

**Central District Board of Health Meeting | Agenda**  
**707 N. Armstrong Pl, Boise, ID 83704**  
**Friday, March 22, 2024 | 8:30 a.m.**

The meeting will also be on YouTube to watch live; see below and available on our website for later viewing. Public comment will be accepted as noted on the agenda. Persons wishing to speak will have a maximum of three (3) minutes.

<b>A = Board Action Required</b>		<b>I = Information Item</b>
8:30	I	Call board meeting to order and roll call Comr. Elt Hasbrouck, Chair
8:33	A	Call for changes to agenda; vote to approve of agenda Comr. Elt Hasbrouck, Chair
8:35	A	Discuss and vote on February 16, 2023 Board of Health minutes Comr. Elt Hasbrouck, Chair
8:40	I	Review and discuss Section 218 of the Social Security Act Jackie McCleve Idaho State Controller's Office
9:10	I	Review and discuss Opioid Settlement Funds Courtney Boyce, Staff
9:35	I	Review and discuss Marketing and Communications Maria Ortega, Zach Hill, Trent Young, Staff
10:05	I	Review and discuss FY-2024 financial report Laurel McMahan, Staff
10:15	A	Discuss and vote on budget guidance for the FY-2025 Budget, including compensation plan for CDH staff and the county funding request Russ Duke, District Director
10:30	A	Discuss and vote on purchasing medical van unit Russ Duke, District Director
10:45	I	Director's Report Russ Duke, District Director <ul style="list-style-type: none"> <li>• Update on legislation regarding public health</li> <li>• Discuss location of budget committee &amp; board meeting for May</li> </ul>
11:00	I	Public Comment. Limited to three (3) minutes. Additional time at the discretion of the chair. Comr. Elt Hasbrouck, Chair
	I	Adjournment Comr. Elt Hasbrouck, Chair

**Note:** The board will take a break as needed.

**Next Meeting:** April 19, 2024



**Public Comments and Viewing**

**Submit Written Comments:** If your comments are in response to an agenda item for a specific meeting date, please note that comments must be received 24-hours in advance of the applicable meeting to allow for routing and board member review. All messages will be shared with the Board and included in public record. Email: [boh@cdh.idaho.gov](mailto:boh@cdh.idaho.gov); or Mail to: CDH Board of Health, Attn: Russ Duke, 707 N. Armstrong Place, Boise, ID 83704. **View meetings live at:** <https://www.youtube.com/channel/UC4LJ1BM5Jv3zczecNykXarw/>

**Ada & Boise County**

707 N. Armstrong Pl. Boise, ID 83704  
208-375-5211

**Elmore County**

520 E. 8<sup>th</sup> N. Mountain Home, ID 83647  
208-587-4407

**Valley County**

703 1<sup>st</sup> St. McCall, ID 83638  
208-614-7194

**CENTRAL DISTRICT HEALTH BOARD OF HEALTH REGULAR MEETING | MINUTES - DRAFT**  
**707 N. Armstrong Place, Boise, ID 83704 | Syringa Conference Room**  
**Friday, February 16, 2024 ~ 8:30 a.m.**

View meetings live at [youtube.com/channel/UC4LJ1BM5Jv3zczecYkXarw/](https://youtube.com/channel/UC4LJ1BM5Jv3zczecYkXarw/)

**Call Board meeting to order and roll call – Comr. Elt Hasbrouck, Chair**

Call to Order

Commissioner Elt Hasbrouck, Board Chair, called the Central District Health (CDH) Board of Health meeting to order at 8:30 a.m.

Roll Call

The Board of Health members were identified by roll call: Commissioner Elt Hasbrouck, Chair; Dr. Jane Young; Dr. Ryan Cole (absent); Dr. Greg Ferch; Commissioner Clay Tucker, V-Chair; Betty Ann Nettleton, RN (Ret), Trustee; and Commissioner Crystal Rodgers.

Guest and Staff

Mike Kane, Legal Counsel; Pat Duncan and Patti Perkins of Calyx-Weaver & Associates; Russell A. Duke, District Director; Donna Mahan, Recorder; Laurel McMahan; Curtis Loveless; Stephanie Myers; and Zach Hill

**Call for changes to agenda; vote to approve of agenda – Comr. Elt Hasbrouck, Chair**

Chair Hasbrouck asked for approval of the agenda, noting a correction on the fiscal year under "Discuss and vote on the FY-2023 Budget Revision and Reserve Fund Designation" should be FY-2024.

**Motion:** Commissioner Crystal Rodgers motioned to approve the agenda with stated correction. Seconded by Dr. Jane Young. No further discussion. Motion carried unanimously.

**Discuss and vote on December 16, 2023 Board of Health minutes – Comr. Elt Hasbrouck, Chair**

Chair Hasbrouck asked for approval of the December minutes as presented.

**Motion:** Betty Ann Nettleton motioned to approve the December 16, 2023 board minutes as presented. Seconded by Dr. Jane Young. No further discussion. Motion carried unanimously.

**Vote to enter Executive Session under Idaho Code 74-206(1)(b) and Idaho Code 74-206(1)(f) to hear complaints or charges brought against a public officer and/or staff and discuss controversies not yet being litigated but imminently likely to be litigated to include a presentation by Calyx Weaver & Associates. – Comr. Elt Hasbrouck, Chair**

Chair Hasbrouck made the motion to go into Executive Session under Idaho Code 74-206(1)(b) and Idaho Code 74-206(1)(f), asking Calyx Weaver & Associates team members and legal counsel to be a part of the meeting.

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208-614-7194

**Motion:** Chair Elt Hasbrouck made a motion to go into Executive Session under Idaho Code 74-206(1)(b) and Idaho Code 74-206(1)(f) to hear complaints or charges brought against a public officer and/or staff and discuss controversies not yet being litigated but imminently likely to be litigated; seconded by Betty Ann Nettleton. Motion confirmed by roll call: Commissioner Elt Hasbrouck, Dr. Greg Ferch, Dr. Jane Young, Commissioner Clay Tucker, Betty Ann Nettleton, and Commissioner Crystal Rodgers. Motion carried unanimously.

**The board entered executive session at 8:32 a.m. and resumed regular business at 11:14 a.m.**

**Discuss and vote on any actions, if needed, to be taken after returning to regular session – Comr. Elt Hasbrouck, Chair**

When returning to regular session, no actions were taken.

**Approve and vote on the FY-2021 and FY-2022 for Central District Health Audit Report – Laurel McMahan, Staff**

Per the request of the board to approve the audit report for FY-2021 and FY-2022 presented by Harris CPAs in December, Laurel McMahan recapped the report, noting that no findings were identified.

**Motion:** Dr. Jane Young motioned to approve the FY-2021 and FY-2022 audit report as presented on December 15, 2023. Seconded by Commissioner Crystal Rodgers. No further discussion. Motion carried unanimously.

**Review and discuss FY-2024 financial report – Laurel McMahan, Staff**

Numbers may be miscategorized due to Luma reporting. The FY-2024 Budget to Actual for January 2024 report reflected that we are 58% through this budget fiscal year. Total revenues are 53% of the budget. Fees are 60%, contracts are 51%, and county contributions are 39%. Total expenditures are at 54%. Personnel costs are 53%, and operating costs are 58%. Capital costs are 21%, and trustee and benefits costs are 64%. The FY-2024 Cash Balance Statement and Reserve Report at the end of January reflected a total cash balance of \$9,163,323. The total reserve fund designations are \$5,922,000 with a restricted fund amount of \$3,627,821, leaving an undesignated/unrestricted balance of (\$386,497).

