

Communiqué



PRESIDENT'S MESSAGE

Kristi Campbell
Director, Cole County Health Department

November 2020

Dear Public Health Colleagues,

I am honored to become MPHA's President in such unprecedented and challenging times. I am grateful for the work that this organization has accomplished with Andrew as President. Andrew should be commended for his leadership, wisdom and visioning abilities in these last two years; not to mention his witty sense of humor. As an organization, we are definitely in a better place as a result of his service as President. Although they are big shoes to fill, I look forward to working with all of you and serving as the President of MPHA.

For those of you that I haven't had the pleasure of meeting, I am currently the Director of the Cole County Health Department in Jefferson City, MO. We are the home of the state Capitol and the seat of state Government. My previous experience includes almost ten years with the Missouri Department of Health and Senior Services in several varying public health roles, in addition to prior experience with the Missouri Department of Natural Resources.

Over the last several months, public health has been highlighted and pushed to the fore front of the COVID-19 pandemic. Public Health Agencies have had to exercise their abilities and authority in new and unparalleled ways. Staff have been redirected and many have had to learn new skills in order to assure that all needs are met. Unique partnerships and collaborations have been born out of necessity.

It's easy to be overwhelmed by the workload and frustrations, the challenge will be continuing to adapt to the needs and focus on the foundational public health services that are the backbone of all Public Health Agencies. Thank you all for your tireless work. We should celebrate all that has been accomplished by public health in 2020. Let's use this opportunity while we have the focus on public health to provide information on why public health agencies and educational institutions are so important.

Keep your chins up and keep fighting the good fight because AMERICA NEEDS PUBLIC HEALTH!!

Respectfully,

Kristi Campbell
President, Missouri Public Health Association



Calendar of Events

January 21, 2021

Board Meeting

MPHA Office, Jefferson City

March 29, 2021

“MAPP Training”

Mobilizing for Action through Planning and Partnership

Jefferson City Area

April 8, 2021

Board Meeting

MPHA Office, Jefferson City

July 15, 2021

Board Meeting

MPHA Office, Jefferson City

September 28, 2021

Joint Annual Meeting

Lake Ozark, MO

Are you a member of APHA but not currently a member of MPHA? We need your membership to further the message of public health in Missouri.



The benefits of being a member of MPHA include:

- Three newsletters a year filled with up-to-date information
- Legislative updates on Missouri issues as well as national topics impacting Missourians
- Annual meeting with other public health professionals
- Statewide network of public health professionals

If you are interested in membership in MPHA, please contact Dan Luebbert, Platte County Health Department, 816-858-2412, Dan.luebbert@plattehealth.com or complete the membership form on the back page and return it to the MPHA office.

America Needs Public Health

Missouri Public Health Association (MPHA) is selling T-Shirts to raise money to support Association activities. The shirts will honor all of those working in Public Health who go above and beyond every day to keep us healthy and protected. America needs Public Health more than ever, but Public Health needs America's support so the resources are there when we most need them. Getting behind Public Health helps us all!



ORDER NOW!

Available in Navy (white print), Grey (black print) and Red (yellow print)

Short Sleeve - \$20.00
Long Sleeve - \$24.00

Call MPHA at 573-634-7977 for Sponsorship Information

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<input type="checkbox"/> XL	____(N) ____ (R) ____ (G)	\$ _____
<input type="checkbox"/> XXL	____(N) ____ (R) ____ (G)	\$ _____
<input type="checkbox"/> XXXL	____(N) ____ (R) ____ (G)	\$ _____

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<input type="checkbox"/> XXL	____(N) ____ (R) ____ (G)	\$ _____
<input type="checkbox"/> XXXL	____(N) ____ (R) ____ (G)	\$ _____

Send remittance to:
MPHA
722 East Capital Avenue, Jefferson City, MO 65101

25% discount when you order 10 or more shirts!
Discount Amount (-) \$ _____
TOTAL ORDER AMOUNT \$ _____

Invest in Public Health for All Missourians

Public Health and COVID-Talking Points

(The talking points are intended to be an internal tool to support LPHAs and public health partners as they enter into discussions with leaders and policymakers over the Invest in Public health piece.)

