



# Public Health Advisory Committee

January 22, 2013, 6:00 – 8:00 pm

Minneapolis City Hall

350 S 4<sup>th</sup> Street, Room 132

## AGENDA

Agenda Item	Presenter	Time	Committee Action
<b>Welcome and Introductions</b>	John Schrom	6:00-6:05	Approve agenda
<b>PHAC Logistics and Updates</b> Approve Minutes  Review draft of 2012 annual report  Co-chair for PHAC	John Schrom   John Schrom / Karen Soderberg	6:05-6:25	Approve Minutes  Review / Discussion -- refer to policy & planning sub-committee to finalize  Review / Discussion: (currently no definitive terms in by-laws) John has served as co-chair since February
<b>Presentation</b> <i>Cancer Prevention Study - 3</i>	<i>Pamela Mason / CPS-3</i> Project Coordinator Midwest Division   American Cancer Society, Inc.	6:25 – 7:10	Informational; discussion / questions from Committee
<b>Department Updates</b>	Gretchen Musicant	7:10 – 7:20	Informational
<b>Information Sharing</b> <i>Update on Mpls Swims - request for assistance from PHAC</i>	<i>Dr. Happy Reynolds</i>	7:20 – 7:30	Discussion/questions; refer action to Community Engagement sub-committee
<b>Sub-Committee meetings</b> <i>Operations, Policy &amp; Planning</i> <i>Community Engagement</i>	Meet in Room 132	7:30 – 8:00	Discussion: develop possible agenda items for future meetings and communication strategy

**Next Meeting Sub-committees:** February 26, 2013, Minneapolis City Hall  
Operations, Policy & Planning sub-committees meet in Room 132  
Community Engagement meet in Room 333

**Next Meeting of full committee:** March 26, 2013, Minneapolis City Hall, Room 132

If there are any problems/changes the night of the meeting, please call 612-919-3855.

**Minneapolis Health Department (MHD)  
Public Health Advisory Committee (PHAC)  
January 22, 2013**

Ward 1	Julie Ring	
Ward 2	Robin Schow	X
Ward 3	Patricia Hillmeyer	
Ward 4	Saeng Kue	X
Ward 5	Tara Jenson	X
Ward 6	Dr. Happy Reynolds-Cook	X
Ward 7	Karen Soderberg	X
Ward 8	Abdullahi Sheikh	X
Ward 9	John Schrom	X
Ward 10	Linda Welter	X
Ward 11	Robert Burdick	X
Ward 12	Autumn Chmielewski	X
Ward 13	Dr. Rebecca Thoman	X
Mayor's Representative	Silvia Perez	X

MPS	Julie Young-Burns	X
HCHS&PH	Linda Brandt	X
U of M SPH	Dr. Alan Lifson	
Member at Large	Daniel Brady	X
Member at Large		
Member at Large		
MHD, Commissioner	Gretchen Musicant	X
MHD, Staff	Margaret Schuster	X
MHD, Admin Support	Kim Stringfellow	X
Guest, American Cancer Society	Pamela Mason	X
Spanish Interpreter, Red Fountain Inc.	Marj Evans de Carpio	X

John Schrom called the meeting to order at 6:03 pm at City Hall.