**Review and discuss medical van for agency – Stephanie Myers, Staff**

Family & Clinic Services Division Administrator Stephanie Myers shared three different styles of mobile medical units to be considered for purchasing. Once purchased, the van will be used for immunizations, community outreach, health screening, and WIC outreach.

**Discuss and vote on the FY-2024 Budget Revision and Reserve Fund Designation – Laurel McMahan, Staff**

Laurel reviewed the proposed FY-2024 budget revision with no changes to the reserve fund designation. In approving the budget revision as presented, Dr. Greg Ferch asked that the board discuss the cost of the van further before purchasing it.

**Motion:** Dr. Greg Ferch moved to approve the FY-2024 Budget Revision and Reserve Fund Designation reports as presented, requesting that more discussion occur before the van is purchased. Seconded by Dr. Jane Young. No further discussion. Motion carried unanimously.

### **Discuss and vote on amending 2024 Board of Health schedule – Russ Duke, District Director**

Russ Duke proposed moving the May Board of Health and Budget Committee meetings from May 17 to May 10. Dates for the Idaho Association of District Boards of Health are set for October 23 and 24 in Idaho Falls.

**Motion:** Dr. Jane Young motioned to approve the proposed change to the 2024 meeting schedule. Seconded by Commissioner Clay Tucker. No further discussion. Motion carried unanimously.

### **Director's Report – Russ Duke, District Director**

#### Update on legislation regarding public health

- **HB 397 – "Immunization Registry":** to make the Idaho Immunization Registry (IRIS) opt-in rather than opt-out as it is currently.
- **HB 493 – "Mask Mandates Prohibited":** to prohibit the state or political subdivisions from mandating individuals to wear masks to prevent the spread of any disease.
- **HB 525 – "Powers and Duties of District Board":** to limit the powers and duties of the district boards of health, eliminating the broader mandate to do "all things" for the preservation and protection of public health.
- **SB 1227 – "Idaho Bill of Patient Medical Rights":** Regarding public health districts, we cannot order Idaho residents, in general, to remain in their homes, close their businesses, social distance, or wear masks or other facial coverings because of any type of emergency. Prohibits advertising via any medium of vaccine, drug, or medication classified as experimental by a competent medical authority. A patient cannot be denied treatment for refusing a vaccine or other medication and has the right to emergency treatment.
- **SB 1287 – "Jurisdiction of Certain Health Organizations":** Without an affirmative vote by both bodies of the Idaho legislature, the state of Idaho is prohibited from implementing or enforcing any requirements or mandates from the U.S. Department of Health and Human Services and the Center for Disease Control and Prevention. Neither of these organizations' directives can be used to justify any public health requirements.
- **SCR110 – "COVID-10, Study Committee":** States findings of the Legislature and authorizes the Legislative Council to establish a committee to complete a study of Idaho's response to the COVID-19 pandemic.

#### Idaho Boards of Public Health Districts

- Some boards are discussing transitioning from the state fiscal year to the county fiscal year.
- Discussion to change the IADBH bylaws will be coming, and a vote will occur at the October annual association meeting.

#### Discuss Section 218 of the Social Security Act and upcoming vote by eligible employees

Central district health employees, including the board, who are also members of PERSI, will have to decide whether they want to participate in the social security system. The outcome of this one-time permanent vote will be unreviseable. Jackie McCleve from the State Controller's Office will present more at the March board meeting.



Dates for the Idaho Association of District Boards of Health for 2024

The Idaho Association of District Boards of Health meeting will be held in Idaho Falls on October 23 and 24.

**Public Comment** – *Comr. Elt Hasbrouck, Chair*

No public comments were brought before the board.

**Adjournment** – *Comr. Elt Hasbrouck, Chair*

The next Board of Health meeting will be on Friday, March 22, 2024, starting at 8:30 a.m. at our Boise office. The board adjourned at 12:32 p.m.

**Attest:**

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Commissioner Elting Hasbrouck  
Board Chair

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Russell A. Duke, District Director  
Secretary to the Board of Health

Date approved: \_\_\_\_\_



# Opioid Settlement Funds FY 2023 Recap

Courtney Boyce, MPH  
Date

EXCELLENCE | POSITIVE IMPACT | PARTNERSHIP | INNOVATION | CREDIBILITY | HUMANITY

1

## FY 2023 Payments

### INFORMATION ABOUT PAYMENTS THE SUBDIVISION RECEIVED *(All information required)*

Funds balance at end of FY 2022 (July 1, 2021-June 30, 2022):	\$0.00
Settlement funds received in FY 2023 (July 1, 2022-June 30, 2023):	\$1,587,137.94
Settlement funds expended in FY 2023:	\$61,437.86
Settlement funds balance at end of FY 2023 (June 30, 2023):	\$1,525,700.08

### DETAILS ABOUT FUNDS RECEIVED DURING THE FISCAL YEAR *(All information required)*

Payment Date	Payment Amount	Source of Payment
07/19/2022	\$ 252,817.11	
10/04/2022	\$ 265,698.46	
10/20/2022	\$ 1,020,529.60	
02/02/2023	\$ 48,092.77	
	\$	
Total Amount Received:		\$ 1,587,137.94



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## FY 2023 Expenditures

INFORMATION ABOUT FUNDS EXPENDED ON APPROVED USES ([EXHIBIT A](#)) (All information required)

Approved Use Section	Approved Use Subsection	Payment Amount
A	1,3,5,7,8,9	\$19,077.81
B	1,2,6,10,11,12,15	\$4,284.17
C	3,9,11,12,13	\$2,493.63
D	3,5,7	\$1,087.45
F	1,2,4	\$576.54
G	1,3,4,6,7,10,11	\$5,229.85
H	1,3,4,6	\$2,957.26
I	1	\$28.98
J	1,4	\$22,612.71
K,L	K1,K2,L1	\$3,089.46
Total Amount Expended:		\$61,437.86



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## Highlights

- ▶ Hired Substance Use Program Manager 1 within the Health Policy and Promotion section
  - ▶ This role is responsible for overseeing the allocation of opioid settlement funds and providing supervision to our substance use programming staff
- ▶ During FY 2023, a total of eleven (11) staff members collectively worked for 923.1 hours, incurring a salary and benefits expenditure of \$44,200.06
- ▶ \$1,115.78 allocated towards operating expenses
  - ▶ \$93.37 for general office expenses, \$100.72 for cell phone and communication costs, and \$921.69 designated for travel and training expenses



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## Highlights

- ▶ CDH initiated a collaborative project between the Health Policy and Promotion section and Family and Clinic Services division, aimed at the successful implementation of Medication for Opioid Use Disorder (MOUD) within CDH
- ▶ Clinicians will be educated on buprenorphine inductions and maintenance medication management
- ▶ Dr. Sadacharan hired as a temporary Medication for Opioid Use Disorder (MOUD) Consultant at CDH, contributing a total of twenty-two (22) hours to the project



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## MOUD Project Implementation

