# DRAFT MINUTES OF THE ADVISORY COUNCIL ON THE STATE PROGRAM FOR WELLNESS AND THE PREVENTION OF CHRONIC DISEASE APRIL 16, 2015

Division of Public and Behavioral Health 4150 Technology Way, Room 303 Carson City, NV 89706 (775) 684-4285

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Bureau of Health Care Quality & Compliance 4220 S. Maryland Parkway Building D, Suite 810 Las Vegas, NV 89119 (702) 486-6520

#### **BOARD MEMBERS PRESENT**

Thomas McCoy, JD (Chair)
Jeffrey Muehleisen, MA (Vice Chair)
Tracey E. Green, MD
Christina Demopoulos, DDS, MPH
Jack Kim, JD
Jacque Ewing-Taylor, PhD
Deborah Williams, MPA, MPH, CHES
Ben Schmauss, MPH
Mike Pacheco (proxy for André DeLeón)

## **BOARD MEMBERS NOT PRESENT**

Virginia Beck, MA, RD Cassandra Cotton, BS, MPA André DeLeón, MA Senator Joseph P. Hardy, MD Tracey Green, MD Andy Eisen, MD

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

Mónica Morales, MPA, Section Manager, Chronic Disease Prevention and Health Promotion (CDPHP) Section, BCFCW

Melanie Flores, MSW, Wellness and Health Promotions Manager, CDPHP, BCFCW Shannon Bennett, Policy and Health Systems Manager, CDPHP, BCFCW Jessica Lamb, Obesity Prevention Program Coordinator, CDPHP, BCFCW Victoria Kolar, EMT-P, Heart and Stroke Prevention Coordinator, CDPHP, BCFCW David Olsen, MPH, Chronic Disease Evaluator, CDPHP, BCFCW Brittany Morey, MPH, Chronic Disease Evaluator, CDPHP, BCFCW Melodie Swan-Fisher, Administrative Assistant II, CDPHP, BCFCW

## **OTHERS PRESENT**

Rebecca Whistler, Project Coordinator, Nevada Cancer Coalition

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

#### 1. Roll Call

The meeting was called to order by Chair Thomas McCoy at **1:05 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 January 29, 2015 Advisory Council meeting

Mr. McCoy asked the Council for any changes to the draft minutes of the January 29, 2015 meeting. Jeff Muehleisen asked about a disparity in the second paragraph of agenda item 5 that stated Ben Schmauss was bringing forth a bill to establish a statewide stroke registry. The minutes will be changed to reflect agenda 5, paragraph two, as follows:

"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."

MR. McCoy entertained a motion to approve the minutes pending corrections as stated. A motion to approve the revised minutes was made by Mr. Muehleisen and seconded by Mr. Schmauss. The motion passed unanimously without public comment.

## 3. CDPHP Section Updates

Mónica Morales asked the following new hires to introduce themselves: Leah Thompson, Cancer Unit Manager; Victoria Kolar, Heart Disease and Stroke Prevention Coordinator; Lily Helzer, Comprehensive Cancer Coordinator; Christine Caufield, School Health Program Coordinator; and David Olsen, Chronic Disease Evaluator for the Comprehensive Cancer and Tobacco Control programs. Melanie Flores, MSW, has been named Quality Improvement Manager, and Amanda Rupert is the Section's new Administrative Assistant III. An updated organizational chart will be provided before the August 13, 2015 meeting.

Staff is working on the following grants: A cancer survivorship grant, entitled "Increasing the Implementation of Evidence-Based Cancer," a grant addressing heart and stroke health, and a grant on colorectal health, entitled "Organized Approaches to Increase Colorectal Cancer Screening." More information will be forthcoming, depending on whether the Section is awarded the grants. The grants are highly competitive, each having awards to only six to ten states.

#### **DISCUSSION:**

Deborah Williams asked if undocumented women are being served through the expansion of cervical cancer screenings through Women's Health Connection. Dr. Tracey Green added though the focus of the program is to serve uninsured women and to help them obtain health insurance, providing coverage to undocumented women is not the sole purpose of Women's Health Connection. Mr. McCoy asked how the program is helping patients navigate for care.

