

Presents
Rural Public Health - Challenges and Opportunities

Speaker:
Michael Baker, Ph.D. Public Health Director at Jefferson County Public Health

Our top partners





Public Health
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Oregon's Rural Public Health



39th Annual Oregon Rural Health Conference

Oct 12-14, 2022
Sunriver



Today's Objectives

- 1) Level Settings
- 2) Public Health 101
- 3) Oregon Public Health System
- 4) Barriers for Rural Public Health
- 5) Opportunities for Rural Public Health
- 6) Rural Health Outcomes and Public Health



Disclaimers

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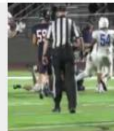
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▶ Jefferson Co. Health Director to step down over frustrations with OHA



TOP LOCAL STORIES



Central Oregon high school football scores for Week 3



BY KARLI OLSON | CENTRAL OREGON DAILY NEWS | Tuesday, April 12th 2022

Across most of the High Desert, masks are off, but the effects of the pandemic on rural health departments still linger.

Dr. Michael Baker, Health Services Director of Jefferson County Public Health, is stepping down from his role this summer after nearly six years of service.

The reasons are many, but he told Central Oregon Daily News on Tuesday that frustrations with the OHA are largely to blame.

"These difficulties with working with the Oregon Health Authority have been here ever since I've been here, since 2016," Baker said.

He earned his undergraduate degree from Washington State University, and earned his MSpH as well as a Ph.D. in Public Health with a focus on rural public health from Walden University. He went on to become Deputy Director of the department of the Whitman County Health Department.

Saturday, September 17, 2022

TheMadrasPioneer

Pamplin
MediaGroup

Owner & Neighbor
Dr. Robert R. Pamplin, Jr.

HOME NEWS OPINION FEATURES SPORTS OBITS BUSINESS SHOP LOCAL CLASSIFIEDS ABOUT US

Dr. Michael Baker resigns as public health director

Pat Krulis April 05 2022

The man who lead the community through the pandemic plans to leave his job in June



PMG PHOTO: PIONEER FILE - Michael Baker, Madras Pioneer - News Jefferson County director will be board's rural health advisor Baker joins OHA advisory board

Public Health Director Michael Baker steered Jefferson County through the worst pandemic in a century. And now he says he's done.

"I can't work in the system anymore," said Baker. "The system Oregon is going toward will have a negative impact on the health of the residents of Jefferson County and I can't knowingly be a part of that anymore."

Throughout the pandemic, Baker typically worked 10- to 12-hour days seven days a week. Just as the crisis wanes, Baker handed his resignation to County Administrator Jeff Rasmussen Friday, March 25.

"I couldn't have been more shocked," said Rasmussen. "It's a great loss for the county."

"Never in a million years would I have seen that coming," said County Commissioner Kelly Simmelink.

"Dealing with the Oregon Health Authority, when it takes the passion out of a public servant who's that dedicated, there's something wrong," said Simmelink.



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Disclaimers

If you've seen one Public Health agency... You've seen one Public Health agency!



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NORTH CENTRAL PUBLIC HEALTH DISTRICT



**MORROW COUNTY
HEALTH DISTRICT**
Excellence in Healthcare



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Jefferson County



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Lincoln County

CHD **Center for Human
Development, Inc.**

**DOUGLAS
PUBLIC HEALTH
NETWORK**



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Coos Health & Wellness
Together, Inspiring Healthier Communities



Harney County



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**UC
HEALTH**
Building a Healthy Community



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Disclaimers

Rural \neq Rural \neq Rural



Disclaimers



Skimming the Surface!



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Defining Rural

Common Definitions Currently in Use by Federal Programs

**RUCA Adjustment to OMB Metropolitan
and Nonmetropolitan Definition**

**US Department of Agriculture Economic
Research Service Urban Influence Codes**

**ERS's Economic Typology of
Nonmetropolitan Counties**

Census Bureau Rural and Urban

**ERS'S Rural-Urban Commuting Areas
(RUCAs)**

ERS's Rural-Urban Continuum Codes

**OMB Metropolitan and
Nonmetropolitan Taxonomy**

"Frontier Areas"

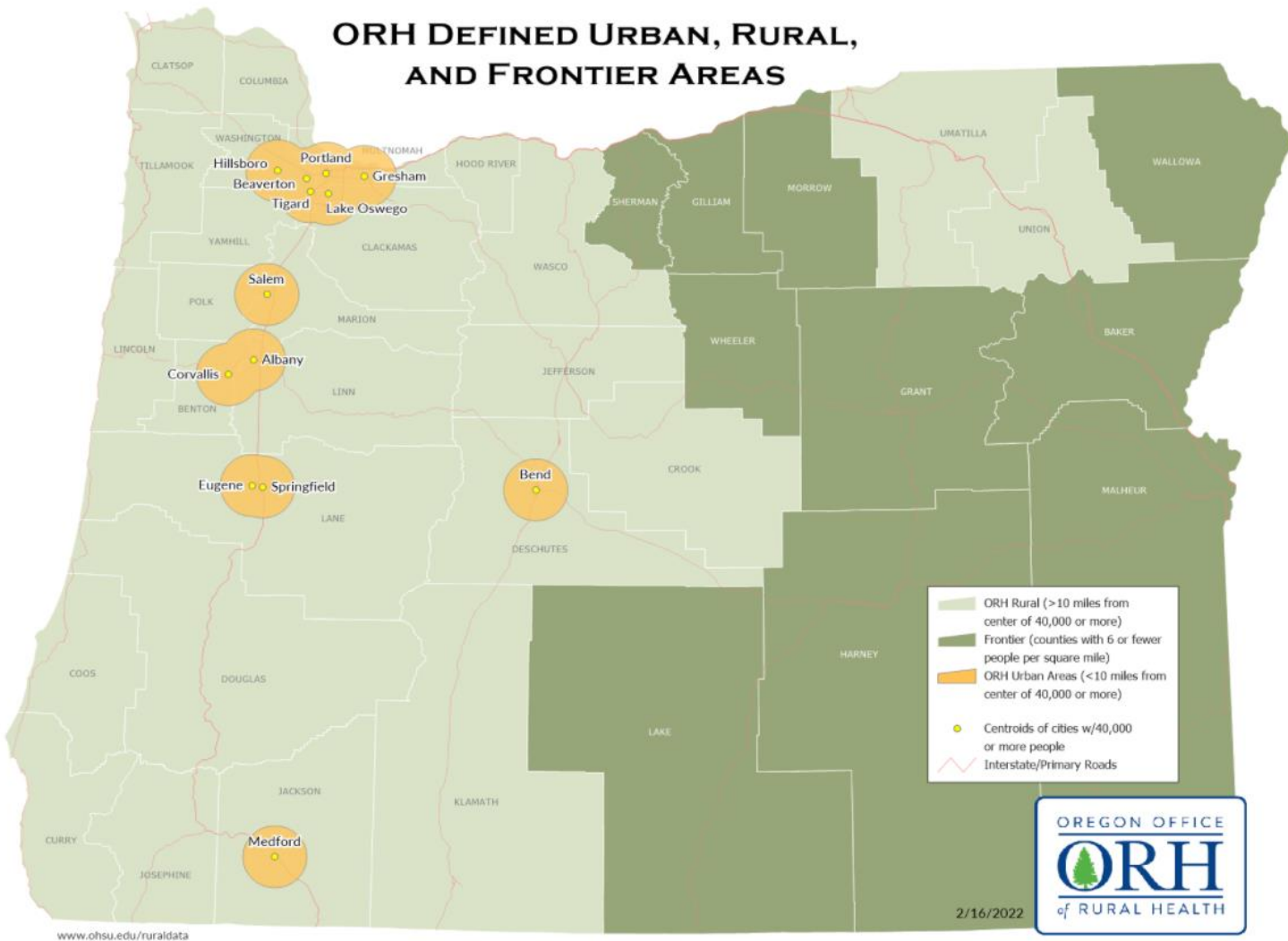


ERS'S Urban Influence Codes

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Defining Rural

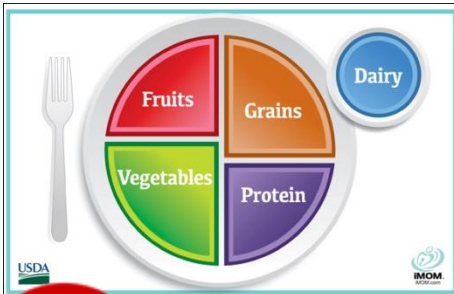
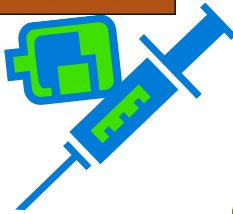
ORH DEFINED URBAN, RURAL, AND FRONTIER AREAS



Rural

Geographic areas in Oregon that are ten or more miles from a population center of 40,000 people or more.



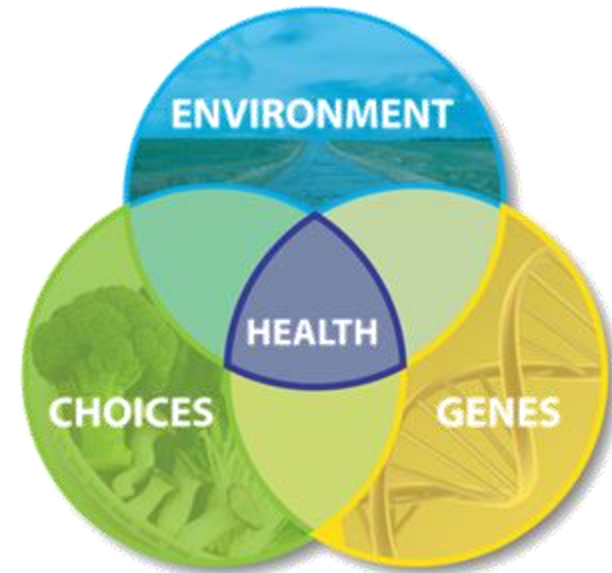
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Public Health Defined?

The art and science of preventing disease, prolonging life, and promoting health through the organized efforts and informed choices...of society, organizations, public and private, communities, and individuals. ***The focus of public health is to prevent disease rather than treating it.***

– Charles Edward A. Winslow (1920)



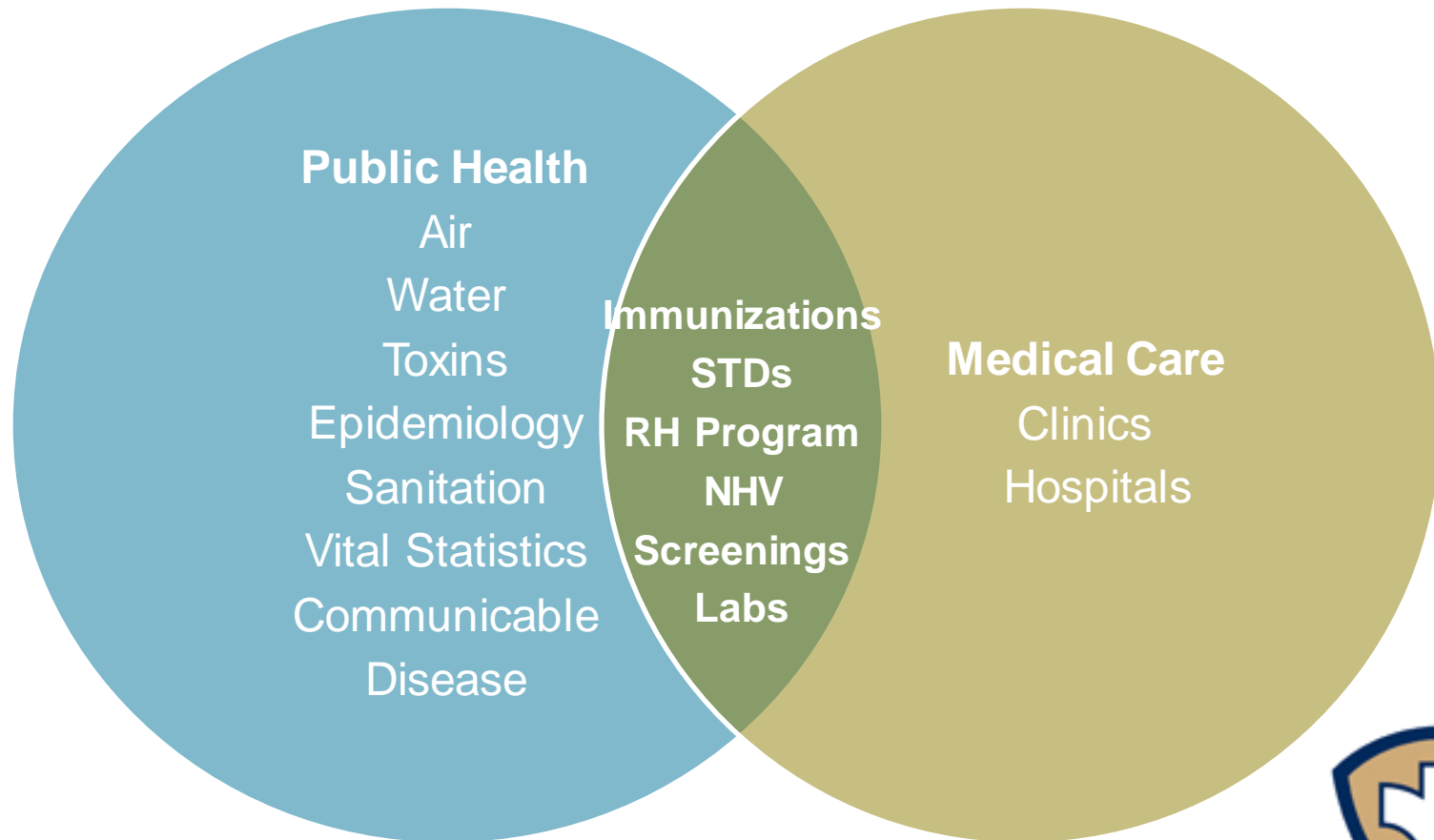
Activities that society undertakes to assure the conditions in which people can be healthy. These include organized community efforts to prevent, identify, and counter threats to the health of the public.