- ▶ Developed a document with a visual patient care model<sup>1</sup> titled Patient Flow Through Phases of Buprenorphine Treatment
- ▶ Aim to implement *adapted* “low-barrier buprenorphine treatment” (aka “low-threshold”)
- ▶ Removing obstacles to treatment has been shown to reduce mortality rates, HIV risk behaviors, and the incidence of HIV and Hepatitis C.<sup>2</sup>
- ▶ Based on several principles: same-day treatment entry and medication access; harm reduction or risk reduction approach; flexibility and wide availability in places where people with OUD go.<sup>3</sup>
- ▶ *Adapted* due to pharmacy limitations



<sup>1</sup> Substance Abuse and Mental Health Services Administration. (2021). *Practical Tools for Prescribing and Promoting Buprenorphine in Primary Care Settings*. <https://store.samhsa.gov/sites/default/files/pep21-06-01-002.pdf>

<sup>2</sup> Jakubowski A, Fox A. Defining Low-threshold Buprenorphine Treatment. *J Addict Med*. 2020 Mar/Apr;14(2):95-98. doi: 10.1097/ADM.0000000000000555. PMID: 31567596. PMCID: PMC7075734.

<sup>3</sup> Weiss, et al. (2023, February 13). Lowering the barriers to medication treatment for people with opioid use disorder. Penn LDI. <https://ldi.upenn.edu/our-work/research-updates/lowering-the-barriers-to-medication-treatment-for-people-with-opioid-use-disorder/>

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# MOUD Project Implementation

- ▶ Developed Prescribing Guidelines
- ▶ Founded on harm reduction principles of dignity, respect, and non-judgmental care
- ▶ This project is Subject-Matter Expert (SME) and Medical Director-led, and provider-supported with the aim to meet each person where they are, providing support and interventions that align with the patient's goals
- ▶ Worked with Clinic Program Manager to set up a clinician training schedule with MOUD Consultant



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MOUD Medications			
Naloxone	Buprenorphine Schedule III Double-locked, double-checked	Buprenorphine/Naloxone Schedule III Double-locked, double-checked	Acute Opioid Withdrawal Outpatient Management Medications
<p><b>Emergency dose:</b> 4mg – 8mg intranasal naloxone</p> <p><b>On-site plan:</b> Narcan or Kloxxado available in CDH pharmacy for up to twenty-five (25) patients each month</p> <p><b>Targeted audience:</b> all populations, priority medication for MOUD patients</p>	<p><b>Maintenance dose:</b> 12 – 24mg</p> <p><b>On-site plan:</b> 2mg and 8mg tablets available in CDH pharmacy for up to five (5) patients each month</p> <p><b>Targeted audience:</b> pregnant women</p>	<p><b>Maintenance dose:</b> 12 – 24 mg</p> <p><b>On-site plan:</b> sublingual films in 8mg (8mg buprenorphine/2mg naloxone) and 2mg (2mg buprenorphine/0.5 mg naloxone) available in CDH pharmacy for up to twenty (20) patients each month</p> <p><b>Targeted audience:</b> all populations, priority medication for MOUD patients</p>	<p><b>Pre-packaged:</b></p> <ul style="list-style-type: none"> <li>• Trazodone 50mg – 100mg tablets for sleep (10 tablets total; 1 – 2 tabs QHS)</li> <li>• Bentyl for stomach cramps 10mg (TID)</li> <li>• Vistaril 20mg-50mg for anxiety (up to 4x day, PRN)</li> <li>• Bismuth subsalicylate for upset stomach and diarrhea (PRN, not to exceed 8 doses in 24 hours)</li> </ul> <p><b>Prescription with additional screening and education:</b></p> <ul style="list-style-type: none"> <li>• Increased risk in populations with increased alcohol use due to rebound hypertension</li> <li>• Clonidine 0.1mg (10 tablets total; prescribed BID for five days)</li> </ul> <p><b>On-site plan:</b> Five (5) days' worth of medications for up to five (5) MOUD patients each month</p> <p><b>Targeted audience:</b> MOUD patients experiencing acute opioid withdrawal symptoms</p>
For patients interested in other MOUD medications, refer to Albertsons for Sublocade, Naltrexone, and Vivitrol.			



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**MOUD Induction to Maintenance Schedule**

**Week One – Four**

- Induction in week one
- 7-day maximum prescription (may be provided for by CDH pharmacy and/or prescribed to be picked up at patient's pharmacy of choice)

1							Weekly Appointment
2							Weekly Appointment
3							Weekly Appointment
4							Weekly Appointment

**Week Five – Eight**

- Bi-weekly appointment
- Fourteen (14) day prescription


5							Weekly Appointment
6							
7							Weekly Appointment
8							

**Week Nine +**

- Maintenance MOUD occurs nine weeks after Induction
- Visit monthly and at provider discretion

9							Monthly Appointment
10							
11							
12							

From induction to maintenance, CDH clinicians will have seven (7) visits with the patient.



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## Looking ahead

- ▶ Integrate Screening, Brief Intervention, and Referral to Treatment (SBIRT) training into CDH clinic flow
- ▶ Begin MOUD safe-space inductions and maintenance appointments
- ▶ Implement Brief Recovery Capital Assessment (BRAC) for MOUD patients
- ▶ Explore pharmacy capabilities and funding to fully implement “low-barrier” buprenorphine treatment at no or low-cost to eligible patients
- ▶ Media campaign to promote MOUD accessibility

*Using Exhibit A and evidence-informed decisions to guide our work...*



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## Upcoming Projects

- ▶ Naloxone Newspaper Boxes
- ▶ Public Health Vending Machines
- ▶ Ongoing clinician education on Hepatitis C
- ▶ Explore Hepatitis C treatment medication and medication education expenses
- ▶ Capacity assessment
  - ▶ Opioid related programming, community gaps and needs, funding utilization among opioid settlement recipients, and recommended strategies to address regional needs



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Item	Funding
<b>Sun safety kits</b>	Funding from Cancer Prevention Program
<b>Deterra drug deactivation pouches</b>	Funding from Drug Overdose Prevention Program (DOPP)
<b>Prescription lock pouches</b>	Funding from DOPP
<b>CPR face shields and rescue masks</b>	Funding from DOPP
<b>Naloxone hardcase kits</b>	Funding from Project PROVIDE
<b>Naloxone (OTC 4mg Narcan)</b>	Funding from DHW
<b>Sharps containers</b>	Funding from Project PROVIDE and/or DOPP
<b>Condoms, dental dams, and lube</b>	Funding through CDH Sexual Health Educators
<b>Dental kits</b>	Funding by Oral Health Programs



Fentanyl and Xylazine Testing Strips if/when Idaho paraphernalia law modified

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Intervention	Evidence	
Overdose Education and Naloxone Distribution (OEND)	<ul style="list-style-type: none"> <li>• long-term knowledge improvement regarding opioid overdose</li> <li>• improve participants' attitudes toward naloxone</li> <li>• provide sufficient training for participants to safely and effectively manage overdoses</li> <li>• effectively reduce opioid-related mortality</li> </ul>	1
Overdose Education and Naloxone Distribution (OEND) Best Practices	<ul style="list-style-type: none"> <li>• low barrier</li> <li>• consistent</li> <li>• needs-based access to naloxone</li> <li>• ample naloxone available within communities</li> </ul>	2



