 1:00



Board Members

President	Lindi Quinn	Vice President	Reneé Frati
Secretary	Reneé Menkens	Treasurer	Debbie Webb
Advocacy Chair	Vacant	Communication Chair	Lynda Buford
Development Chair	Patty Barton	Education Chair	Vacant
Membership Chair	Vacant	Ex-officio members	Frances Smith & Sherrill Lorenzo