



KPHA NEWSLETTER

June 2012

Inside this issue:

A Message from Dr. David Allen—Former KY Public Health Commissioner	2
WKU Award Winning Video	2
Welcome New Officers & Directors of KPHA	2
A Message from the Executive Director	3
Scholarship Update	3
Legislative Update	3
The FRIEDEL COMMITTEE Public Health Publication	4

President's Message

Memorial Day Weekend marks the unofficial start to summer and a HOT one it turned out to be. Hopefully you were able to enjoy some outdoor time and activity with your family and friends. Many spent time in memory of loved ones who gave their life serving us to protect our freedoms and keep us safe. I'm reminded this protection is not sporadic but an ongoing process accomplished through intention and a daily dedication by those who serve. A special thanks to all of you who have served in a military capacity for our country.

I would also like to say a special thanks to you for serving our country in the protection of our public's health. We too provide a protection that is not sporadic but intentional with dedication. There have been many successes experienced in public health by the dedication of those who have gone before us

and I trust there will be many to come through our continued efforts. I'm often reminded of a statement by former U.S. Surgeon General C. Everett Koop saying "Health care is vital to all of us some of the time, but public health is vital to all of us all of the time." Just like we all benefit from the work our military men and women are doing for us daily, everyone benefits daily from the work we are doing to protect the public's health. This is the message we must continue to proclaim as an organization so more people will understand the importance and role public health plays in the daily lives of our communities. Life expectancy didn't increase by 20 years through sporadic service but with dedicated intent.

I'm honored to be serving as your President.. Even though I may only see some of you sporadically, know that I am con-

tinuously committed to making KPHA the best organization it can be. Please contact me at randy.gooch@ky.gov with any suggestions on how KPHA can serve you better.



Randy Gooch, President
Contact: randy.gooch@ky.gov

9th Annual KPHA Dudley Conner Golf Scramble

The 9th Annual KPHA Golf Scramble will be Monday June 25th at the Bardstown Country club – Maywood. We still have room for some players, but we are filling up fast so register today! Only \$65 for 18 holes of fun, prizes and lunch! Or if you are not a golfer you can volunteer to help at this fun event. We also still need door prizes

and hole sponsors. You can donate or get donations to help support the event in whatever way you choose. If you have never participated in this fun event, mark your calendar and come join us this year, it is always a fun time. All proceeds go for scholarships. For more information, visit www.kpha-ky.org or contact Suzie Hamm

at suziehamm@windstream.net or (606) 584-1051, or the KPHA office at (502) 875-2255. See you on the Golf Course!!





Dr. David Allen
Former KY Commissioner
of Public Health speaks at
the KPHA Annual Confer-
ence

A Message from Former Commissioner Dr. David Allen

*To All Members and Friends
of KPHA:*

It is so exciting to think about the great steps that have been made in the public's health by single, targeted interventions, like pasteurization of milk, vaccines for infectious diseases, and seat belts for traffic safety. We marvel at such effective, but relatively simple ways to protect our health. We wish that we could expand the numbers of simple, targeted interventions in our toolboxes so that we could continue to en-

hance the lives of our fellow citizens. Unfortunately, today the largest, growing public health problem that is stealing the health of our fellow citizens has crept up on us in the last 25 years. It has never been a major health problem in the past. It is multi-factorial. There is no single bullet for the solution. Obesity is the cause or a major contributing factor to 25 diseases and 10 forms of cancer. The proximate cause of obesity is an excess of calories. But the underlying reasons why indi-

viduals ingest excess calories remain a mystery. There is no simple answer. But you can make a personal commitment to learn more about nutrition and exercise as integral parts of our lifestyles, and you could choose to model the healthier pathways! Start by watching the video at www.kpha-ky.org.

Check It Out! WKU Award Winning Video

Old news but Good news! Congratulations to Western Kentucky University KPHA Student Chapter on winning the KPHA Student Chapter Award in 2012. This marked the first time student videos were presented as entries for the Student Chapter contest. WKU students provide testimonials on the value of the Masters in Public Health program in this professional quality production.