- Bernard Turnock, (2004)



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Public Health/Medical Care



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Brief History of Oregon Public Health

1870

Quarantine of Astoria, Coos Bay, Gardiner, and Yaquina. Health Officer Approval.



1770

Introduction of smallpox, malaria, and other diseases by mariners.

1893

Office of State Dairy and Food Commission

1905

Establishment of a bacteriology laboratory and a system for vital statistics.

1922

First county-based Public Health Department founded in Coos County

1935

Title V- Maternal/Child Health



1915

City water and sewer authority

1938

Regulate pollution of rivers, streams, lakes, watersheds and coastal areas



1862

Portland ordinance placed health matters under the supervision of health and police

1903

Creation of State and Local Boards of Health

1914

Ability to quarantine vessels, trains, stages & passenger vehicle during epidemic

1913

Hospitals, sanatoria, poor farms, institutions subjected to inspection and certification



1873

Portland Board of Health (increase following 1881 Scarlet Fever)



Brief History of Oregon Public Health



1945

Regulations for food and drink service

1965

Committee on Public Health
Mental Health Division



1969

Department of Environmental Quality Created

1971

Creation of the Health Division

1993

Office of the Oregon Health Plan Administrator (OHPA)

1994

Oregon Death with Dignity Act

1999

Department of Human Services

1998

Oregon Medical Marijuana Act

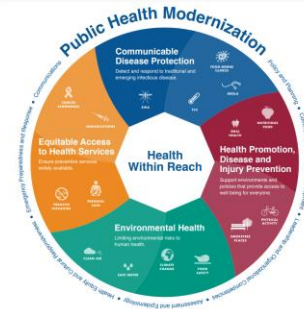


2006

DHS reorganized by Public Health Division

2009

Creation of Oregon Health Authority



2015

Public Health Modernization
HB 3100

2020

February 28, 2020.
First confirmed case of
COVID-19 reported for Oregon



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Public Health's Top 10

Ten Great Public Health Achievements - United States
~From CDC, Morbidity and Mortality Weekly Report, May 20, 2011.

Top 10 Achievements in Public Health



1. Vaccination
2. Motor-vehicle safety
3. Safer workplaces
4. Control of infectious diseases
5. Decline in deaths from coronary heart disease and stroke
6. Safer and healthier foods
7. Healthier mothers and babies
8. Family planning
9. Fluoridation of drinking water
10. Recognition of tobacco use as a health hazard



September 8, 1854



<https://www.ph.ucla.edu/epi/snow/snowpub.html>

"I had an interview with the Board of Guardians of St. James's parish, on the evening of Thursday, 7th September, and represented the above circumstances to them. In consequence of what I said, the handle of the pump was removed on the following day."



<https://johnsnowsociety.org/>



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What is Local Public Health?

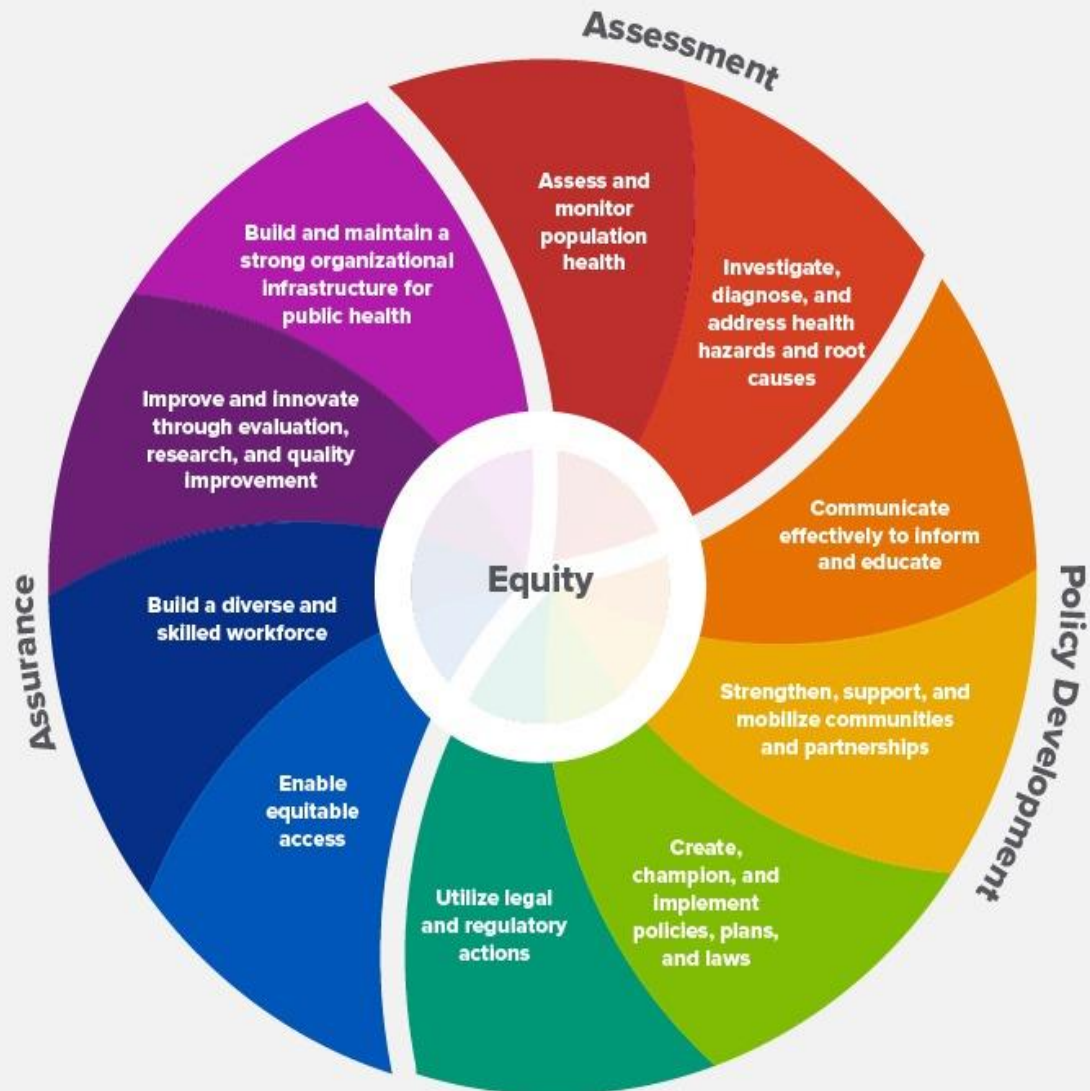


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“Essential Services” of Public Health