Item	Discussion	Outcome
<b>Welcome/Introduction</b>		
<b>PHAC Logistics and Updates</b> John Schrom	<p><u>Minutes and Agenda</u> November 27 minutes and January 22 agenda were reviewed.</p> <p><u>Review Draft of 2012 Annual Report</u> A draft of the 2012 Annual Report was provided to all committee members for their review and approval. The report represents any actions taken by the PHAC and a summary of speakers/topics received by the Committee. John Schrom thanked Margaret Schuster &amp; Karen Soderberg for their work on this report.</p> <p><u>Co-Chair for PHAC</u> John Schrom has fulfilled his 2-year term as co-chair for PHAC and offered the position for anyone interested. Co-chair responsibilities include: chairing meetings, presentations to City Council/Home Committee, finalizing agenda, coordinating work of committee, communicating with department staff, etc.</p>	<p>Approved by unanimous consent</p> <p>Referred to Policy &amp; Planning sub-committee for discussion on presenting to PSCR&amp;H Committee</p> <p>Referred to Operations/Communications sub-committee</p>
Info Sharing Happy Reynolds re: Phillips Neighborhood and Minneapolis Swims	Happy brought forward a renewed call for community engagement from the Minneapolis Swims project (re-opening a public pool at the Phillips Community Center), emphasizing this is public pool for all of Minneapolis, not just the Phillips neighborhood; that from a public health perspective learning to swim helps prevent drowning and increases choices for physical activity which can decrease obesity. This pool seeks to be a competitive swimming pool, a teaching pool, and has received a specific request to fill a cultural gap by providing same gender swimming/lesson opportunities for the Somali community. Happy will forward talking points to anyone interested and relay some of our questions related to Minneapolis Swims plan for moving forward.	Discussion among members; what is PHAC's role in this request? What is Minneapolis Swims plan to move forward?

<p>Primary Presentation <i>Cancer Prevention Study – 3</i>  <i>Pamela Mason, Project Coordinator – Midwest Division, American Cancer Society, Inc.</i></p>	<p>This is the 4<sup>th</sup> Study by the Cancer Society—now focusing on environmental factors, lifestyle &amp; genetics as factors that cause or prevent cancer. Much has already been learned in previous studies about the connections between smoking, secondhand smoke, obesity and cancer. Long-term study follows a person for 20-30 years. Enrollment takes 20-30 minutes, must be in-person at pre-determined sites, take a short survey on site, provide waist measurement and give a blood sample, then take home a longer survey that takes about 45-minutes to complete. Eligibility for persons <b>not</b> currently diagnosed with cancer, between ages of 30-65; must provide updates every 2-3 years over the life of the study. The study hopes to register 18,648 people from the Midwest Division; 10,027 have enrolled. Overall goal for CPS III = 300,000 people. Goal must be attained by December 2013, no exceptions.</p> <p>Although the CPS-III is searching to increase the diversity of its survey participants, materials are not readily available in other languages represented in Minneapolis. (See sidebar for reaction from PHAC members) There are materials available in Spanish—but a Somali or Hmong speaker for instance would need to bring their own interpreter to translate materials and the person enrolling would need to have someone who can interpret in the home.</p>	<p>PHAC members questioned why ACS would spend \$\$ to do this type of study if no \$\$ spent on diverse materials and seeking pre-determined sites that already serve a diverse population. Happy Reynolds commented that the community engagement sub-committee could be vital in registering people in the Minneapolis area.</p>
<p><b>Department Updates</b></p>		
<p><u>Gretchen Musicant Department Name Change</u></p> <p><u>Governor's Budget</u></p> <p><u>Youth Violence Prevention Initiative</u></p> <p><u>Safe &amp; Healthy Homes</u></p> <p>Margaret Schuster</p>	<p>It's official—we are no longer the Minneapolis Department of Health and Family Support. The City Council approved a name change to the Minneapolis Health Department (MHD). This will encompass the merger with Environmental and Health/Family Support; its simplicity will better convey what we do.</p> <p>The Governor's budget recommendations include funding for the SHIP program, a Tobacco tax increase of .94 per pack/cigarettes, an increase in Local Government Aid (which will probably go to relieve property taxes)</p> <p>The Department of Justice has created a Nation Forum on Youth Violence Prevention. Minneapolis is one of ten cities chosen to participate which includes work on a Strategic Plan for Youth Violence Prevention and updating the Blueprint. Alyssa Banks, MHD's Youth Violence Prevention Specialist seeks a representative from PHAC to sit on the YVP Advisory Council.</p> <p>There is an opportunity to become certified by the Federal Government in regards to radon, mold, and weatherization to create safer, healthier homes. MHD is looking for a contractor to put everything together; info posted on our website.</p> <p>Before the February sub-committee meeting, the co-chairs and sub-committee leaders will meet to outline roles/activities of sub-committees and guidelines for communication between the sub-committees, full committee, and department. Margaret provided an update in the department newsletter regarding the PHAC re-organization. In March, there will be a department update on tobacco initiatives. This spring we will hear from Dan Huff and get a brief orientation to the Environmental Health Division and Margaret will provide us with information on the Department's accreditation efforts.</p>	<p>Happy Reynolds volunteered to be the PHAC representative to YVP.</p>

Meeting adjourned at 7:15 p.m. to allow PHAC members to split into sub-committees  
Minutes submitted by Margaret Schuster.

