

**Chatham County Board of Health
Meeting Minutes
Monday, August 26, 2024
Dunlap Building – 80 East Street, Pittsboro, NC 27312**

The Chatham County Board of Health held a regular meeting on Monday, August 26, 2024, in the Board Room of the Dunlap Building in Pittsboro.

Attendees

Board Members: Stephanie Freese, DVM, Chair, Dana Iglesias, MD, Zachary Brian, DMD, MHA, Vice-Chair, Franklin Gomez Flores, Commissioner, Ashley Pappas, PharmD, MH, Catherine Crawford, Heather O'Mara, OD, Rya Williams, BA

Absent Members: Alan Rimer, PE, Karen Davis, EdD, Erika Dunnon, MPH

Staff: Mike Zelek, Kyle Chambers, Danielle White, Zach Deaton, Tia Brown, Paola Sandoval, Anne Lowry

Guests: Julie Wilkerson, Chatham Health Alliance; Eric Wolak, Chatham Hospital

Welcome and Call to Order

Dr. Freese started the meeting at 6:03 p.m.

Conflict of Interest Disclosure

None.

Introductions

Anne Lowry introduced Paola Sandoval, who assumed the Processing Assistant IV position within Environmental Health. Ms. Sandoval was previously a contact tracer with the Public Health Department during the COVID-19 pandemic.

Mike Zelek introduced Danielle White, who serves as the Board of Health Clerk, to new Board members.

Dr. Freese introduced the three newest board members:

- Catherine Crawford, Nurse Seat
- Dana Iglesias, Physician Seat
- Heather O'Mara, Optometry Seat.

Approval of Agenda

Dr. Pappas made a motion to approve the agenda as presented and Commissioner Gomez Florez seconded the motion. The motion was passed unanimously.

Consent Agenda

Dr. Brian made a motion to approve the consent agenda as presented, and Commissioner Gomez Flores seconded the motion. The motion was passed unanimously.

Public Input Session

None.

Reports

Chatham Health Alliance Update

Julie Wilkerson, Executive Director of the Chatham Health Alliance, presented an update on the Chatham Health Alliance to the Board of Health. She said that the organization is focused on bringing agencies together to improve health in Chatham. Agencies and coalitions help implement the strategic plan of the Chatham Health Alliance. According to Ms. Wilkerson, the Alliance formed as a steering committee in 2014, and was formally established in Spring 2015. Upon receiving funding through The Duke Endowment's Healthy People, Healthy Carolinas initiative from 2016-2022, the organization began to take shape. Beginning in 2018, the Alliance regularly partners with the health department (CCPHD) and Chatham Hospital to produce the Community Health Assessment every three years. Ms. Wilkerson said the Alliance recently moved to a 501c3 model with a fiscal sponsor in May 2022 to allow for more flexibility in funding and design as an organization.

Dr. Brian asked who the Alliance's fiscal sponsor is. Ms. Wilkerson responded that the sponsor is the Social Good Fund.

According to Ms. Wilkerson, this year has been focused on updating the Alliance's structure to reflect how the coalition and Chatham County have grown and changed. At the beginning of 2024, the Alliance performed an activity with members that served as a needs assessment. Ms. Wilkerson is currently working with stakeholders to develop sustainability efforts for current subcommittee initiatives. For example, the SNAP/EBT at farmers markets initiative has started at Pittsboro Farmers Market and is continued through Cooperative Extension. Chatham Moves is currently being overseen and executed by Chatham County Parks and Recreation.

Ms. Williams asked if there is data available regarding the use of SNAP at farmers' markets. Ms. Wilkerson responded that Tara Gregory of Cooperative Extension would likely have this information.

Ms. Wilkerson stated that the Alliance recently underwent structural change. The Alliance will now change its health priorities every 6 years instead of every 3 years, emphasizing that an expanded period will allow for increased focus on change in the community. Subcommittees will no longer meet separately but will instead come together every other month at an in-person Alliance working meeting. Further, the Alliance outlined how programs and initiatives work in the and emphasized to members that all programming and initiatives will come out of the strategic action plans and will primarily be member-led, with a provision for special circumstances when a program or initiative is deemed best supported by Alliance staff. Finally, Ms. Wilkerson mentioned that the Alliance's Advisory Board has been restructured to more closely represent a full nonprofit board. Special Topic Committees, made up of at-large Alliance members and Advisory Board members, have also been introduced to focus on the development and success of the organization.