THE **10** ESSENTIAL PUBLIC HEALTH SERVICES

To protect and promote the health of all people in all communities

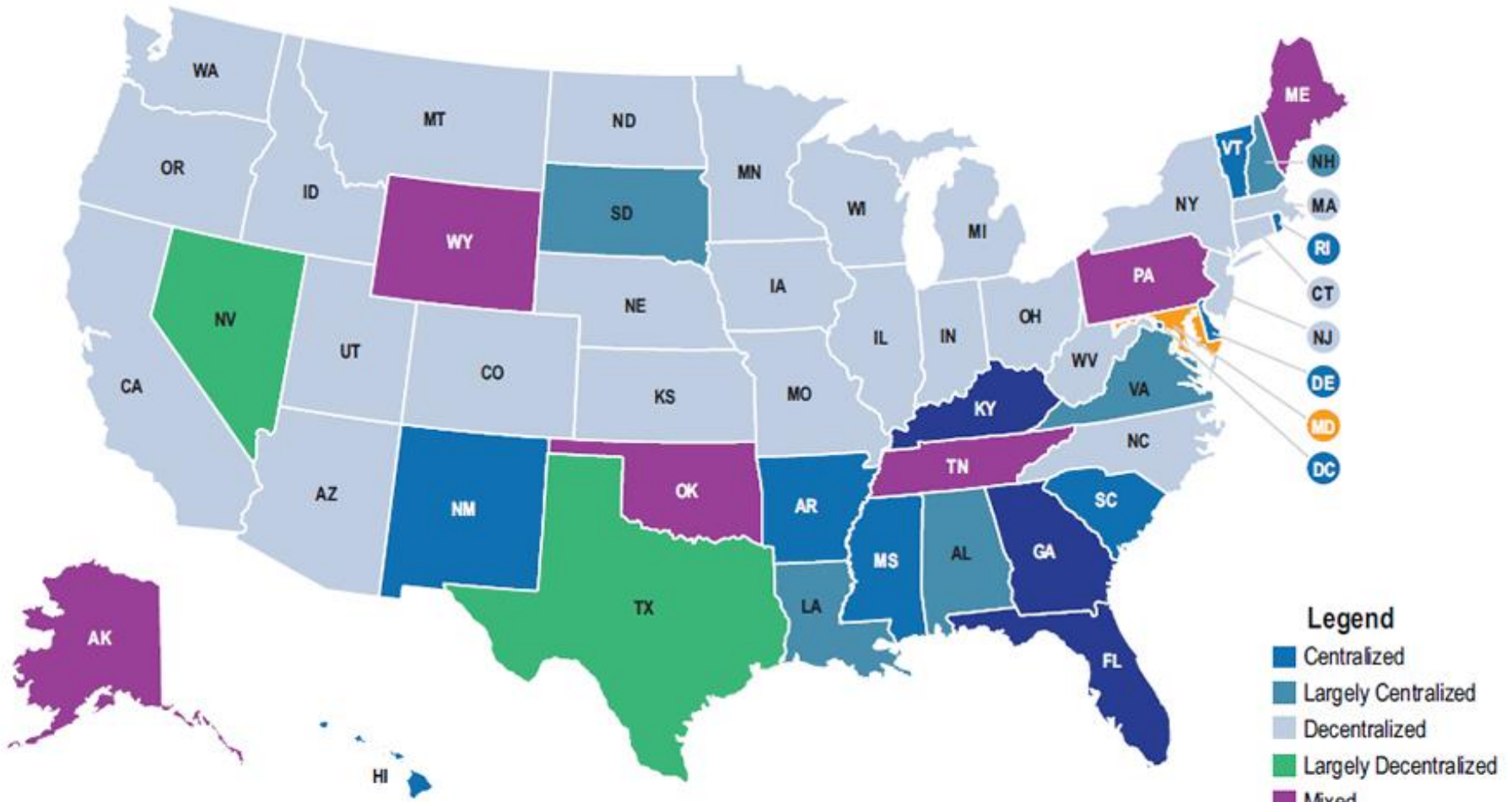


The Work of Public Health



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Public Health Governance



<https://www.cdc.gov/publichealthgateway/sitesgovernance/index.html>

As of September 2020

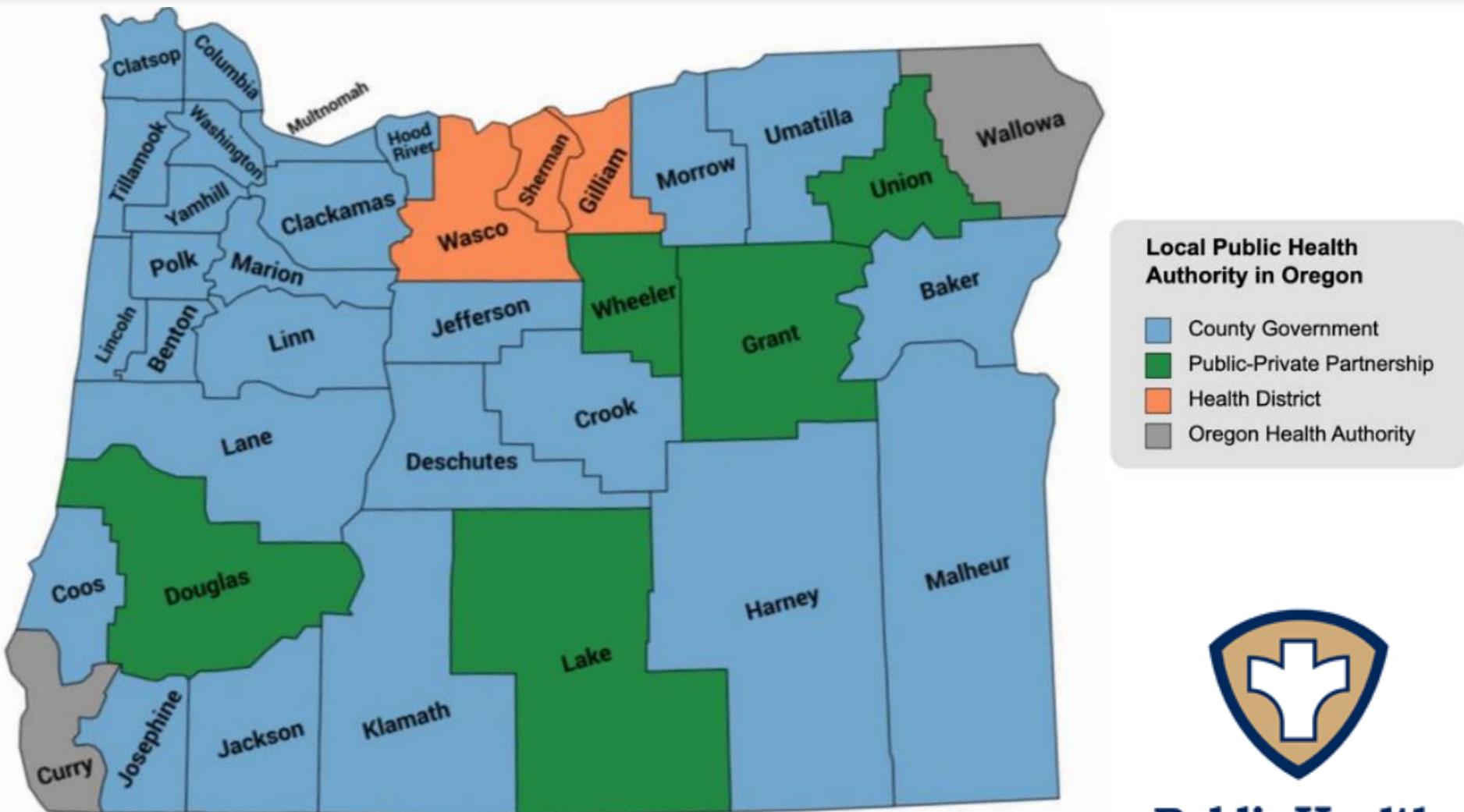
Oregon Public Health

**KEEP Oregon Public Health
WEIRD!**



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Oregon Public Health Governance



From Oregon Coalition of Health Officials (CLHO)



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Local Public Health in Oregon



Oregon statute gives the authority of local public health to the local governing body, usually Board of County Commissioners or County Court.

- ✓ 27 Counties
- ✓ 5 Public/Private Partnerships
- ✓ 1 District (2 Counties)
- ✓ 2 OHA
 - ✓ Wallowa (May 1, 2018)
 - ✓ Curry (May 2, 2021)

As identified by the Coalition of Local Health Officials (2014), while counties are granted this authority by statute, “counties remain agents of the state and must carry out duties imposed upon counties by state laws”.

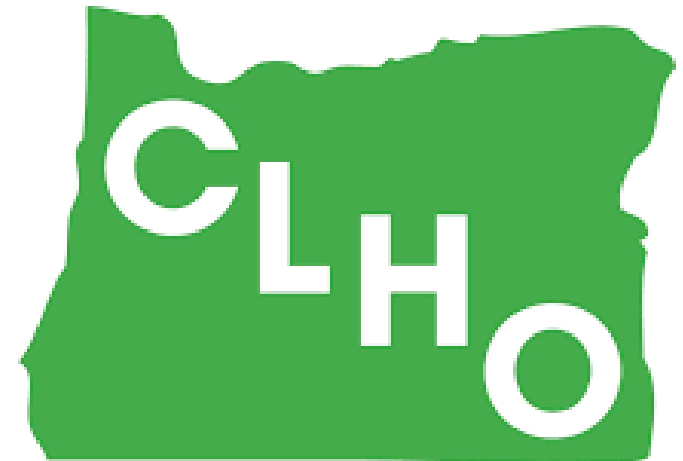


Required Partnerships

Bridging Local and State Public Health

(ORS 431.330) The Oregon Health Authority shall solicit input from the Conference of Local Health Officials and local public health authorities in:

- a) Establishing the foundational capabilities and programs
- b) Adopting and updating a statewide public health modernization assessment
- c) Developing and modifying a statewide public health modernization plan under subsection
- d) Developing and modifying plans for the distribution of funds



COALITION OF LOCAL HEALTH OFFICIALS



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Oregon's Public Health Responsibilities

Local Public Health Authority Statutory Responsibilities

- (a) Reportable disease, disease outbreak or epidemic
- (b) Isolation and quarantine orders
- (c) Review of immunization records and exclusions
- (d) Making immunizations available
- (e) The Indoor Clean Air Act
- (f) Access to family planning and birth control
- (g) License tourist accommodations
- (h) License pools and spas
- (i) Restaurant licensure and inspections
- (j) Regulation of public water systems
- (k) Enforcement of public health laws under ORS 431.150.
- (l) The duties specified in ORS 431.413.



<https://www.boardeffect.com/blog/common-501c3-rules-regulations/>



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OHA/Local Health



“Local public health authority” means:

- (a)** A county government;
- (b)** A health district; or
- (c)** An intergovernmental entity that provides public health services by an agreement



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Health Administrator Responsibilities

Duties of the administrator (ORS 431.418(3):

- Appoint staff
- Supervise the officers and employees appointed
- Update the LPHA (BoCC) information concerning the LPHA's activities,
- Submit an annual budget for the approval of the LPHA (BoCC)
- Act as the agent of OHA in enforcing state public health laws and rules
- Perform any other duty required by law.



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Health Officer Responsibilities



Duties of the Health Officer (ORS 431.045):

- Reviewing and signing standing orders and protocols, and
- Providing medical direction and consultation to Public Health programs
- Providing medical guidance during outbreaks.



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Barriers for Rural Public Health

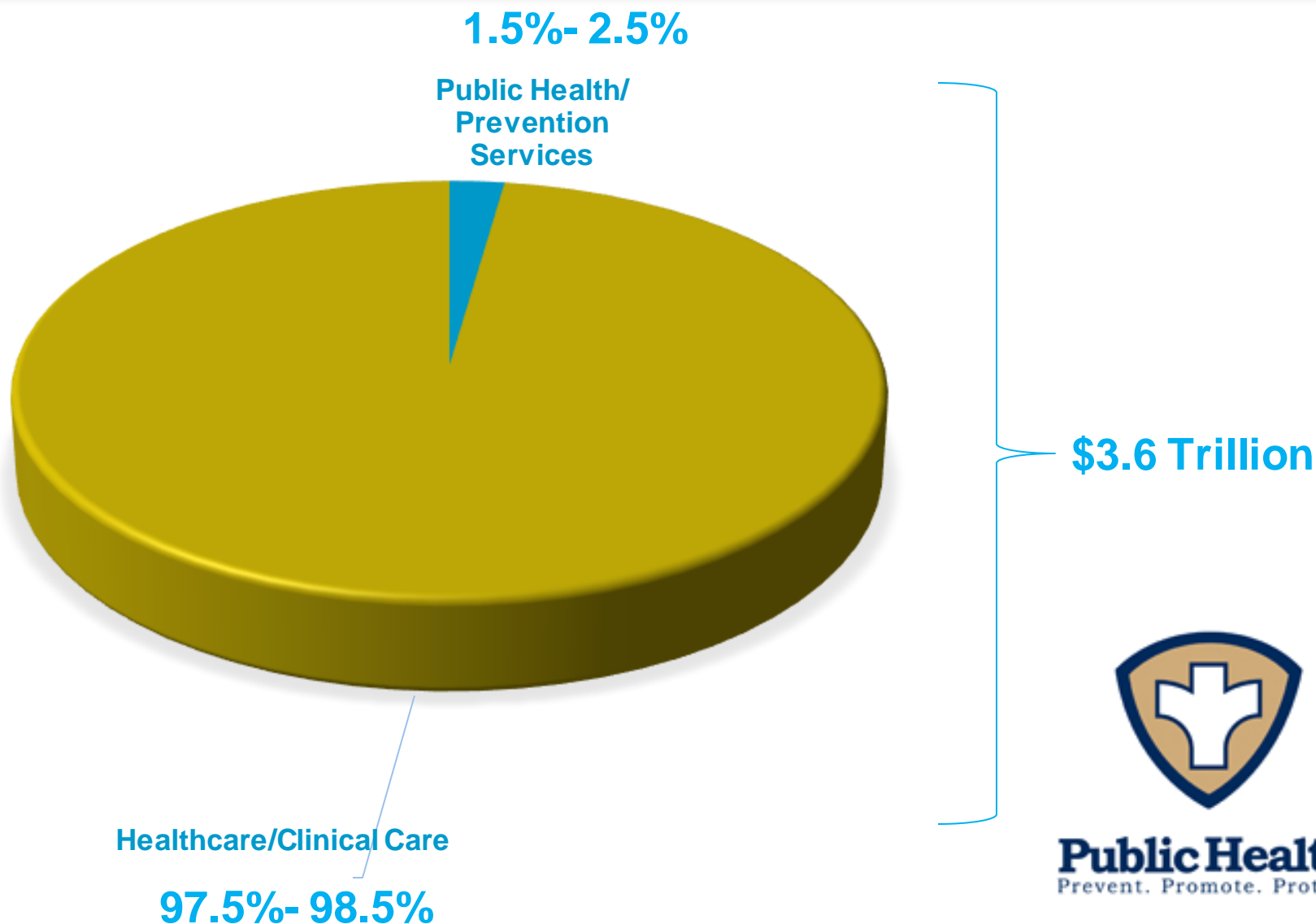


<https://medcitynews.com/2022/07/5-actionable-steps-health-care-professionals-can-take-right-now-to-remove-barriers-improve-patient-care/>

