

# Communiqué



## **PRESIDENT'S MESSAGE**

*Kristi Campbell*

*Director, Cole County Health Department*

*February 2021*

Dear Public Health Colleagues,

I hope this letter finds you well! I think most are happy that 2020 is behind us, even though it ended amidst political and public health uncertainty. Although 2021 will still present us with challenges and new obstacles to tackle, we are starting to see progress to slowing the spread of COVID-19 and new opportunities for public health to shine!

First, I want to take this opportunity to thank Clay Goddard for his dedication to public health. Not only did he serve the Springfield-Greene County Health Department in various capacities for 25 years, he has lent his expertise, knowledge and innovative ideas to groups dedicated to improving the public health system including #HealthierMO initiative, the Missouri Association of Local Public Health Agencies and the Missouri Center for Public Health Excellence. And Clay isn't finished yet! He will be assuming the role of Senior Director of Public Health Transformation at Missouri Foundation for Health. His perspective from the local level and understanding of Missouri's current public health structure and challenges will be an asset in this position and to the Missouri Foundation for Health organization. We look forward to working with Clay in his new role in our efforts to further transform the public health system.

More than ever, the public health system is being recognized as a vital part of all aspects of community health, economic development and key to recovery from the COVID-19 pandemic. Public health agencies and educational institutions continue to be flexible and adaptable as we work with other agencies to create partnerships, provide services and educate the public. Transforming the public health system to be able to meet the upcoming challenges will need to be a focus for all public health organizations.

As the focus shifts towards expedient vaccine rollout, the public health system will have another opportunity to excel. Vaccinations, mass vaccination clinics and education about vaccines are a core component of the foundational public health services and tasks we have all prepared for and exercised on various levels.

Providing vaccinations to all Missouri residents seems like a momentous task but we are ready for it!



*(Continued on page 2)*

## PRESIDENT'S MESSAGE

*Kristi Campbell*  
*Director, Cole County Health Department*

Thank you all for your tireless work. I know it's hard to look past the next few months of hard work ahead, but there is a light at the end of the tunnel and the future of public health is bright!

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

March 3, 2021

### **Lunch & Learn "FPHS Capacity Assessment"**

Webinar, 12:00 - 1:00 pm

April 7, 2021

### **Lunch & Learn "Maximizing Social Media"**

Webinar, 12:00 - 1:00 pm

April 8, 2021

### **Board Meeting**

MPHA Office (Zoom), Jefferson City

May 5, 2021

### **Lunch & Learn "MO Legislative Directory"**

Webinar, 12:00 - 1:00 pm

July 15, 2021

### **Board Meeting**

MPHA Office (Zoom), Jefferson City

September 29, 2021

### **Joint Annual Meeting**

Lake Ozark, MO

# 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

### ORDER INFORMATION

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Address \_\_\_\_\_

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Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ CVV Code \_\_\_\_\_

SHORT SLEEVE (\$20.00)	QUANTITY/COLOR (Navy, Red, or Grey)	AMOUNT
<input type="checkbox"/> Small	____(N)____(R)____(G)	\$ _____
<input type="checkbox"/> Medium	____(N)____(R)____(G)	\$ _____
<input type="checkbox"/> Large	____(N)____(R)____(G)	\$ _____
<input type="checkbox"/> XL	____(N)____(R)____(G)	\$ _____
<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

LONG SLEEVE (\$24.00)	QUANTITY/COLOR (Navy, Red, or Grey)	AMOUNT
<input type="checkbox"/> Small	____(N)____(R)____(G)	\$ _____
<input type="checkbox"/> Medium	____(N)____(R)____(G)	\$ _____
<input type="checkbox"/> Large	____(N)____(R)____(G)	\$ _____
<input type="checkbox"/> XL	____(N)____(R)____(G)	\$ _____
<input type="checkbox"/> XXL	____(N)____(R)____(G)	\$ _____
<input type="checkbox"/> XXXL	____(N)____(R)____(G)	\$ _____
25% discount when you order 10 or more shirts!		Discount Amount (-) \$ _____
		<b>TOTAL ORDER AMOUNT \$ _____</b>

