

Pima County Board of Health  
Community Health Advocacy Committee Meeting  
Minutes  
September 28, 2011  
Room 1106, Abrams Building  
3950 S. Country Club Road  
Tucson, Arizona 85714

1. CALL TO ORDER:

Dr. Horwitz called the meeting to order at 2:02 p.m.

Mr. Schlueter called the roll as follows:

Dr. Brumm  
Dr. Fulginiti  
Ms. Gonzales  
Dr. Horwitz  
Ms. Trowbridge - absent

A quorum was established.

2. MINUTES ADOPTION – BOARD OF HEALTH

Adopt Board of Health Community Health Advocacy Committee August 24, 2011 Minutes.

The motion was made and seconded (Fulginiti/Gonzales) that the August 24, 2011 Community Health Advocacy Committee Minutes be adopted with one spelling correction. The motion carried.

3. DEFINE COMMUNITY HEALTH ADVOCACY COMMITTEE PURPOSE

The Committee generally agreed that their purpose was sufficiently stated in the August 24, 2011 Minutes. Additionally it was restated that the Committee wants to learn from the County's methods, but advocate for its own initiatives.

4. POSSIBLE HEALTH ADVOCACY INITIATIVES

It was pointed out that a recent disease surveillance report indicated local gastrointestinal illnesses were significantly tied to foreign travel or the consumption of raw oysters; and Health Department Director Sherry Daniels was asked about what the Department does to educate the public to help prevent these diseases. Ms. Daniels indicated that detailed education on travel health risks is provided at the travel immunization clinic, but the Department provides no general community education on travel health risks. She also said that in special cases, such as the recent raw oyster related illness, the Department puts out a press release. It was discussed that the public is poorly informed and that the Department does not have a budget for a community health education position. Information currently goes out inexpensively through social media, press releases and

earned media coverage, but the media is more interested in current stories, not promoting the Department's health or prevention messages. Adding an educational component to the Department was perceived as beneficial. Ms. Daniels agreed, but pointed out that informing the public is a complex issue that will require more discussion.

Dr. Horwitz asked for members to send him a list of ideas for initiatives which he will compile for distribution to the Committee members prior to the next meeting; and then at the next meeting the Committee will go through the ideas to decide which ones to pursue.

5. COMMUNITY HEALTH ADVOCACY COMMITTEE MEETING SCHEDULE

Dr. Horwitz established that the next Committee meeting will be at 2:00 pm prior to the next regular Board of Health meeting on October 26, 2011.

6. CALL TO AUDIENCE

There were no speakers from the audience.

7. ADJOURNMENT

The meeting adjourned at 2:49 p.m.