Check the video out on you-
tube at [http://
www.youtube.com/watch?v=vw-
PK0ewquU](http://www.youtube.com/watch?v=vw-PK0ewquU).

KUDOS WKU Student Chap-
ter for a job well done!



Our Misson:

*To promote healthy
communities through
education, leader-
ship, and commit-
ment to excellence.*

New Officers and Directors of KPHA

Welcome New Officers and
Board Directors of KPHA!

(Left to Right)

Brandon Hurley - President
Elect, Randy Gooch - President,
Dr. Georgia Heise - Director,
April Harris - Secretary,
Justin Pittman - Vice President,
Anita Black - Director,
Crissy Rowland - Director and
Lisa Pollock - Treasurer



A Message from the Executive Director, Steve Bing

It is a pleasure to have my first direct communication with you through our regular newsletter. I am pleased to be working for you and on behalf of public health in Kentucky. KPHA is a vital and important organization which I am honored to be part of now and in the future. I have spent my initial months working on the transition that comes when one is replacing a leader of sixteen years. Dudley and Vicky accomplished much and left KPHA in a strong position. I again want to thank them for the help and cooperation they provided as Jill and I came on to be your team.

I feel we are progressing with some new ideas that will be

beneficial for our members. Randy Gooch, as your new President, as did Scott, has actively been putting ideas out for consideration. Concurrently, we have stayed committed to working the traditional activities so that we all will benefit from another strong Spring Conference. Thanks to all the volunteers already at work to ensure success. We are having another year of good response for the golf outing and I hope to see you in Bardstown on June 25. Thanks to those working so hard on that event as well.

Many of the Committees have been meeting and I have joined in on about five of them. We

have had Membership and Policy Committee meetings in preparing for a very productive Board Retreat on June 26. I encourage you to get in touch with your ideas and thoughts on initiatives on these or any other subjects. Your input is critical. I hope you view your membership as valuable and will be very communicative in suggesting ways to add to that value.

In closing, I want to introduce Jill Lemaster who became Office Manager on May 1. Jill is a graduate of Eastern Kentucky University with graduate work at the University of Kentucky. Jill is a Certified Public Accountant with a resume that

includes extensive time in the Office of The Auditor of Public Accounts as well as fifteen years services as Executive Director of The Executive Branch Ethics Commission. I am delighted that we were able to recruit such a skilled person to our Organization. Jill joins me in again encouraging your input to the Office suggesting ways we can better serve you.

Thanks again for your support. I look forward to future opportunities to meet and get to know many of you.

Scholarship Update by Allison Adams, Committee Chair



The KPHA Scholarship winners were selected at the April 30, KPHA Board of Directors meeting. The winner of the 2012-13 Ellen Buchart Scholarship is Bethany Godby from Somerset, Ky. Bethany plans to attend graduate school at the UK College of Pharmacy. The winner of the 2012-13 Gerald

Luttrell Scholarship is Isaac Schlagel from Florence, Ky. Isaac is a senior who is home schooled and plans to attend college and major in aerospace engineering. There were 13 applicants for the Buchart scholarship and 8 applicants for the Luttrell Scholarship. The KPHA scholarship committee was chaired

by Allison Adams. Selection committee included, Allison, Brandon Hurley, Daniele Bray and Stephanie Fryman. Many thanks to those who participated in the scholarship raffle, \$1,400 was raised. Cynthia Brown was the winner of the Louisville Getaway package.