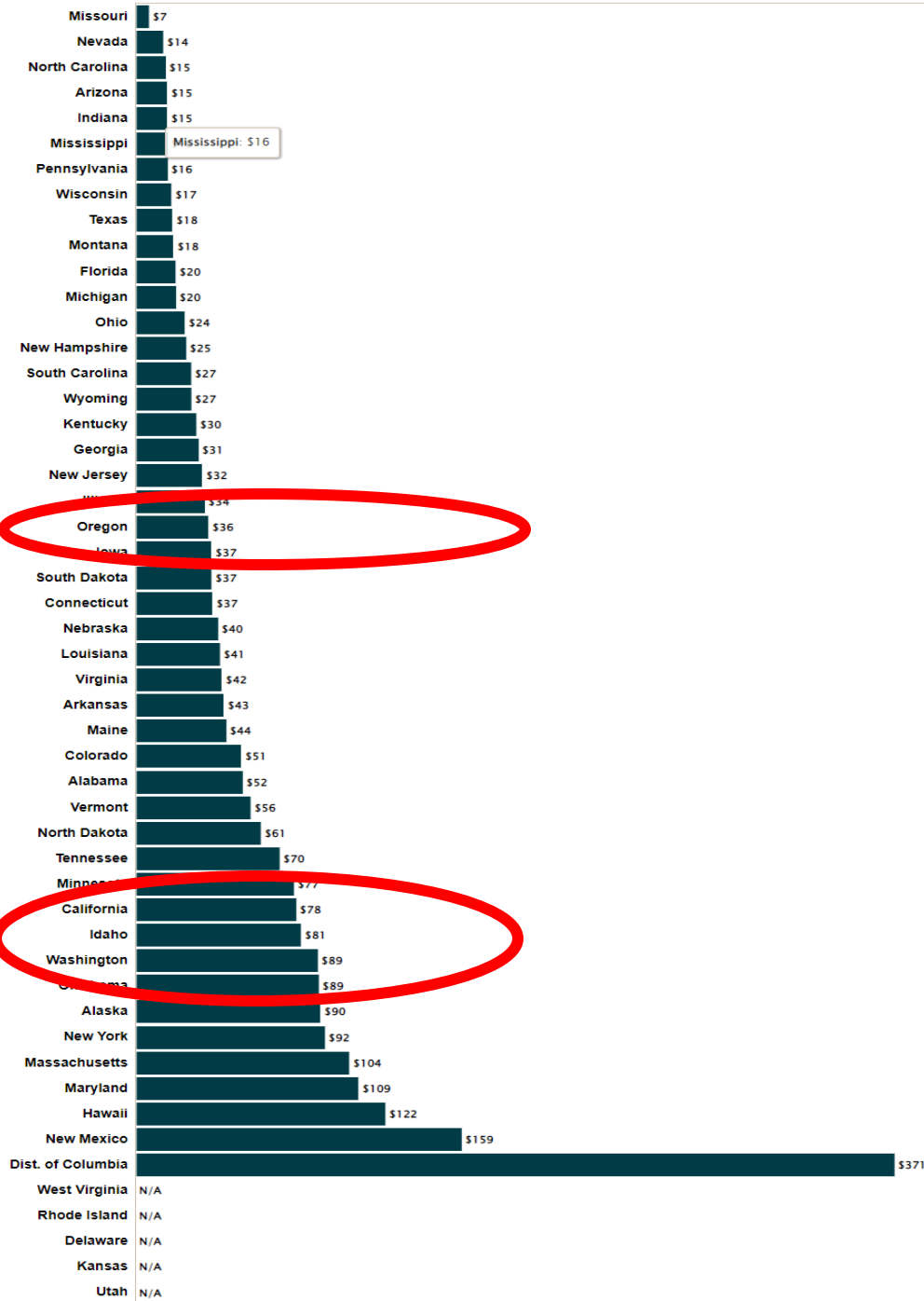


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Healthcare Expenditures

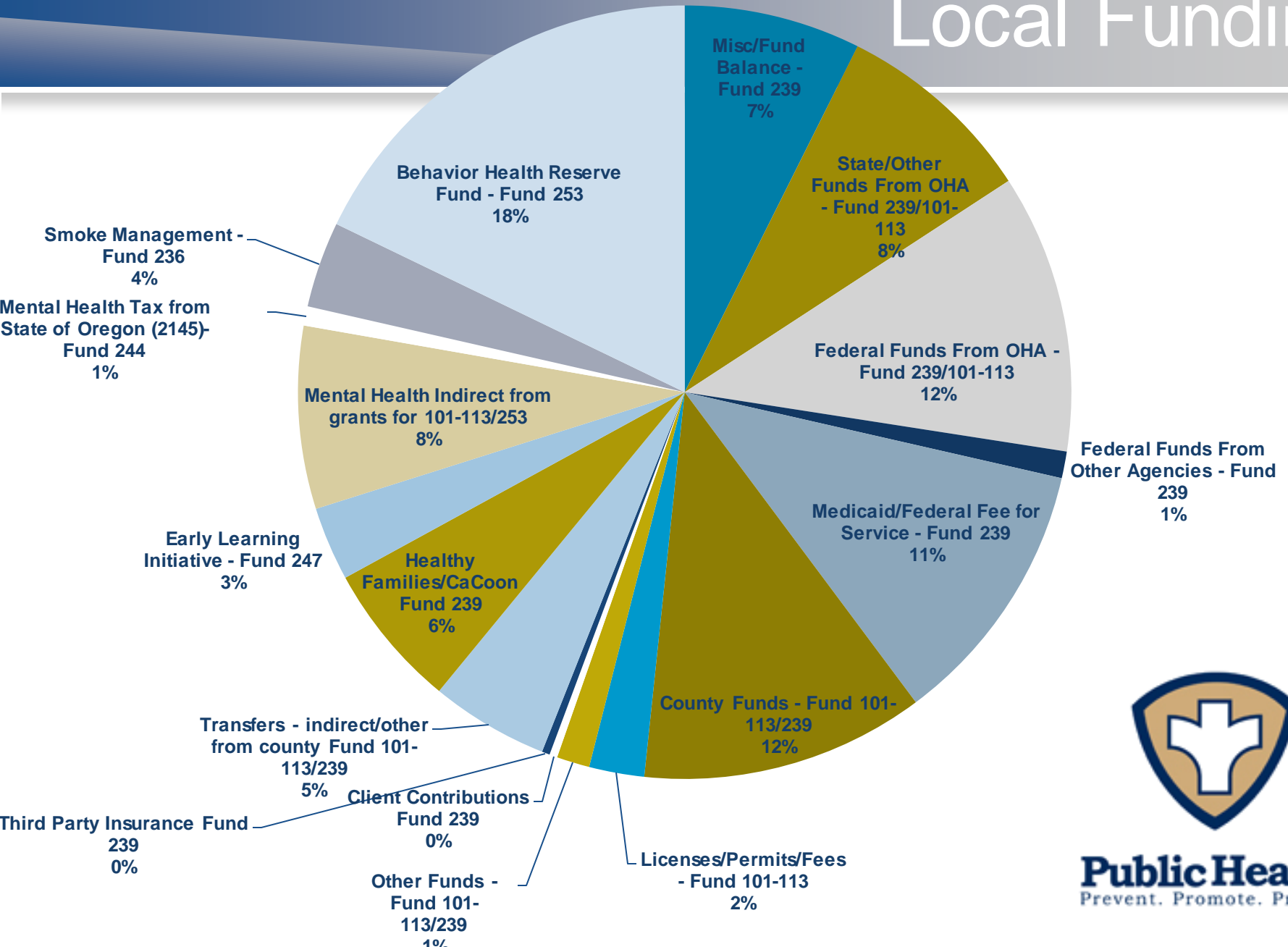


Funding by State



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Local Funding



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Identity Crisis in Rural Public Health



Clinical Services



Activism



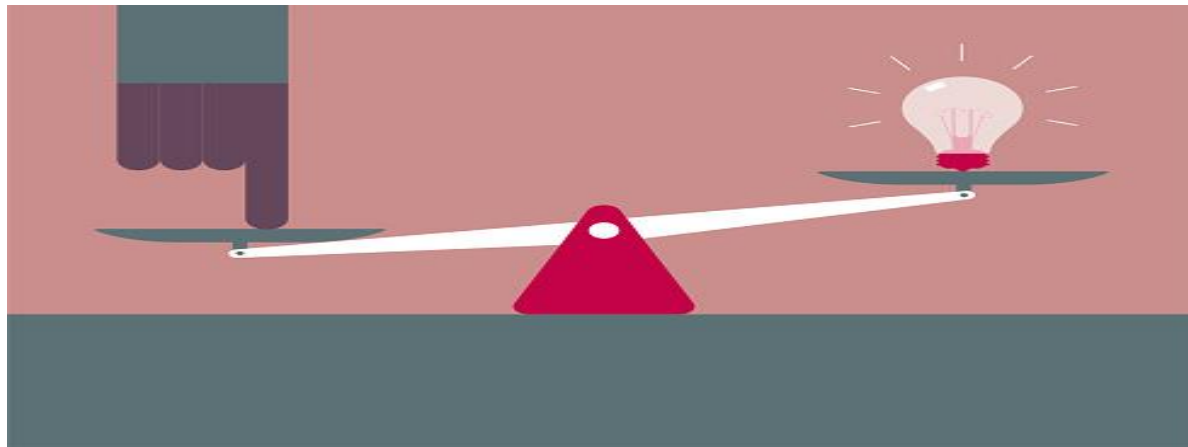
Policy Development

<https://pamplinmedia.com/p/9-news/545794-436836-abortion-rights-rally-proceeds-peacefully-in-portland>



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“Governmental” Public Health



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Opportunities for Rural Public Health

Dictionary

Definitions from [Oxford Languages](#) · [Learn more](#)

opportunities



op·por·tu·nity

/ˌɒpərˈt(y)ʊnədē/

noun

plural noun: **opportunities**

a set of circumstances that makes it possible to do something.

"we may see increased **opportunities** for export"

Similar:

chance

lucky chance

good time

golden opportunity

time

occasion



- a chance for employment or promotion.
"career opportunities in our New York headquarters"

Origin



late Middle English: from Old French *opportune*, from Latin *opportunitas*, from *opportunus* (see [opportune](#)).

Translate opportunities to

Spanish

1. oportunidades

Use over time for: opportunities



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Learn from the Past!

The Future of Public Health

INSTITUTE OF MEDICINE

<https://nap.nationalacademies.org/read/1091/chapter/1>

In 1988, the Institute of Medicine (IOM) report *The Future of Public Health* highlighted governmental public health infrastructure that was (and remains) in disarray.



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TRUST MEANS *Everything* !



Let Everybody Know!

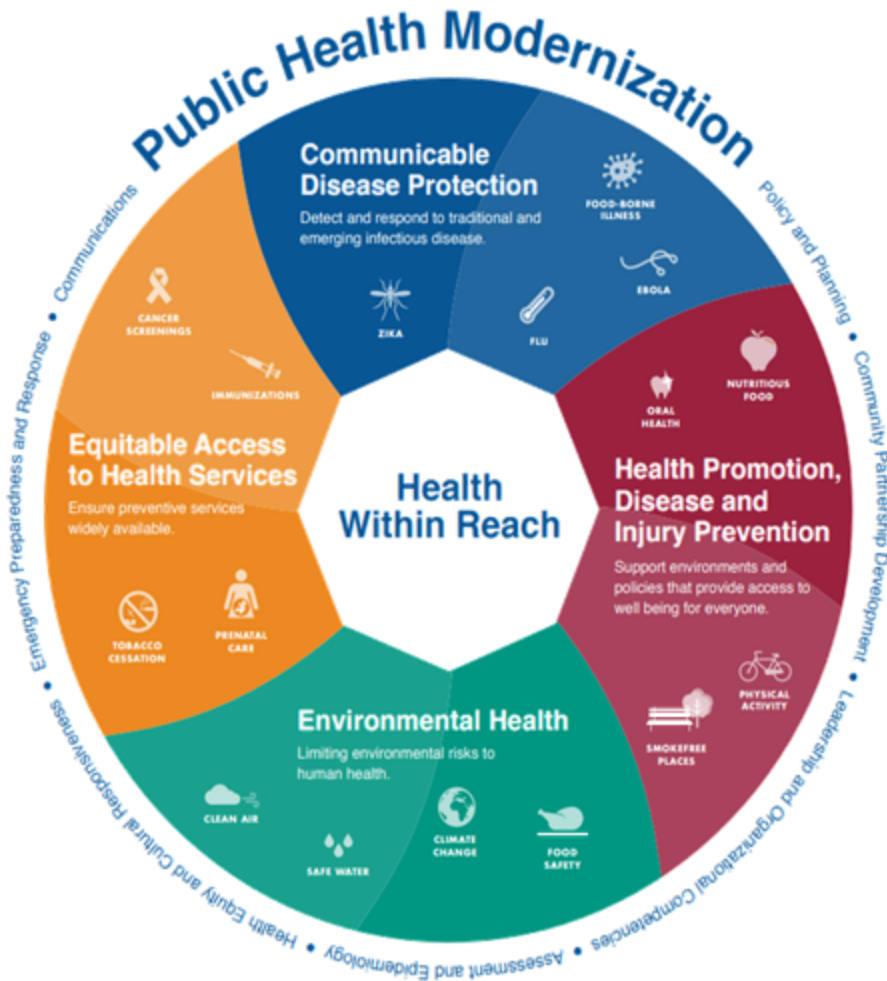


I AM HERE.



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Modernization



- 4 Foundational Programs:**
- 1) Communicable disease control,
 - 2) Prevention and health promotion,
 - 3) Environmental health, and
 - 4) Access to clinical preventive services

- 7 Foundational Capabilities:**
- Leadership and organizational competencies
 - Health equity and cultural responsiveness
 - Community partnership development
 - Emergency preparedness and response
 - Assessment and epidemiology
 - Policy and planning
 - Communications



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*Advancing
public health
performance*

Public Health Accreditation Board



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Staff Engagement

WIC Staff Kudos!