Ms. Morales said Access Healthcare Network is the vendor contracted for Women's Health

Connection, and one of their key activities is case management. CDPHP is also exploring partnerships with community health centers. Mr. McCoy asked whether screenings are free. Ms. Morales explained screenings are decreasing because of provisions of the Affordable Care Act (ACA) and that CDPHP is exploring options to assist with co-pays and deductibles for diagnostic services pursuant to findings from screenings.

Ms. Williams asked whether the heart and stroke grant will complement Senate Bill (SB) 196 if the bill is passed. Ms. Morales affirmed it would. CDPHP is considering working with hospitals to improve coordination of reporting of data.

Mr. Schmauss asked about the Comprehensive School Physical Activity Program (CSPAP). Ms. Caufield explained the program will provide professional development to school staff in Southern and Northern Nevada on incorporating physical activity during the school day. Dr. Green urged the Council to support the expansion of school-based health services and SB 178, which addresses the collection of Body Mass Index (BMI) data.

Mr. McCoy asked for specifics regarding what CDPHP is doing on the Medicaid Treatment Act. Ms. Helzer said she is looking into cost, specifically how many women would participate and how it would affect Medicaid enrollment. More information will be available by July 1, 2015.

Ms. Morales said most bills pertaining to tobacco use have died. Mr. McCoy said SB 483 and SB 455 were introduced by the Revenue and Taxation Committee, and both were waivered. SB 79, a bill regarding e-cigarettes, has also been waivered. SB 225, which addresses minors obtaining cigarettes, is still alive.

There was no public comment.

#### 4. CWCD Business

**a.** Mr. McCoy introduced items a, "Vote to fill member vacancy ... 2d, 'one provider of health care')," and b, "Vote to fill member vacancy ... 2i, 'One representative of private employers ... ')," and asked for discussion. (Exhibits 4a-1, 4a-2, 4a-3, 4a-4, 4a-5, 4b-1b, and 4b-2.)

## **DISCUSSION:**

Ms. Williams asked about the definition of the term "provider of health care." Ms. Lamb answered legislation doesn't specify the intent behind the term, so interpretation is left to the discretion of the Council.

Applicants for the 2d position were detailed as follows: Rebecca Lynn Scherr, MD, Jerry Reeves, MD, James R. Cohen, MD, and Brian Brannman.

Mr. Schmauss suggested the importance of Council members attending meetings, therefore considered those applicants who attended the January 29, 2015 meeting as more desirable

for appointment.

Ms. Lamb said staff will be requesting cell phone numbers from Council members for ease of contact. The numbers will not be published.

MR. McCoy entertained a motion to take a voice vote on the Council's 2d position. Ms. Williams moved, and Mr. Schmauss seconded the motion. The motion passed unanimously without public comment.

Voice votes for candidates for the 2d provision were as follows:

Rebecca Lynn Scherr, MD – 8 votes Jerry Reeves, MD – 0 votes James R. Cohen, MD – one vote Brian Brannman – 0 votes

The Council recommended Rebecca Lynn Scherr, MD, for the 2d provision – "one provider of healthcare." The recommendation will be forwarded to Division of Public and Behavioral Health (DPBH) Acting Administrator Marta Jensen for consideration. If approved by the administrator, Dr. Scherr will be notified.

Mr. Schmauss asked whether Brian Brannman could be considered for the 2i provision ("one representative of private employers"). Mr. McCoy stated Mr. Brannman could not be considered because he did not apply for the position.

Mr. Schmauss asked whether it would be possible to delay a vote on the 2i provision in order to assess whether Mr. Brannman would be interested in being considered for the position. Dr. Green stated the Council would need to get legal input to answer the question. Discussion also ensued regarding whether Dr. Tameca Ulmer's position with the Department of Health and Human Services fulfills the requirements for the 2i provision to be a representative of private employers. A quorum was not present at the time a vote could have been taken on agenda item 4b.

There was no public comment.

