



# THE Probe

Quarterly Newsletter of the Oregon Public Health Association

Summer 2006

## Avian Influenza: Oregon Prepares for a Potential Emergency

BY SUSAN ALLAN, MD, JD, MPH  
PUBLIC HEALTH DIRECTOR  
OREGON PUBLIC HEALTH DIVISION, DHS

While avian influenza has not yet been detected in birds or humans in North America, Oregon's Public Health Division has been working with its state and federal counterparts to prepare for a potential emergency relating to the virus.

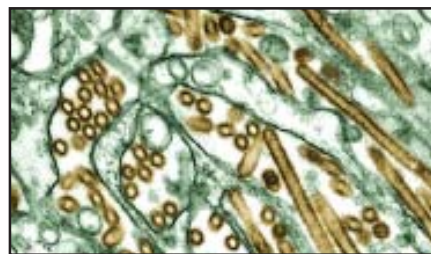
The Public Health Division, Oregon Department of Human Services, and its partners at the state and federal departments of fish and wildlife and agriculture have formed a workgroup to develop an interagency response plan to an animal avian influenza emergency. The plan outlines the roles and responsibilities of agencies involved.

Avian influenza virus refers to influenza A viruses that occur naturally in wild birds. There are many strains of avian influenza, most of which cause little or no disease in birds. A few strains can cause severe disease especially to poultry.

One such strain that originated in Asia in 1996, known as H5N1, has been spread

by movement of infected poultry and migrating birds throughout Asia, Africa, and Europe. Millions of domestic poultry in these regions have died or been culled due to the virus.

Introduction of the virus into the U.S. poultry industry would be devastating, experts warn. Although it has not yet been detected in North America, wildlife experts predict that it could arrive — via migratory birds — in Oregon this summer or fall.



Avian Flu virus

Although the risk of human infection from avian influenza is very low, several strains of the virus have been known to infect humans. To date, more than 200 people worldwide have been identified as infected with the H5N1 virus, causing death in about half of the known cases. Most cases of avian influenza infection

in humans have resulted from contact with infected poultry (e.g., domesticated chicken, ducks, and turkeys). The spread of avian influenza from one ill person to another has been reported very rarely, but sustained human-to-human transmission has not been observed.

Avian influenza is not the same as pandemic influenza and its arrival in North America does not signal the start of a human pandemic. To cause that to occur, the virus would have to change and become easily transmitted from person to person. Most national experts believe that it is highly unlikely that this particular avian flu will mutate to become some kind of significant human disease.

The Oregon Public Health Division continues to monitor the situation and has provided guidance on the protection of those working with infected birds, should the virus be found in Oregon. The division is also participating in planning for pandemic influenza with other state, federal, and local agencies.

In addition to collaborating with agriculture and wildlife agencies on planning and preparedness for avian flu

*(continued on page 2)*

### OPHA Mission

- *Protect and promote the health of all Oregon residents*
- *Educate and support public health workers*
- *Advocate for just and equitable health policies*

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Public Health Profiles ❖ Section News ❖  
2006 OPHA Awards ❖ And more ...

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in animals, the Oregon Public Health Division's epidemiology experts and laboratory are prepared to investigate the possibility of human cases, if needed. The division has protocols in place for assessment and testing of suspect human cases of avian influenza. The Oregon State Public Health Laboratory has the capability to test human specimens for H5N1 avian influenza.

The Oregon Department of Fish and Wildlife is participating in a national effort to monitor wild bird populations for the H5N1 strain. The Oregon Department of Agriculture is working with poultry producers to closely monitor the health of Oregon's domestic bird population. Should the virus be detected in poultry in Oregon, state and federal agriculture officials have plans in place to contain and eliminate the disease.

Educational materials are being distributed to commercial poultry producers, extension agents, feed stores, and other venues to reach backyard poultry owners.

The Oregon Department of Agriculture and the Public Health Division have been giving joint presentations on avian influenza and its implications to veterinarians, the poultry industry, county health departments, and emergency planners.