Tami Kepa'a, WIC Coordinator, named as National WIC Association's Local Agency Representative for the Western Region (Alaska, Hawai'i, Idaho, Nevada, Oregon, Washington, Guam, American Samoa)

A2 madraspioneer.com 541-475-2275

NEWSUP FRONT

Kepa'a appointed to national board

JCPH employee to chair WIC Assoc. Western Region

Tami Kepa'a, Women, Infants, and Children coordinator for Jefferson County Public Health has been appointed to be the Oregon representative to the National WIC association and has been elected the chair of the Western region.

The National WIC Association is a national organization that focuses on providing tools and leadership to expand and sustain effective nutrition services for mothers and young children. They offer programming and support for expecting mothers and those with young children.

Kepa'a's role includes managing and interfacing with the western region and national level to address the region's issues.



TAMI KEPA'A

The chair is chosen by the other members, and Kepa'a was elected last Friday. She will represent the Western region which includes health services in Alaska, American Samoa, California, Guam, Hawaii, Idaho, the Mariana Islands, Nevada, Oregon and Washington.

"I am honored to participate in NWA as the Primary NWA Representative for Oregon and look forward to meeting the Western Region team," said Kepa'a.

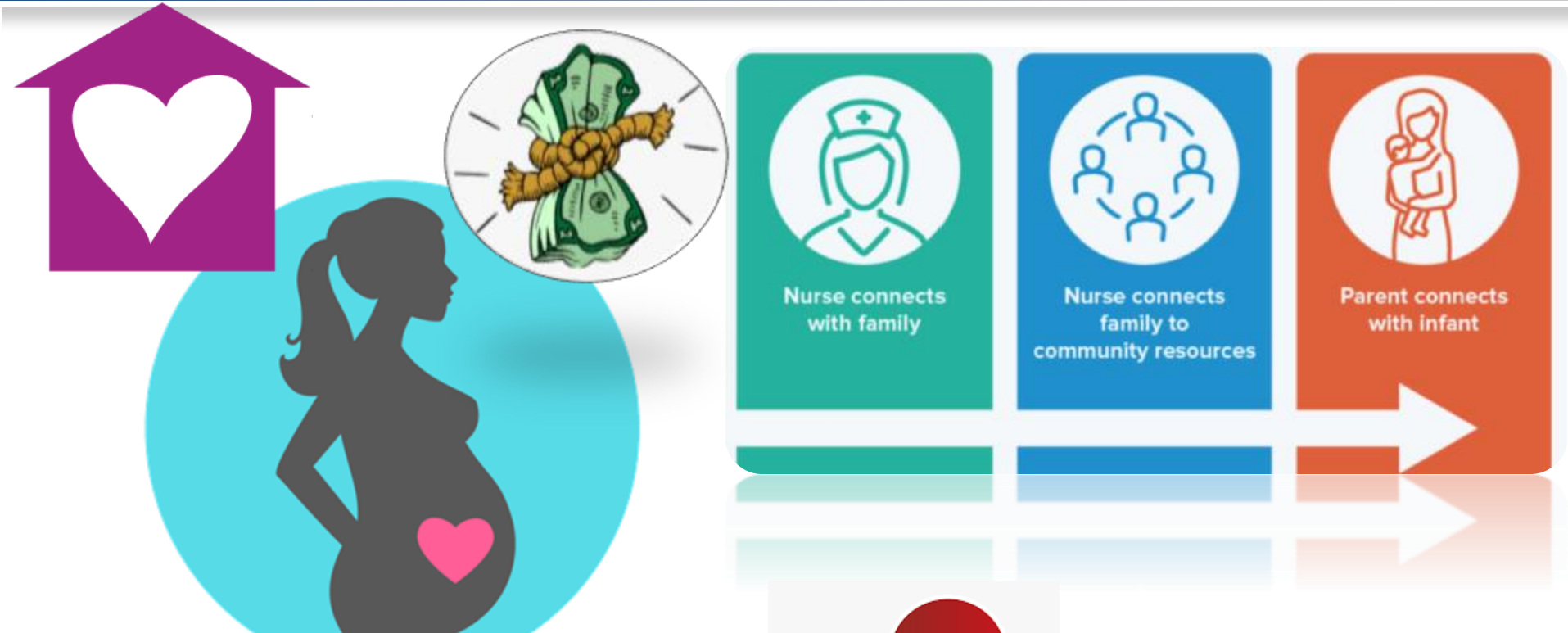
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Programs for Strong Starts



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Passions for Strong Starts

THE *Baby* AND THE Seed

A PRIMER ON GOOD PARENTING
A BOOK FOR THE ENTIRE FAMILY



LELAND "BUD" BEAMER, MD

Illustrations

Kirk Charlton

Portraits by Paul Lanquist



Dr. Leland "Bud" Beamer
Jefferson County Health Officer



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Data and Research

Research focus on Rural Public Health and not exclusively Rural Health.

Data systems that allow cross-sector sharing of real-time local data.



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Higher Education Partnerships



CENTRAL OREGON
community college
MADRAS CAMPUS



Oregon State University
Extension Service



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High School Internships



OHSU Knight Scholars Program

Youth Career Connects



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Engaging Youth in Public Health



Youth Advisory Council



The Youth Advisory/Teen Health Liaisons:

- ✓ Interacts with peers to inform them of relevant health concerns, inspire healthy decision-making, educating on regional health care service providers.
- ✓ Supporting public health staff during outreach, events, meeting trainings, or other department activities.
- ✓ Showing initiative in identifying new, or improving strategies for youth health promotion, prevention, and service introduction.

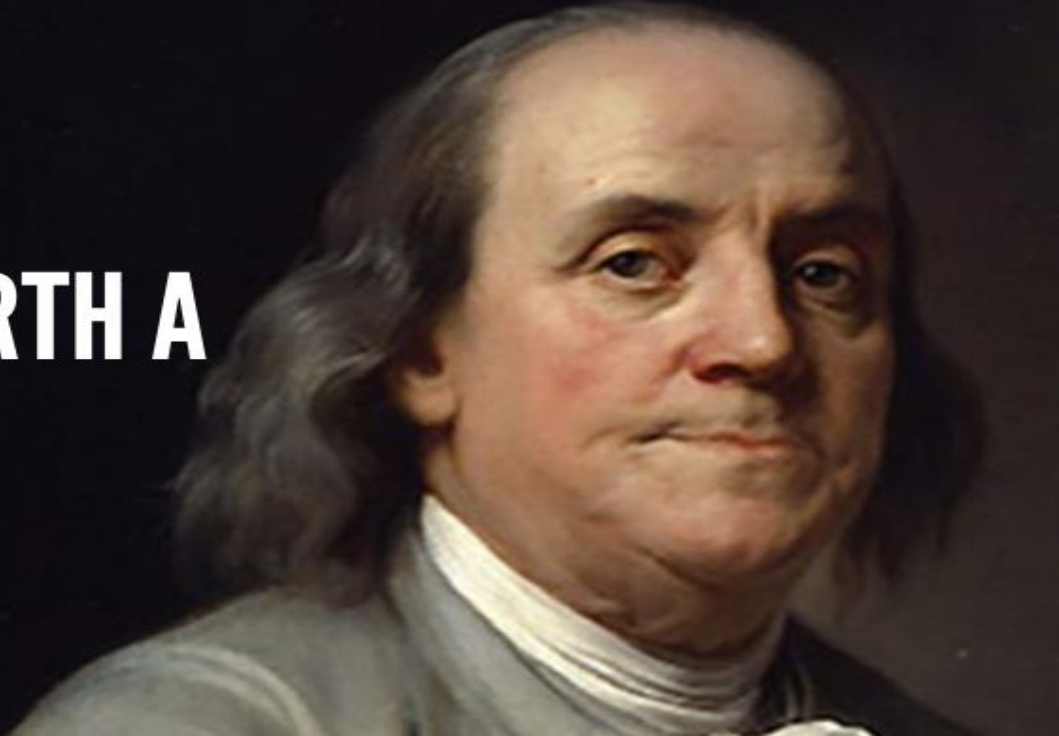


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Return on Investment

**AN OUNCE OF
PREVENTION IS WORTH A
POUND IN CURE**

Benjamin Franklin

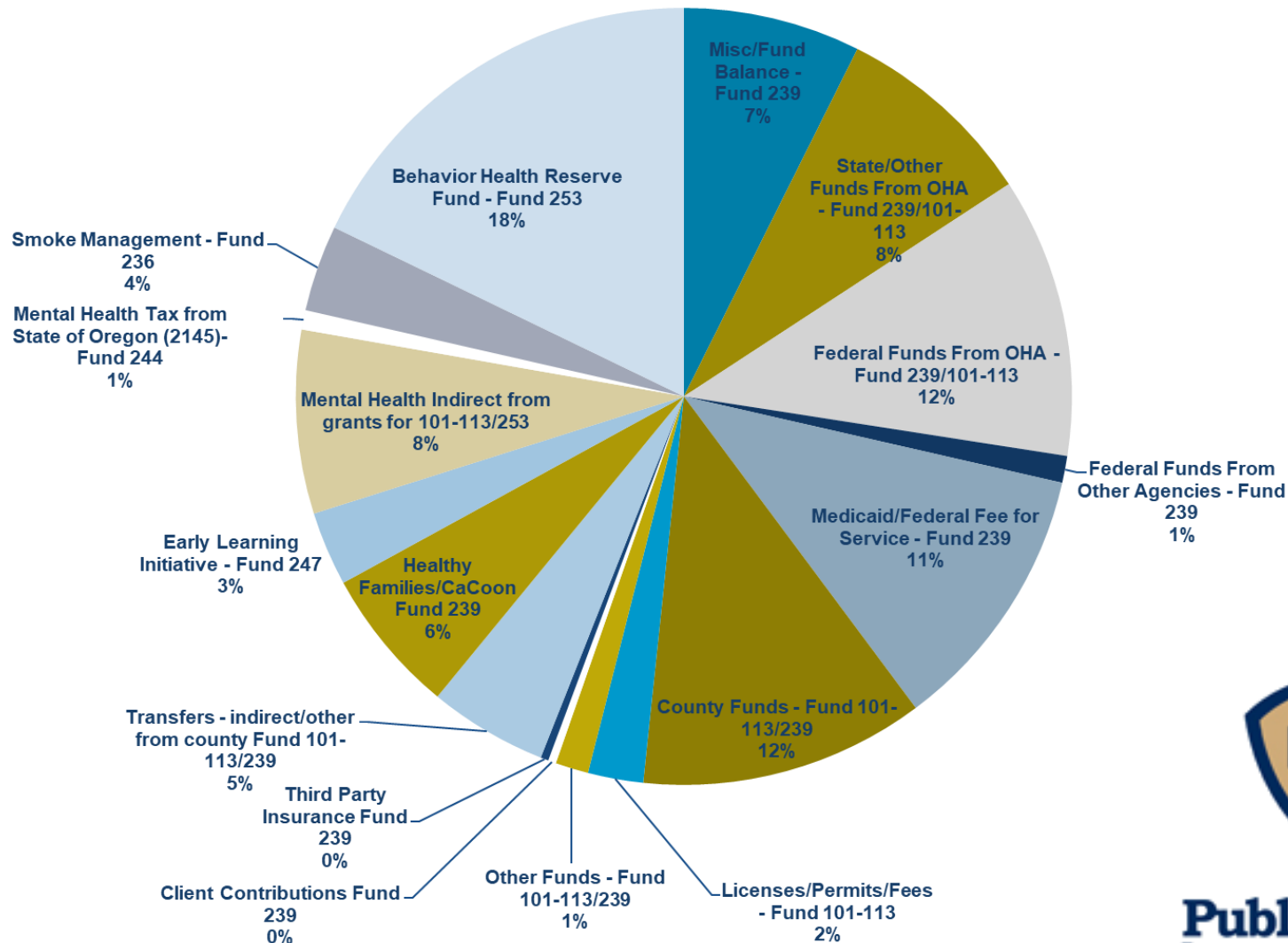


- ❑ 4.1 to 1 ratio for ROI at the local level
- ❑ 27.2 to 1 ratio at national level



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Get Creative



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Learn from Others



Public Health, CCOs, and Providers Working Together

KC Bolton, MA, MHA, CEO, Aviva Health

Robert Dannenhoffer, MD, Public Health Officer, Douglas County, Chief Health Strategist for Douglas Public Health Network, Pediatrician, Aviva Health

Teresa Mutschler, MS, Executive Director, Douglas Public Health Network

Rural health is facing multiple challenges beyond the impact of COVID-19. Public health, coordinated care organizations (CCOs), federally qualified health centers (FQHCs), critical access hospitals (CAHs) and rural health clinics (RHCs) all play a leading role in finding solutions to these challenges. This session will look at ways we can work together to address rural health needs and work to improve community health.