**Next Meeting: March 26, 2013, Minneapolis City Hall, Room 132, 6:00-8:00 pm**

## **Cancer Prevention Study – 3**

*Outline of presentation to PHAC – January 22, 2013*

Research Today for a Cancer-Free Tomorrow

Have you heard of any of the Cancer Studies? CPS-I, CPS-II?

How long has the American Cancer Society been doing research?

Why is this research so important?

Because previous findings have been so significant...

Past research & Smoking...1954 – 2011

Why is there a CPS-III?

The goal of CPS-III...

CPS-III will help...

What are the eligibility requirements for participating in CPS-III?

How do I enroll?

In person...

At home...

Long term follow through...

We need your help...

Spread the word about this important research & opportunity!

Target enrollment – 300,000

Midwest's goal? 18, 648 participants

Where are we now?

Questions?



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*Research today for a cancer-free tomorrow.*



Presentation to the  PHAC  
Minneapolis  
City of Lakes

January 22, 2013



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- 1. How many of you have heard about CPS-III??***
  - 2. How about CPS-II? Or even CPS-I?***
  - 3. Can anyone guess how long ACS has been doing research??***

***Research isn't new to ACS...***  
**It's been going on for over 60 years...**

In the...	ACS Conducted	To Examine...
Early – Mid 1950's	Hammond-Horn Study	Smoking and Lung Cancer
Late 1950's – Early 1970's	CPS-I	Smoking, Obesity and Cancer(s)
Early 1980's – Present	CPS-II	Smoking, Obesity w/Some Lifestyle / Environmental Factors and Cancer(s)
<b>...And in 2006 for ~20-30 years...</b>	<b>CPS-III</b>	Smoking, Obesity w/Greater Expansion upon Lifestyle / Environmental Factors and Cancer(s)



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## Why is this research so important??

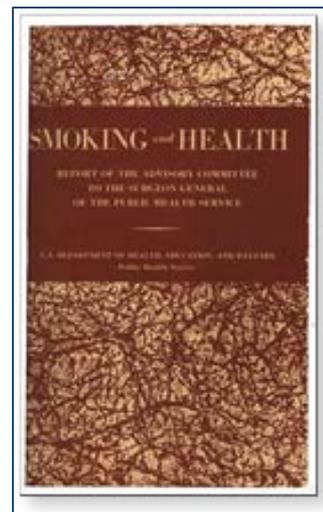
Because previous findings have been so significant.

- ✓ Researchers better understand the causes of cancer...which, in turn has...

...positively impacted programs and services

...enabled updated public health education and guidelines

...resulted in legislative activity



## Illustration: ACS Past Research and Smoking

Discovery / Activity	Year
Hammond Horn shows first link	1954
CPS-I shows smoking responsible for early death	1964
Surgeon general's report released	1964
Public laws passed on advertising	1965 – 69
CPS-II shows secondhand smoke increases mortality	1996
80% of the US population protected from secondhand smoke due to legislation*	2011

*\*How do you measure up? ACS CAN progress report 2011*

## So why CPS-III?

Because not only are lifestyles different, but the US population has changed significantly since CPS-I and II took place.

The Goal of CPS-III is to “better understand factors (e.g., lifestyle, environmental, genetic) that cause or prevent cancer in order to help eliminate cancer as a major health concern for future generations.”