**c., d.** Mr. McCoy asked for discussion on the renewal of the 2e provision, "One representative of the Nevada Association for Health, Physical Education, Recreation and Dance or its successor organization." This is the position held by Jeff Muehleisen. Mr. McCoy asked for discussion on the renewal of the 2b position, "The Superintendent of Public Instruction or his designee." This is the position currently held by André DeLeón.

#### **DISCUSSION:**

Ms. Lamb explained the process of renewal and said Mr. DeLeón and Mr. Muehleisen have submitted renewal forms. The Council can vote to renew their membership or to open the positions for application by other community members. Ms. Williams asked for clarification

on whether the 2b provision is appointed or decided by a vote of the Council. Ms. Lamb explained legislation states the position is to be held by the Superintendent of Public Instruction or his or her designee. Mr. DeLeón has been serving as the designee. The Council can vote to verify the renewal of Mr. DeLeón as the designee.

Ms. Williams asked if Mr. Muehleisen will accept the renewal of his position. Mr. Muehleisen said he would and has submitted his renewal request. Mr. Muehleisen added the name of the organization he works for has changed from "NAHPERD" to "SHAPE – NV." Stressing the importance of attending meetings, Mr. Schmauss asked if Mr. DeLeón and Mr. Muehleisen have attended the last few meetings and whether they will be able to attend future meetings. Mr. McCoy acknowledged Mr. DeLeón has sent a representative to attend meetings in his stead but that the arrangement has worked out. Mr. Muehleisen said he has attended the last few meetings, and conflicts that have prevented him from attending meetings in the past have been resolved.

MR. McCoy entertained a motion to approve the renewal of the Council's 2e and 2b provisions. Mr. McCoy moved, and Ms. Williams seconded the motion. The motion passed unanimously without public comment.

- **e.** Mr. McCoy said though former Assemblyman Eisen is still considered a member of the Council, he is no longer a member of the Assembly. The Legislative Council Bureau has advised the position will be filled when the current legislative session is over.
- **f.** Mr. McCoy asked for discussion on the changes to the bylaws in ARTICLE 4: MEMBERSHIP, paragraphs 4.1 and 4.6 (Exhibit 4f).

## **DISCUSSION:**

Regarding paragraph 4.1, Ms. Lamb explained the letter designations for Council positions have been corrected to coincide with the way they are listed in NRS. 439.518. Mr. McCoy read paragraph 4.6 aloud, an added passage to the bylaws, and Ms. Lamb detailed the following changes will also be made to paragraph 4.6: The word "Committee" will be changed to "Council," and the word "Division" will be added before the word "Administrator."

MR. McCoy entertained a motion to approve the changes to the bylaws as detailed and proposed. Mr. Muehleisen moved, and Ms. Williams seconded the motion. The motion passed unanimously without public comment.

5. PHHS State Fiscal Year 2015 Work Plan and Budget

## **DISCUSSION:**

Ms. Williams pointed out an error on page 10 of the Nevada FY 205 Preventive Health and Health Services Block Grant Work Plan (Exhibit 5): Under "4. CDPHP Interns," the word "attacked" should be corrected to read "attached." Ms. Williams also asked about the

Summary of Allocations by Program and Health People Objective, page 7, saying the \$132,129 shown under "CDPHP Infrastructure & Capacity" does not match the amount shown on page 3 under Executive Summary. Ms. Lamb said the Executive Summary is calculated based on the allocations made in the previous year's Work Plan. The figures on page 7 are the final numbers contingent upon the Council's approval and pursuant to the PHHS Block Grant Hearing to be held April 22, 2015. If approved, the figures in the Executive Summary will be updated.

Melanie Flores read introductory paragraphs from the Executive Summary, page 3. The total award for the FY 2015 Preventive Health and Health Services Block Grant is \$601,327, as shown on page 7 of the Work Plan. Ms. Lamb highlighted details from page 6 of the Work Plan: Allocations for Fiscal Year (FY) 2015 are \$536.533, which includes a Mandated Sex Offense set aside of \$60,382. Total award is \$596,915. Ms. Flores said the funding cycle is from October 1, 2015 to September 30, 2016.

