

**MINUTES OF THE ADVISORY COUNCIL ON THE STATE PROGRAM FOR WELLNESS  
AND THE PREVENTION OF CHRONIC DISEASE  
JANUARY 29, 2015**

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**BOARD MEMBERS PRESENT**

Thomas McCoy, JD (Chair)  
Jeffrey Muehleisen, MA (Vice Chair)  
Ihsan Azzam, MD, MPH  
(Proxy for Tracey Green, MD)  
Christina Demopoulos, DDS, MPH  
Jacque Ewing-Taylor, PhD  
Deborah Williams, MPA, MPH, CHES  
Ben Schmauss, MPH  
Cassandra Cotton, BS, MPA

**BOARD MEMBERS NOT PRESENT**

André DeLeón, MA  
Senator Joseph P. Hardy, MD  
Jack Kim, JD  
Virginia Beck, MA, RD  
Tracey Green, MD  
Marci Schmiede, MBA

**DIVISION OF PUBLIC AND BEHAVIORAL HEALTH STAFF PRESENT**

Christine Mackie, Chief, Bureau of Child, Family and Community Wellness (BCFCW)  
Mónica Morales, MPA, Section Manager, Chronic Disease Prevention and Health Promotion  
(CDPHP) Section, BCFCW  
Michael Lowe, PhD, Chronic Disease Epidemiologist Centers for Disease Control and  
Prevention (CDC) State Assignee, CDPHP, BCFCW  
Melanie Flores, MSW, Wellness and Health Promotions Manager, CDPHP, BCFCW  
Jessica Lamb, Obesity Prevention Program Coordinator, CDPHP, BCFCW  
Melodie Swan-Fisher, Administrative Assistant II, CDPHP, BCFCW

**OTHERS PRESENT**

James R. Wells, CPA, Public Employees' Benefits Program (PEBP)  
Donna Lopez, PEBP  
Darlene A. Dougherty, MS, RD, Nevada Division of Welfare and Supportive Services

James Cohen, MD, Renown Health, Nevada Cancer Coalition  
Kelli Goatley-Seals, MPH, Chronic Disease Prevention Program, Washoe County  
Health Department (WCHD)  
Brian Brannman, FACHE, St. Rose Dominican Hospital  
Rebecca Scherr, MD, Children's Hospital of Nevada

Agenda items for the meeting were taken out of order for consideration of those present.

### **1. Roll Call**

The meeting commenced at **1:04 pm**. Roll call was taken, and it was determined a quorum of the Advisory Council on the State Program for Wellness and the Prevention of Chronic Disease was present, per NRS 439.518 § 2(a-k).

### **2. Vote on minutes from the October 23, 2014 Advisory Council meeting**

Thomas McCoy asked the Council for any changes to the draft minutes from the October 23, 2014 meeting. Deborah Williams pointed out errors in the following:  
In the sixth paragraph on page 3 and the second paragraph on page 7, "Fund for a Healthy Nevada" was incorrectly stated as "Healthy Funds for Nevada." In the fifth paragraph on page 4, the term "EHRs" is used interchangeably with the term "EMRs."

**MR. MCCOY ENTERTAINED A MOTION TO APPROVE THE MINUTES PENDING CORRECTIONS AS STATED. A MOTION TO APPROVE THE REVISED MINUTES WAS MADE BY MS. WILLIAMS AND SECONDED BY CHRISTINA DEMOPOULOS, DDS. THE MOTION PASSED UNANIMOUSLY WITHOUT PUBLIC COMMENT.**

