

**Princeton Board of Health**  
Monthly Meeting  
**February 16th, 2016**  
Monument Hall - East Meeting Room  
One Monument Drive, Princeton, NJ 08540

**Present:**

**Board Members**

Lauren Babcock Dunning, MPH  
George DiFerdinando, MD, Chair  
Heather Howard, Council  
Steven Miller, PhD  
Linda Schwimmer, Esq  
Mona Shah, PhD  
Linda Steiner-Sichel, MPH, Vice Chair  
Rick Weiss, MS

**Staff:**

Jeffrey Grosser MHS, HO  
Gary DeBlasio, Director, DHYC  
Michael Soto, Board Secretary

**Guests:**

Alex Jow, Princeton University Student  
Health Advisory Board  
Philip Curran, Princeton Packet

**Absent:**

JoAnn Hill, RN

**I. Call to Order**

At 7:30 PM, Chair DiFerdinando called the meeting to order by affirming: "This meeting of the Princeton Board of Health has been duly advertised and is being conducted in compliance with all provisions of the New Jersey Open Public Meetings Act."

**II. Public Comment and Guests**

Alex Jow, a Princeton University student and President of the Student Health Advisory Board, was present. The Student Health Advisory Board is a health advocacy group for campus policy issues.

He indicated that the main concern for the Student Health Board this year is mental health. They have been working on an initiative called Mental Health Mentors to offer peer mentoring.

They have also been creating a short video to educate the student body on mental health issues.

Another big area is lack of sleep for college students, which ties into mental health as well. In this space, they are starting a 56-hour challenge where students

are encouraged to track their sleep for a week. If they meet the 56 hours they will be entered into a raffle for a Fitbit.

Another area they have been looking at is nutrition. They are trying to get the nutritional details onto the university app for students interested in having access to this information.

### **III. Minutes – January**

Ms. Schwimmer motioned to accept the minutes with corrections, seconded by Dr. DiFerdinando. All voted in favor.

### **IV. Health Officer’s Monthly Reports**

#### **a. Twitter Chats**

The NJ Department of Health provided a social media course that Mr. Grosser attended with Access Princeton. One of the ideas that stemmed from this was to organize a Twitter account and Twitter Chats that allow the municipality and citizens to exchange questions and communicate on a chosen topic. Mr. Grosser participated in some that the CDC has offered and found them extremely helpful.

The Princeton Board of Health had their first Twitter Chat today, February 16<sup>th</sup>, from 12-1pm, on the Zika virus. It gave citizens an opportunity to ask any questions that they have regarding the virus. Access Princeton did most of the advertising for the event. Mr. Weiss suggested advertising the next event via the Library.

The Princeton Board of Health’s Twitter handle is @ptonhealthdepartment

#### **b. Zika Virus**

The Princeton Board of Health is looking into how to best prepare for the spring and summer. It is trying to determine whether local mosquitos will be able to transmit the Zika virus and if so what the Board can do about it. The Princeton Board of Health will be meeting with the County Mosquito Control next week to attempt to clarify these issues.

Dr. DiFerdinando suggested looking at the Key West Mosquito Control, which has responded to dengue fever outbreaks by going door to door.

Dr. DiFerdinando expressed concern about the risk resulting from individuals who travel, get infected and return to the area. Currently the guidance is only to test pregnant women and/or their spouse after travel to regions with the Zika virus but this may very well change.

c. NJ Department of Health Mini-Grant

Mr. Grosser and Mr. Levine, the accreditation coordinator, had applied to the NJ Department of Health for Mini-Grant funding for the Health Services block grant, administered by the Family Health Initiatives. Princeton was one of only three local health departments that were awarded the grant of \$10,000 for offsetting the cost of the accreditation administration coordinator as well as printing and advertising. Princeton was the only municipality based local health department to receive the award.

d. Heroin and Opiate Community Presentation on March 2nd

The Princeton Board of Health and PADA are co-sponsoring a presentation on March 2<sup>nd</sup> at 7-9pm at Princeton High School featuring a guest speaker, Michael DeLeon, founder of Steered Straight. He is a former incarcerated drug abuser and has a very interesting story to tell. He will be speaking with a Princeton Police Officer, that administered Narcan a couple months back, a representative from Corner House and Angelo Onofri, Mercer County Prosecutor.