1. Razaghizad A, Windle SB, Filion KB, Gore G, Kudrina I, Paraskevopoulos E, Kimmelman J, Martel MQ, Eisenberg MJ. The Effect of Overdose Education and Naloxone Distribution: An Umbrella Review of Systematic Reviews. *Am J Public Health*. 2021 Aug;111(8):e1-e12. doi: 10.2105/AJPH.2021.306306. Epub 2021 Jul 2. PMID: 34214412; PMCID: PMC8489614. 2. Wenger, L.D., Doe-Simkins, M., Wheeler, E. et al. Best practices for community-based overdose education and naloxone distribution programs: results from using the Delphi approach. *Harm Reduct J* 19, 55 (2022). <https://doi.org/10.1186/s12954-022-00639-z>

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Intervention	Exhibit A	Reference
Naloxone Newspaper Boxes	Exhibit A, Part Two: Treatment, Section H: Prevent Overdose Deaths and Other Harms, Number One	"Increase availability and distribution of naloxone and other drugs that treat overdoses for first responders, overdose patients, individuals with OUD and their friends and family members, schools, community navigators and outreach workers, persons being released from jail or prison, or other members of the general public."
Public Health Vending Machines	Exhibit A, Part Two: Treatment, Section H: Prevent Overdose Deaths and Other Harms, Number One	"Increase availability and distribution of naloxone and other drugs that treat overdoses for first responders, overdose patients, individuals with OUD and their friends and family members, schools, community navigators and outreach workers, persons being released from jail or prison, or other members of the general public."



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Intervention	Exhibit A	Reference
Free ongoing continuing education training for clinicians on Hepatitis C	Exhibit A, Part Two: Treatment, Section H: Prevent Overdose Deaths and Other Harms, Number Ten	"Expand access to testing and treatment for infectious diseases such as HIV and Hepatitis C resulting from intravenous opioid use."
Explore Hepatitis C treatment medication and medication education expenses	Exhibit A, Part Two: Treatment, Section H: Prevent Overdose Deaths and Other Harms, Number Ten	"Expand access to testing and treatment for infectious diseases such as HIV and Hepatitis C resulting from intravenous opioid use."
Ongoing continuing education for clinicians on harm reduction strategies	Exhibit A, Part Two: Treatment, Section H: Prevent Overdose Deaths and Other Harms, Number Twelve	Provide training in harm reduction strategies to health care providers, students, peer recovery coaches, recovery outreach specialists, or other professionals that provide care to persons who use opioids or persons with OUD and any co-occurring SUD/MH conditions.
Capacity Assessment	Exhibit A, Part Two: Treatment, Section J: Leadership, Planning, Coordination	"Invest in infrastructure or staffing at government or not-for-profit agencies to support collaborative, cross-system coordination with the purpose of preventing overprescribing, opioid misuse, or opioid overdoses, treating those with OUD and any co-occurring SUD/MH conditions, supporting them in treatment or recovery, connecting them to care, or implementing other strategies to abate the opioid epidemic described in this opioid abatement strategy list."

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## Contact



[CBoyce@cdh.idaho.gov](mailto:CBoyce@cdh.idaho.gov)  
[www.cdh.idaho.gov](http://www.cdh.idaho.gov)



208-870-2325



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# CDH Marketing & Communications 2023 Annual Report



## Marketing & Communications

meet the team



### **Maria Ortega**

Maria is the marketing and communications manager and joined CDH in November 2022.



### **Zach Hill**

Zach is the Brand Strategist, managing social media and marketing projects. He joined CDH in April 2022.



### **Trent Young**

Trent handles internal communications and provides PIO support and joined CDH in May 2023.



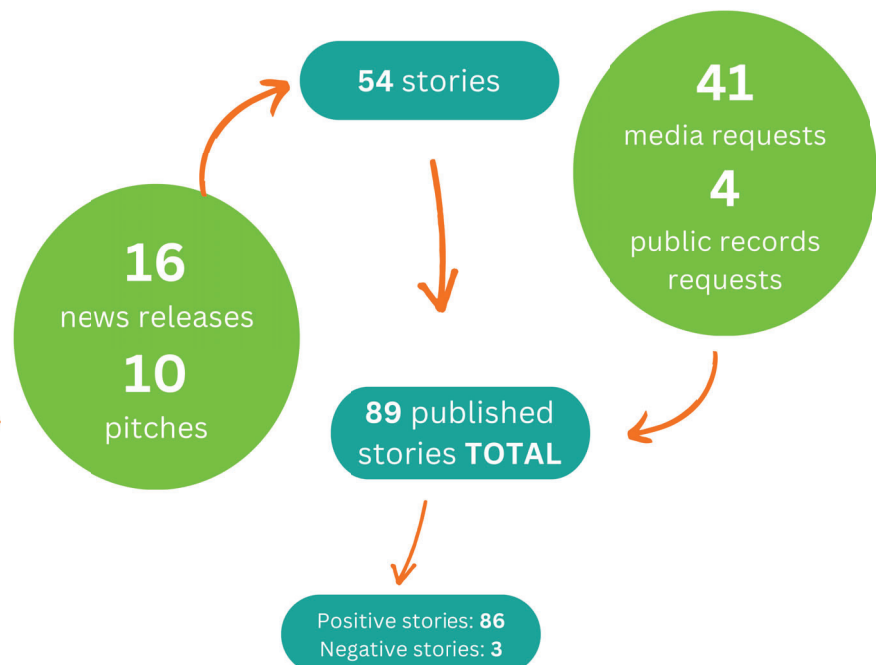
## Overview

1. Media Relations
2. Marketing Campaigns
3. Internal Communications
4. Branding
5. Web
6. Social Media



## Media Relations

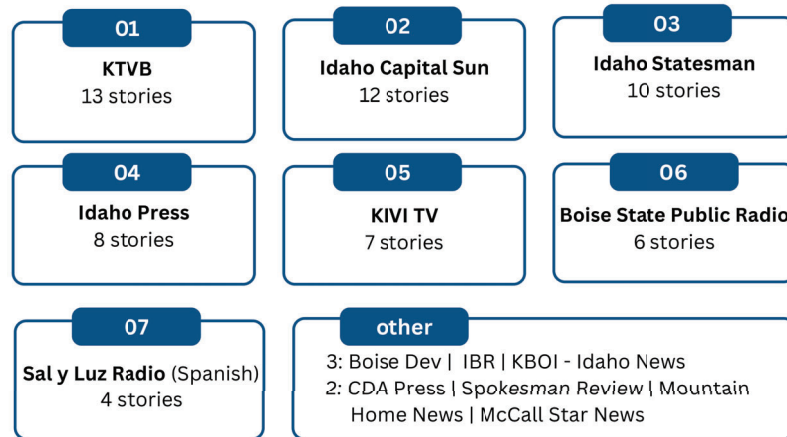
We sent news releases, pitched reporters specific stories, facilitated interviews from direct media requests, and followed up on PRRs.