### Why? Because...

...dietary patterns, amount of exercise, use of medications, exposure to environmental factors, etc. are quite different now



### ...CPS-III will help...

- ...identify new, relevant risk factors
- ...better understand risk factors within diverse populations
- ...leverage new technology which will improve the understanding of how cancer develops and how to predict risk

## What are the eligibility requirements?

1. Willing to make a long-term commitment of 20-30 years
2. Between 30 and 65 years old
3. Have never been diagnosed with cancer (*not including basal or squamous cell skin cancers*)

## What does the enrollment process entail?

*There are two parts: 1) An in-person enrollment and 2) Long term follow-up.*

### I) In person – ~20-30 mins

- ✓ Read and sign a consent form,
- ✓ Take a short survey on site
- ✓ Provide a waist measurement *and*
- ✓ Give a blood sample (~7 tsp, 4 vials)

### At home – ~45 mins

- ✓ Complete the longer, more comprehensive baseline survey

### II) Long term follow-up

- ✓ Complete short surveys ~ every 2-3 years



## *Where are we nationally?*

- As of January 1, 2013 → 183,553K

## *What is the Midwest Division's goal?*

To enroll 18,648 participants by end of Dec 2013...



- As of January 1, 2013 → 11,443K
- **In Minnesota alone, 3374 people have enrolled since our start in 2009.**



***We need YOUR help spreading the word in Minneapolis and beyond.  
Why is this so critical now??***

- We are approaching our final year of enrollment (Dec 2013) and we HAVE to enroll at least 300K participants. No exceptions...
- Including people from diverse backgrounds remains paramount as the U.S “melting pot” continues to grow.
  - It’s changed significantly even within the past two decades...

***The Twin Cities enrollment provides us with the perfect opportunity to draw in diverse populations from Minneapolis.***

***MHAC can play a key role in helping us promoting the effort!***

*I am only one,  
But still I am one.  
I cannot do everything,  
But still I can do something.  
And because I cannot do everything,  
I will not refuse to do the something that I can do...*

- Edward Everett Hale





**Any Questions?**

**THANK YOU!!**



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## Public Health Advisory Committee Annual Report – 2012

The Public Health Advisory Committee underwent several changes this year, including new departmental staff as committee coordinators: Aliyah Ali coordinated the committee from January–July 2012; and Margaret Schuster from August 2012–present. The committee, consisting of 22 members, currently has no vacancies with 9 new members joining the group. **Highlights / accomplishments from 2012 include:**

Topic / Area	Action / Result	
<b>Minneapolis Swims</b>	<b>Action:</b>	Support <b>Minneapolis Swims</b> in seeking funding for the renovation of the Philips Pool.
	<b>Result:</b>	The Legislature included this in the bonding bill that was signed by the governor.
<b>Downtown TMO's Dero Zap Program</b>	<b>Action:</b>	Support the downtown program in which the City of Minneapolis, as an employer, will participate.
	<b>Result:</b>	9 ZAP readers installed in downtown Minneapolis mid-August 2012; recorded 113 active riders in August & September; their goal is 500 active riders by the end of summer 2013.
<b>Recreational Fires</b>	<b>Action:</b>	A formal request from the Public Safety Civil Rights and Health Committee of the City Council to review recreational fire ordinance and consider possible improvements from a health and safety perspective.
	<b>Result:</b>	<b>PHAC</b> supported the recommendations from <b>CEAC</b> that included greater emphasis on enforcing current ordinances; increasing awareness through public education; and a provision to restrict burning on Air Quality Alert days. CEAC/PHAC formally presented to the PSCR&H committee November 2012.
<b>Climate Action Plan</b>	<b>Action:</b>	A request by the Minneapolis Sustainability Program Coordinator for PHAC to respond to the draft Climate Action Plan.
	<b>Result:</b>	PHAC endorsed the strategies and goals outlined in the Climate Action Plan with a suggestion that next steps include a comprehensive approach addressing other environmental factors that put the public's health at risk.
<b>Public Education / Partnership Recognition</b>	<b>Action:</b>	Highlight the work of Public Health in Minneapolis and the partners who contribute to it.
	<b>Result:</b>	A celebration was held on April 4 in the City Hall Rotunda which included an awards announcement and a list of nominees. Council Member Gordon emceed; proclamations from Mayor Rybak and Senator Franken's office were presented.
<b>Committee Operations</b>	<b>Action:</b>	Examine the functions of the committee; streamline operations, increase effectiveness in engaging community, enhance diversity in committee membership / representation, and utilize sub-committees to support departmental goals/priority issues / community needs.