## Announcement of Award Winners

### Missouri Public Health Association Announces 2020 Award Winners

The W. Scott Johnson Award is the most prestigious award presented by MPHA to an individual for distinguished service in the field of public health in Missouri. The award is given in commemoration of the skills, integrity, devotion to duty and constructive leadership which characterized the life of W. Scott Johnson. The 2020 winner of this award is **Gary**



**French.** Gary has worked for the Henry County Health Center for 13 years, he has filled many roles including Emergency Preparedness Coordinator, Community Educator, Teen Outreach Program Coordinator, MCH as well as

HCHC Epidemiologist. When COVID hit, he took the lead for contact tracing while continuing with his contracts and community education. Gary's nomination for this award was endorsed by many community partners in the Henry County area.



The Group Merit Award is **Dr. Albert Hsu** and the **Boone County Medical Society**. This award gives recognition to an agency or group making a significant contribution to public health in Missouri within the past five years. The activity

should have been beyond the usual public health activities engaged in by the agency. Dr. Hsu and the Boone County Medical Society were nominated for their significant and prolonged efforts in advancing the public's health in Missouri and their ongoing efforts at informing the Boone County constituents about the continuing COVID-19 pandemic affecting the state and the community.



The recipient of the Robert L. Northcutt Award is **Andrew Shaughnessy** of St. Louis. This award is presented to an individual or group who significantly advanced legislation to improve the public health of the citizens of Missouri.

Mr. Shaughnessy has worked tirelessly advocating policies and advancing programs that have positively impacted the health and well-being of Missouri's most vulnerable. Most recently his work to advance

the successful Medicaid expansion ballot initiative propelled him to being an advocate worth nominating for this award. His work in building the most diverse coalition seen in support of a ballot initiative and for partnering with the business community, faith, philanthropy, hospitals and multiple associations.

2020 Presidential Awards were recently presented by outgoing MPHA President Andrew Warlen:



The first award was given to **Denise Strehlow RD, LD, MPH, MSW**. Denise most recently served in the role of Affiliate Representative to the APHA Governing Council. Denise's award was provided to her in recognition of her

contributions, dedication, and leadership to the Missouri Public Health Association. On a more personal note, Denise can always be counted on for a friendly smile or her ability to diffuse a tense discussion. Denise works for BJC Hospitals in St Louis.



The second Presidential Award was given to **Robert Niezgoda, MPH**. Robert most recently held the post of Immediate Past- President of MPHA. Robert's award was provided to him in recognition of his many years of

visionary guidance, exceptional leadership, and unconditional commitment to MPHA. Robert is currently pursuing his doctorate and has moved to Iowa. "Tireless in his efforts" seems to describe Robert perfectly. His efforts were instrumental in moving the #HealthierMO initiative forward and bringing together all the required stakeholders. Robert's contributions to MPHA and #HealthierMO will impact public health in Missouri for years to come. Robert is currently pursuing a doctorate in Epidemiology at the University of Iowa, in Iowa City.

The Association also makes awards to deserving students in the field of public health. The 2020 Scholarship Recipients were: The Edna Dell

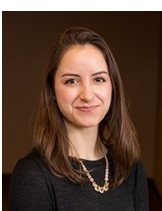
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## Announcement of Award Winners

### Missouri Public Health Association Announces 2020 Award Winners

Weinel Scholarship went to **Devin Hursey**, and the Health Profession Scholarship winner was **Kayla Riel**.

Devin of Lees Summit, MO is a student at the University of Missouri-Columbia working toward a Master of Public Health degree. While working on his degree, Devin also works for the Truman Medical Center in Kansas City. His responsibilities include HIV prevention, sexual health and treatment adherence education to people living with HIV.



Kayla is enrolled at the University of Missouri, School of Health Professions. She is also pursuing a Master of Public Health degree. She works for Live Well By Faith to assist with the varying projects associated with the organization, as well as program development and diabetes prevention.

Kayla also recently completed an internship at the Miller County Health Department, Tuscumbia, MO.

Thank you to all who submitted nominations and to the Awards Selection Committee from our Board of Directors, Dr. Dalen Duitsman of the Ozark Public Health Institute at Missouri State University, Nicholas Collins of United Health Care and Bert Malone, retired.

