



Cortland County Board of Health
 County Office Building
 60 Central Avenue
 Cortland, New York 13045
<http://cchd.cortland-co.org>

~ **Final Approved Minutes** ~

Tuesday, February 15, 2022 4:00 p.m. Cortland County Office Building, Rm 308/WebEx

ROLL CALL

Attendee Name	Present	Absent
Bonni Hodges, PhD - President	x-p	
Susan Williams – Vice President	x-v	
Marisa Clifford, DDS	x-p	
Cindy Johnson, MD	x-v	
Nicole Villapiano, MD	x-p	
Mary Wright, RN	x-p	
Sandra Price - Legislative Member	x-p	

Others in Attendance

Nicole Anjeski, Public Health Director; Lisa Perfetti, Deputy Public Health Director; Dr. Mezu-Patel, Medical Advisor; Mike Ryan, Director Environmental Health; ReBecca Smith, Public Health Programs Manager; Margaret Broderick, Epidemiology Manager; Cheryl Mrozowski, Secretary; Julia Riordan, Intern

PRESENTATION

COVID-19 Vaccination Social Marketing Campaign
 Margaret Broderick, Epidemiology Manager

- Looking to start the campaign at end of the month.
- It a data driven process-How do we use data:
 - Needs assessment
 - Recent trends shows an increase in vaccination starting in August.
 - Percentage of booster shots has increase greatly in recent months.
 - 5-11 year olds least likely to be vaccinated; 18-25 year olds are the next lowest vaccinated group.
 - Geographic disparities, Willet and Truxton has the lowest vaccination rate.
 - Literature review
 - Details are reported in the CDC COVID field guide.
 - Gaps in data
 - Why are people not getting vaccinated?
 - Survey sent to immunization collation between 11/8-11/24.
 - Patients who went to their physician’s office not wanting the vaccination chose to receive the vaccine after consulting with their physician.

- Concerns about safety are the top reason why they are not receiving the vaccination.
- Develop Intervention using Data
 - Target population, rural areas and 18-25 year olds.
 - Most trust traditional news sources but are more likely to get info from social media such as Snapchat and Facebook. Mixed media is most beneficial: local radio and newspaper along with Facebook, and Snapchat ads.
 - Cortland Area Communities that Care will be a resource for the campaign.
 - Increase vaccination as a social norm.
 - Correcting misinformation.
 - Addressing safety concerns.
 - What side effects are normal.
- Implementation of Intervention
 - Paid advertising with videos in Facebook newsfeed, non-skip 6 second videos in Snapchat, newspaper, and radio ads.
- Evaluation
 - SMART objectives by the end of December 2023:
 - increase percent of 18-25 year olds that are fully vaccinated.
 - increase percentage of residents that are fully vaccinated from 56.9% to 77.9%.
 - Process measures pilot testing data through CACTC established targets
 - Is it reaching the target? If not, we need to look at what we are doing.
 - Will review quarterly.
 - Fidelity Measures
 - Adjusting focus group.
 - Check quarterly to see if we are reaching target population.

MINUTES

Approve Minutes of December 21, 2021

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Dr. Clifford
SECONDER:	Dr. Villapiano

REPORT February 2022

Health Education

ReBecca Smith reviewed highlights of the reports:

- The Tobacco Program is working with the Wellness Committee and Legislature on a Tobacco and Cannabis Use policy for the County.
- Advancing Tobacco Free Communities are tasked with increasing policy-maker awareness of tobacco control programs, highlight the burden of tobacco in our communities, and demonstrate tobacco control's successes.
- Youth Bureau Board is full with two new members being added at the end of the month.
 - Strategic planning has begun as we make changes to the County Youth Bureau allocation process, program partnerships and programming available to our residents.

Approve January and February 2022 Health Education Reports

RESULT: APPROVED [UNANIMOUS] MOVER: Ms. Wright SECONDER: Dr. Villapiano
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Environmental Health

Mike Ryan reviewed highlights of the reports:

- With the disengagement of contact tracing we are able to focus on environmental programs.
- Staff participated in EPA trainings.
- Accept penalties from December and January.
 - Monthly operations reports are a requirement from the state.

Approve January and February 2022 Environmental Health reports, December 2021 and January 2022 penalties

RESULT: APPROVED [UNANIMOUS] MOVER: Ms. Wright SECONDER: Dr. Villapiano
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Nursing

Lisa Perfetti reviewed highlights of the reports:

- COVID-19 clinics held in conjunction with NYSDOH.
- Nursing is working with our Epidemiology Manager on the vaccination campaign.
- Added columns to the report to improve reporting and showing trends.
- With decrease in COVID activities we will be focusing on CSN and Lead.

Approve January and February 2022 Nursing reports.

RESULT: APPROVED [UNANIMOUS] MOVER: Ms. Prince SECONDER: Ms. Wright
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Children with Special Needs Program

Lisa Perfetti reviewed highlights of the reports:

- Preparations have begun for the Supervising Early Intervention Service Coordinator's retirement at the end of the year.
- Helpful to have clinical eye on children as more and more medically complicated cases are referred to EI.
- PreK has a waitlist we are working with community providers to take on cases.
- Homer Schools has started their own PreK program.
- We are returning the responsibility of assigning therapists to PreK students back to schools starting in fall. Clinical Team Supervisor is assisting with the transition of duties.

Approve **January and February 2022** Children with Special Needs reports.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Dr. Clifford
SECONDER:	Ms. Williams

Administration

Nicole Anjeski reviewed highlights of the reports:

- Contact tracing is being conducted via the state as cases are decreasing.
- There will be a community presentation tonight regarding the dashboard via zoom with a question segment.
- The mask mandate was lifted for businesses except medical facilities.
- The Governor is reevaluating the mask mandate for schools and will have an announcement about a week after winter break.
- Zika Action Plan has had formatting and wording changes, no policy changes.
- Jennifer Hillman, Health Educator, and Margaret Broderick, Epidemiology Manager were selected to be on a vaccination confidence panel for the State.
- Next month a discussion regarding the Board of Health Reports will be on the agenda. What information should they report on: processes, trending data?

Approve **January and February 2022** Administration Reports and **Approval of Zika Plan**

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Ms. Wright
SECONDER:	Dr. Clifford

Causes of Death

Dr. Mezu-Patel reviewed the Causes of Death reports:

- Cardiovascular Disease was the top cause of death this month.
- 408 total deaths for 2021 age average is 73 for males and 79 for females.
- The largest contributing factors were smoking, hypertension, and diabetes.
- 14 overdose deaths reported to the Health Department. Some are lagging behind.
- Numbers are average.

Approve **January and February 2022** Causes of Death Reports.

RESULT:	APPROVED [UNANIMOUS]
MOVER:	Dr. Clifford
SECONDER:	Dr. Villapiano

OLD BUSINESS

NEW BUSINESS

ADJOURNMENT

The meeting was adjourned at 4:58 p.m. by President Bonni C. Hodges, PhD.

The next regular meeting of the Board of Health is scheduled to be held Tuesday, March 15, 2022 at 4:00 p.m.

Cortland County Board of Health Final Approved Minutes February 15, 2022. Respectfully, submitted by Cheryl Mrozowski, Secretary Board of Health.

Approved: 3/15/2022

Mailed: 3/17/2022