	<b>Result:</b>	PHAC discussions / survey of membership led to the creation of 3 sub-committees: policy & planning, collaboration & engagement, and committee operations/communication & recruiting.
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Along with these accomplishments, PHAC received informative presentations on various public health related matters, which include:

- **SHIP and Healthy Living (January 2012)**  
Lara Tiede, MDHFS, shared information about Healthy Living Minneapolis program: Create a healthier population in Minneapolis by focusing on healthy eating, physical activity, and smoke-free living. Lara presented the Department’s efforts for outreach in promoting these values throughout the city.
- **Identifying Community Strengths and Gaps in Emergency Preparedness (February 2012)**  
Pam Blixt and Sarah Reingold, MDHFS, presented a Community Risk Assessment designed to identify gaps and current readiness regarding emergency preparedness, especially as it relates to communities of color, and to create a five-year plan. Gaps identified include: communication and alternative communication methods; access to resources for shelter and housing; having only partial plans in place and need for drill exercises; having enough volunteers; and, considering unknown scenarios.
- **Native American Somali Friendship Committee (February 2012)**  
Amina Saleh, Community Organizer with The Family Partnership, and Wade Keezer, Ojibwe Band member and longtime South Minneapolis resident, shared successes from this partnership that developed as a result of tension between the Native American and Somali communities: greater mutual respect for each other; some improvements in levels of mistrust toward police; increased parental involvement in groups focused on ending violence; and, relationship building and storytelling is beginning to outweigh the actual violence. The greatest source of frustration is the breakdown of communication within the community. The Family Partnership is seeking guidance from PHAC and City support to build on their successes so far.
- **Senior Strategic Planning (March 2012)**  
Ahmed Muhumud, NCR Access and Outreach Manager, presented information on Minneapolis’ long-term strategic planning to attract seniors to and retain seniors in the city. Past census data showed that Minneapolis population is getting younger; several council members are looking into this and inquiring how to make sure the city’s population is able to “age in place.” The #1 public health issue for seniors is isolation, especially for immigrant seniors who may have other unique issues.
- **Social Media and Public Health (March 2012)**  
John Schrom, PHAC co-chair, educated the committee on social media and how it can be used effectively in public health. Facebook, 4 Square, Last FM, and Twitter are used more frequently as another tool to spread information quickly to specific audiences based on the incident. For example, notifying parents of students in a specific school or district with information about a school closure. One movement on West Coast includes an app for domestic abuse prevention. Issues to be worked on are: privacy, HIPAA, legality, and defining the role that the PHAC may play.

- **Health Implications of Recreational Fires (May 2012)**

Greg Pratt, Minnesota Pollution Control Agency, provided a presentation regarding the current issue of recreational fires and the health implications. This presentation helped clarify that MPCA does not have definitive data connecting urban recreational fires to increased prevalence of asthma and/or asthmatic incidents. There are many pollutants that affect Minneapolis residents and, while recreational fires are one source of pollution, the available data show that it is less of a factor than several other sources such as automotive combustion. Despite the lack of data associating recreational fires with adverse population health effects, recreational fires can pose a health risk for individuals regardless of their personal health. PHAC has been directed by the PSCR&H Committee of the Council to explore the health implications of recreational fires and provide input to the Committee.