Effective public health strategies will lower costs for our healthcare system, but we must invest in public health in order to earn financial savings and healthier communities.

- Public health is a shared responsibility between federal, state, and local governments.
- Public health creates an environment where the economy grows, communities thrive, and all of us have the fair opportunity to reach our full potential.
- COVID-19 demonstrates that public health must have the resources and capacity to respond.

COVID-19 has illuminated gaps in Missouri’s fragmented public health system, highlighting systemic challenges, historical funding cuts, and an inadequate workforce.

- The unprecedented demand for public health services cannot be adequately met by a barebones workforce weakened through repeated funding cuts over the past decade.
- The work, reach, and value of public health is often misunderstood by partners, policymakers, and the general public.
- Proven public health interventions like social distancing, isolation, and quarantine have been challenged and politicized in the current climate.

COVID response costs have significantly drained already limited public health budgets in every community across Missouri, and CARES funding reimbursements to local public health agencies have been unbalanced and inadequate.

- COVID response costs have varied by jurisdiction from \$6.71 per person to more than \$45 per person.
- The average rate of CARES funding to local public health across the state is only \$4.87, a shortfall of up to \$40.67 per person in some jurisdictions.
- Of the \$817 million in CARES funding provided to County Commissions, less than four percent (3.6%) has been allocated to local public health agencies.
- Only 64% of Missouri’s local public health agencies report receiving any CARES funding during the pandemic response.

Every Missouri community has experienced positive COVID cases, but the demand for service is not necessarily based only on the COVID case count.

- COVID case numbers have been highest in metropolitan areas, with St. Louis seeing more than 27,000 cases and Kansas City seeing more than 14,000 cases. (update)
- The rate of cases per 100,000 persons has been higher in Missouri’s rural communities than in the metro areas, placing a higher demand for services on jurisdictions with fewer resources.
- Public health agencies report an overwhelming increase in demand for services including disease investigation, contact tracing, public information, data requests, social media engagement, partner and policymaker interaction, and community education.

Since the first reported case of COVID-19 in Missouri was reported March 6, 2020, Missouri has seen more than 171,000 (update) cases and more than 2,800 (update) deaths.

- Every Missouri county has reported at least 800 cases per 100,000 persons (update), and more than half of Missouri counties reporting more than 2,500 cases per 100,000 population (update).
- COVID case numbers have been highest in metropolitan areas, with St. Louis seeing more than 27,000

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cases (update) and Kansas City seeing more than 14,000 cases (update).

- The rate of cases per 100,000 persons has been higher in Missouri’s rural communities than in the metro areas, placing a higher demand for services on jurisdictions with fewer resources.

COVID has not only drained public health agency budgets, it has exacted a significant toll on public health employees’ mental and physical health.

- Eleven local public health administrators have left their positions since March 1, 2020.
 - * Replacing administration-level positions can take months and cost up to 200% of the allocated salary in recruitment, hiring, and training costs.
 - * Soft costs to the organization when leadership changes occur can include decreased productivity, strategic planning delays, and interruptions to the development of fiscal plans.
 - * Leadership turnover can initiate a domino effect resulting in secondary turnover.
- High levels of employee turnover can lead to a loss of expertise and institutional knowledge, high costs to the organization, and a decrease in organizational performance.
- A decline in the public health workforce could threaten the health and safety of communities, especially when combined with the demands of a long-term response to COVID-19, more frequent disease outbreaks, and increases in chronic disease.

Public health agencies’ immersion in COVID pandemic response means routine public health services, vital to community health, have to be paused.

- Lower immunization rates can lead to higher disease incidence.
- Lapses in support for chronic disease management can lead to worsening conditions, complications, hospitalizations, and increasing health care costs.
- Fewer health and safety inspections increase the risk for community-wide outbreaks from food and waterborne pathogens.

Serious and rapid investment in public health is vital to protecting our communities’ well-being.