Funding Strategies for Rural Health Departments

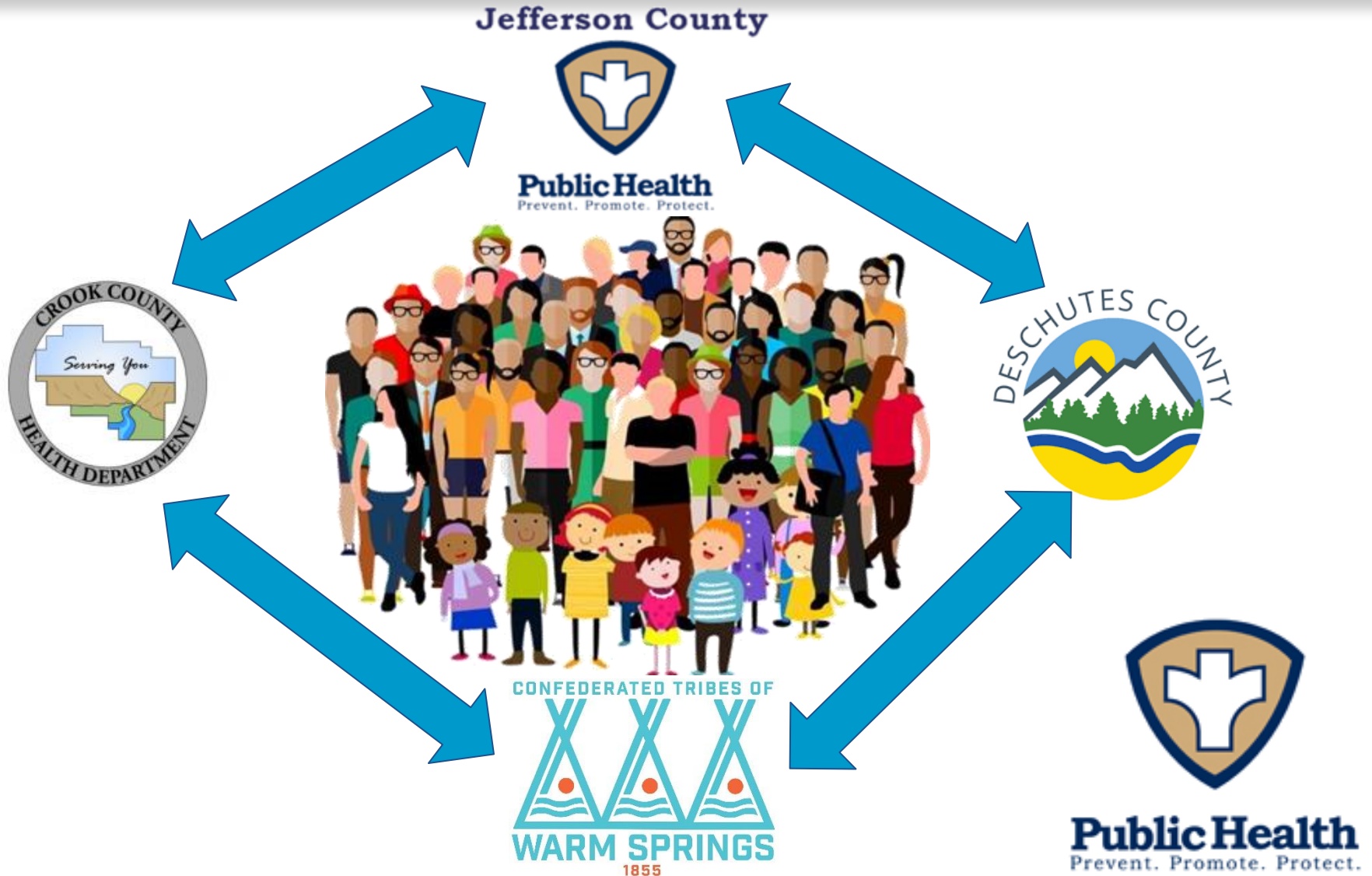
Shane Sanderson, Environmental & Public Health Program Manager, Linn County Health Services

Rural public health is a key component to healthy communities, yet funding for public health programs is a challenge. This session will focus on creative solutions to funding needed programming and implementing equity within county public health.

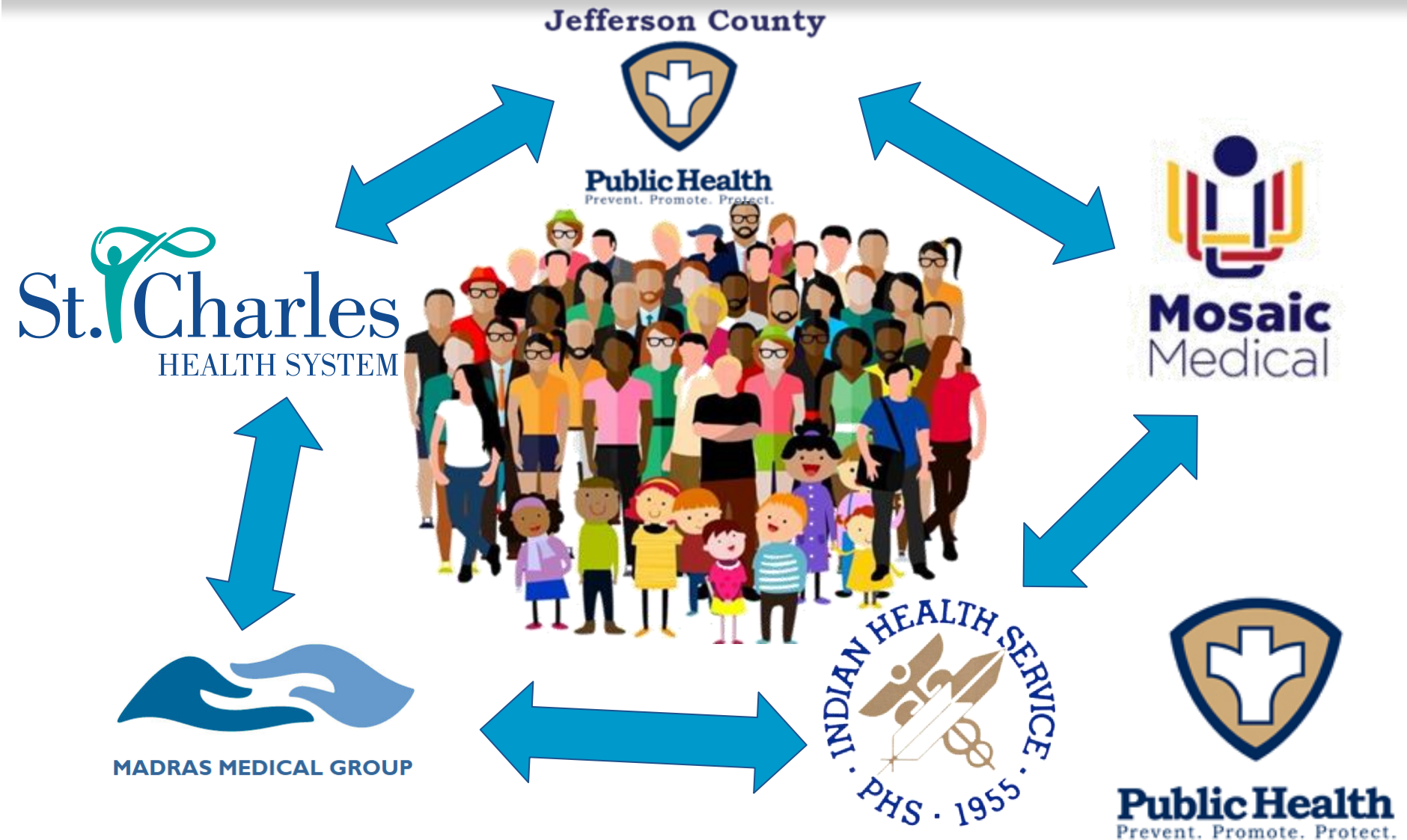


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Shared Services



Shared Services



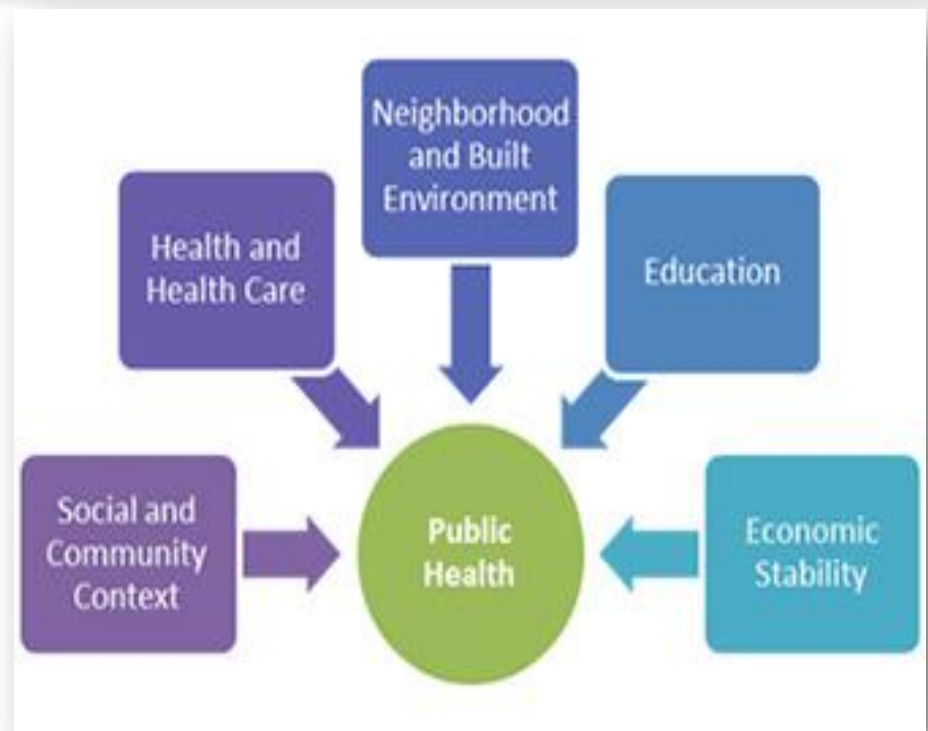
Shared Services



Public Health Partnerships

Collaboration with community partners to ensure that public health programs are effective.

- ✓ Schools, churches, businesses, nonprofits, and medical professionals are all partners who have a fundamental interest and role in maintaining a healthy community.
- ✓ Local Public Health serves at the core of coordinating these collaborations.
- ✓ Continued commitment from every level of government to support the mission of local public health.
- ✓ Strong support and coordination must be prioritized if local public health is to continue providing many of the programs and services that are needed in our community.



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Public Health Partners are Everywhere!



WE WANT YOU!



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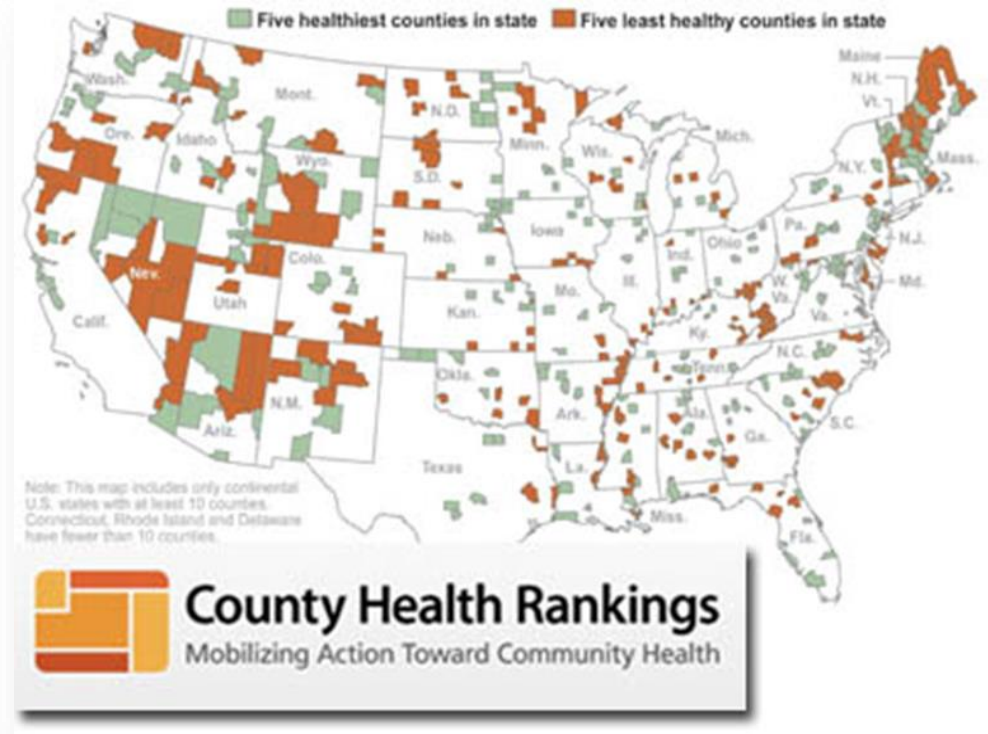
COOL STORY...