- **Results: Communities Putting Prevention to Work (May 2012)**

Noya Woodrich, member of the Youth Violence Prevention (YVP) Executive Committee and previous PHAC member, provided an update to PHAC. Focus areas from the Blueprint for Action include: Goal 1- Every youth has a trusted adult; and Goal 2- Intervene at first sign of risk. Alyssa Banks, YVP Coordinator, reports quarterly with updates from community partners, both public and private. Violence in downtown Minneapolis has increased, especially with groups of youth “rushing in” on their victim, termed as “click mobs.” This activity has caused concern for safety among those who work, live in, and visit the downtown area. An increased police and security presence is helping to reduce the amount of loitering along Hennepin Ave and Nicollet Mall.

- **MN HIV Prevention Plan (June 2012)**

Peter Carr, STD and AIDS Director, Minnesota Department of Health, presented 2011 AIDS and STD data. Funding continues to be available based on data. While trends show there are fewer new cases overall, those who receive treatment live longer and need continued healthcare support from community systems, which are primarily located in Minneapolis. It was recommended that community partners continue to seek out grant opportunities from other sources to help fill the gaps from federal and state funding.

- **Results: Valuing Our Individual Cultures Through Engagement (VOICE) (July 2012)**

Maria Sarabia, CDC Prevention Specialist working in MDHFS, presented the VOICE Project: a community engagement strategy that uses story-based dialogue among populations that experience high-risk health issues. VOICE is targeting Minneapolis’ priority communities to achieve health equity as it relates to obesity prevention. This strategy succeeds by fostering partnerships, promoting inclusion, sharing knowledge and understanding, and promoting sustainability.

- **Above the Falls Health Impact Assessment related to planning efforts along the Upper Mississippi Riverfront (September 2012)**, presented by Dave Johnson, MDHFS and Joe Bernard, CPED. This grant focuses on examining / evaluating the original Upper Riverfront plan, proposing improvements based on a health impact assessment and community input, and creating one master plan for the area along the Upper Mississippi Riverfront in north & northeast Minneapolis.

- Sustainability: City of Minneapolis Climate Action Plan (October 2012)**

Brendan Slotterback, Minneapolis Sustainability Program Coordinator, presented information on the City's Climate Action Plan, focusing on improving energy efficiency in city buildings, reducing automotive traffic by promoting alternative commuting options, and reducing waste. PHAC has been asked to provide a response to the plan by December 1; an ad hoc subcommittee is reviewing this.
- The changing demographic of the Senior population & their changing needs (October 2012)**

Christina Kendrick, MDHFS Coordinator UCARE Skyway Senior Center, reviewed the changing demographic of the Senior population as related to the UCare Skyway Senior Center. The most recent census data show the greatest population increase (nationally) in the 50-75 year old age category, with the 60-64 age group seeing an increase of over 70% growth. Locally, more "seniors" choose to work longer and not retire in the more traditional sense, and choose to "age in place," rather than move south to warmer climates. This center is not a public health resource per se, but offers a gathering place with a wide array of services and socialization in the heart of downtown and, among other things, addresses the problem of social isolation among seniors. MDHFS officials work with UCare and other possible partners for continued financial support of the senior center beyond the current funding period. Friends of the Skyway Senior Center, a non-profit organization, raise funds to support the Center. Current funding for operations and programs is provided by UCare through 2013 with facility space provided by the building owner Ryan White.
- Health Effects of Noise (November 2012)**

PHAC committee member Dr. Happy Reynolds presented information on the health issues related to noise pollution. She covered topics such as sound levels and human response; causal connections between noise, community and individual reactions, modifiers and health effects; and, possible long term effects of noise exposure.
- Human Trafficking (November 2012)**

Amy Kenzie, Program Coordinator Sexual Violence Prevention Program, Coordinator MN Human Trafficking Task Force, MDH, presented *Sex Trafficking: It's Not Inevitable, It is Preventable*. Cordelia Anderson, President, Sensibilities Prevention Services also presented a *Public Health Approach to Sex Trafficking*. Both presenters gave information on the importance of early intervention as a means of prevention, emphasized societal contributions to skewed perceptions of appropriate sexual behavior, the overemphasis on "correcting" behavior through the criminal justice system, and the necessity to use a public health lens to examine the complicated factors related to the sexual exploitation/sex trafficking /sexual and child abuse.