

MINUTES

Board of Health Meeting

October 20, 2008

Present: Robert Carangelo, Esq.; Dr. Robert Ailleo; Dr. Peter Arturi; Dr. Marilyn Ross Cahn; Dorian Fabio; Dr. Elaine Suchman; Caroline Baisley, Director

Absent: Dr. Naomi Tamerin

Guests: Gerald Isaacson, Chair, RTM Health and Human Services Committee; Greenwich Time

Staff: Ann Augustine; Joanna Lipson; Tom Mahoney; Doug Serafin

Chairman called the meeting to order at 6:40 PM.

MINUTES

The minutes of the September 22, 2008 meeting were approved unanimously.

(Motion: Arturi / Second: Fabio / Vote: Unanimous –6 in favor - 0 opposed)

SOCIAL MARKETING APPROACH TO PROGRAM PLANNING

Doug Serafin explained that social marketing is the application of marketing principles to public health or other social services. It is characterized by market research, which considers the population to be served by the program and the market for the product, which is the public health service being offered.

Mr. Serafin referred to a program designed by the Centers for Disease Control and Prevention called CDCynergy, which is based on social marketing principles. CDCynergy leads the program planner through six phases of social marketing and encourages the planner to consider a wide variety of factors in implementing the proposed program:

- Problem description
- Market research
- Market strategy
- Design intervention
- Design evaluation
- Implementation

Some principles of social marketing were applied to the Greenwich Department of Health's proposed program for screening children in the town for elevated blood lead levels. Research performed in the "problem description" phase of the planning process identified a problem: the Town of Greenwich has prevalence and incidence levels of elevated blood lead levels comparable to the whole state of Connecticut, but its compliance with the recommendations for screening children is much lower.

In an attempt to understand this a little more, a “doer/non-doer” analysis was performed. This is a survey that compares people who do perform a particular health-related act (in this case having their children screened for elevated blood lead levels) with those who don’t. The survey was designed around the ***Health Belief Behavior Model***, which states that people will or will not perform a health-related act based on their own perceptions of the severity of the consequences, their susceptibility to them, the benefits of performing the behavior and barriers to performing it.

The “doer/non-doer” analysis yielded significant differences in perceived susceptibility and severity between people who have had their children screened for elevated blood lead levels and those who had not. Those who did were more likely to consider their children at risk for elevated blood lead levels and to show a better understanding of the consequences of elevated blood lead levels in children. This suggests possible points of emphasis in promotional materials for the lead screening program. Discussion ensued about upcoming Connecticut legislation requiring testing at several pediatric ages.

EMERGENCY PREPAREDNESS UPDATE

Joanna Lipson, Public Health Emergency Preparedness Coordinator, reported that over the past few months, several preparedness plans have been completed, including:

- Influenza Pandemic Preparedness and Response Plan
- Isolation and Quarantine Plan
- Special Needs Population Emergency Preparedness and Response Plan
- Respiratory Protection Plan and Staff and Volunteers Just-in-Time Training Plan

Drills and Exercises included:

- Local functional mass dispensing exercise
- Regional pandemic influenza tabletop
- Local pandemic influenza tabletop

Ms. Lipson reported that tabletop exercise conducted with Department of Health staff was designed to:

- Examine various threats posed by a pandemic and the implications to the local community
- Discuss how key pandemic influenza response measures will be implemented by the Greenwich Department of Health and identify key areas where further planning is needed
- Assess risk communication strategies and capabilities to provide timely communication to the population.

Future planning will utilize a team approach and will include:

- Communication
- Mass dispensing

- Outbreak management
- Continuity of operations

HIV/STD UPDATE

Tom Mahoney reported that the Centers for Disease Control and Prevention (CDC) recommends HIV testing for all people between the ages of 13 and 64. Testing is offered at Greenwich Department of Health through the STD/HIV Clinic – held on Tuesday and Thursday afternoons.

He noted that there are two ways of testing: 1) with blood or 2) oral solution. The oral solution test also known as a “rapid test” because results can be obtained the same day. Clients swab both upper and lower gums with a device, put it in test solution and wait 20 minutes. The accuracy rate for the rapid test is 99.4% and 99.9% for the blood test.

