

**Skokie Board of Health
September 12, 2019**

Present

Mr. Abbasi	Dr. Sood
Dr. Dave	Ms. Urbanus
Dr. Gaynes	Mr. Usman
Ms. Jones	Ms. Varma
Ms. Nickisch Duggan	Dr. Vernon
Dr. Prince	Dr. Werner
Dr. Shim	Dr. Youkhana

Excused

Dr. Drachler
Ms. Haido
Ms. Moy Wooten
Mr. Pandya
Dr. Topouzian
Dr. Williams

Dr. Catherine Counard, Director of Health
Mr. David Clough, Staff

Call to Order - The meeting was called to order at 7:03 p.m. by Ms. Jones, Vice Chair.

Approval of Minutes - The minutes from the May Board of Health meeting were approved.

Chairs Report –

Dr. Drachler would like Board of Health members to take turns giving a brief statement about their personal and professional history. Dr. Drachler will speak in October, and we will proceed from there.

Flu clinics will be coming up soon and volunteers are still needed for the October 16th clinic. Ms. Jones thanked Dr. Werner and Dr. Youkhana for already volunteering to assist on October 2nd.

Using Behavioral Economics to Improve Health Behaviors, Jessica Jones

A copy of the presentation is attached.

Ms. Jones began by describing how two years ago Willis Towers Watson partnered with the World Economic Forum to research ways to intervene in non-communicable diseases. Non-communicable diseases are caused by people's every day decisions. Willis Towers Watson is working on ways to create a human centric health ecosystem in which the easiest decision to make is also the healthiest.

Motivators based on behavioral economics have recently been referred to as “nudges” in the business world. National health programs based on the use of nudges include the Diabetes Prevention Program from the Centers for Disease Control and Prevention, and Michelle Obama's Let's Move program. These programs facilitate healthier decision making.

Ms. Jones introduced the concept of cognitive biases. We tend to value immediate gratification over delayed gratification, are more sensitive to losses than to wins, are overly optimistic about our chances to win despite actual probability, and respond better to stories than to data and numbers.

Through understanding these biases we can tailor health programs to take advantage of them.

Ms. Jones gave the example of a nudge project she worked on for a health system in Salt Lake City seeking to improve their wellness program. Some of the nudges they used were: building more bike racks, having healthy food available in the cafeterias, and creating physical activity challenges.

Ms. Jones encouraged the Board of Health to think about ways to use these concepts to move objectives of the community health plan forward. She asked for some examples people had seen.

Dr. Shim reported that some people would walk the stairs for exercise in their old offices but the stairs were dirty with low air quality. In their new building the stairs are clean and the air circulation is better. There are also encouraging posters on every landing. Now more people use the stairs for exercise.

Mr. Clough mentioned a hospital cafeteria that succeeded in getting staff and patients to eat healthier portions by decreasing the size of the plates, making smaller portions the obvious choice.

Dr. Dave added that they discussed using loss aversion in the SAHELI study by giving patients a bank of money that they can lose if they don't attend exercise classes. This approach is also fairly labor intensive.

Ms. Jones pointed out that SAHELI also uses framing by encouraging parents to exercise so they are around for their families.

Director's Monthly Report – a copy is attached

- **Response to increased teen vaping – Health and Human Services**

Planned efforts include working with teens to create an anti-vaping video, and PEER Services staff speaking with parents and students. There will be a conversation with stake holders. This work has become urgent with the recent reports of severe respiratory illness and deaths related to vaping

A lengthy discussion ensued.

Dr. Counard stated that the U.S Food and Drug Administration has proposed banning all flavored liquids at the Federal level, so vaping would be less appealing to youth. Michigan has already done this, and the Illinois General Assembly is considering a ban.

Dr. Youkhana stated that he believed this would be effective based on his experience with seeing bidis banned and the immediate reduction in youth attempting to purchase tobacco.