### **3. Public Employees' Benefits Program (PEBP) Presentation on Claims Data**

Mr. Wells presented Exhibit 3 – HIOD Board Slides

#### **DISCUSSION:**

Mr. McCoy asked whether the Preventive Care Metrics on page 6 were based on raw data and whether PEBP insureds are aware of the costs associated with providing coverage to the average insured individual. There were questions about tobacco use among State employees and the role it plays as a top risk factor. Jessica Lamb said a worksite wellness program is being developed for DPBH employees. The program will be in partnership with PEBP and includes the formulation of a worksite wellness committee, which will address on-site vending machines, tobacco use, and physical activity policies. To be effective, the program will need support from multiple sources, including the Advisory Council. According to the Advisory Council's bylaws, promoting NVision Health & Wellness Program (NVision <http://nvision.pebp.state.nv.us/>), the wellness program for State employees, is addressed as one of the duties of the Advisory Council. Mr. McCoy recommended Council members formulate ideas for promoting NVision and bring them to the April 16, 2015 Council meeting. A worksite wellness toolkit has been created, a presentation of which could be done at the April 16, 2015 meeting.

#### 4. Oral Health and the Affordable Care Act (ACA) Presentation

Dr. Demopoulos presented Exhibit 4a and referred to Exhibit 4b.

##### **DISCUSSION:**

Mr. McCoy asked whether training on oral health is being integrated into the curriculum of medical schools, specifically whether oral health is part of what primary care providers should include in the patient interview during routine exams. Dr. Christina Demopoulos said medical school requirements are changing to include such a competency, and some primary care physicians are adopting the practice, especially those physicians working in hospital settings. Pediatricians are also more likely to ask whether a patient has a dental provider or needs fluoride varnish. Oral health education is also being done by community health nurses. Challenges include the problem of patients not being able to access care because many dentists are not taking new patients. Mr. McCoy observed the finding on page 27 of Exhibit 4b, which stated that in Nevada there is one dentist for every 2,407 people, leaving 15 of 17 counties as “DHPSAs” (Dental Health Professional Shortage Areas). Dr. Demopoulos recommends the implementation of the Community Health Worker model to improve public education on oral health. Dr. Ihsan Azzam asked about prevention and the role of fluoridated water. Clark County is the only county that has optimal levels of fluoride in the water system. Attempts to implement a fluoridation program in Washoe County’s water system have met with resistance over the years. Fluoride supplements are available only through a dentist. A viable alternative is fluoride varnish, which can even be applied by community health nurses. Electronic Health Records (EHRs) also have pop-up alerts that provide suggestions for education and prevention measures. Considering the role between secondhand smoke and the higher incidence of tooth decay in children and adolescents, dentists are beginning to refer patients to Nevada’s Quitline: [\(http://map.naquitline.org/profile/usa/nv/\)](http://map.naquitline.org/profile/usa/nv/). Increasing oral health literacy will be key in making changes to legislation.

There was no public comment.

#### 5. CDPHP Section Updates

Mónica Morales referred to Exhibit 5 and added the following: Along with the new staff added to the team, the Section hopes to hire a Heart and Stroke Program Coordinator by March. The Section will begin recruiting for a Quality Improvement Manager. No new grants have been written, but staff are preparing to write their preliminary six-month reports. CDPHP hosted a summit on the Nevada Chronic Disease Prevention and Health Promotion State Plan 2012–2017 on January 27, 2015. The summit was well attended, and discussion centered on the impact of the ACA on chronic disease. Ms. Morales will provide to the Council the minutes from the summit, which will detail the key activities, objectives, and partners with which CDPHP will be moving forward.

##### **DISCUSSION:**

Ben Schmauss asked about bills for consideration at the upcoming legislative session. Besides those detailed on page 2 of Exhibit 5, Ms. Morales said CDPHP is tracking potential

bills on oral health and e-cigarettes. Ms. Morales will e-mail more information to the Council on potential bills as it becomes available. Mr. McCoy added a bill addressing e-cigarettes has already been pre-filed. Another bill relating to physical activity and physical education in schools is also being spearheaded by Senator Hardy. Mr. Schmauss added language on Body Mass Index (BMI) will be included in the bill to extend the sunset of Senate Bill (SB) 442. The Senate Health and Human Services Committee is bringing forth a bill to establish a statewide stroke registry. The bill is supported by the American Heart Association. Maintaining and enhancing the stroke registry could fall under the responsibility of DPBH.

There was no public comment.