The target audience is the general public, including adults and high school students.

e. Greater Mercer Public Health Partnership (GMPHP)

Mr. Grosser is on the Chronic Disease coalition of the GMPHP that will be breaking up into focus groups to continue advancing their initiatives.

f. Rabies Clinic on March 6<sup>th</sup>

The clinic will be held from 9am-12pm at the Witherspoon Firehouse organized by the Animal Control Officer.

g. Accreditation

The Board of Health has now completed 27% of all documentation for accreditation, with 9 months remaining. Last month it was at 15%, so the process is moving forward swiftly.

The performance management software that the municipality had been using, Revelstone, went out of business so the municipality is looking for a new performance management dashboard. Mr. Grosser noted there are a few free systems that he has been researching. The New Jersey Association of County and City Health Officers (NJACCHO) has been spearheading performance management system evaluation and dispersal to local health departments. Mr.

Grosser noted that this month the health department began utilizing a new system called “Public Performance.” Mr. Grosser demonstrated the software to the board. Within the demonstration Mr. Grosser noted that the department has eased into using the software by starting off with quality improvement activities; specifically involving organization and process improvement. Other measures that have been added and have begun to be analyzed are strategic priorities, goals and objectives. Mr. Grosser stated that the performance management system is a newer concept for the department, but he, along with staff have begun to notice improvements in responsiveness from front line staff and particularly strong improvements in the document/file search and recovery process.

#### h. Pedestrian Safety

There are many hot spots that need work to ensure pedestrian safety and there is need for an educational campaign.

Ms. Howard shared that the Council is reorganizing its committees. The Traffic and Transportation committee will be renamed the Complete Streets Committee, which will be an umbrella entity with representatives from other relevant committees including the newly named Bike Committee (previously called the Pedestrian-Bike Committee).

The Complete Streets approach emphasizes that everyone needs to use the street (cars, cyclists and pedestrians) and explores how to make it work for all users. One specific example of this is that whenever there are roadwork investments, the municipality is ensuring that bike lanes and sidewalks are added. Homeowners no longer pay for the installation of sidewalks, the municipality does. This umbrella committee is aimed at allowing staff to be more proactive to work on safety issues. A representative of the Complete Streets Committee will be attending the next Board of Health meeting.

The Pedestrian-Bike Committee is being renamed the Bike Committee because it was primarily focused on cyclists and the bike master plan.

#### i. Death Rates Rising for Middle-Aged White Americans

Angus Deaton and Ann Case, two Princeton Economists, recently published a study in JAMA documenting rising death rates, especially in the middle aged white population. The #1 cause of death was drug overdose, #2 gun violence and #3 was accidents (which in some cases included suicides depending upon the details).

j. Public Health Data Analysis

Mr. Grosser presented a data analysis performed by two interns whom have been working with the health department for the last several weeks. Both interns are working on obtaining their masters degrees and were interested in performing data analysis. As a result, Mr. Grosser utilized the interns to perform data analysis of pressing public health issues to the area. Mr. Grosser presented the data analyzed by both interns. One intern focused on quantitative data while the other focused on qualitative data. Quantitative data was extrapolated from the communicable disease reporting and surveillance system (CDRSS), CDC and localized surveys performed by the interns. Lyme disease data was reviewed because Mr. Grosser noted to the interns that recently, it appeared to be the prevalent disease. The analysis of the data concluded that Lyme disease incidence from a county and state level were decreasing while those levels were increasing in Princeton. Mr. Miller asked if this was due to the fact that so many Princeton residents spend time outdoors. Mr. Grosser noted that while that may be part of the issue, the health department recognizes this as a reason to increase outreach to the community on how to protect themselves from the disease. Mr. Grosser displayed the data analysis and chart created by one of the interns and informed the Board that they would be placed on the health department webpage in the near future.