Ms. Wilkerson expressed that she expects a full year to take place (August 2025) before the Alliance's changes are fully implemented.

Dr. Pappas asked how community suggestions for priorities are sourced. Ms. Wilkerson responded that these priorities come out of responses from the cohort survey. Mr. Wolak mentioned that focus groups are also held to source input. Dr. Brian asked if surveys target specific populations. Ms. Wilkerson replied that this year, the cohort survey was changed to oversample underrepresented populations.

Ms. Wilkerson said the Alliance expects strategic planning to begin in mid-October. Toward the end of fall, community interviews and a strategic planning retreat will be held to develop a new strategic plan, with the goal to launch a new strategic plan in December 2025.

Ms. Wilkerson stated that the Chatham Health Alliance uses a prioritization process to identify the top health priorities the Alliance should focus on for the next 3 years. During Community Health Assessment surveys, survey respondents are asked to identify their top three health priorities. From there, Ms. Wilkerson said the top 10 priorities are identified, discussed by the Alliance, and the top three health priorities that will be selected are voted on.

Dr. Brian asked if addressing inequities from a systems lens is included in the organization's strategic planning. Ms. Wilkerson replied yes; that concern is part of the reason the organization is now a non-profit organization, to allow for greater flexibility to address this change. The aim is for the new strategic plan to be more focused on the system level.

Brand Identity

Kyle Chambers, Communications Specialist and Public Information Officer for the Chatham County Public Health Department, delivered a presentation on the health department's branding. Mr. Chambers said that the health department's brand can be defined by the services it provides to the community's 82,000 residents. The department's core values are reflected in its mission and vision statements, which depict how it helps those within Chatham live their

healthiest life possible. Mr. Chambers stated that a booklet summarizing services offered to the community is now available. According to Mr. Chambers, what the health department does (work to improve the health of the Chatham community) ties into what the public associates with it. Mr. Chambers clarified that this is called a brand, and that every organization has one. Mr. Chambers elaborated that the CCPHD wants the public to think of it as a source of trustworthy, accurate, reliable, equitable, evidence-based health information. Because of this need, the department created branding guidelines that will help reinforce this identity.

Mr. Chambers outlined several new branding guidelines that keep what the department values top-of-mind. Mr. Chambers stated that a logo should be included on all communications, in line with existing policy. Recommended colors (greens, blues, oranges and beiges) and fonts were also proposed to create a consistent look and feel. Mr. Chambers mentioned that print and digital materials are one of the best opportunities the department has available to share information about services and that updated guidelines will help staff create easy-to-read communications. Rack card design requirements have been updated to include the following and make sure that all cards can be seen in a tiered display:

- Feature an image
- Feature minimum 10pt text
- Be no longer than one panel front and back, when possible
- Include a clear call to action
- Include CCPHD contact info
- Include a title and logo at the top of the card

Mr. Chambers clarified that other materials do not have a required format, but some best practices should be followed:

- Flyers should make sure to include images, be short sweet and to the point, and include a call-to-action to be as attractive as possible.
- All PowerPoints should have logos included. A basic PowerPoint template including the CCPHD logo has been provided to staff.

Mr. Chambers mentioned that the CCPHD letterhead and policy documents were also updated to use a color scheme with recommended colors.

According to Mr. Chambers, social media is another component of brand identity. Following a brief audit, Mr. Chambers found that posts featuring CCPHD staff and videos performed the best on the organization's social media pages. He stated that changes were made to make sure that social pages contained more of this content. Following this, the number of people the CCPHD has reached has increased over 100%, and the number of people who like comment or share CCPHD content has increased 190% on Instagram and 50% on Facebook over a 3-month period (Jan-March 2024 vs. April-June 2024).

Mr. Chambers clarified that social media post guidelines were provided to staff to help create successful social media posts and continue this momentum.

Over the course of the next fiscal year, Mr. Chambers said that branding resources will officially be shared with CCPHD staff and rack cards will be updated into a new template. Several other communications projects will also begin, including a radio partnership with WCHL Chapelboro, a videography project, analytics tracking process, and a social media intern who will be able to create video and photo content.

