



TIOGA COUNTY BOARD OF HEALTH

MEETING MINUTES February 18, 2021

ATTENDEES:

BOARD MEMBERS: J. Picco, DDS, President; T. Hills, DVM, Vice President, E. Haray-Butcher MS, CHES; R. Kapur-Pado, DO; T. Nytch, DVM; K. Millar, CRNA
ABSENT: J. Raftis, DO, FACEP; W. Standinger III, Legislator
STAFF: L. McCafferty, R.S., MPH, Public Health Director

Call to Order: 7:36 a.m.

INTRODUCTION OF GUEST

Kylie Holochak, Sr. Public Health Educator

ADDITIONAL ITEMS

N/A

OLD BUSINESS

- 1) Meeting Minutes: Minutes of January 21, 2021 meeting were sent electronically to members for review. Motion to approve minutes made by Dr. Kapur-Pado, seconded by Mr. Millar; all in favor, motion passed.
- 2) Enforcements: Briefly stated, no questions.
- 3) Ms. McCafferty provided update on posting of Board of Health advertisement for vacant position; ad was posted to Morning Times and Owego Pennysaver.

PRESENTATION

- Ms. Holochak presented on Public Health Communication Strategies and provided examples pertaining to Public Health outreach on COVID-19 topics.
 - Main strategies include: Facebook, Website, Press Releases, Newspaper ads, Billboards, monthly emails to partner agencies, etc.
 - Facebook is large outreach entity, stating that over 10% of our total population likes Public Health's Facebook page.
 - Post regular updates on Facebook regarding vaccine appointment availabilities, addition of new vaccination phases, testing locations, and department status.
 - Ms. Holochak with Legislative Chair, Marte Sauerbrey, make up primary communications network for the County.
- Ms. Holochak asked the Board to provide any suggestions as to additional information that the public may want to know.
 - Discussion about how vaccines are recorded and when.
 - Ms. Haray-Butcher asked about the UHS website, which assists in finding vaccination appointments in your County, when selecting Tioga County it directs to the Tioga Public Health website which she informed does not include vaccination information.
 - Ms. Holochak stated that the Tioga Public Health COVID website has vaccination information which is separate from the Tioga Public Health website; the UHS website link might be directing to an incorrect location. She will need to look into it.
 - The question of Public Health's thoughts on using other social media was posed. (ie. Twitter & Instagram)
 - Ms. Holochak informed the Board that Public Health used to have a Twitter account but it did not have much of a following. With Instagram, you can not include links, which when posting information, is a main source of outreach.
 - Ms. Haray-Butcher inquired about using a Google form where the public can enter their email/town to be contacted when vaccine became available; Tompkins County uses this resource.

TIOGA COUNTY BOARD OF HEALTH

- Agreed that this is a good idea, but Ms. McCafferty explained that with Tioga Public Health being such a small entity that it is tough to be able to monitor another system like this with a team that is already taking on multiple duties.
- Ms. Holochak added that when Tioga Public Health receives 100 doses of vaccine, appointments are booked within 15 minutes which makes it difficult to communicate to the public.

NEW BUSINESS

- N/A

INFORMATIONAL

- Presentation on Communication Strategies lead in to discussion of communication on COVID-19 (vaccine distribution, guidance, etc.)
 - Dr. Picco stated that there are so many mixed messages and disinformation spread within the County.
 - Expressed concern, and wants to assist in brainstorming ways to alleviate this.
 - Tioga Public Health is positioning to do mass vaccinating for our community, working with the State and the Regional Hub (UHS). Also not guaranteed vaccine supply.
 - Governor Cuomo wants to take vaccinating over and run mass vaccination clinics through the Chamber, using the National Guard. But does not have the vaccine supply.
 - According to Governor Cuomo, 10 million people are eligible to receive the vaccine in New York as of February 14, 2021, predicts by June/July to have the eligible population vaccinated.
 - Pennsylvania (Guthrie) is doing a large amount of vaccinations, can vaccinate over state borders.
 - Dr. Nytech brought up headline in today's newspaper about Walgreens cancelling appointments because they had signed up people under the age of 65.
 - New York State criteria for pharmacies is only to vaccinate over age 65.
 - Lots of mixed messaging about the Comorbid population, newly added to the eligible list.
 - Need auditable trail of documentation, letter from doctor stating eligibility, to submit to vaccine clinics. Makes vaccination clinics much more difficult to run when having to hold sensitive medical information. There is no standardization.
 - When drawing up vaccine, can vary depending on nurse. Supposed to be able to draw ten doses, can under draw (getting more doses out of a vial) and can over draw (not getting enough out of a vial).
 - Over drawing can cause a problem when dealing with second dose of the vaccine. If allotted 100 doses, but only getting 98 out of the 100, then 2 have not received their second dose.
 - Public Health would call Regional Hub to see if other locations within the region have the doses.
 - When receiving shipment of vaccine comes with syringes. But a portion of the syringes are overly large "elephant syringes."
- Ms. McCafferty provided some positive notes that occurred at Public Health over the course of the month.
 - No reported flu cases!
 - Have been receiving positive emails/messaging from the public
 - Positive feedback on Facebook, people are very appreciative.
 - Ex. Family bought department lunch for being able to vaccinate them.
 - People feel like they have "won the lottery" when they are able to get vaccinated.
 - With the revised blood lead level, seeing success with children reversing trends and educating families on items in the home and environment that contain lead.
 - Have a new intern who is assisting with Child Find, health education, and with our vaccine clinics.
 - Dental van is up and running, getting back into routine.
 - Regular food inspections, water testing, etc.



TIOGA COUNTY BOARD OF HEALTH

- Owego Gardens putting in a water storage tower.
 - Public Health crew has been doing an awesome job!
- Takeaways: Virus is endemic, it's not going away anytime soon.
 - Apparently, 17% of public believes they will die if they get COVID-19. Messaging sets the reality.
 - Need consistent message to the public on a State, National, and local level.
 - Board can be used as a resource to Tioga Public Health, to spread information and solve problems of confusion.

Meeting adjourned at 8:53 a.m.; Minutes respectfully submitted by Lisa McCafferty. Minutes approved March 18, 2021:



Joseph Picco, DDS, President



Lisa C. McCafferty, R.S., MPH; Secretary

RECEIVED
MAR 24 2021
TIOGA COUNTY
HEALTH DEPARTMENT