A cartoon illustration of Spider-Man in his classic red and blue suit. He is standing with his left hand on a wooden railing and his right arm extended outwards with an open palm, shrugging his shoulders. He has a neutral, slightly skeptical expression on his face.

**BUT WHAT'S YOUR POINT
EXACTLY?**

Geography is Health

- Where we live matters to our health
 - *Geography is destiny*
- One of the greatest disparities in the US is the variation of health between communities
- There has been little attention to these disparities... now is the time to change that!



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Rural Health

15% OF ALL AMERICANS LIVE IN RURAL AREAS

Rural Americans are at **greater risk of death** from 5 leading causes than urban Americans

- Heart Disease
- Cancer
- Unintentional Injury
- Chronic Lower Respiratory Disease
- Stroke

PROTECT YOURSELF

Be physically active | Eat right | Don't smoke
Wear your seat belt | See your doctor regularly



The percentages of deaths that were potentially preventable were higher in rural areas than in urban areas.

Residents of rural areas tend to be older and sicker.

Residents of rural areas have higher rates of cigarette smoking, high blood pressure, and obesity.



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Rural Health Behaviors

**15% OF ALL AMERICANS
LIVE IN RURAL AREAS**

ONLY 1 IN 4

rural adults practice at least 4 of 5
health-related behaviors

- Not smoking
- Maintaining normal body weight
- Being active
- Nondrinking or moderate drinking
- Sufficient sleep

**PRACTICE HEALTH-RELATED BEHAVIORS THAT
CAN PREVENT CHRONIC DISEASE.**



Number of Health Behaviors

0= 1.6%

1= 10.3%

2= 26.1%

3= 35.0%

4= 22.0%

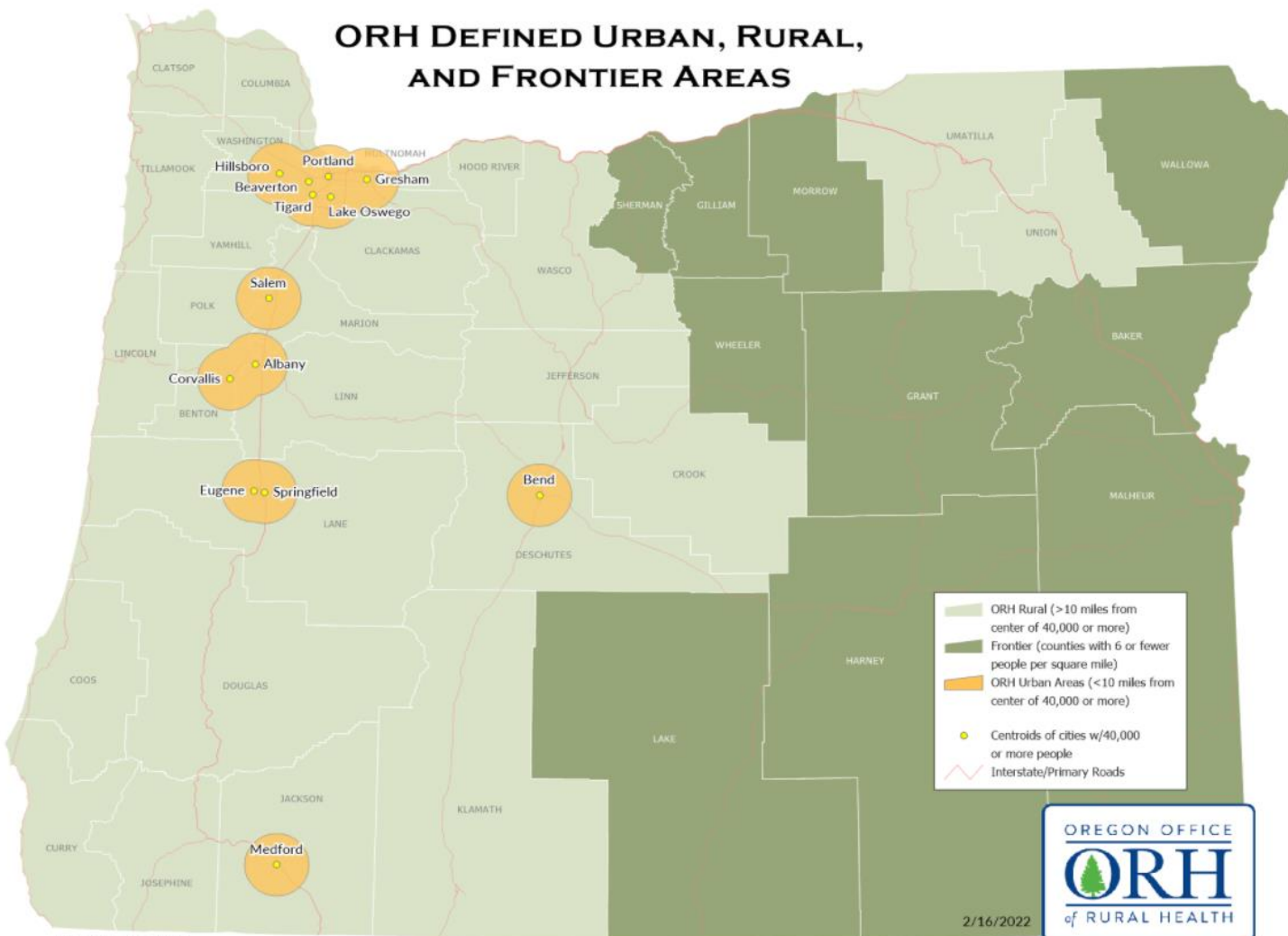
5= 5.0%



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Rural

ORH DEFINED URBAN, RURAL, AND FRONTIER AREAS



Rural
Geographic areas
in Oregon that are
ten or more miles
from a population
center of 40,000
people or more.



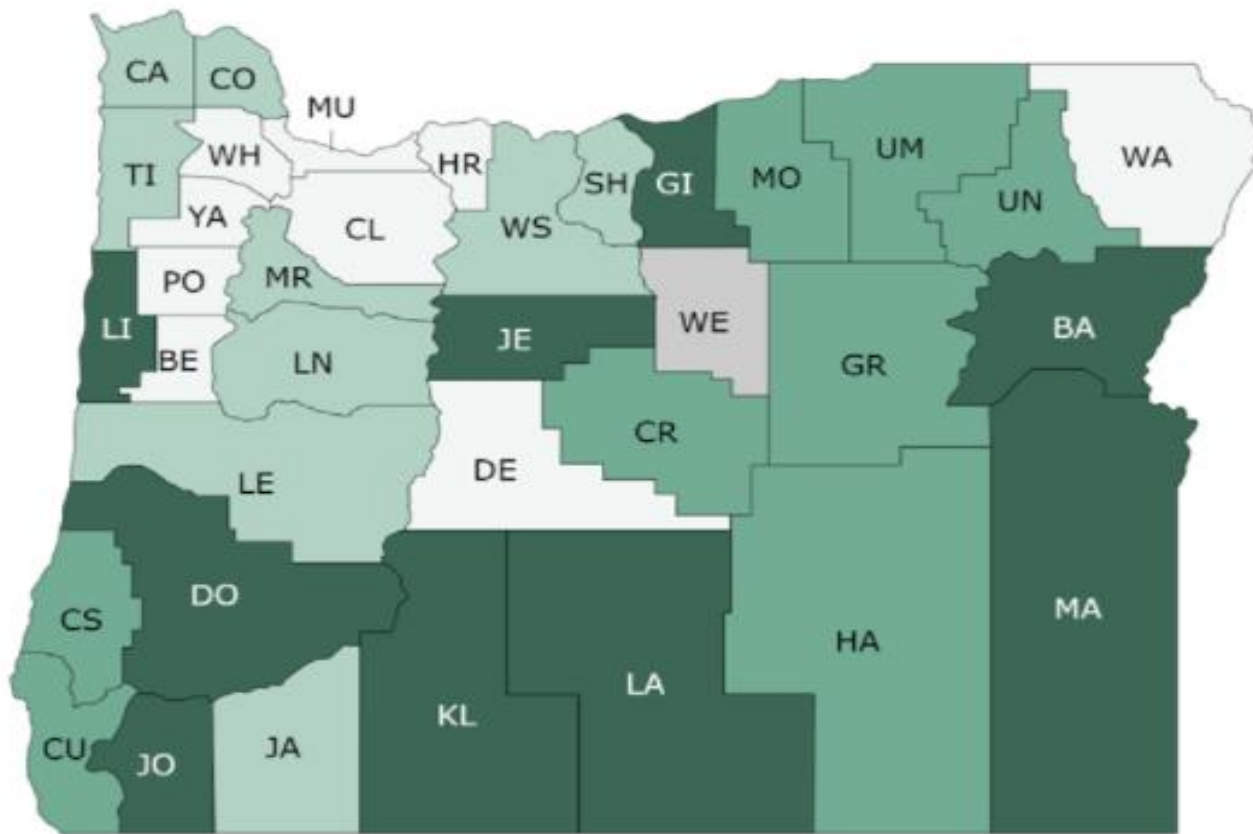
OREGON OFFICE
ORH
of RURAL HEALTH

2/16/2022

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Rural Health Outcomes

2022 Health Outcomes – Oregon

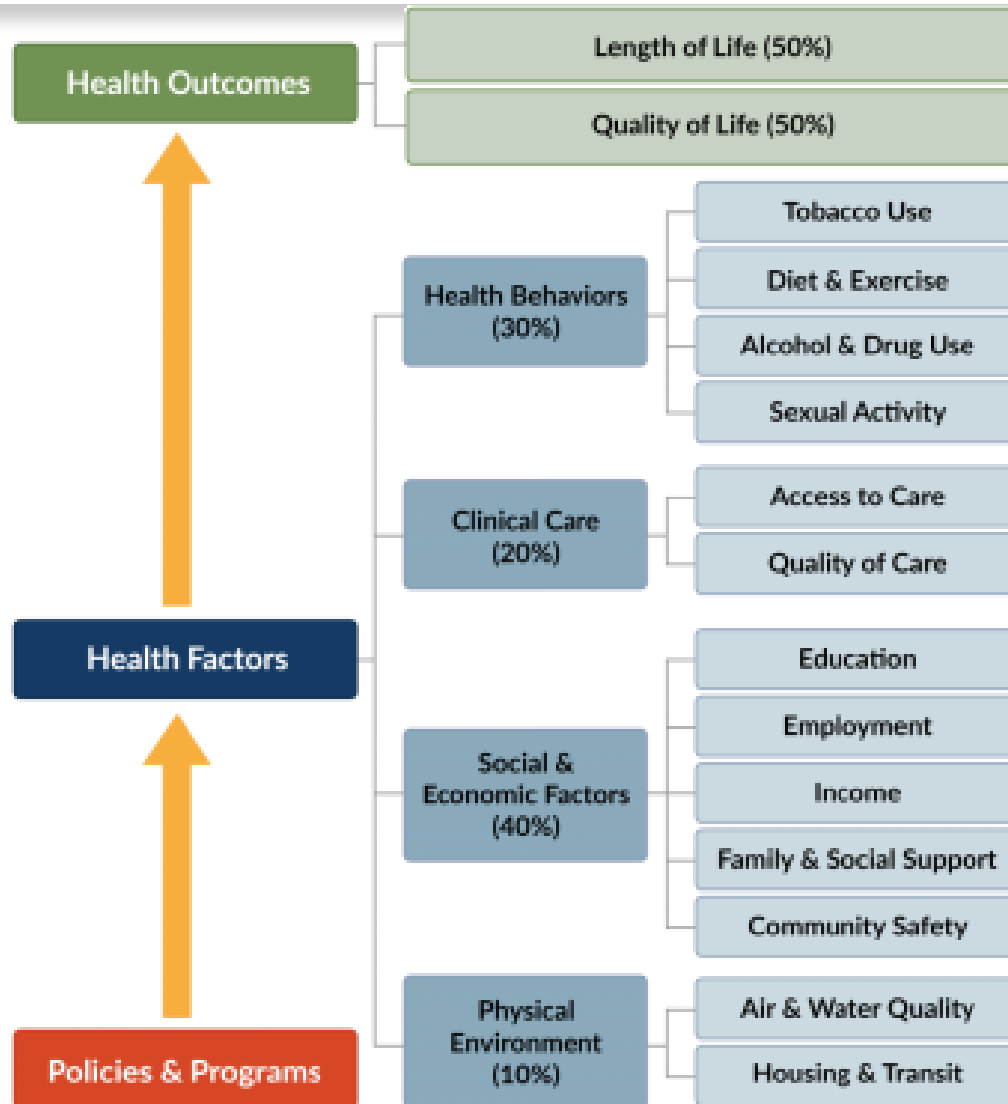


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Health Outcome Ranks

Rank Range	Color
1 to 9	Lightest Green
10 to 18	Light Green
19 to 26	Medium Green
27 to 35	Darkest Green