- Missouri needs to take seriously the need to build a strong public health system by investing in the professionals who protect and promote public health.
- Missouri needs to address current workforce needs, communicate the value of public health, and equip future public health leaders with the skills necessary to fulfill essential responsibilities.
- Missouri needs to commit significant, sustainable funding for public health, in order to build strong foundations for community health, lower healthcare costs, and ensure fair opportunities for health for all Missourians.

The following page is an informational tool brought to you by Public Health Organizations of Missouri, United for Public Health, that can be shared with your colleagues and community.

INVEST IN PUBLIC HEALTH FOR ALL MISSOURIANS

Effective public health strategies will lower costs for our healthcare system, but we must invest in public health in order to earn financial savings and healthier communities. Public health creates an environment where the economy grows, communities thrive, and all of us have the fair opportunity to reach our full potential. Public health is a shared responsibility between federal, state, and local governments. COVID-19 demonstrates that public health must have the resources and capacity to build community resilience and preparedness, issue and enforce public health orders, share information with key partners and the public, and lead the health and medical response to public health emergencies.

COVID RESPONSE COSTS

LOCAL PUBLIC HEALTH SERVICE AREA BY POPULATION	 < 150,000 PERSONS	 150,000—480,000 PERSONS	 480,000+ PERSONS
TOTAL ESTIMATED COST FOR 2020	\$490,298	\$5,152,264	\$28,829,920
COST PER PERSON	\$6 ⁷¹	\$19 ⁵⁵	\$45 ⁵¹

Based on an average of six jurisdictions reporting estimated COVID costs for 2020. Source: MOCPE, September 2020.

COVID RESPONSE FUNDING

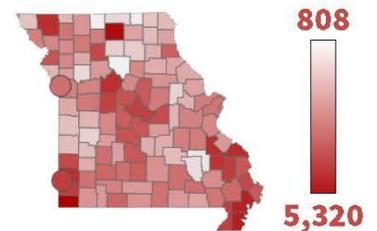
% OF COMMISSION HELD CARES FUNDING SHARED WITH LPHAS



FUNDING TO LOCAL PUBLIC HEALTH AGENCIES FOR COVID RESPONSE



COVID CASE RATE HIGHEST IN RURAL COMMUNITIES



Based on reporting from 99 of 114 Missouri local public health agencies. Source: DHSS, September 24, 2020.

DHSS. Cases per 100,000. October 26, 2020.

“Health departments are already understaffed and underfunded...These professionals do important work that most people don’t even realize is happening...They also play an essential role in keeping communities healthy and safe, every day.”

— BRIAN CASTRUCCI, CEO, DE BEAUMONT FOUNDATION

12 LPHA ADMINISTRATOR POSITIONS VACATED SINCE MARCH 1, 2020

10.5% TURNOVER IN LEADERSHIP

Loss of institutional expertise and increased costs up to 200% of salary

Tobacco Free Missouri

Jenna Wintemberg

TFM Annual Membership Meeting:

Save the date! The TFM annual membership meeting is open to the public and will be held virtually on Monday, November 16th. Visit our website to become a member and receive email notifications about upcoming meetings: <http://tobaccofreemo.org/join-tobacco-free-missouri/>

TFM Board Member Recruitment:

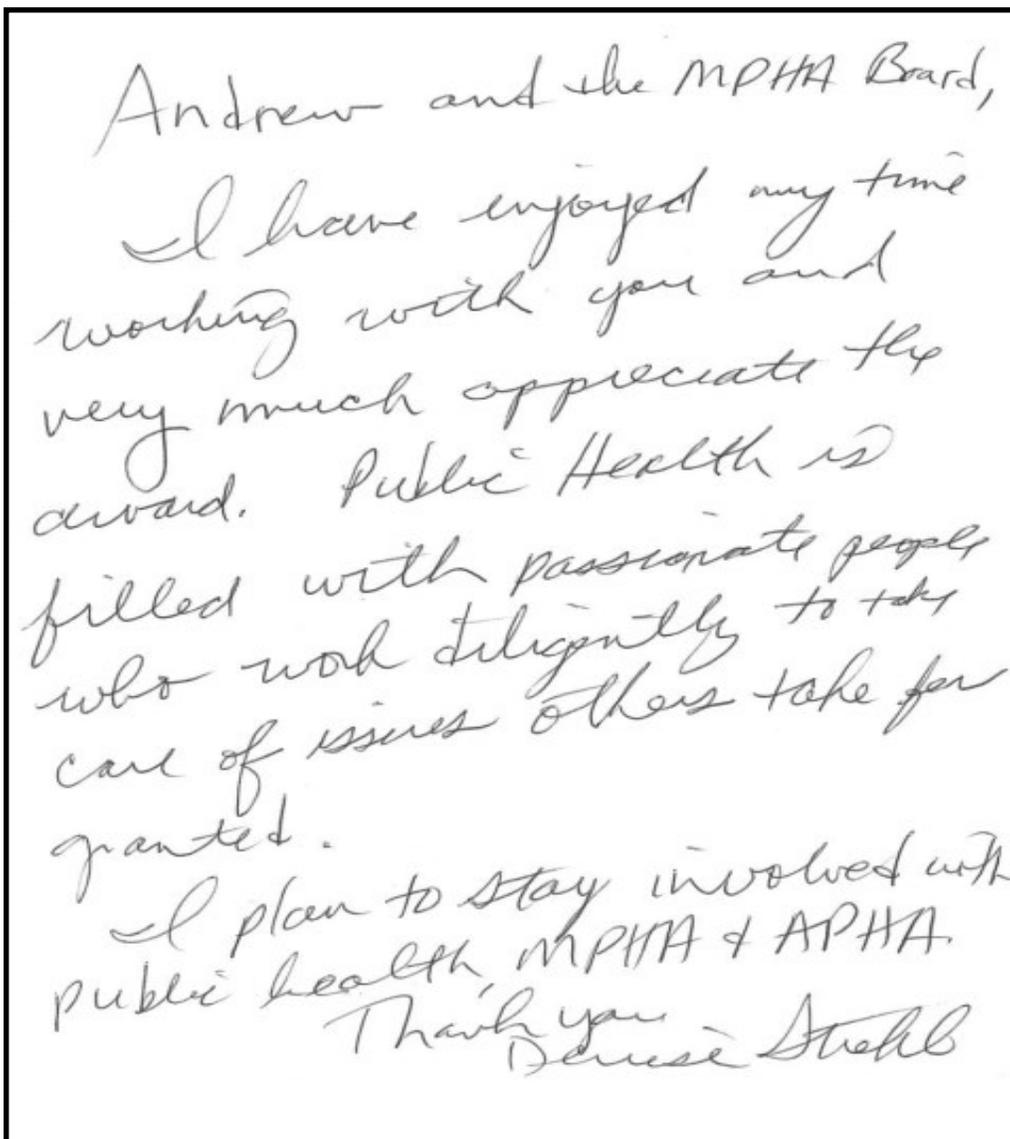
Interested in serving on the TFM Board or nominating someone? Email us at info@tobaccofreemissouri.org for a copy of the nomination form. There are 2 open seats for representatives of local/regional coalitions, 1 open seat for a representative of a statewide organization, and 1 open seat for a member at large.

Website Redesign:

TFM launched a redesigned website this summer. The new design highlights:

- Easier and seamless ways to connect via Facebook, Twitter and the newsletter
- Mobile responsive web design
- Event calendar page
- "What's going on: Up to date information on what is happening throughout Missouri including restaurants going smoke-free, new legislation and action items

Visit <http://www.tobaccofreemo.org/> to become a member of Tobacco Free Missouri and learn more.



ZOOM ETIQUETTE Are You a ZOOM ZOMBIE?

Nancy Friedman

Founder and Chairman, Telephone Doctor Customer Service Training



Ok, here we go. I've had, as you might imagine, dozens of complaints on how people act on Zoom calls. And certainly not on purpose, we all know that. However, the need has come to go over the top ten ZOOM ZOMBIES as I'm calling them. And not in any special order, they all seem to be irritants.

