

The Cleveland County Public Health Board met on Tuesday, April 13th, 2021 at 6:00 p.m.

Board members present Sara Karner, Ronnie Whetstine, Marty Hamrick, Patti Alexander (remote), Randy Sweeting, Kale Meade (remote)

Health Department staff present: Tiffany Hansen, DeShay Oliver, Alisa Leonard, Leslie McSwain, Anne Short, Nathan McNeilly

Tim Moore and Martha Thompson, County Attorneys were present (remote).

**CALL TO ORDER/WELCOME:**

Vice Chair Sara Karner called the meeting to order at 6:01pm and welcomed everyone.

Ronnie Whetstine gave the invocation.

**CITIZEN RECOGNITION:**

No citizens requested to appear before the Board.

**APPROVAL OF AGENDA FOR APRIL 13, 2021 PUBLIC HEALTH BOARD MEETING:**

Vice Chair Karner presented the proposed agenda for the April 13, 2021 Public Health Board meeting for consideration of adoption.

**Motion: A motion was made by Randy Sweeting with a second by Ronnie Whetstine to adopt the agenda for the April 13, 2021 Public Health Board meeting as presented. The motion carried unanimously.**

**APPROVAL OF MARCH 9, 2021 PUBLIC HEALTH BOARD MEETING MINUTES:**

Vice Chair Karner presented the March 9, 2021 Public Health Board meeting minutes for consideration of approval.

**Motion: Patti Alexander moved that the minutes of the March 9, 2021 Public Health Board meeting be approved as presented. Randy Sweeting seconded, and the motion carried unanimously.**

**COVID-19 UPDATE:**

Ms. Oliver provided a COVID-19 update to the Public Health Board. As of April 12, 2021, we have had a total of 11,017 confirmed cases of COVID-19 in Cleveland County. We have had a total of 167 cases within the last 14 days. In the last 7 days, we have had a total of 73 cases. We have 8 residents currently hospitalized and 222 deaths as of today.

Of our total confirmed cases, 15.9% were Black or African American, 61.3% were White, 10.4% other and 1.9% American Indians. The deaths broken down by race are as follows; 22.1% Black or African American, 69.8% were White.

Ms. Oliver also shared the percentage of positive tests as compared to the total tests in the County. As of today, the test positivity rate for Cleveland County is 3.4% and NC is 6.9%.

Ms. Oliver shared updates from a Local Health Department (LHD) call with NC DHHS that indicated we are experiencing an increase in COVID cases in the US, especially in the Midwest. We are not seeing that level of increase on the East Coast with the exception of Florida. North Carolina is now beginning to experience some increase in our trend/trajectories, but not as sharply as what they are seeing in other states. The increases we are seeing here in North Carolina are predominately among our younger age populations. We are also experiencing an increase in variants of interest, with about 30% of all cases in NC being a variant of the virus. The most common is the B117 UK variant which is now the most predominate Coronavirus in the United States.

#### **COVID-19 VACCINATION PLAN UPDATE:**

Ms. Tiffany Hansen gave an update on the COVID-19 Vaccination via a PowerPoint that was shared on screen to all Board members.

Ms. Hansen stated that the first slide displays vaccination data from the NC DHHS Vaccine Dashboard. The first image is partially vaccinated people who have received one dose of a two-dose series. We have 26,822 (27.4%) of the county who have been at least partially vaccinated. The second image is those individuals who have been fully vaccinated. They have had two doses of a two-dose series or a single dose of a one dose series. There have been 20,633 (21.1%) residents who have been fully vaccinated.

The second slide shows people fully vaccinated by race in Cleveland County. You will see that 76.5% of the White population and 19.0 % of our suppressed population have been vaccinated. The suppressed data represents our African Americans or Black population. This data began as suppressed when there were less than 500 individuals to protect individual's privacy, and has remained suppressed on the dashboard since it started that way.

The third slide shows people fully vaccinated by age in Cleveland County. Ms. Hansen stated that she wanted to draw attention to the fact that the large majority of individuals who have been vaccinated in Cleveland County are 65 and older. We have been seeing a rise in COVID cases with our younger population mainly in part because they not yet chosen to be vaccinated.

The fourth slide is the vaccination framework. As many of you are aware, anyone 16 years and older can be vaccinated.

The next slide (5) shows where we have shifted much of our work to community education. We have been working on multiple campaigns to encourage people to get vaccinated and to

encourage friends and family to get vaccinated. Examples include the #GotMyShotClevelandCounty campaign that will be featured on billboards, banners, ink pens, social media, yard signs, websites, etc.

Ms. Hansen shared that we have established a website through Sign-up Genius where people go to volunteer to assist with our COVID vaccine clinics. The link was shared with Board members and they were invited to sign-up to volunteer if interested.

Lastly, in slide (7) Ms. Hansen shared new images created by our Health Education Team to promote our COVID Helpline and COVID Vaccine Appointment Line.