The qualitative data analysis focused on a more specific community health assessment. The data was gathered via online survey to residents, primarily via the municipal website that received over 50 responses in the course of a week. Mr. Grosser handed out the data analysis from both reports to the Board for review. Mr. Grosser noted that the qualitative health assessment showed three top health challenges to Princeton: substance use, weight management and language barriers/limited access to medical interpreter. Also shown in the assessment was the fact that the following items were needed to improve the health of the survey taker, their family and neighbors: wellness services, recreation facilities, affordable medical care and nearly 20% did not know. The analysis has been shared with health department staff and the health educator is utilizing the data in her outreach materials. Mr. Grosser noted he was excited to be able to utilize interns for such important data analysis and feedback from the community.

k. Performance Improvement Efforts

Mr. Grosser mentioned that the health department has selected quality improvement teams to implement the recently completed quality improvement plan. The teams have been working on two separate projects: Improved department file organization and search ability and vital statistic consolidation from former Borough and Township into one book for the consolidated municipality. Both efforts hope to streamline separate processes by which health department staff store, search and discover files and vital records in the health department. Initial measurements taken by the groups have demonstrated 40-50%

time savings by implemented organization strategies, specifically with the overarching improved filing system. Mr. Grosser noted that similar quality improvement teams/projects will occur on a quarterly basis, will be reported back to the Board of Health via storyboards and will discussed and reviewed at each health department monthly meeting.

## **V. Board and Commissions**

### **a. Liaisons**

Dr. DiFerdinando suggested the Board of Health invite the Princeton Environmental Commission (PEC) to regularly send a liaison to attend the Princeton Board of Health meetings to help strengthen the connection between the two and facilitate the flow of information.

### **b. Princeton Alcohol and Drug Alliance (PADA)**

Ms. Steiner-Sichel shared that PADA is looking for topics for educational programs that they could offer the community. Two that were suggested were marijuana use and drunk driving.

Anecdotal evidence from the schools is suggesting that when parents are notified of drug use they do not seem as concerned about marijuana use as they were in the past. Dr. DiFerdinando suggested exploring the collection of data to support these anecdotal claims. One possibility is to buy drilled down town level data from the behavioral risk factor survey. The other option is to look at medical discharge data on things like overdose incidents.

The biannual drunk driving reenactment will be held on May 26th at 9:30am. This year the reenactment will also include marijuana use.

### **c. Princeton Environmental Commission (PEC)**

Dr. DiFerdinando expressed admiration for the level of detail that was discussed at the PEC. Their charge is not focused on humans and instead focuses on architecture. This provides a fruitful opportunity to exchange perspectives with the Board of Health.

He indicated that a point worth noting is that they do not review every development in town, only the units assigned for their review. They review large developments, but if there are several independent developments in a concentrated area they are not reviewed.

### **d. Conversation of a Lifetime**

Ms. Schwimmer indicated that the initiative has received a new grant and is seeking partners to expand to the rest of Mercer, Bergen and Camden. An upcoming meeting will be held on March 5, 2016 in Witherspoon Hall.

e. Lead Poisoning Case

A local pediatrician had tested a child who had an elevated blood lead level. At the time of being notified, the Princeton Health Department was informed the child did not spend the required 10 hours a week in Princeton to be considered a true case. The child resides in Montgomery County, Pennsylvania and Mr. Grosser has requested through the State that Montgomery County undertake an environmental risk assessment.

Ms. Howard noted that the Board of Health can provide support and guidance if necessary.

f. Tobacco 21

The Princeton Board of Health will continue doing random checks throughout the year. Tobacco 21 ordinance and its implementation has been an important program the Health Department has called upon for documentation purposes for accreditation.

g. Acknowledging Laura Kahn

The Board discussed how to best acknowledge Laura Kahn's 14 years of service. Mr. Grosser noted he will draft a letter and or proclamation for the Board to review. He advised the Board it would be ready for their input by the April Board meeting.

h. Charles Rojer Award

The Board has continued to make plans to establish an award in the former Chair's name.

**VI. Adjournment**

With no further business to discuss, Mr. Weiss motioned to adjourn and Ms. Schwimmer seconded. All present voted in favor of this action and the meeting adjourned at 8:40PM.

Respectfully submitted, Michael Soto