Zoom Zombie #1

Use a REAL BACKGROUND from your location. FAKE IS FAKE. No one really believes you're on the beach and doing a Zoom meeting. And while it's "FUN," it can be very distracting. And those that change the background several time during the meeting is simply childlike. Your office, your family room, dining room, even the kitchen. We all know we're at home. Messy office? It's ok. Honest. Having the San Francisco bridge behind you isn't that important and certainly Las Vegas in the background can be 'loser-ish.' (Pun intended)

Zoom Zombie #2

Keep good lighting in FRONT of you. Not behind you. Test it out first. Get a Zoom partner, if even someone in your own home, to test the lighting out. It's like taking your picture outside. If the SUN is behind you, normally your face is in the dark. Get the 'sun' in front of you and you look great. Same issue on Zoom.

Zoom Zombie #3

Dogs, kids, and other members yelling in the

background. Never fun – on any phone call, let alone Zoom. Be prepared. In most cases you know you have a Zoom call coming up. Get the dog in another area of the house. If you can, have someone occupy them while you're on the Zoom meeting. Alone? Then try and put the Zoom meeting at a time kids are napping or already in bed. Or before they get up. Schedule it. Most of the barking, crying, and extraneous noises are NOT appreciated.

Zoom Zombie #4

We don't eat during a business meeting. This one is frightening that I even need to say it. Not even a snack. Yes, ok for some water. But munching on a sandwich or opening a bag of popcorn or chips magnifies the sound 10-fold. A real OMG. Who is doing that? It's a business meeting. Even the movement of a water bottle on a desk makes a big sound. That's where you need to learn to use your MUTE.

Zoom Zombie #5

Be a little bit creative. I have noticed so many people use the same word in starting each sentence. "SO" is the big one. So this and so that. We don't need the word "SO" in front of every sentence. And while you're at it. Be mindful of how often you're saying UMMMM. Most folks use it as a crutch.

Zoom Zombie #6

Your name will appear on your picture. Notice if you put the curser over the name you will be able to change what it says. Some folks put their email there. Or the company name. You can customize that part. There are two ways. One, put the curser right over your name. And two, the 3 little dots in the upper right on the screen has a "change name" option. Again, only if you want to.

Zoom Zombie #7

Learn – Learn – Learn. Practice – Practice – Practice. Ahead of time. Practice with a friend or a home companion – or even by yourself. Check out the

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ZOOM ETIQUETTE Are You a ZOOM ZOMBIE?

Nancy Friedman

Founder and Chairman, Telephone Doctor Customer Service Training

screen options. This way when you're on the Zoom meeting, you won't be the one yelling out "where is this or how do I do this?" Don't let a business Zoom meeting be your very first. You can have rehearsals. Be familiar with the screen...and its options.

Zoom Zombie #8

You're on the air. It's TV. Sit up straight. Don't slump. No one looks good when they're slumping. Very unflattering. Keep your hands AWAY from your face. Don't lean into your palm with your palm on your face. Very unflattering. And watch your nervous habits. We all have them; we're just not aware. Some folks play with their hair constantly. Some folks bite their nails. Some do other odd things. Be aware.

Zoom Zombie #9

On a personal note: Having a "happy hour" with friends? You can probably forget most of these guidelines. Although I'm betting they'll appreciate your sticking with them...as you will them.

Zoom Zombie #10

Smile. You think I'd forget? You knew that was coming, didn't you? Think it doesn't matter? Show me a picture of you that you don't like and I'll show you it's a picture where you're not smiling. At least keep a hint of a grin on your face. No one looks good frowning. And you can use the Telephone Doctor mindset. "A phony smile is better than a real frown." Even when you're discussing something difficult or sad. I'm not saying to laugh out loud, but I am saying having a slight smile will help the tone of voice.

Nancy Friedman, customer service keynote speaker, is founder and chairman of Telephone Doctor Customer Service Training and a featured speaker at franchise, association, and corporate meetings around the world. A popular TV guest, she appeared on Oprah, The Today Show, CNN, FOX News, Good Morning America and CBS This Morning, as well as hundreds of other radio, television and print outlets around the world, including the Wall Street Journal, and USA Today. The author of 9 books on her chosen topics, Nancy helps corporate America improve their communications with their customers & co-workers.
www.nancyfriedman.com

AmazonSmile

Missouri Public Health Association Education Foundation is now registered with AmazonSmile. Anytime you shop on Amazon for eligible items, they will donate 0.5% of the price of the eligible smile.amazon.com purchase to the Missouri Public Health Association Education Foundation.