If a client tests positive with the rapid test, it is considered a “preliminary positive.” Blood is drawn from the client and sent to the State Lab to have the results “confirmed.” It is a very good test – non-invasive, short wait time for results, accurate, easy to administer, liked by clients.

OTHER BUSINESS

Substance Abuse Issues: Chairman noted that Stephanie Paulmeno is doing an excellent job in working with the Fairfield County Regional Action Counsel on a community-wide school based survey on substance misuse and risky behaviors in children.

Influenza and Pneumonia Clinics: Clinics have been very well attended. There are two more scheduled for October 21st and October 28th.

2009-2010 Department of Health Budget: Budget Committee meetings are scheduled for November 12 and November 18. The Budget Subcommittee will report to the full Board at the November meeting.

Elaine M. Suchman: Chairman thanked Dr. Suchman for her dedicated service on the Board of Health for 15 years and read a brief tribute of her accomplishments, including serving as Secretary for four years. The full tribute is attached to and made a part of these minutes.

There being no further business, Dr. Ailleo moved to adjourn the meeting at 8:15 PM.
(Motion: Ailleo / Second: Arturi / Vote: Unanimous -6 in favor - 0 opposed

Respectfully yours,



Marilyn Ross Cahn, MD
Secretary

BOARD OF HEALTH
Greenwich, Connecticut 06836



**TOWN OF GREENWICH
CONNECTICUT**

Elaine M. Suchman, Ph.D
Board of Health
1993-2008

In continuing her dedication in community affairs, Dr. Suchman committed to provide the best to Greenwich residents by serving as a member of the Greenwich Board of Health.

As a graduate of Wellesley College, Elaine holds masters and doctoral degrees from Columbia University, Teachers College. She holds licenses and certifications as a psychologist and therapist in three states - Connecticut, New York and Pennsylvania, and practiced in several towns within these states, including Greenwich. Elaine Suchman became a resident of Greenwich in 1977 and has four grown children with three grand children.

After a successful career as a psychologist/therapist, Elaine continued her passion of being involved in political affairs and civic groups. In carrying out family tradition, Dr. Suchman also remained active in the political process and supported local and State Democratic candidates. She also contributed her time, energy and enthusiasm to the electoral process at all levels. She is a long-standing member of the League of Women Voters, where for several decades she studied the workings of government in depth. She also offered her services in the Greenwich community by teaching courses on topics relating to communication between parents and teenagers and education of pre-school children. She also lead several discussion groups for Parents Together, Prevention of School Failure programs and many Catholic-Jewish dialogue sessions. Her expertise enabled her to be an effective trainer for group leaders at the First Congregational Church in Old Greenwich. As part of her activities in the community she keeps in touch with residents and the economic status in Greenwich by working as a real estate associate with a local firm. Today Elaine continues her works as a broker with Coldwell Banker Real Estate.

Dr. Suchman has always had a wide range of interests which was reflected in the many organizations to which she belonged. For some of the groups, she served on the Board of Directors, participated as a leader, a delegate and even served as a vice-president. A list of some groups she was active with were the Forum for World Affairs, the Council of Churches and Synagogues, the Japan-U.S. Society of Greater Fairfield County, the Greenwich Association for Public Schools, the American and Fairfield County Psychological Associations, Hadassah, League of Women Voters, International Club of YWCA and Interfaith Council. Today she is still active with many of them.

As a member of the Board of Health Elaine served for 15 years (1993-2008). During her years of service she served as Secretary from 1998-2002 and was the Board's liaison to Liberation Programs, Inc., from 2000 – 2006. Having many interests, Dr. Suchman was very influential in the ordinance that required homeowners to display numbers at least 2" high on their homes so that emergency personnel could respond without delay. She was always an advocate for the underserved population and those with special needs. She also took particular interest in the environment and made many contributions to the following matters:

- Cos Cob Power Plant issues
- Mianus River issues
- Long Island Sound issues
- Composting issues

To this end, Dr. Suchman has made a significant contribution to not only the field of education, psychology, but to public health. For those of us who have had the pleasure of working with her, she has devoted her time to ensure that residents of Greenwich had the best opportunity for all services. Dr. Suchman has provided insight, guidance, support and continued friendship to all who have worked toward success. On behalf of the Department of Health and Board of Health, we would like to say "thank you" for all those years of dedicated service.