Ms. Lamb reviewed the Work Plan and Budget in its entirety. All State Health Objectives show the date range as between October 1, 2014 and September 30, 2015. The Nevada FY 2015 Preventive Health and Health Services Block Grant will fund six programs as follows:

CDPHP Infrastructure & Capacity, beginning on page 8. Ms. Lamb said all goals are based on those set by Health People 2020, a set of goals and objectives designed to guide national health promotion and disease prevention efforts. (See more at <a href="http://www.healthypeople.gov/">http://www.healthypeople.gov/</a>.) The CDPHP section and Local Health Authorities will increase the number of staff development and capacity-building opportunities from five to ten standards. (See page 10.)

The Council had no further recommendations.

 Community Health Workers, beginning on page 11. Between October 2014 and August 2015, the CDPHP section will increase the number of Community Health Division Workers from 0 to 15. Annual Activities will include the creation of a Community Health Worker Association and Community Health Worker Program Evaluation. (See page 13.)

The Council had no further recommendations.

Healthy Relationship Education, beginning on page 14. This program is a sex offense
mandatory set-aside, pursuant to recent legislation. The objective is to provide The
Nevada Network Against Domestic Violence with healthy relationship education to
administer to four communities. (See page 16.)

The Council had no further recommendations.

Increase Physical Activity in Adults and Youth, beginning on page 17. The objective is
to increase the number of primary prevention education and awareness materials
from five to seven. CDPHP will develop and extend the media campaign for the
Nevada Wellness website; the website content will promote physical activity,
worksite wellness, and obesity prevention. The Walkability Task Force will also be
developed. (See page 19.)

The Council had no further recommendations.

 Raising a Healthier Generation, beginning on page 20. The objective is to increase compliance to national standards pertaining to nutrition, physical activity, and breastfeeding practices in Early Care Education (ECE) settings as a means to reduce childhood obesity from three to six standards. Annual activities include obesity prevention through training and technical assistance and maintaining an obesity prevention workgroup. (See page 22.)

The Council had no further recommendations.

 Stroke and Heart, beginning on page 23. The objective is to implement one statewide strategic plan for the prevention and management of heart disease and stroke that takes into account clinical standards for the identification, diagnosis, treatment, referral, and control of heart disease and stroke. Annual activities include implementing a strategic plan to address building an infrastructure to focus on heart disease and stroke and to implement a stroke and heart disease prevention and Control Task Force. (See page 25.)

The Council had no further recommendations.

 Worksite Wellness, beginning on page 26. The objective is to increase the number of trainings, worksite wellness policies, and educational interventions within the DPBH to increase wellness among DPBH employees from 0 to four. Annual activities include implementation and adoption of a vending machine policy, development and implementation of a tobacco policy, and maintaining a worksite wellness committee. (See page 28.)

**DISCUSSION:** Ms. Lamb said a question regarding the allocation amount as compared to previous fiscal years has been asked outside the Council meeting. She responded there has been a decrease in allocation from the previous fiscal year and detailed the following:

In FY 2014 (which will end September 30, 2015), the allocation received was \$546,257 for the Basic Set-Aside. Sex Offense maintained the same amount as last year at \$60,382, but the total award was \$606,639. The total allocation cut is approximately \$10,000. The cut is across the board as the grant is a block grant and based on population.

Mr. Schmauss observed the Work Plan details a lot of planning and asked for more information on how plans are carried out and measured and whether they are realistic given the funding slated for allocation. Ms. Morales said a lot of the funding pays for staff and the section functions through team-based care and coordination. Staff for the Community Health Workers and Stroke and Heart programs are examples of this. There is no other grant that gives CDPHP the capacity to imbed programs, capacity, and infrastructure. Ms. Williams summarized by saying funds are not being spent to implement the strategic plan; the purpose of the Work Plan is to build infrastructure as a first step to seek additional funding.

MR. McCoy entertained a motion to approve the Nevada FY 2015 Preventive Health and Health Services Block Grant Work Plan with corrections as stated. A motion to approve was made by Ms. Williams and seconded by Mr. McCoy. The motion passed unanimously without public comment.

