Meeting Called to Order.
Vice President Bermudez called the meeting to order at 5:30 p.m.

ITEM 1. Public Comments (on unscheduled agenda items).
None.

ITEM 2. Consent Agenda.
A. Approval of April 9, 2018, Board of Health Meeting Minutes.
B. Approval of January-February 2018 Financial Reports.
   Board Member McMillan made a motion, which was seconded by Board Member DeSantiago, to approve the consent agenda, as presented. With all board members present voting in favor of the motion, Vice President Bermudez declared the motion approved. Absent: President Thomas.

ITEM 3. Update on Healthy Eating and Active Living (HEAL).
Built Environment and HEAL Program Coordinator Rachel Arndt introduced this item and said staff has been working since 2012 to advance healthy eating and active living (HEAL) work in Boulder County and the surrounding region. Also in attendance were WIC Manager Melinda Morris, Child Health Promotion Program Coordinator Sarah Scully, Child Health Promotion Dietitian Tori Lee, Healthy Food Access Coordinator Jill Strange, Healthy Beverage and Food Advisor Tessa Hale, Dietician Victoria Lee, CDC Public Health Associate Amelia Hulbert, Epidemiologist Jamie Feld, and Business Operations Manager Tammy Golden.

Highlights of the HEAL presentation included:
- **Child Care Professionals:** Working with child care professionals to increase children’s health through physical activity and good nutrition practices by promoting healthy lifestyles and adoption of HEAL policies, practices, and environments in child care centers. There are now 56 child care programs recognized by HEAL, and the team is working to influence policy statewide.
- **Farm-to-Early Care & Education:** Piloting a “farm-to-early care and education” program in 2015 to increase fruit and vegetable access and consumption for children; there are now 35 child care centers participating in this program that helps local child care centers and preschools establish gardens at the centers and children’s learning activities (e.g. cooking and nutrition, taste tests, and farm field trips). The sugar-sweetened beverage tax in the City of Boulder has increased this program’s presence in Boulder.
• **Breastfeeding Families:** Creating a comprehensive network of supportive environments for breastfeeding (BF) families. BCPH has received funding for three years from the Colorado Department of Public Health and Environment (CDPHE) to encourage and support BF environments for area employers, area child care, medical providers, and continuity of care. There are now 35 BF-friendly worksites and 32 BF-friendly public spaces in Boulder County, and over 95% of licensed infant providers are BF. Staff has provided BF-friendly trainings, a resource guide, and initiated a robust (70+) breastfeeding coalition. Staff is also creating a medical provider toolkit that will help to make medical offices more BF-friendly.

• **WIC:** Working with the Boulder County Farmers Market so WIC clients increase consumption of fresh vegetables while helping to support local farmers. Using their eWIC cards (i.e. electronic cards that replaced paper vouchers), WIC clients can receive $20 in “farmers market bucks” twice weekly through the Double Up Food Bucks Program (DUFB), which are accepted by all farmers market vendors. The Double Up Food Bucks Program has been very successful since its inception in 2014. It has increased SNAP (Supplemental Nutrition Assistance Program) sales by 310% with 33% of statewide sales occurring in Boulder County, and 85% of participants say they wouldn’t visit the farmers market without the program; 92% say they purchase at least half of their fresh fruits/vegetables at the market because the farmers market makes doing so easier.

• **Future Projects:** Working to expand the DUFB Program so it’s accessible all year through the use of funding from the sugar-sweetened beverage (SSB) tax; that should begin later this year. Staff is also working with Whole Foods to support DUFB and did research on the Vouchers 4 Veggies EatSF program (program in San Francisco helping low-income people who don’t qualify for SNAP to increase fresh produce consumption).

• **Drink Water Campaign and Healthy Vending:** Encouraging people to drink more water. Boulder County adopted a healthy meeting policy prohibiting the purchase of sugary drinks for county meetings, and the Board of Health set national precedence by adopting a resolution prohibiting acceptance of sugar-sweetened beverage industry funding or in-kind donations; this has served as a model for other boards of health. Boulder County adopted a healthier vending policy to ensure availability of 70% healthier choices in Boulder County vending machines. Staff also worked with local school districts, hospitals, and other community agencies to increase availability of healthy food choices at those establishments.

• **Healthy Kids Meals:** Working to replicate the Healthy Children’s Meals policy that was approved in Lafayette last year in Longmont. The policy requires availability of healthy drinks in all restaurant kids’ meals.