Congratulations to all the **2020 MPHA Award winners!**

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](mailto:Dan.luebbert@plattehealth.com) or complete the membership form on the back page and return it to the MPHA office.

### New MISSOURI PUBLIC HEALTH ASSOCIATION Members

Jason Butler

Tiffany Bayer, MODHSS-Community & Public Health

Bethany Moore

Jessica Goswitz, MODHSS

Natalie Hampton, Missouri AfterSchool Network

MAYA WEDLOW, BJC HEALTHCARE, UNIVERSITY OF MINNESOTA




TROY KOHNE



# 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 <sup>71</sup>	\$19 <sup>55</sup>	\$45 <sup>51</sup>

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

## COVID RESPONSE FUNDING

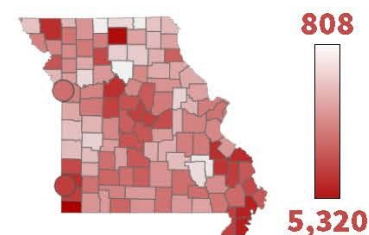
% OF COMMISSION HELD CARES  
FUNDING SHARED WITH LPHAS



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

Leah Martin, American Lung Association

The statewide coalition dedicated to tobacco prevention, Tobacco Free Missouri (TFM) started 2021 defending ground gained at the local level for 100% smokefree indoor air laws, age of sales restrictions and other measures which face encroaching pressure from the legislature aiming at passing preemption to prevent local progress on any public health issue. This is not a new issue for TFM as the tobacco industry initiated preemption as a tactic to focus their power where they had the most allies, in state Capitol buildings, instead of on the ground in local communities.

Advancing local policy change remains a top priority for TFM Board and its members. There is still so much work to do as the case was clearly outlined in the recent American Lung Association State of Tobacco Control report where Missouri's staggering failure across all categories lands us squarely at the bottom of the list. Categories considered in the report include the same issues dedicated in the strategic plan for the coalition - increasing tobacco cessation and prevention funding, smokefree air, tobacco taxes,

access to cessation services, and progress on regulating flavored tobacco products. From the report's findings:

*The American Lung Association calls for the following actions to be taken by Missouri's elected officials to reduce tobacco use and exposure to secondhand smoke:*

1. *Increase state funding for tobacco prevention and cessation;*
2. *Pass comprehensive smokefree laws and policies at the local and state level; and*
3. *Increase tobacco taxes on all tobacco products.*

The coalition is continuously recruiting individuals and partners to take action on the leading cause of preventable death. Visit <http://www.tobaccofreemo.org/> to become a member of Tobacco Free Missouri and learn more.

## 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](mailto:lisa.marshall@lpha.mo.gov) or Sandy Boeckman at [sboeckman@mopha.org](mailto:sboeckman@mopha.org).

### 2020 NEWSLETTER SCHEDULE

**FEBRUARY NEWSLETTER** ~ *Article submissions are due by February 1st*

**JUNE NEWSLETTER** ~ *Article submissions are due by June 1st*

**OCTOBER NEWSLETTER** ~ *Article submissions are due by October 1st*

## MPHA Members,

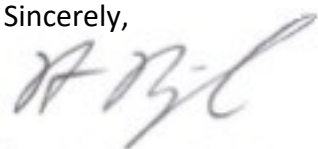
Now in existence since 1925, the Missouri Public Health Association (MPHA) continues to strive to expand our services to meet the needs of public health across Missouri. We hope that you took part in one or more of the many events that we offered this past year.

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](http://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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Director - Ozarks Public Health  
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*NOTE: The Executive Committee is made  
up of the President, President-Elect,  
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**Bert Malone**  
**Dalen Duitsman**  
**Tracie McClendon-Cole**

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Cass County Health Department

**NEWSLETTER CHAIR**

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**TFPH Board Liaison**

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Visit us on the Web  
[www.mopha.org](http://www.mopha.org)

## COMMUNIQUE' Editor

Lisa Marshall, MS, RD, LD

Send comments and/or articles to:

[Lisa.marshall@lpha.mo.gov](mailto:Lisa.marshall@lpha.mo.gov)

# 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.*