



**MINUTES FOR THE MEETING OF THE BOARD OF DIRECTORS
Thursday, May 10, 2012**

The monthly meeting of the Board of Directors ("Board") of the Boston Public Health Commission ("Commission") was held on Thursday, May 10, 2012 in the Hayes Conference Room at the Commission's offices at 1010 Massachusetts Avenue, 2nd floor, Boston, MA 02118.

Board Members Present:

Paula Johnson, MD, MPH, Chair
Ruth Ellen Fitch, JD
Joseph Betancourt, MD, MPH
Harold Cox
Celia Wcislo

Board Members Absent:

Jack Cradock
Kathleen Walsh

Also Present Were:

Barbara Ferrer, Huy Nguyen, John Townsend, Nakisha Skinner, Megan McClaire, Pam Jones, Chuck Gagnon, Jim Hooley, Lisa Conley, Nick Martin, PJ McCann, Jim Greene, Gerry Thomas, Christy Moulin, Nalani Brown, Margaret Reid, Kyle Washburn, Nikysha Harding, Deborah Allen, Gita Rao, Bill McLaughlin

Visitors:

Andrea Oliveira, Gail Williams, Boston Medical Center; James Doohar, University of Massachusetts; Mira Kelsey, Noemia Monteiro-DoCanto, Bowdoin Street Health Center

Proceedings:

Chairwoman's Comments

Paula Johnson, MD, MPH

- The meeting was called to order at 4:08 P.M. The minutes of the board meeting held March 29, 2012 were approved.

Executive Director's Report

Barbara Ferrer, PhD, MPH, MEd

- Dr. Ferrer provided an update on the Northampton Square (“NHS”) Redevelopment Project. Dr. Ferrer stressed that rumors of the elimination of the South End Fitness Center (“SEFC”) pool are inaccurate, and added that so far no design plans have been approved for the project. Jim Hooley, EMS Chief, asked what community is being consulted on this project. Dr. Ferrer stated that the Boston Redevelopment Authority has defined the community. Board Members Cox and Wcislo stated that students and staff members who attended the meetings are concerned that the rates at the new fitness center would be raised so as to effectively exclude non-residents and low-income individuals. Dr. Ferrer stated that this would not be the case, and that a letter will be sent to SEFC members to update them on the project. Dr. Ferrer also stated that a monthly written update will be provided to the board members as well. Board Member Wcislo asked that the board members also receive a copy of the letter being sent to SEFC members.
- Board Member Fitch suggested the Commission look at how the media and advertisements are structured and run in order to clarify that this is a time for community input on this project.
- Board Member Cox asked if the Dean of the Boston University Medical School had been updated on the proposed changes to the SEFC. Dr. Ferrer stated that she has been and will continue to be in touch with the Dean.
- Nakisha Skinner, General Counsel, announced that state funding was not received for the NHS Redevelopment Project, this round. Board Member Cox asked why the project did not receive funding. Atty. Skinner stated that it is likely a matter of competing with a large number of priority projects.
- Dr. Ferrer introduced Nick Martin, the new Director of the Communications Department, noting that Mr. Martin has most recently worked for Mayor Menino’s Chief of Staff, Mitchell Weiss.
- Dr. Ferrer referenced the newsletter entitled “Healthy Hospitals, Healthy Communities” in the board packets. Dr. Ferrer indicated that this publication will be mailed out on a quarterly basis to the CEOs and Directors of Boston’s hospitals and community health centers, and will discuss initiatives the Commission is pursuing in collaboration with various healthcare institutions around the city.
- Lisa Conley, Director of Intergovernmental Relations, updated the board on the payment reform legislation involving public health and primary care. The Senate’s version of the legislation contains a prevention trust in the amount of \$20 million each year for the next five years. Dr. Ferrer stated that the Commission may request board support on this.

Boston Moves for Health

Lisa Conley, Director, Intergovernmental Relations & Public Health Advocacy

PJ McCann, Policy Analyst, Intergovernmental Relations

Nick Martin, Director, Communications

- Bill McLaughlin, SEFC Director, began the presentation with a movement activity.
- Lisa Conley recalled Mayor Menino’s 2012 State of the City Address and his announcement of a city-wide goal for Boston residents to lose a combined 1 million pounds and move a combined 10 million miles over the course of the year. This city-wide effort, known as Boston Moves for Health (“Boston Moves”), includes goals to promote healthy lifestyles for adults and children, and within workplaces and health care institutions. A new website, www.bostonmovesforhealth.org allows residents to track their weight loss and activity levels and offers resources such as work-out instructional videos and

dietary tips. Other resources include information on workshops and afterschool programs, and healthy living toolkits.