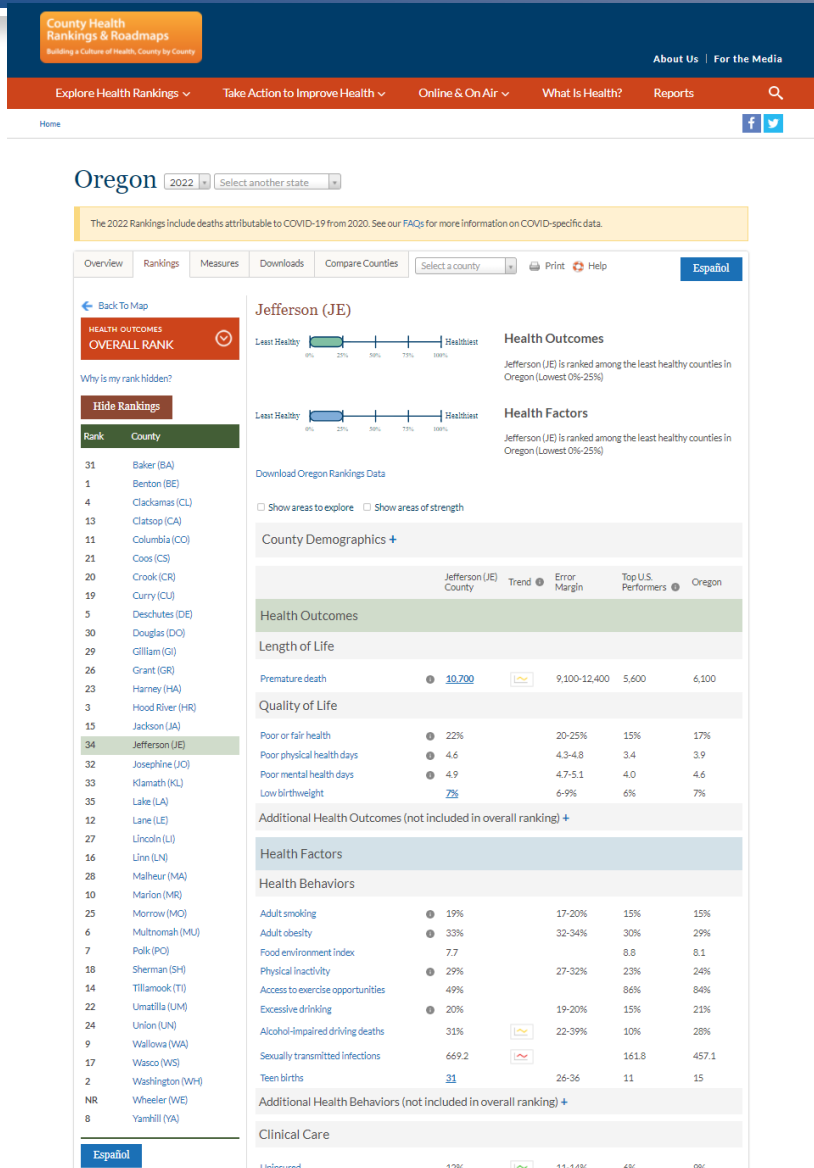
Factors that Impact Health



Clinical care is estimated to account for 10-20% of factors that contribute to health outcomes



2022 County Health Rankings



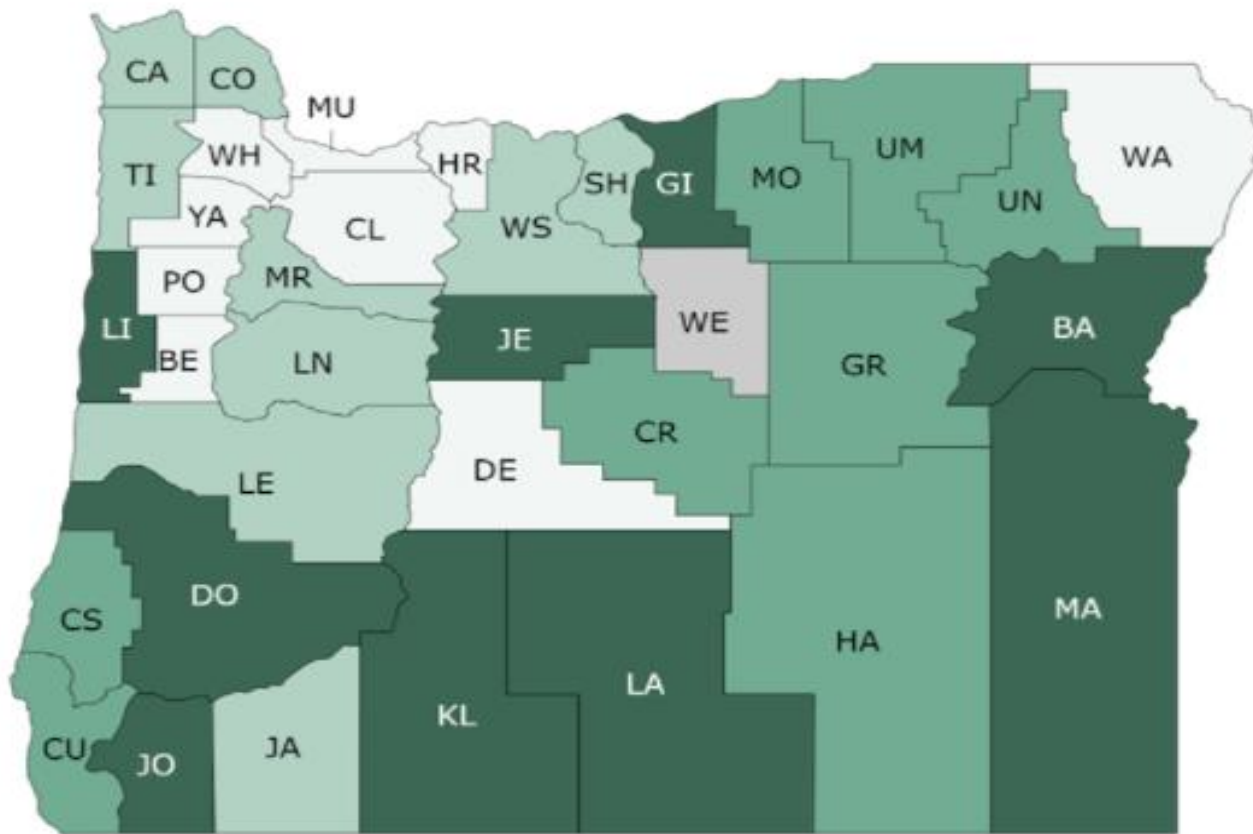
The County Health Rankings & Roadmaps program is a collaboration between the Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute



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Rural Health Outcomes

2022 Health Outcomes – Oregon

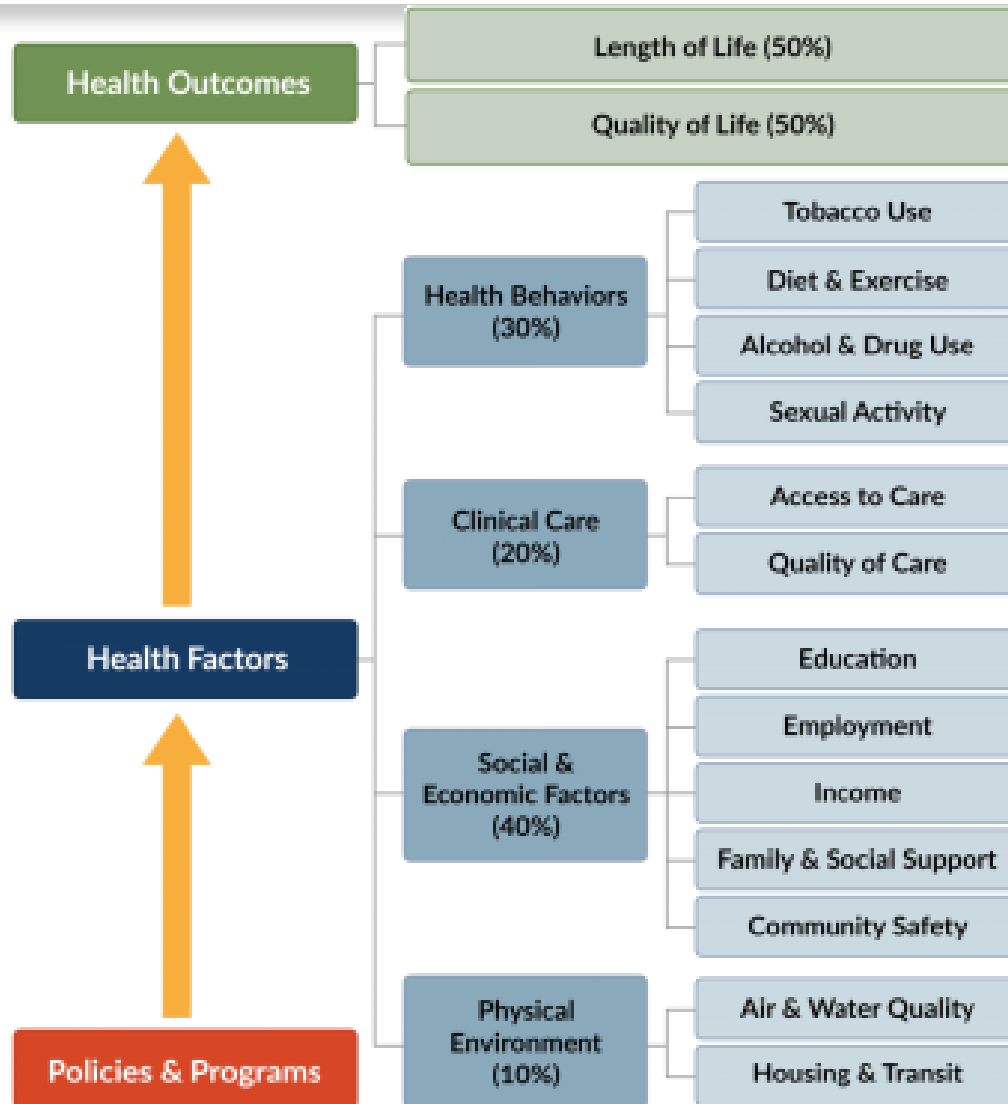


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Health Outcome Ranks

1 to 9	10 to 18	19 to 26	27 to 35
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Public Health & Health Outcomes



Rural Public Health
Can Support Efforts
That Impact Local
Health Outcomes



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Rural Public Health Areas to Explore

Health Behaviors



Rural Public Health Areas to Explore

Social & Economic Factors



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Rural Public Health Areas to Explore

Physical Environment



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Rural Public Health Areas to Explore

Clinical Access



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"Health care matters to all of us some of the time, public health matters to all of us all of the time."

- (Former) Surgeon General C. Everett Koop



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Objectives Met??

- ✓ Level Settings
- ✓ Public Health 101
- ✓ Oregon Public Health System
- ✓ Barriers for Rural Public Health
- ✓ Opportunities for Rural Public Health
- ✓ Rural Health Outcomes and Public Health



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