Missouri Public Health Association Education Foundation's unique charity link:

<https://smile.amazon.com/ch/43-1652927>

Call for Articles

As a member of the Missouri Public Health Association, you are invited to submit articles for our newsletter. We welcome submissions on any public health related topic.

Please include the following information with your article submission:

- Name
- Professional Affiliation or Academic Institution (if a student)
- Title of Article
- Reference List
- A Headshot or Photo of You Doing Public Health Work

Please keep your article within 300-500 words. Articles from members will be reviewed by the Missouri Public Health Association Board and the Newsletter Editor. Please email your articles and any questions to Lisa Marshall at lisa.marshall@lpha.mo.gov or Sandy Boeckman at sboeckman@mopha.org.

2020 NEWSLETTER SCHEDULE

FEBRUARY NEWSLETTER ~ Article submissions are due by February 1, 2020

JUNE NEWSLETTER ~ Article submissions are due by June 1, 2020

OCTOBER NEWSLETTER ~ Article submissions are due by October 1, 2020

MPHA Members,

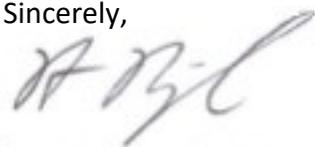
Now in existence since 1925, the Missouri Public Health Association (MPHA) continues to strive to expand our services to meet the needs of public health across Missouri. We hope that you took part in one or more of the many events that we offered this past year.

It is our mission to be the voice of public health in Missouri through advocacy, membership services and our Education Foundation. In order to meet our mission and provide services in our state, MPHA relies on the generosity of individuals and organizations for support. Without the investment of members like you, MPHA wouldn't be able to continue to be the voice for public health across Missouri.

We are asking you to help us continue the public health message by a donation to MPHA Education Foundation. Every dollar counts in the advancement of public health. If each member would make a donation, imagine the progress and impact we could make in Missouri. Your generosity will make a difference in the future of MPHA by allowing us to continue in our work advancing public health in Missouri. ***The MPHA Education Foundation is a 501(c)3 corporation which means that donations to the Foundation are tax deductible.***

Thank you in advance for your generosity.

Sincerely,



Robert Niezgoda, MPH
MPHA Foundation Chair

Donating is easier now more than ever. Visit www.mopha.org and click on the Scholarship/Awards tab. Your generous donations will help support educational opportunities for public health professionals and students and promote quality public health for Missouri.



MPHA Board of Directors

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NOTE: The Executive Committee is made up of the President, President-Elect, Immediate Past President, Vice President, Secretary, Treasurer and the ARGC Rep.

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Communiqué

**Missouri Public Health
ASSOCIATION**



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COMMUNIQUE' Editor

Lisa Marshall, MS, RD, LD

Send comments and/or articles to:

Lisa.marshall@lpha.mo.gov

**Visit us on the Web
www.mopha.org**

MPHA MEMBERSHIP

YES

I want to help fulfill MPHA's mission to promote health in the State of Missouri

- Regular Membership \$60.00
- Full-Time Student \$30.00
- Retiree \$30.00

I'd Like to make a donation to the MPHA Educational Foundation \$_____

Name _____
Agency _____
Position _____
Address _____
City, State Zip _____
Phone _____ Fax _____

Areas of Professional Interest

- Citizen Health Involvement
- Health Promotion
- Infectious Disease
- Health Official
- Environmental Health
- Other: _____
- Public Health Nursing
- Health Care
- Support Services
- Food and Nutrition
- Chronic Diseases

I'd like to serve on the following committees:

- Education
- Membership
- Annual Meeting
- Resolutions & Bylaws
- Advocacy & Public Policy
- Public Health Week
- History

PAYMENT OPTIONS

- Check enclosed
- Master Card/VISA/Discover/American Express

Card # _____ Exp. Date _____

*Mail completed form to MPHA, 722 E. Capitol Avenue, Jefferson City, MO 65101.
If you have questions call 573-634-7977.*