Mr. Abbasi made a motion to request that the Village Board take action to ban flavoring in electronic cigarettes to reduce youth vaping in Skokie. Dr. Youkhana seconded the motion. The motion passed unanimously. Dr. Counard will convey the Board's concern to Mayor Van Dusen, urging the Village Board to support a ban on flavored e-cigarette liquids, and to reach out to our State elected officials.

Following the vaping discussion Ms. Urbanus proposed asking Dr. Williams to give his vaping presentation earlier than January. Dr. Youkhana offered to switch with Dr. Williams so he could present in November.

Mr. Clough reported that he met with staff at Niles North to discuss creating a video about vaping with students. Ms. Nickisch Duggan suggested having a video competition for the students, and giving an award for the best video. Mr. Clough agreed with the idea and thought that having the award for the most views online might be a good way to make sure the videos were shared.

- **Livability Plan/Community Needs Assessment for People with Disabilities/UIC SPH**
We partnered with Human Services to submit a project proposal to the UIC School of Public Health faculty, requesting assistance with creating a Livability Plan for the Village, which will ensure that people of all ages and abilities are supported in our community.
- **Locally-acquired Lyme Disease in two Skokie Children, Highlighting Risk**
In two separate instances, a child acquired Lyme disease in their backyard. Ticks infected with the bacteria that causes Lyme disease, were detected in the Chicago area as early as 2006.

Dr. Gaynes expressed surprise at Lyme disease being found in a backyard in Skokie rather than a heavily wooded area. Dr. Vernon confirmed that infected ticks can be found in suburban and urban locations as well as rural.

- **Colorectal Cancer Screening Grant – “FluFIT” Program**
An evidence-based approach to increase screening for colorectal cancer is to distribute Fecal Immunochemical Test (FIT) kits during annual community flu shot programs. Thanks to a grant from the Center for Asian Health Equity, we will be able to offer 100 kits at no charge to eligible residents during this year’s flu shot clinics.

Dr. Shim encouraged the project to focus on those over 50 and under 75, who haven’t been screened yet. Dr. Werner asked how positive tests would be handled. Dr. Counard replied that people without insurance will be referred to Erie Family Health Center for follow-up.

Old Business

Dr. Dave commented on how helpful the Medical Reserve Corps had been with SAHELI events, particularly Cres and Doug Roewer. She asked if there was a volunteer appreciation opportunity to recognize them. Ms. Jones asked if perhaps a section of *NewSkokie* could be devoted to honoring community volunteers. Dr. Counard agreed that finding a mechanism to honor volunteers like the Rowers would be a good idea, and she would explore options with Village leadership.

New Business

Mr. Abbasi proposed switching the Board of Health break from summer to winter. Many Board members are retired and some leave town for winter. Taking a break when the weather is bad might be a better option. Dr. Counard replied the Board is required to meet monthly ten times a year, with no specification for which month. She asked to reconsider the proposal next meeting when Dr. Drachler is present.

Dr. Counard announced the exciting news that the Northwestern Medicine team has successfully applied for a 2nd NIH grant to address health disparities in South Asians. The South Asians Active Together (SAATH) study will be an intervention for mothers and daughters to encourage them to exercise together. Dr. Werner asked if the focus would be exercise only or if it would include diet. Dr. Dave reported that this particular study would focus on exercise. Dr. Counard thanked Dr. Dave for her ongoing support!

Dr. Counard reported that Carrie Haberstick from the Planning Division has asked to speak to the Board of Health next month, and discuss the Community Development Block Grant.

Dr. Counard mentioned the upcoming 2020 U.S Census and the importance of participating. Dr. Werner added that the August American Journal of Public Health had a report showing how community funding and statistical analysis is tied to the data gathered by the Census.

Dr. Counard also reported that there would be a community forum to gather input from residents on November 10th. She encouraged Board of Health Members to attend.

Dr. Dave added that Skokie/Morton Grove school district 69 was featured on NPR for their Community Schools work and collaboration with the Infant Welfare Society.

The meeting was adjourned by Ms. Jones at 8:30 PM.

Next meeting:
Thursday, October 10 at 7:00 PM
Village Hall
5127 Oakton Street
2nd floor conference rooms D & E