• **Boulder’s Sugar-Sweetened Beverage (SSB) Tax:** Working to determine the effect of the City of Boulder’s SSB tax that passed in 2016 and became effective on July 1, 2017. Boulder was the second city nationally to adopt this type of tax; now there are six cities. Staff conducted studies in Boulder and Fort Collins to see how local businesses were implementing and displaying SSB tax prices on shelves and receipts; they also surveyed people to find out if they’ve made behavioral changes because of more expensive sugar-sweetened beverages. They discovered that most businesses represented the tax correctly on receipts; however, there were many differences in how prices were reflected on shelf displays. They said one Lafayette business posted a sign portraying itself as a “tax-free zone.” Overall, staff said it was too early to know if the new tax was affecting consumption rates.

Board Member McMillan said it will be interesting to see if, over time, large employers were experiencing savings on health insurance premiums due to implementation of HEAL policies.

The Board thanked staff for the update.

**ITEM 4. Update on Opioids.**

Epidemiologist Jamie Feld, who serves as interim program coordinator for the Substance Abuse and Intervention Program (SAIP), coordinator for the Boulder County Opioid Advisory Group (OAG), and chairperson for the Colorado Association of Local Public Health Officials (CALPHO) Opioid Committee, presented this item.

Ms. Feld said the OAG began meeting in August 2016 after receiving approval from the Community Justice Management Board (CJMB). The OAG has a high level of commitment and engagement from a wide variety of sectors, including criminal justice, community members, treatment partners, medical providers, prevention organizations, nonprofits, and affected individuals and families. More than 130 people are on the OAG distribution list, with 40-60 people typically attending OAG meetings.
The OAG model is based on a collective impact framework with public health striving for shared community leadership to address opioid addiction. In less than two years, this community-based approach has had much success, including:

- More than 196 lives saved with naloxone.
- 27% increase in opioid treatment admissions.
- 36% decrease in prescribing of opioids at the largest local hospital emergency department.
- Selection as 2018 National Association of Counties (NACo) Achievement Award-winning project.

Recent OAG activities include:

- Ms. Feld and BCPH Medical Officer Chris Urbina, M.D., met with all of the chief medical officers from the local hospitals, and increased funding is now available from the Colorado Department of Public Health and Environment (CDPHE) to conduct provider education. Staff is working with a variety of treatment and recovery partners.
- Presenting to more than 35 community organizations, including faith entities, nonprofits, Rotary Club, medical societies, businesses, school districts, treatment providers, and county and state groups.
- Advocating for six opioid bills in the state legislature and providing leadership in drafting one of the bills. Five of the bills passed, which pertained to opioid misuse prevention (HB 18-1003), substance use disorder (SUD) treatment (HB 18-1136), SUD payment and coverage (HB 18-1007), expanding access to behavioral providers (SB 18-24), and clinical practice for opioid prescribing (SB 18-22).
- Training and equipping all 8 law enforcement agencies with 375 naloxone kits; facilitating a subsequent donation from the Attorney General’s Office for 229 more kits is in process. The Surgeon General recommends that more people carry naloxone to prevent overdose. Officers in Boulder County have been doing that since 2013 and were the first in the state to do so; 19 lives have been saved so far in Boulder County by lay individuals and police officers (see BoulderCountyNarcan.org for more information).
- Leading statewide efforts and partnering with the Colorado Department of Public Health and Environment (CDPHE) and Colorado Consortium for Rx Drug Abuse Prevention; this includes co-chairing the Colorado Association of Local Public Health Officials (CALPHO) Opioid Subcommittee.
- Supporting Longmont Public Safety with application and receipt of funding for Co-Responder and Law Enforcement Assisted Diversion (LEAD) grants to help reduce criminalization due to substance use or mental health conditions. BCPH provided guidance and consultation throughout the development of this work. The City of Longmont’s Angel Initiative is a leading statewide innovation that diverts people from jail into treatment instead. Ms. Feld said 83 people have been linked to treatment, and the program has resulted in a 73% reduction in police contact. There are more jail-based efforts in place to help address opioid misuse (e.g. jail hired someone to provide medication-assisted treatment).
- Engaging businesses to also address the opioid issue.
- Tracking non-fatal and overdoses.
- National Drug Take Back Day on April 28; safe disposal has been expanded to 12 locations.
- Planning of a health summit this summer to highlight best practices of providers in Boulder County.
- Continually responding to media and incorporating people to highlight the opioid message (e.g. Colorado Anti-Stigma Campaign highlighting an OAG member saying, “It’s time to reach out.”).
- Per the Centers for Disease Control and Prevention (CDC), nearly 3,000 people are affected for every opioid death.