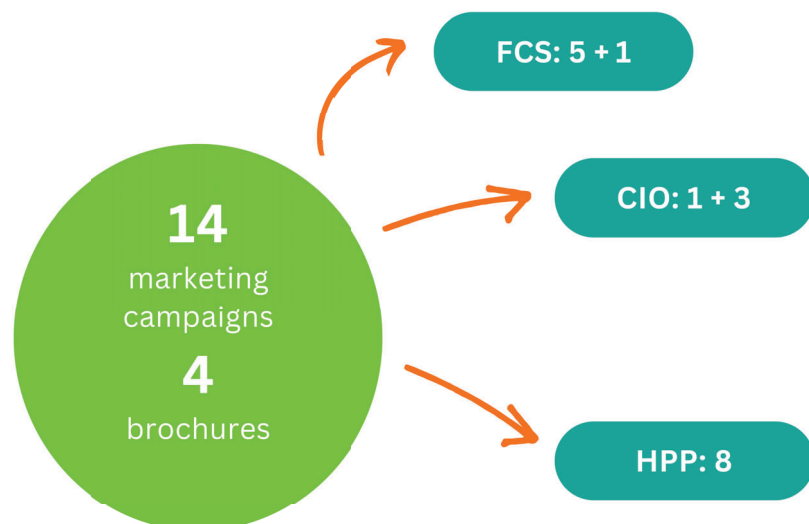
## Media Relations: Top Media

Who covered CDH the most?



## Marketing

We ran or facilitated 14 marketing campaigns during 2023 and designed and printed 4 new brochures.







**Obtenga su  
vacuna contra la  
gripe y el  
refuerzo contra  
el COVID-19**

**APRENDE MAS**

## Marketing Campaigns

### Boise Hawks Stadium (Family & Clinic Services):

- Digital ad | Radio ad | Program | Concession video
- Impressions: 162,922

### Family & Clinic Services 2022-23 (English & Spanish):

#### Winter 2023

- Digital ads: 586,915 impressions | 692 clicks | 559 conversions
- Billboards: WIC - Ada County: 139,293 impressions | Clinic - Ada County: 205,293 impressions

#### Spring 2023

- Digital ads: 324,093 impressions | 349 clicks | 0 conversions
- Billboards: Mountain Home: 149,608 impressions | Ada County: 185,724 impressions

#### Summer 2023

- Digital ads: 621,102 impressions | 726 clicks | 3,662 conversions

- **Impressions:** Number of times an ad was shown online
- **Clicks:** Number of times someone clicked on an online ad to learn more
- **Conversions:** People who saw an ad and then visited our website days later

## Marketing Campaigns



### CIO: Services (Spanish)

**Postcard mailer:**  
13,150 households



**Boise indoor soccer:**  
FCS Brochures in Spanish  
Banner (250,000 visitors | 62,500 (25%) Hispanic)

**Radio ads (Spanish):**  
50 with KDBI  
50 with KPDA

**Facebook:**  
398,947 impressions | 2,390 clicks

**Digital campaign (ads and videos):**  
719,390 impressions | 603 clicks | 3,911 conversions



**Make Your Health a Priority!**

Join us for a **FREE Health Screening** this Spring at a location near you. Visit [cdh.idaho.gov](http://cdh.idaho.gov) for specific locations and dates.


ATC for Type 2 Diabetes & Prediabetes

Blood Pressure & BMI

Cholesterol Levels & More!

Know your numbers, visit Central District Health for **FREE Health Screening** to assess your risk of cardiovascular and chronic diseases. *No appointment needed.*

**Have More Questions?**  
[skistler@cdh.idaho.gov](mailto:skistler@cdh.idaho.gov) | (208) 559-0279



## Marketing Campaigns

### HPP: Community Health Screenings

- **Social media ads:** 225,188 impressions | 1,430 clicks
- **Facebook events:** 27,543 impressions | 24 clicks
- **Newspaper ads:** Idaho Statesman | Mountain Home News

### FCS - LARC 2023 (English & Spanish)

**Digital ads:**  
 1,177,000 impressions | 1,158 clicks | 7,977 conversions




**FREE Contraceptives**  
*Now Available*





**Use only as directed.**  
 Prescription stimulant misuse is dangerous.

**LEARN MORE**

## Marketing Campaigns

### HPP: Stimulant Abuse Awareness

#### Spring 2023:

- **Digital ads:** 243,093 impressions | 381 clicks | 3,955 conversions

#### Fall 2023:

- **Digital ads:** 184,440 impressions | 107 clicks | 1,222 conversions

#### Winter 2023:

- **Digital ads:** 312,104 impressions | 455 clicks | 1,082 conversions

### HPP: Rx Take Back - Radio Campaign

- 107.9 lite FM: 93 spots | Estimated reach 12,400 people
- 94.9 KRVB and 107.1 KTHI: 190 spots | Estimated reach 26,500 people



## Marketing Campaigns



### HPP: Tobacco and Vaping Prevention & Cessation

#### Social media ads (Spring):

501,777 impressions | 2,167 clicks

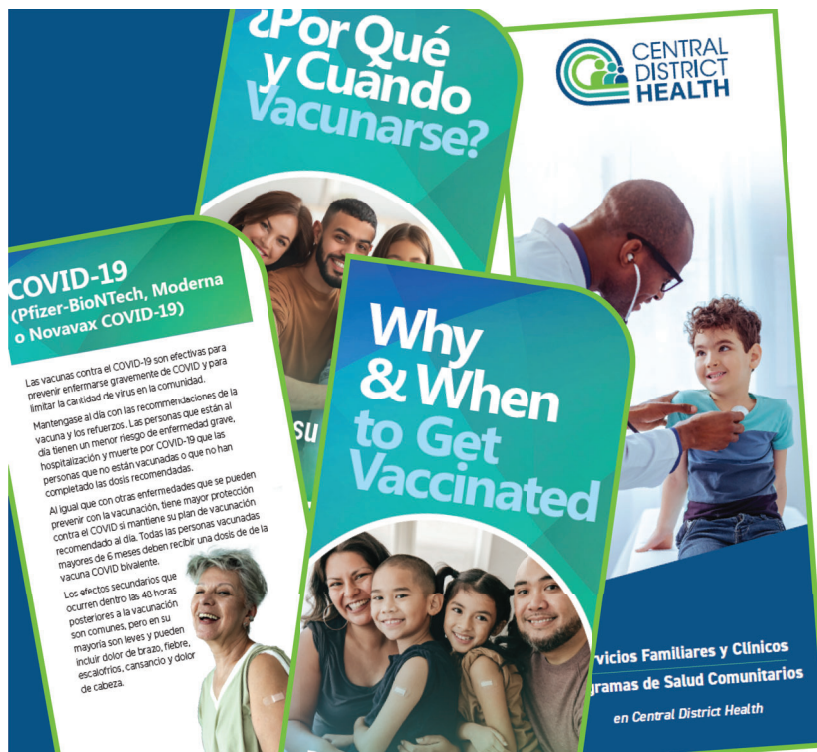
#### Movie theater ads (Summer):

16,097 times at the Roxys, Majestic and Boise theaters (\*during "Barbieheimer")

QR code: 57 clicks

#### Billboards (Summer):

- 4 billboards– Ada County: 2,282,044 impressions
  - Cole/Victory Rd; Emerald/Maple Rd; HWY 30/Canyon Creek Rd; I-84/Boise Gravel Pit



## Brochures

### CIO:

- 3 Vaccine Rack Cards (Spanish)
- Why & When to Get Vaccinated
- Por Qué y Cuándo Vacunarse (Spanish)

### FCS:

- Servicios Familiares y Clínicos (Spanish)



## Internal Comms

We helped maintain intranet content, kept teams current on project and programs across the agency with bi-weekly newsletters and assisted leadership with delivering key messages to staff.