### **2020 COUNTY HEALTH RANKINGS:**

Anne Short stated that we have been doing the County Health Rankings since 2010. The Health Outcomes are composed of the length of life 50% and the quality of life 50%. Health Factors are composed of health behaviors 30%, clinical care 20%, social and economic factors 40% and physical environment 10%. The website for the County Health Rankings was provided if anyone would like to dive deeper into the information. Ms. Short provided an explanation for some of the health factors - in the length of life, the premature deaths are lives lost due to preventable disease before the age of 75. We continue to have consistently high numbers in this category. The number of people who have reported poor or fair health rose from 18% to 23% and the number of people who had reported poor mental health days rose slightly. In our Health Behaviors, Adults Smoking went from 18% to 24%. Data collection cutoff date was December 2019. Adult obesity went down 1% and excessive drinking went up 1%. Unfortunately, there is a jump in the Sexually Transmitted Infections, which only measures for Chlamydia. The State of North Carolina also saw an increase in STI numbers. Our teen birth rate went down a little. Many of the clinical care measures are obtained through Medicare, which is our 65 and older population. The flu vaccinations in this age group did see an increase. Our percent uninsured went up from 12% to 13%. On the Social and Economic Factors, they previously included High School Graduation and now they are measuring High School Completion to include Adult High School and GED's. Children in single parent households decreased from 45% to 37%. Under Physical Environment we did not have any drinking water violations. Driving alone and having a longer commute are two factors we do not score well in Cleveland County. Ms. Short shared that we are working on Tobacco Usage and would like to work more on STIs this year. Sara Karner asked about mental health with kids. Ms. Short advised that our best avenue for mental health for kids will lie with the school system and use of School Counselors and some of the Mental Health Projects. We have concern that mental health issues will lead to other detrimental behaviors such as increased substance use.

### **CCHD 2021-2023 STRATEGIC PLAN**

DeShay Oliver advised everyone that they were emailed a copy of the 2021-2023 Strategic Plan. Mrs. Oliver stated that the CHA and the Strategic Plan go hand in hand. Mrs. Oliver provided an overview of the process for developing the strategic plan. We met with our management team who had the opportunity to meet with their own individual teams to talk through a SWOT

analysis as well as internal and external factors that impact public health. From this discussion, a list of priorities were developed and each Management Team member had the opportunity to vote on their top priorities. Our leadership team utilized the top priority areas to develop overarching goals that connect to each priority. We tasked each of our program areas to develop 1-3 strategies they will be responsible for implementing that will help us accomplish our goals. Our first goal is linked to the objectives in our Community Scorecards for Cleveland County. We will monitor progress toward addressing health priorities identified in the 2019 Community Health Assessment through objectives and strategies outlined in the Community Health Improvement Plans for tobacco and teen births in Cleveland County. The second goal is to expand community partnerships to increase access to care and services. The third goal is to develop innovative methods to promote health department initiatives. The last one is to increase engagement and unity among entire Health Department team. We are trying to empower our teammates to work with other teammates internally to accomplish our overall mission. Our management team meets monthly and will review progress toward each of strategies during these meetings to help ensure we are staying on track and to hold each other accountable. We will update our Strategic Plan as we accomplish strategies and report back to the board on an annual basis.

### **CHILD FATALITY PREVENTION TASKFORCE REPORT**

Ms. Hansen stated that this is our annual report and copies were emailed out to everyone prior to the meeting. This team meets monthly to discuss different preventative actions that public health and community partners can take to help prevent future child fatality cases. From your annual report, the taskforce has recommended we continue to really focus on safe sleeping and car seat safety as two priority initiatives. Ms. Hansen stated that she and Katie Swanson, DSS Director, have been working together to engage this team in new ways in an effort to generate more new initiatives in these areas.

### **CCHD 2021-2022 FISCAL YEAR BUDGET PROPOSAL**

Ms. Hansen presented an overview of the 2021-22 FY Budget Request. A COLA (cost of living adjustment) was not included in the budget – forecasting based on first half of next fiscal year. However, the county's Market Study and Compression Relief Increases were included. There is only one capital expense in the budget and this is for the purchase of a new truck for Environmental Health. While not yet included in the budget request, there will possibly be an additional capital request for our dental program for a dental software upgrade and server replacement. Ms. Hansen reviewed the projected revenue of next year's proposed budget in comparison to this year. Federal/State Grants are going from 2.1 million this year to 1.8 million next year. Medicaid is at 2.7 this compared to 3.3 million next year. Medicare is at 2.1 million this year to 2.6 million next year. County Funds are 3.4 million this year to 2.4 million next year. The Total Projected Revenue is 10.4 million this year with a slight increase to 10.5 million next year. The Projected Revenue Percentages show where we receive our funding as follows: 23.15% from County Funding, 17.31% Federal/State Grants, 34.50% from Medicaid Monies, and 25.05% from Medicare/Other Miscellaneous Revenue.

**BUDGET AMENDMENTS:**

Leslie McSwain presented one budget amendment.

**ITEM NUMBER ONE**

Hospice Foundation Grant was received for \$55,000. The funding will be used toward COVID vaccine campaign, purchase of a utility vehicle, meals for staff and volunteers at vaccine clinics and technological equipment to support education to reach the community. We are asking to place this in our Health Department Grants fund.

**A motion to recommend the budget amendment to the Board of Commissioners was made by Ronnie Whetstine with a second by Randy Sweeting. The motion carried unanimously.**

**MISCELLANEOUS BUSINESS:**

No miscellaneous business

**ADJOURN: 6:58pm**

There being no further business, Vice Chair Karner called for a motion to adjourn.

**Motion: Ronnie Whetstine moved, with a second by Randy Sweeting that the Cleveland County Public Health Board meeting be adjourned. The motion carried unanimously.**

RESPECTFULLY SUBMITTED,

Tiffany Hansen, Secretary  
Cleveland County Public Health Board  
/jl