Ms. Feld supervises the Substance Abuse Intervention Prevention (SAIP) Program, which provides substance abuse screening services for young adults in the justice system and provides incentive for youth to participate.

Ms. Feld said Boulder County is leading the charge in opioid services and thanked the Board for its support.

**ITEM 5. Approval of 2018-2022 BCPH Strategic Plan.**

Director of Health Divisions Heath Harmon presented the 2018-2022 Strategic Plan, an important tool that provides details on actions the agency will take during the next five years towards achieving the vision of “a socially just and inclusive community where physical and mental health, social well-being, and the environment are valued,
supported, and accessible to all.” To accomplish that, the agency’s mission statement has been revised to read, “Address social, economic, and environmental conditions to ensure that all people in Boulder County have the opportunity for a healthy life.”

Mr. Harmon said the strategic plan was drafted following significant input and review from all BCPH staff, and the agency’s values were revised to be more action-oriented, not just words. They include: fostering trust; demonstrating respect and compassion; collaborating and building strong teams; being flexible, creative, and innovative; pursuing and supporting personal and professional development; recognizing leadership in everyone; and promoting inclusion and honoring the life experiences of others.

The guiding principles were designed to outline how work at BCPH would be approached. They describe actions that BCPH will take to conduct public health work to make significant and sustainable improvements to health in Boulder County. The revised strategic plan include three priorities, one of which (i.e. mental health priority) was selected by the Boulder County community through a community health assessment. The other two priorities – achieving health equity; and improving stewardship, sustainability, and transparency – were selected by BCPH’s Management Team (i.e. agency’s division managers and directors).

Goals were outlined for each of the three priorities, as were action items stating how the goals would be accomplished and key measurements to help evaluate if the goals are being accomplished. Some of the measurements are process while others are quantitative.

The strategic plan also aligns with work being done by the County’s Health Equity Coordinating Committee (HECC) and Cultural Responsiveness and Inclusion Advisory Committee (CRIAC).

The Board expressed support of the strategic plan and said they especially appreciated the focus on inclusion and health equity. *Board Member Watson then made a motion, which was seconded by Board Member McMillan, to approve the BCPH 2018-2023 Strategic Plan. With all board members voting in favor of the motion, Vice President Bermudez declared the motion carried. Absent: President Thomas.*

**ITEM 6. Director’s Report.**

No further discussion from the written director’s report.

**ITEM 7. Old and New Business/Announcements.**

A. Discussion on Tabled Consent Agenda Items (if any).

None.

B. Old and New Business.

Environmental Health Division Manager Joe Malinowski requested support from the Board for two letters that BCPH will be sending to Governor Hickenlooper requesting that he veto:

- **House Bill 18-1258, public consumption of marijuana:** This letter expressed concerns about: impaired driving; constitutionality (since voters clearly did not intend for it to include onsite consumption at dispensaries when they approved recreational marijuana consumption); an uneven playing field for businesses; dangers of social norming for youth; and the solution not matching the problem.

- **Senate Bill 18-179, tobacco sales:** This letter expressed concerns about adjustments to total gross purchases for the purpose of calculating the excise tax on tobacco products. This “adjustment” would further reduce funding for tobacco programming, which is already underfunded. Not only would it provide an unnecessary tax break for the industry, it would disavow the directives of Amendment 35, thereby directly impacting public health while subsidizing the cost of distributing a product known to cost state taxpayers over $1.89 billion annually in related health care costs. Colorado already has one of the cheapest excise taxes in the country.

The board members indicated their support of sending these two letters to Governor Hickenlooper on behalf of BCPH and the Board of Health.
Latino Community Wellness/Health Event: Board Member DeSantiago announced AMISTAD will be hosting a free health and wellness event at Foothills Community Park in Boulder on July 14. The event will offer fun activities for the family and will include a health and wellness fair (e.g. blood pressure, weight, etc.).

C. Announcements.
None.

ITEM 6. Adjournment.
There being nothing further to discuss, Vice President Bermudez declared the meeting adjourned at 7:06 p.m.

Olga Bermudez, Vice President

Jeffrey J. Zayach, Public Health Director