**26**  
District 4-1-1  
Newsletters

**166**  
Staff profiles  
curated

**55**  
Intranet pages  
maintained

## CDH Internal Communications by the numbers...

**30**  
Internal  
posters

**24**  
Ask the  
Directors  
posted

**17**  
4-1-1  
Highlights



## 411 Newsletter

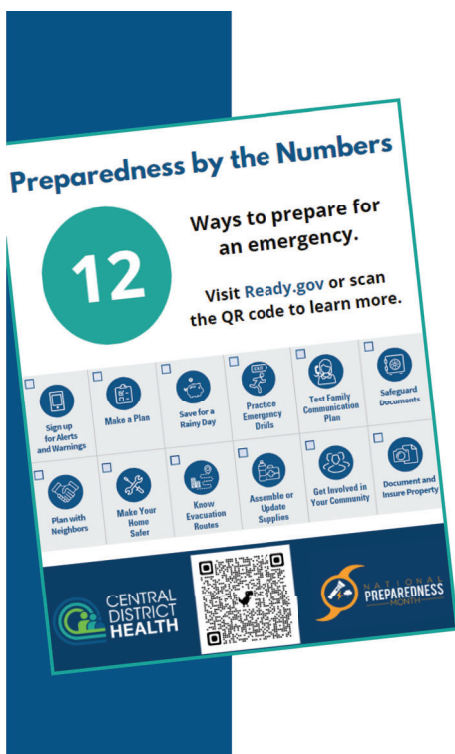
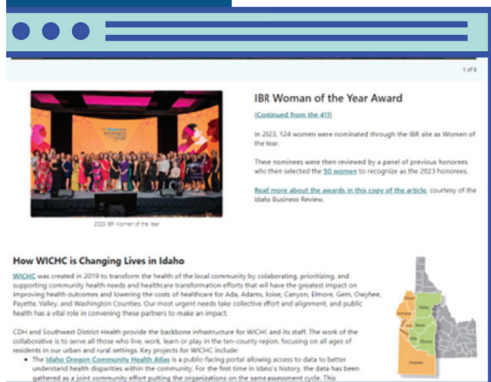
### 24 District 411 Updates in 2023

- 11 feature articles
- 66 average readers each week
  - 68% average email open rate
  - 47 % average link open rate
  - Average 5.30% weekly increase in readership
  - 2,492 total views
- Most viewed:
  - Nov. 14: 96+ viewers / 180+ views (Culture Survey)
  - Oct. 3: 89+ viewers / 234+ views (Community Health Workers)
  - June 13: 56+ viewers / 209+ views (Prior to All-Staff)

## 411 Highlights

16 Issues since May 16, 2023

- 16 supporting articles
- 88 photos
- 45 average readers each week
  - ~8 updates per issue
  - Average 12.22% weekly increase in readership
  - 1226 total views
  - ~3 minutes spent per user
- Most viewed:
  - Sept. 19: 69 viewers / 150+ views (Pride, Clinic photoshoot)
  - Nov. 14: 61 viewers / 117+ views (Food team new hires)



## Internal Campaigns

8 campaigns since May, 2023

- Preparedness Month: 75 views
- Stay Home if You're Sick: 50 viewers
- Wellness Ask the Expert: 35 viewers
- STB Community Classes: 30 viewers
- MRC Resources: 26 viewers
- Blood Drive: 22 viewers
- Winter Clothing Drive: 14 viewers
- Flu Clinics: 12 viewers





## Internal Posters

28 internal posters to ensure visibility - switched monthly, or as necessary

- CDH Strategic Plan
- Wellness
- MRC
- PHP
- Flu

3 signs to update patients/clients in clinic and EH lobby areas

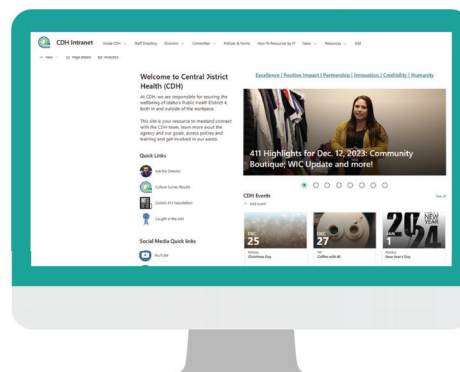
- Please mask if sick
- ID documents
- Interpreter services



## Intranet Maintenance

Reviewing content, building news processes and assisting teams with their sites

- 55 site pages edited and maintained
- 166 staff profiles edited / posted (~11 views/entry)
- 24 Ask the Directors posted and sent (~200 views/month; 60% open rate)
- 38 events added to SharePoint event calendar
  - HR calendar to highlight events & Coffee with HR
  - Wellness calendar to highlight events & activities
- 17 Caught in the Act posters generated and uploaded (~10 views/month)
- 7 Staff events posted (~30 views/month)





## Branding

We reviewed materials created by all programs to ensure brand consistency across CDH's different materials.

**2024**

Social Media

19

Flyers

18

Flags/Swag

2

Website

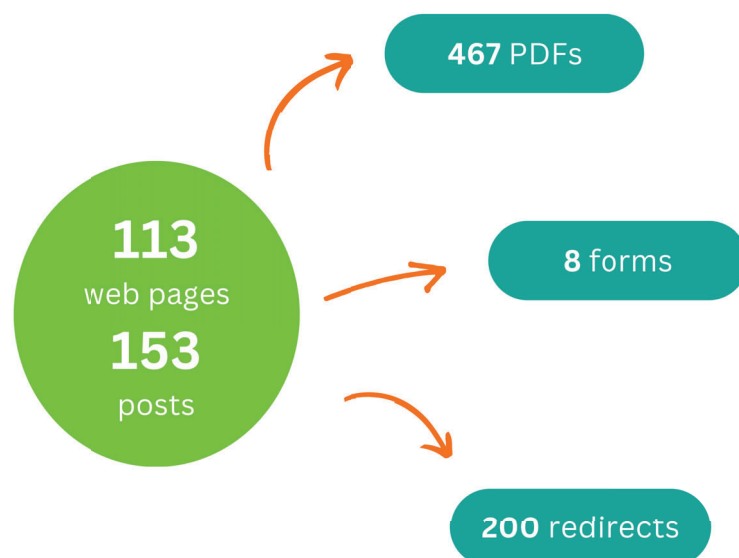
13

Branding

5

## Website

Completed an audit, review and redesign of all pages, forms, graphics and documents on [cdh.idaho.gov](https://cdh.idaho.gov)



## Social Media

We review and create content - both organic and paid, - repost from other organizations, and monitor public health topics as needed.