## 6. Nevada Wellness Media Update

Ms. Flores presented Exhibit 6. The new DPBH Division website is slated for release early this summer (2015). The format will be more user-friendly and targeted toward the lay public. The Nevada Wellness website will be separate from the DPBH Division website. Branding is being developed. Links to the Nevada Wellness website and to social media outlets will be e-mailed to the Council.

#### **DISCUSSION:**

Ms. Williams asked what is live now. Ms. Flores explained the Nevada Wellness website and all social media sites (Twitter, Facebook, Pinterest, YouTube, and LinkedIn) are live now. The Council was urged to share the websites and social media platforms will others. Mr. McCoy asked how the sites are being promoted. Ms. Flores explained the sites have not been promoted as yet, saying they are being "soft launched." Lighted signs have been placed in the Reno-Tahoe International Airport and McCarran International Airport. Ideas for health challenge promotions are also being explored and developed. The various social media outlets will be used to target varied audiences. Mr. Schmauss asked if content at the websites and social media outlets will be updated to include information on communicable disease outbreaks or other health matters of concern or highlighted in the media at any given time. Ms. Flores said an intern will be doing analytics beginning in May, and a goal has been set to hire a staff member whose sole focus would be to develop and maintain content. Mr. McCoy suggested doing a presentation on the Nevada Wellness website to the Interim Health Care Committee. Dr. Christina Demopoulos asked about monitoring the comments the YouTube video may generate. Highlighting testimonials of health-related success stories was also suggested.

There was no public comment.

## 7. Worksite Wellness Toolkit Presentation

Ms. Lamb began her presentation (Exhibit 7) with instructions on where to find the Worksite Wellness Toolkit from the Nevada Wellness page as follows: from

http://nevadawellness.org/, hover over the Worksite Wellness tab and click Toolkit.

#### **DISCUSSION:**

Jack Kim noted the Worksite Wellness program is geared toward larger organizations; it doesn't seem as appropriate for organizations with small staff forces. Mr. Kim asked if the toolkit could be made simpler for organizations with few employees. Mr. McCoy asked if health insurance carriers will be notified of the toolkit. Ms. Lamb said as of now, Public Employees Benefits Program (PEBP) has been notified of the program, and plans to apprise other insurance companies are being considered.

There was no public comment.

## 8. 2015 CDPHP Summit Report

Ms. Morales began by saying the nine-page CDPHP Summit Report and Nevada Chronic Disease Prevention and Health Promotion State Plan 2012–2017 (the State Plan) will be e-mailed to Council members.

In January, CDPHP staff and approximately 50 stakeholders met to review the Nevada Chronic Disease Prevention and Health Promotion State Plan and CDPHP's progress. Discussion groups conferred over several domain areas, including evaluation and surveillance efforts, community and clinical linkages, policy, systems, and environmental change, and health promotion. The groups decided on the following priorities for the next year: how to improve insurance coverage education, care coordination, and clinical referrals, specifically, how to expand self-care management, prevention, and care coordination models that embed community healthcare workers. Also discussed were developing partnerships to include media experts, Medicaid, transportation, tribal organizations, higher education, hospitals, foundations, and other philanthropic organizations. Next steps for the coming year include training on the ACA, identifying what community organizations are doing with regard to activities detailed in the State Plan, and implementing a survey that will identify efforts by community stakeholders and engage them in some of the identified domains. The State Plan will be updated by 2017 to include key activities and partners.

#### **DISCUSSION:**

Mr. Schmauss asked about surveillance and reporting of heart and stroke data. Ms. Morales said data will be reported via the proposed statewide stroke registry. CDPHP has also formed an evaluation unit to do surveillance and report information.

There was no public comment.

## 9. Stroke and Heart Program Update

Victoria Kolar presented Exhibit 9, Heart Disease & Stroke Strategic Plan. The Million Hearts Stakeholders Workshop will be held May 5 and 6, 2015 in Las Vegas. Attendees will be eligible to earn continuing education units.

## **DISCUSSION:**

Mr. Schmauss said SB 196 passed 21–0 in the Senate and was forwarded to the Assembly. Mr. Schmauss said heart disease is the highest-cost disease in the state and the cause of the most deaths.