## **6. CWCD business**

- a. Mr. McCoy, Chair introduced new Council member Cassandra Cotton. Ms. Cotton is Community Outreach Manager for Nathan Adelson Hospice in Las Vegas. She has been awarded several distinctions for leadership and her work in the community and works hard to educate the community and institutions to address health care and to improve end-of-life care.
- b. Mr. McCoy explained that Dr. James Greenwald, whose Council member position was 2d (per NRS 439.518 provision 2d for “one provider of health care”) fulfilled his final term as of the October 23, 2014 meeting. The Council recruited and advertised for his replacement and received four applications for the position. Their names are as follows: Brian G. Brannman, FACHE, James R. Cohen, MD, Jerry Reeves, MD, and Rebecca Scherr, MD. Mr. Brannman addressed the Council and commended the group for their efforts to focus on disease prevention and to include a healthcare professional on the Council. Dr. Scherr introduced herself and gave a synopsis of her credentials, background, and experience. Dr. Cohen also introduced himself and gave an overview of his background. Mr. Schmauss asked for clarification on the 2d vacancy and how filling vacancies occurs. Mr. McCoy and Ms. Lamb explained the current vacancies as follows:
  - 2d – One provider of health care. This position has most recently been occupied by Dr. James Greenwald.
  - 2i – One representative of private employers in the state who has experience in matters relating to employment and human resources. This is the position held by Marcy Schmiede, who recently submitted her resignation.
  - 3b – One member of the Assembly. This position is filled by appointment by the administrator of DPBH and was most recently held by former Assemblyman Andy Eisen.
- c. Because a quorum was not present at the time Agenda items b and c were heard, the Council was unable to vote to fill the member vacancy or to adopt the vacancy protocol

verbiage in the bylaws. The Council discussed addressing these agenda items at the April 16, 2015 meeting. Ms. Flores suggested the Council convene a conference call meeting in the interim to vote on the vacant 2d position so that the April 23, 2015 could be more productive. The conference call meeting would need to follow Open Meeting Law protocols as all meetings of the Council.

**DISCUSSION:**

Mr. McCoy stressed to members the importance of the responsibility involved and cautioned the incumbents for the 2d position to consider the commitment carefully. He asked members to review the quarterly meeting dates and make attendance a priority.

Mr. McCoy reviewed ARTICLE 4: MEMBERSHIP, item 4.6 of the bylaws, which reads as follows:

*4.6 Upon the occurrence of any vacancy, the Advisory Committee shall make recommendations to the Administrator to appoint a new member. When a member is appointed to fill an unfinished term, that member shall complete the unfinished term and will be eligible to be appointed for additional terms.*

Mr. McCoy pointed out the Council does not make recommendations to the Administrator for the 3b position, the position to be held by a member of the Nevada Assembly; he asked that the language in ARTICLE 4: MEMBERSHIP, item 4.6 of the bylaws be modified to reflect the difference for the 3b position.

Ms. Williams also pointed out errors in ARTICLE 4: MEMBERSHIP, item 4.1. The “(f)” is missing for the corresponding item, and lettering of the ensuing position designations are incorrect. Staff will correct and revamp the passage to correspond to the manner in which the positions are laid out in NRS 439.518.

d. Mr. McCoy read the resignation notification from Council member Marci Schmiede and thanked Ms. Schmiede for her service.

There was no public comment.

**7. Nevada Wellness Website Update**

Ms. Lamb reported a media campaign has begun. It will include the expansion and promotion of the Nevada Wellness Website. A contract with DP Video Productions, LLC began January 1, 2015 and will end September 20, 2015. The following are key deliverables of the campaign:

- The development of multiple resources, and an increase in available content through [www.nevadawellness.org](http://www.nevadawellness.org).

- Increase wellness information available to the lay public, including worksite wellness information.
- “New Year, New You” campaign, taking a pledge to live a healthier lifestyle.
- The development of a detailed marketing plan to ensure target audiences are being reached.
- The development of Social Media presence to include Pinterest, LinkedIn, Facebook, Instagram, Youtube, and Pandora.
- The development of short Youtube videos featuring key stakeholders.
- Signboard ads will appear inside Reno-Tahoe International Airport on topics such as childhood obesity and physical activity.
- The inclusion of measurement metrics to evaluate the website’s effectiveness.