2024

Platforms

6

Followers

8.9k

Posts

495

Total Reach

120k

Boosted Posts

14

## Social Media

 Posts

### Facebook

236  
posts

Reach ⓘ

186K ↓ 15.9%

Content interactions ⓘ

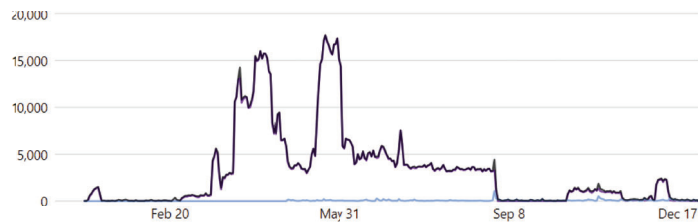
1.4K ↓ 48.6%

Followers ⓘ

Lifetime  
3.9K

Link clicks ⓘ

10.1K ↑ 4.7%



#### Reach breakdown

Total  
185,972 ↓ 15.9%

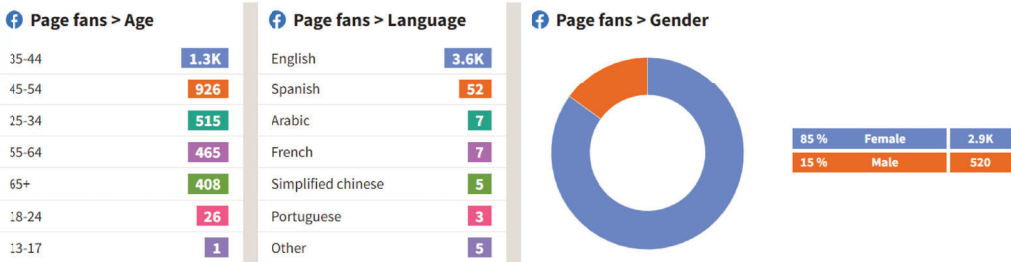
From organic  
8,064 ↑ 100%

From ads  
178,494 ↓ 0.7%



# Social Media

## Facebook



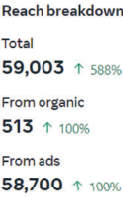
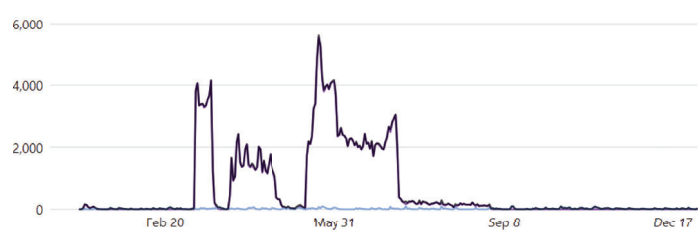
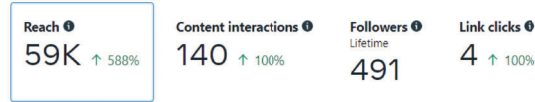
# Social Media

## Instagram

Posts



142 posts



# Social Media

## Instagram



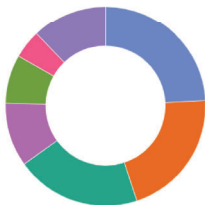
Audience > Age

35-44	155
25-34	131
45-54	103
55-64	49
18-24	22
65+	19
13-17	1

Audience > City

Boise, Idaho	228
Meridian, Idaho	62
Nampa, Idaho	22
Caldwell, Idaho	20
Eagle, Idaho	17
Kuna, Idaho	17
Other	67

Audience > Gender and age



24 %	Female: 35-44	90
21 %	Female: 25-34	77
20 %	Female: 45-54	75
10 %	Female: 55-64	38
8 %	Male: 35-44	29
5 %	Male: 25-34	17
12 %	Other	45

# Social Media

## Instagram



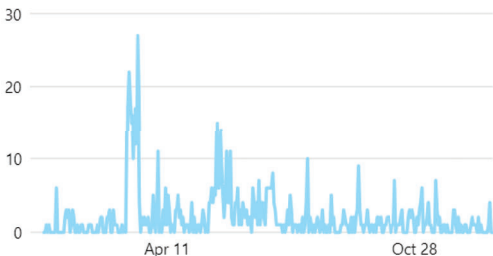
Instagram reach

59.0K ↑ 587.2%



Instagram profile visits

777 ↑ 36.8%



# Social Media

X (formerly Twitter)

Tweets

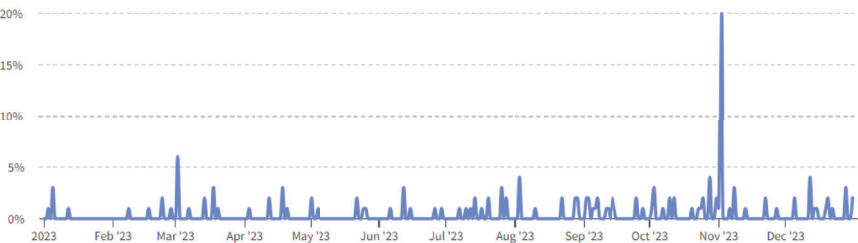
Followers



107  
tweets

4.2K  
followers

Post engagement rate

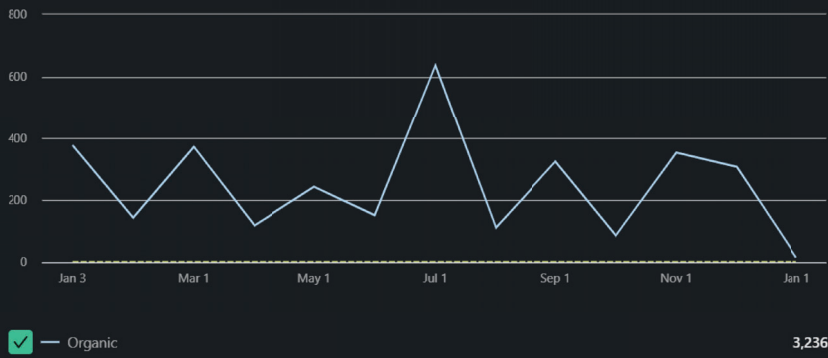


# Social Media

LinkedIn

415  
Total followers

Impressions



# Social Media

## YouTube





### Central District Health - CDH

@dfotsch · 2.24K subscribers · 129 videos

Central District Health, Public Health District IV, is one of seven public health districts withi... >

[cdh.idaho.gov/index.php](http://cdh.idaho.gov/index.php) and 3 more links

Subscribe



**Central District Health - "Flip the Script"**

16 views · 1 month ago



**Central District Health - Telehealth**

12 views · 1 month ago

# Social Media

## Nextdoor



Viewing posts from your agency.



**Central Health District**

Brand Strategist Central District Health · 12 Dec

Central District Health reminds students and their families that there are free mental health resources available during the winter break. Learn more about available See more...

### DOES SCHOOL HAVE YOU STRESSED?

Help is available! If you're struggling with:

- Academic pressures
- Alcohol/drug issues
- Anxiety or depression
- Family issues
- Stress management

Get help from the **Student Family Assistance Program**.