Commissioner Gomez Flores asked when the change in social media engagement was noticed. Mr. Chambers said between March and April, the change could be to shift in posted content and the presence of more health affinity celebrations.

Dr. Brian asked if social media takeovers with partner organizations were explored. Mr. Chambers responded yes, that is present in the Social Media Plan and will be explored in the coming year. Dr. Brian asked what the contract cost was with WCHL. Mr. Chambers stated \$3,000, which includes 3 on-air interviews, 75 PSAs and inclusion on the WCHL newsletter, which is sent to their subscriber base.

New Business

BOH Standing Committees

Dr. Pappas made a motion to review the standing committees and Ms. Williams seconded the motion. The motion was passed unanimously.

Dr. Freese provided an overview of the proposed Board of Health Standing Committees.

Budget Committee

Purpose: To review proposed annual budget and make recommendations to the full Board

Meeting Schedule: Committee meets at least once per year, typically in February

Members

- Franklin Gomez Flores
- Karen Davis
- Zachary Brian
- Rya Williams

Environmental Health Committee

Purpose: To provide guidance on important environmental health topics (e.g., changes to Board of Health rules)

Meeting Schedule: As needed

Members

- Alan Rimer
- Ashley Pappas
- Heather O'Mara
- Dana Iglesias

Clinical Services Committee

Purpose: To provide guidance on important clinical service-related topics

Meeting Schedule: As needed

Members

- Zachary Brian
- Dana Iglesias
- Catherine Crawford
- Rya Williams

Health Director Evaluation

Purpose: To lead the health director evaluation process

Meeting Schedule: At least once in the spring with additional meetings as needed

Members

- Alan Rimer
- Karen Davis
- Stephanie Freese
- Heather O'Mara

Nominating Committee

Purpose: (1) To review Board of Health new member applications and make recommendations to the full Board. (2) To select recipients of the Board of Health Employee and Community Partnership of the Year awards.

Meeting Schedule: Once in spring for awards and as needed when Board seat vacancies arise.

Members

- Ashley Pappas
- Franklin Gomez Flores
- Stephanie Freese
- Erika Dunnon

Commissioner Gomez Florez made a motion to approve the Board of Health Standing Committees as presented and Ms. Williams seconded the motion. The motion was passed unanimously.

Old Business

None.

Health Director Report


Mr. Zelek delivered the following updates:

- **Welcome:** Welcome to our new members. It is great to have you on the Board.
- **Newsletter:** Reminder to review the monthly CCPHD newsletter, which has many great updates. Also, make sure to regularly check the email on file, which is where updates are sent.
- **Program Updates:** We have been including program updates on the Board agendas to share the great work of staff with the board. Given we have many new board members, we will work to include several this year. We will also have a Board of Health training in the coming months.
- **State of the County report:** The County publishes an annual State of the County report with updates from different departments. Mr. Zelek shared the updates from the department to recognize the great work being done by our team. This included the Heat Action Plan. Emergency department data this summer showed very low numbers of heat-related emergency department visits from Chatham.
- **Towing:** We have had an issue with people parking at the clinic building and then leaving the premises, which means there is sometimes not space for staff and clients of our clinic, as well as Piedmont and Daymark. We have been working with the County for several months and now have signage and procedures in place to tow as needed. These launched today and appear to be having a positive impact
- **EMR:** Mr. Deaton shared an update on the electronic medical records software transition, which will take place October 1, 2024. Staff have been receiving training on the new system (Epic). Dr. Iglesias asked about the cost of the transition and if UNC was assisting. Mr. Zelek shared that the cost of the transition was around \$130,000 but the annual cost is much lower than that of the current system (Patagonia).
- **Positions:** We are currently working to fill our Opioid Overdose Prevention Coordinator position. Morgan Culver, who did great work as the first person to take on the role,

recently took a similar position in Durham, where she lives. We are also working to fill our Preparedness Coordinator position and hope to have an announcement soon.

Adjournment

Commissioner Gomez Flores made a motion to adjourn, and Ms. Williams seconded the motion. The motion was passed unanimously.



Stephanie Freese, DVM, Chair



Secretary Ex Officio
Michael Zelek, MPH, Public Health Director