Progress reports will continue to be presented to the Council.

**DISCUSSION:**

Mr. McCoy pointed out [www.health.nv.gov](http://www.health.nv.gov) still incorrectly refers to the Council as a “CDPHP Statutory Council.” Melanie Flores explained DPBH is in the process of updating the site, merging it with a new Website platform, which will make it more attractive and user-friendly.

There was no public comment.

**8. Preventive Health and Health Services (PHHS) Block Grant update**

Melanie Flores presented Exhibit 8 – Nevada FY 2014 Preventive Health and Health Services Block Grant.

- a. Funding Update – The PHHS Block Grant supports community health nurses, rape prevention and chronic disease prevention in the capacity of health promotion. Because of the ACA, community health nurses are now able to bill third-party insurance plans. This has freed about \$180,000 in funds, which will be reallocated to enhance existing activities. Approximately \$135,000 will be used in the community through a community health worker association to build capacity through training and health promotion advertising. An allocation of \$45,000 will be used to fund a Quality Improvement Manager and an Administrative Assistant II.

**DISCUSSION:**

Typos were found on pages 3 and 10 of the Work Plan (Exhibit 8). Ms. Williams asked about the allocation of \$59,380 in Total Current Year Funds referred to at the top of page 25 of

Exhibit 8. Ms. Lamb explained funding allocations in the PHS Block Grant are designated based on the number of full-time employees and the time required to meet the objectives.

**MR. MCCOY ENTERTAINED A MOTION TO APPROVE AND ADOPT NEVADA FY 2014 PREVENTIVE HEALTH AND HEALTH SERVICES BLOCK GRANT WORK PLAN (EXHIBIT 8). A MOTION TO APPROVE AND ADOPT WAS MADE BY MS. WILLIAMS AND SECONDED BY MR. MCCOY. THE MOTION PASSED UNANIMOUSLY WITHOUT PUBLIC COMMENT.**

#### **9. School Body Mass Index (BMI) collection updates**

Ms. Lamb reported staff has participated in the BMI Data Collection Workgroup, which has been identifying the barriers and challenges associated with the BMI Data Collection. The BMI Data Collection is now a deliverable per the CDC-RFA-DP13-1305 (CDC 1305) grant. Bill Draft Request (BDR) 235, which addresses physical activity in schools, is being introduced by Senator Hardy; the BDR may include information on BMI Data Collection.

#### **DISCUSSION:**

Mr. Schmauss said BMI data is now a required deliverable of most grants. Ms. Williams gave further information on BDR 235. She offered insights and identified challenges associated with BMI data collection and analysis. Ms. Williams added the information would be most valuable if every child could be tracked every year. Mr. McCoy asked whether parents can opt out of having their children participate in the data collection; yes, they can. Ms. Lamb added the State just participated in a nationwide assessment that examined the consistencies and inconsistencies in the data collection among states and said there is nothing in state law at present that mandates the collection of the data. Participation and levels thereof is left up to the school districts. Inconsistency in notifying parents has been cited as a barrier. Dr. Scherr suggested making changes to the influences outside the school setting as another goal. Further discussion revealed, beyond this data collection, recommendations need to be made to provide incentive to schools. It will be important to bridge the gap between public health and education. Mandates to schools will be more effective if public health and the grant funds awarded to public health entities can help bridge the funding gap. Mr. McCoy also suggested inviting public education leaders to Council meetings to get their input and to begin discourse on the subject. The Council recognized André DeLeón is a valuable member of the Council because of his position with the Nevada Department of Education.

There was no public comment.

#### **10. HIV Wellness Initiative**

Ms. Flores and Dr. Lowe presented Exhibit 10, "HIV-Wellness Initiative, Collaboration Between Chronic Disease Prevention and Health Promotion and Ryan White." The Ryan White HIV/AIDS Program is administered by the U.S. Department of Health and Human Services, Health Resources and Services Administration, HIV/AIDS Bureau.