Call: 833-935-3816

Visit: [bpahealth.com/sfap](http://bpahealth.com/sfap)



New in December 2023,  
no data available yet





# QUESTIONS?

## Reach out:

- [mortega@cdh.idaho.gov](mailto:mortega@cdh.idaho.gov)
- [tyoung@cdh.idaho.gov](mailto:tyoung@cdh.idaho.gov)
- [zhill@cdh.idaho.gov](mailto:zhill@cdh.idaho.gov)





**FY 2024 Budget to Actual Report**  
**July 2023 - February 2024**

Fiscal Year % Elapsed      66.67%

**1**

REVENUES:	FEES			CONTRACTS			OTHER			TOTAL REVENUE		% to	
	Budget	Actual	%	Budget	Actual	%	Budget	Actual	%	Budget	Actual	Budget	
Administration	0	500	0%	0	22,319	0%	0	0	0%	0	22,819	0%	
Support Services	0	-1,207	0%	0	13,276	0%	18,400	5,855	32%	18,400	17,923	97%	
Community and Environmental Health	1,326,000	988,803	75%	6,282,100	3,775,178	60%	50,000	506,379	1013%	7,658,100	5,270,359	69%	
Family and Clinic Services	638,500	325,474	51%	3,763,800	1,890,337	50%	50,400	13,078	26%	4,452,700	2,228,889	50%	
DISTRICT TOTAL	1,964,500	1,313,570	67%	10,045,900	5,701,109	57%	118,800	525,312	442%	12,129,200	7,539,990	62%	
										County Contributions	5,351,401	5,176,059	97%
										Interest Revenue	130,400	341,441	262%
										REVENUE:	17,611,001	13,057,491	74%
											0	0	
										TOTAL FUNDING:	17,611,001	13,057,491	74%

EXPENDITURES:	PERSONNEL			OPERATING			CAPITAL			TRUSTEE & BENEFITS			TOTAL EXPENDITURES		% to Budget
	Budget	Actual	%	Budget	Actual	%	Budget	Actual	%	Budget	Actual	%	Budget	Actual	
Administration	575,200	389,054	68%	146,900	145,479	99%	0	0	0%	0	5,500	0%	722,100	540,033	75%
Support Services	1,640,500	1,152,141	70%	699,300	814,025	116%	19,800	22,589	114%	0	0	0%	2,359,600	1,988,756	84%
Community and Environmental Health	5,253,000	2,985,524	57%	2,588,900	1,353,154	52%	0	0	0%	727,400	556,611	77%	8,569,300	4,895,289	57%
Family and Clinic Services	5,120,700	3,018,841	59%	970,000	438,050	45%	33,200	14,506	44%	0	0	0%	6,123,900	3,471,398	57%
<b>DISTRICT TOTAL</b>	<b>12,589,400</b>	<b>7,545,560</b>	<b>60%</b>	<b>4,405,100</b>	<b>2,750,709</b>	<b>62%</b>	<b>53,000</b>	<b>37,095</b>	<b>70%</b>	<b>727,400</b>	<b>562,111</b>	<b>77%</b>	<b>17,774,900</b>	<b>10,895,476</b>	<b>61%</b>

## NOTES

### REVENUES:

#### Fees:

	July - February		
	FY 22	FY 23	FY 24
Community and Environmental Health			
Sewage Disposal	448,500	373,145	306,780
Land Programs - Other	94,069	58,330	61,720
Food Programs <i>(updated)</i>	501,212	607,444	595,755
Child Care Licensing	23,550	29,555	20,205
Other (incl. Vital Stat's)	52,535	25,947	4,343
Subtotal:	1,119,866	1,094,421	988,803
Family and Clinic Services			
Central Care	87,780	64,034	75,971
Immunizations	66,494	72,435	56,134
Reproductive Health	133,853	96,685	95,321
Child Dental Clinic	26,883	26,159	28,160
Home Visitation	71,174	60,739	69,887
Other	13,692	8,239	-
Subtotal:	399,876	328,291	325,474
<b>TOTAL FEES:</b>	<b>1,519,742</b>	<b>1,422,712</b>	<b>1,314,277</b>

#### Contracts:

Community and Environmental Health	3,721,808	6,908,968	3,775,178
Family and Clinic Services	1,883,517	2,492,370	1,890,337
<b>TOTAL CONTRACTS:</b>	<b>5,605,325</b>	<b>9,401,338</b>	<b>5,665,514</b>

### REVENUES

	Budget Total	Budget to Date	Actual to Date	% Over (Under)
Fees	1,964,500	1,309,667	1,314,277	0.4%
Contracts	10,045,900	6,697,267	5,665,514	-15.4%

### EXPENDITURES:

#### Personnel Costs:

Completed payperiods:	17/26	65.4%
Current spending:		59.9%

Budget Total	Budget to Date	Actual to Date	Under (Over)	% Under (Over)
12,589,400	8,231,531	7,545,560	685,970	8.3%

#### Operating Costs:

Budget Total	Budget to Date	Actual to Date	Under (Over)	% Under (Over)
4,405,100	2,936,733	2,750,709	186,025	6.3%

#### Trustee and Benefit Costs:

Budget Total	Budget to Date	Actual to Date	Under (Over)	% Under (Over)
727,400	484,933	562,111	(77,178)	-15.9%

#### Capital Outlay:

Budget Total	Budget to Date	Actual to Date	Under (Over)	% Under (Over)
53,000	35,333	37,095	(1,762)	-5.0%



## FY24 Cash Balance Statement

3

For Month Ending: February 2024

### Cash Balances

<u>Fund #</u>	<u>Name</u>	<u>Location</u>	<u>Beginning Balance</u>	<u>Change</u>	<u>Ending Balance</u>
N/A	Cash on Hand*	CDH	1,060	1,450	2,510
29000	Operating	State Treasurer - General	652,029	767,905	1,419,934
49900	Millennium Fund	State Treasurer - General	-	62,623	62,623
62500	LGIP - Operating	State Treasurer - LGIP	8,305,234	(779,365)	7,525,869
62500	LGIP - Capital	State Treasurer - LGIP	1,000,000	-	1,000,000

**Total Cash Balances at Month End** \$ **10,010,937**

### Reserve Fund Designations

<u>Special Projects/Carryover Designation</u>	<u>Expenditure to</u>		
	<u>Approved Request</u>	<u>Date</u>	<u>Balance</u>
Environmental Health system upgrades	\$ 150,000	\$ 174	\$ 149,826
Employee Retention	\$ 117,000	\$ 117,000	\$ -
Van Purchase	\$ 100,000	\$ -	\$ 100,000
	\$ -	\$ -	\$ -
	\$ 367,000	\$ 117,174	\$ 249,826

Personnel Reserve Fund 27th Pay Period 290,500

Operational Reserve Funds  
\$4,381,500 designated (3-month cash flow target = \$4,381,500) 4,381,500

Capital Reserve Fund for Building/Capital 1,000,000

**Total Reserve Fund Designations** \$ **5,921,826**

**Total Restricted Funds** \$ **3,694,372**

**Cash Balance Undesignated/Unrestricted** \$ **394,739**

\* \$1450 to be shifted from 29000 Operating to Cash on Hand. Money is to be reimbursed to employees who were not able to be paid by Luma due to errors in the system. Employee to pay back amount immediately when paid by Luma.



# Medical Mobile Van

**New 2023/24 Sprinter 2500 or new 2023/24 Dodge Promaster**

## Exterior Features:

- 14' electric awning
- Full exterior graphics
- Side entry steps with handrail
- ADA Lift

## Interior Features:

- Freezer and refrigerator
- HVAC- Heating and cooling
- Handwashing sink
- Water heater, 6-gallon freshwater tank, 6-gallon grey water tank
- Privacy divider curtain (separating driver area from work area)
- Exam chair
- Generator or shore power

## Additional Information:

- 8-10 weeks to fabricate
- Customizable cabinets, flooring, and countertops
- Warranty varies but all installed parts come with a warranty

**Cost \$229,805**