- Board Member Betancourt noted certain difficulties when working to promote healthy lifestyles, including nutrition illiteracy and the potential for disappointment and quitting if no results are seen. Dr. Betancourt also noted the successful efforts of the Massachusetts General Hospital assigning green, yellow, and red labels to foods in the cafeteria based on how often those foods should be consumed. Dr. Ferrer stated that the Commission is looking into branding some products in stores as Boston Moves-approved products and including recipe cards for healthy cooking ideas.
- Chairwoman Johnson noted that attention should be paid to the correlation between obesity and certain health problems, such as sleep disorders and depression.
- Mr. Martin played the Boston Moves PSA for the board members and discussed launch day at Blue Cross Blue Shield. Boston Moves is supported by the Boston Red Sox, among other organizations. Currently there are plans to create a Red Sox workout plan and a Boston Moves day at Fenway Park in June or July of 2012. Mr. Martin stressed that Boston Moves is not only about weight loss, but is also about healthy lifestyles. Board Member Wcislo asked if there were efforts to reach out to individuals to keep them engaged. Mr. Martin responded that there are, and included examples such as the presence of a social network on the Boston Moves website.
- PJ McCann provided a quick overview of the Boston Moves website, including the community resource page and the calendar. Board Member Wcislo asked if membership for Boston Moves is available to non-Boston residents. Mr. McCann responded that all are welcome to join. Board Member Betancourt asked if the website provides advice on how to lose more or less weight using different training methods. Mr. McCann responded that the website asks what each individual is interested in and what their goals are, and offers training and literature suggestions based on that. Board Member Fitch asked if this kind of initiative is happening elsewhere. Ms. Conley responded that it has been done all over the country.
- Board Member Fitch asked about the proposed timeline for this initiative. Dr. Ferrer stated that Mayor Menino would like a report by the 2013 State of the City Address, however the initiative will most likely continue through the end of summer 2013. Board Member Wcislo suggested that pedometers be utilized, and that the Commission form a relationship with vendors to purchase these inexpensively and in bulk. Board Member Betancourt noted that technology such as the “treadmill desk”, found at Boston’s Blue Cross Blue Shield office, is expensive at the moment, but the price will go down in time, making these affordable for more offices.

Tobacco Regulation Amendments: Education and Implementation

Nikysha Harding, Director, Boston Tobacco Prevention and Control Program

- Ms. Harding provided an update on the implementation of the amended tobacco regulations.
- The amendments prohibit the sale of inexpensive single cigars. A lot of retailers have stopped offering single cigars and the city has seen widespread compliance with the new regulations, with only three citations of improperly priced products. Some retailers have increased the price of single cigars to avoid having to sell them in larger packages.
- The amendments also prohibit the sale of nicotine delivery devices to youth and the use of electronic cigarettes in the workplace. The Tobacco Control program has issued only one citation for sale of a nicotine delivery product to a minor and two citations for “self-service” displays of nicotine delivery products under the amended regulation.

- Board Member Wcislo asked how employers know about the amended regulations. Ms. Harding responded that employees have been contacting the office. In addition, “No Smoking” signs have been updated to apply to electronic cigarettes.
- Board Member Fitch asked if there have been complaints from stores as to the financial impact of the amendments. Ms. Harding responded that they have not been receiving many complaints of this nature.

Update: Building a Family Centered System of Care

Deborah Allen, Director, Child, Adolescent, and Family Health Bureau

Gita Rao, Director, MYCHILD

Christy Moulin, Director, Project LAUNCH

Mira Kelsey, Clinician, MYCHILD

Noemia Monteiro-DoCanto, Family Partner, MYCHILD

Andrea Oliveira, Clinician, Project LAUNCH

Gail Williams, Family Partner, Project LAUNCH

- The Linking Actions for Unmet Needs in Children’s Health (“Project LAUNCH”) and Massachusetts Young Children’s Interventions for Learning and Development (“MYCHILD”) programs are both funded by grants that were awarded to the Commission by the Substance Abuse Mental Health Service Administration (“SAMHSA”) in 2009. Both initiatives work with children who have a high risk of developing serious emotional disorders. Project LAUNCH handles promotion and prevention for children from birth to age eight, and MYCHILD handles intervention for children from birth to age five. Chairwoman Johnson asked if there is a survey administered to the parents of these children, in an effort to learn more about the mental and emotional health of the parents. Ms. Allen confirmed that there is.
- Board Member Fitch asked whether SAMHSA is responsible for selecting the parameters of risk for the children. Ms. Allen responded that they do and added that the Commission is responsible for identifying the age parameters.
- Speakers from two sites, Bowdoin Street Health Center and the Boston Medical Center Department of Pediatrics, discussed the work of family partners and clinicians and outlined action steps for improving. These action steps included identifying which families are prepared to engage with the program and which are unprepared, providing referral guidelines for primary care physicians, and administering a satisfaction survey to families.
- Board Member Fitch asked about SAMHSA’s evaluation of the initiatives, and whether the evaluations and structures of the initiatives are helpful. Ms. Allen responded that SAMSHA’s approach tends to be very process oriented. Rita Gao added that SAMHSA descriptions and tools are not very well suited to young children. These are issues the Commission and SAMHSA are working on together. Ms. Allen also stated that they are working to obtain Medicaid data in order to compare childhood mental health data in Boston with data throughout the state.
- Board Member Fitch stated that it sounds as if these initiatives take place only in medical clinics as opposed to in a head start program. Ms. Allen confirmed that this is the case and added that they are doing outreach to head start settings.
- Board Member Wcislo noted that with the healthcare payment reform bill, if the Commission can prove the importance and success of these initiatives, it will allow for accountable care organizations to

more easily financially contribute. Ms. Allen agreed and stated that they are trying to be present during those discussions with the Massachusetts Department of Public Health.

Adjournment

There being no further business to come before the Board, the meeting was adjourned at 6:01 P.M.

Submitted By:

Jamie L. Martin, Secretary