There was no discussion and no public comment.

#### **11. Stroke and Heart Program update**

Ms. Flores reported Nevada was selected to receive technical assistance and support from Million Hearts® through the National Association of Chronic Disease Directors (NACDD). Nevada is one of only three states to receive the assistance. The heart and stroke workgroup is planning a Million Hearts® stakeholder conference. The meeting is projected for May 2015 and will include strategic planning, the development of an evaluation plan, and identification of key champions in the state for heart and stroke initiatives. Facilitated by Social Entrepreneurs, Inc., stakeholder meetings continue. A statewide strategic plan for heart and stroke initiatives is being developed, a draft of which should be available in April 2015, with the final version slated for June 2015. The Stroke and Heart Program is also working with *HealthInsight*, HealthIE Nevada, Nevada Health Centers, and Dignity Health™ to pilot a project utilizing EHRs as well as to build feedback loops between providers, clients, and referrals to lifestyle prevention and management programs such as the Diabetes Prevention Program and the Diabetes Self-Management Program. The pilot program's initial focus will be to target patients at high risk for cardiovascular disease, pre-diabetes, and diabetes. Interviews for CDPHP's Heart and Stroke Program Coordinator position will take place in the coming weeks, and it is expected the position will be filled by early March 2015.

#### **DISCUSSION:**

Mr. Schmauss asked about funding for and the mission of the heart and stroke program. Ms. Flores explained initially there were no federal funds for heart and stroke initiatives in Nevada. CDPHP received the CDC 1305 grant, which supports heart and stroke initiatives. The CDC 1305 grant is a five-year grant, and it is currently in its second year. The mission of the stroke and heart program will be solidified in the strategic plan. Because of deliverables required as part of the CDC 1305 grant, activities are being carried out. The Heart and Stroke Coordinator will be funded through the Preventative Health and Health Services Public (PHHS) Block Grant.

There was no public comment.

#### **12. Arthritis report**

Ms. Morales, reported a community gap assessment is being designed to identify what other organizations are doing and the types of funding they have in place. More information will be provided at the Council's April 16, 2015 meeting.

There was no discussion and no public comment.

#### **13. Discuss and recommend agenda items for April 16, 2015 meeting**

#### **DISCUSSION:**

Reading excerpts from the bylaws, Mr. McCoy spoke about the Council's authority and purpose and stressed to members the importance of the commitment. Because a quorum



was not present for all of the meeting, the Council could not vote to fill the member vacancy or to adopt the vacancy protocol verbiage in the bylaws. Members should endeavor to block out all meeting dates and make them a priority. The remaining 2015 dates are as follows:

Thursday, April 16, Thursday, August 13, and Thursday, October 22, 2015.

Recommended agenda items included an update on current legislation and a presentation on weight management by Dr. Tracey Green.

Dr. Michael Lowe asked whether those incumbents for the Council's 2d vacancy who are not chosen could become non-voting Council members. Ms. Flores will contact the Attorney General's office to answer the question. Mr. Schmauss suggested Assemblywoman Amber Joiner for recommendation for the 3b Council member slot recently vacated by former Assemblyman Andy Eisen. Staff will pass along the suggestion to the DPBH Administrator for recommendation for this appointed position. Ms. Flores added that Legislative Council Bureau (LCB) has also been contacted regarding the matter. Mr. Schmauss is also welcome to contact the LCB regarding Assemblywoman Joiner. Ms. Williams suggested reviewing the 2015 CDPHP Summit Report that will be provided by Jeanne Alongi. Mr. Schmauss would like to include on the Council's April 2015 agenda an update on the stroke registry.

**14. Public Comment:**

There was no public comment.

**15. Adjournment**

**MR. MCCOY ENTERTAINED A MOTION TO ADJOURN THE MEETING. A MOTION TO ADJOURN WAS MADE BY MR. SCHMAUSS AND SECONDED BY MS. WILLIAMS.**

The meeting adjourned at 3:43 pm.