Legislative Update by Larry Davis, Committee Chair

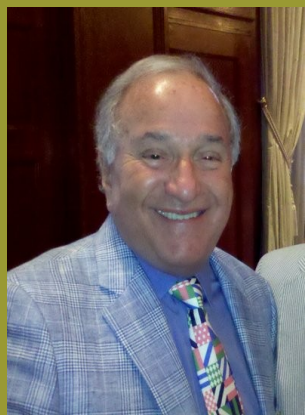
KPHA supported House Bill 55 Colon Cancer Screening Program. The bill did not pass but the Governor funded colon cancer screening. KPHA also supported five other bills; HB 39 relating to health department accreditation; HB 238 safe disposal of prescription medication; passed house

88-4; died in senate; HB249 restricting minors using tanning beds; passed house 86-10; died in senate; HB 289 prohibiting smoking in public places; bill died; Senate bill 53 funding from sale of NASCAR license plate going to local health departments; bill died.

KPHA opposed three bills and was very successful in killing those bills. I would like to take this opportunity to thank all of those people who worked on the legislative process with us and encourage more members to be active in the legislative process next session.



The FRIEDEL COMMITTEE publishes “THE ROLE OF PUBLIC HEALTH AND THE HEALTH OF THE COMMUNITY (View it at www.friedellcommittee.org)



Steve Bing
KPHA Executive
Director



Jill LeMaster
KPHA Office Manager

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Kentucky Public Health Association

There is a saying, “If you have health, you have hope. If you have hope, you have everything.”

If that is true, Kentuckians are shortchanging themselves on hope, because we rank very low when the health of our people is compared to that of populations in other states.

In their 2011 report, America’s Health Rankings (by United Health Foundation) ranked Kentucky 43rd healthiest among all 50 states. The Commonwealth fund ranks Kentucky in the bottom quartile in their ranking of state health system performance (2009).

Kentucky also leads the nation in cancer deaths, leads the nation in toothlessness, is 3rd in smoking prevalence, 3rd in physical inactivity, ranks 4th in the nation in diabetes prevalence, and ranks 7th in obesity prevalence.

So how do we become a healthier people? A report just issued by The Friedell Committee for Health System Transformation – “*The Role of Public Health in the Health of the Community*” – proposes that our local Public Health Departments are an underutilized resource that we can turn to for help.

Every county in Kentucky has a county board of health that is charged by statute to “formulate, promote, establish, and execute policies, plans, and programs to safeguard the health of the people of the county and establish, maintain, implement, promote, and conduct facilities and services for the purpose of protecting the public health”.

“In order to improve the health of the people of Kentucky, communities need to take responsibility for promoting the health of individuals and populations,” said Gil Friedell, founding director of the Committee.

The Committee envisions that governing boards of health will assume a leadership role in developing healthy community coalitions and partnerships with community entities such as schools, business, providers, faith communities and local government to establish local collaborative goals for improving the health status of the population for whom the boards are responsible.

For many years, Kentucky’s public health departments focused their efforts on care for underserved patients, as the result of the availability of Medicaid funding. This emphasis has sometimes occurred at the expense of programs to protect the local population.

With the conversion to Medicaid Managed Care in 2011, available funds from Medicaid for patient care have become limited. In addition, state money budgeted for the public health departments has been reduced severely over the past five years.

At the same time, health departments are being asked and have committed to achieve national accreditation that may become the criteria for the receipt of federal funds.

Accreditation is designed to: 1) Promote high performance and continuous quality improvement; 2) Increase health department accountability to the public and policymakers; and 3)

Lead to greater public trust and increased health department credibility.

The Friedell Committee proposes that the community health improvement plan be used by community partners to set priorities to improve the health of a population and establish accountability standards.

Through this process communities could: 1) identify health outcomes that all of the partners will use to evaluate the community’s success in improving the health of its population. 2) review activities and priorities as to their success in improving population health and 3) establish the local boards of health as the lead partner in improving the health of Kentucky communities and their citizens.

The report further describes actions that need to be taken in Kentucky to achieve this end result and can be found at www.friedellcommittee.org/

NOTE: The Friedell Committee is a statewide, non-partisan, non-profit, independent citizen’s organization of community leaders whose mission is “to improve the health of Kentuckians by promoting an effective, values-based health system, advocating for community action, and measuring the system’s performance”.