Ms. Flores asked for the Council's feedback on the Heart Disease and Stroke Strategic Plan and invited the Council to the Million Hearts workshop. The workshop will highlight quality improvement and team-based care. Flyers for the event would be e-mailed to the Council.

Citing the recent acquisition of a cardiologist in Mesquite, Mr. McCoy asked if there are enough cardiologists in the rural areas. Mr. Schmauss said he does not have information on this. Ms. Kolar added cardiologists that practice in the rural areas are, in general, not in those areas full time. Telemedicine can play an important role. The Stroke and Heart Program is considering expanding tele stroke technology to three more rural communities, after which the Program would assist the hospitals in becoming certified as Acute Stroke—Ready Hospitals (ASRH). At present, there are 15 primary care stroke centers in the state; three are in Reno, and the remaining 12 are in Clark County.

There was no public comment.

## 10. School Body Mass Index (BMI) collection updates

Ms. Lamb introduced Ms. Caufield, School Health Program Coordinator, who gave an update on SB 178. The bill had a physical education component originally as well as the current legislation on BMI collection that was slated for sunset. At present, BMI data is collected in fourth, seventh, and tenth grades. SB 178 has been amended; the requirement for mandatory physical education has been removed. At present, physical education is not curriculum based. SB 178 is awaiting Senate vote, after which it will move to the Assembly.

#### **DISCUSSION:**

Mr. McCoy asked about parental involvement with regard to BMI collection. Ms. Caufield said there is no parental involvement because the program does not collect any identifying information.

There was no public comment.

## 11. Community Initiatives Update

Rebecca Whistler, Project Coordinator for Nevada Cancer Coalition, presented on skin cancer prevention for kids. Citing *The Surgeon General's Call to Action to Prevent Skin Cancer*, she detailed goals listed in the publication. Skin cancer is the most commonly diagnosed cancer in the US, and incidence rates are on the rise. Nevada Cancer Coalition has formed a skin cancer workgroup, and ideas include increasing prevention when in the following environments: schools, outdoor work settings, and recreational areas. As the majority of sun exposure in individuals occurs before the age of 20, the school setting is the

first to be targeted. A pilot program, called "Skin Cancer Prevention for Nevada's Kids," will be initiated in one elementary, one middle school, and one high school. The project is still in the early phases but will include implementation of policy changes and utilizing educational and community involvement approaches. Though SB 267, the bill that called for prohibiting minors from using tanning beds, was passed into law, enforcement has been limited. May has been designated as Skin Cancer Awareness Month, and May 4, 2015 has been named Melanoma Monday.

#### **DISCUSSION:**

Ms. Flores said she heard the Nevada Cancer Coalition did an educational promotion that included posting notices in tanning salons. Ms. Whistler said packets were sent to tanning salons; the packets included signs about the new law and gave warnings regarding the connection between use of tanning beds and skin cancer. Ms. Whistler said she knows of recent ads urging teens to use tanning beds during prom season. Mr. McCoy said the Nevada State Board of Cosmetology does not regulate tanning salons.

There was no public comment.

## 12. Discuss and recommend agenda items for August 13, 2015 meeting

#### **DISCUSSION:**

Ms. Williams proposed having a discussion on the Council's roles and responsibilities. Mr. McCoy affirmed the idea and proposed spending time strategizing. Dr. Green suggested inviting a representative from the Deputy Attorney General's office to the next meeting to explain the role of the Council. Dr. Green will extend an invitation to Linda Anderson, Chief Deputy General.

Mr. Schmauss suggested discussing the information on the Stroke and Heart and Worksite Wellness programs found on pages 23–28 of the Nevada FY 2015 Preventive Health and Health Services Block Grant Work Plan (Exhibit 5). Mr. McCoy affirmed the Chief Deputy General could also offer insight into the subject.

## 13. Public Comment

There was no public comment.

#### 14. Adjournment

MR. McCoy entertained a motion to adjourn the meeting. A motion to adjourn was made by Mr. Muehleisen and seconded by Mr. Pacheco. The motion passed unanimously without public comment.

The meeting adjourned at 4:01 pm.