For more information on avian influenza and how to protect yourself, the following resources are available:

- Centers for Disease Control and Prevention, U.S. Department of Health and Human Services — <http://www.cdc.gov/flu/avian/>
- Oregon Prepares: Oregon's Pandemic Influenza Planning Summit, March 30, 2006 — <http://www.oregon.gov/DHS/ph/spotlight/panflusummit.shtml>
- Oregon Public Health Division, DHS, Acute and Communicable Disease Prevention — <http://www.oregon.gov/DHS/ph/acd/flu/zooflu.shtml>
- Toll Free Information Line for Avian Influenza, Hepatitis C, West Nile Virus — 1-866-703-4636

## OPHA Call for Endorsements

In preparation for the 2007 Oregon Legislative Session, the OPHA Policy Committee is inviting organizations to submit public health-related policy proposals or legislative concepts to be considered for official endorsement by OPHA. Applications for endorsement have been mailed to over 30 organizations with a stake in public health in Oregon, and are also available at [www.oregonpublichealth.org/endorse/app.doc](http://www.oregonpublichealth.org/endorse/app.doc). Groups whose policies or bills are approved will be offered official OPHA endorsement, as well as advocacy support in the form of opportunities to publish announcements, articles or solicitations for volunteers/advocates in the quarterly publication, *The Probe*, and participation in the annual meeting in October.

The OPHA Board of Directors has approved five priority issue areas for 2007 legislative advocacy as recommended by the Policy Committee: 1) Fluoridation; 2) Tobacco; 3) Obesity (including nutrition and physical activity); 4) Health care access; and 5) Alcohol and Substance Abuse. These priorities – along with issues submitted by other organizations and endorsed by OPHA – will shape our public health advocacy agenda for the 2007 Oregon Legislative session.

Stay tuned for more information about the October 23<sup>rd</sup> policy advocacy luncheon at the OPHA annual meeting in Corvallis. This will be an exciting opportunity to learn more about these public health issues and to find out how you can get involved.

### Help us spread the word

Please consider distributing *The Probe* to colleagues and friends interested in public health in Oregon.



## THE Probe

Quarterly newsletter of the  
Oregon Public Health Association

SARAH PETRAS                      Lead Editor  
HANNAH L. CROSS              Assistant Editor  
MARJORIE MCGEE              Webmaster

*Authors' views and editorial content in this newsletter are not necessarily endorsed by OPHA.*

### Submissions

We invite you to send stories, news and graphics by submission deadlines:

| ISSUE  | DEADLINE | PUBLICATION |
|--------|----------|-------------|
| Winter | Feb 21   | March       |
| Spring | Mar 21   | June        |
| Summer | Aug 21   | September   |
| Fall   | Nov 21   | December    |

Contact editor at [petras@ohsu.edu](mailto:petras@ohsu.edu)

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## President's Message

BY KATIE RILEY, OPHA PRESIDENT

During this summer's heat wave, we are not resting but are hot on the trail of exciting OPHA activities. We are all looking forward to our fall conference in Corvallis October 23-24. Although the agenda is well underway, your ideas for sessions, posters, or special activities, are welcome. Contact Tom Engle, Chair of Programs (tengle@teleport.com). Announcements about session proposals have already been sent out and you will soon receive information about registering.

Welcome to our newest members! We have a new section, the Chiropractic Section, and their new Chair is Kara Burnham, PhD, at Western Chiropractic College (kburnham@wschiro.edu).

As you may have noticed, we have new editors for *The Probe*. The OPHA Board and I want to extend our appreciation to Terry Hammond who resigned as editor in May to work on his dissertation in Public Administration at Portland State University (PSU). We have all appreciated his dedication to regular issues, eye-catching presentations, and stimulating articles for OPHA members over the past four years. The new editors are Sarah Petras, an Oregon MPH student in the Health Promotion track at PSU and Hannah Cross, an incoming Oregon MPH student in the same track. They especially want to get more students involved. If you have articles to submit, please contact Sarah (petras@ohsu.edu).

Do you have webmaster skills? If so, OPHA needs you! Our current webmaster, Marjorie McGee, is embarking on a PhD program and a replacement is sorely needed.

OPHA is planning to be involved with other public health organizations in a public health coalition that is in the formation

stages and we also plan to be very active during the next legislative session. We will kick off the legislative session with a public health visitation day and plan to support key legislation. The OPHA Board recently agreed that Fluoridation; Tobacco; Obesity (including nutrition and physical exercise); Health Care Access; and Alcohol and Substance Abuse would serve as a general framework of focus for the next legislative session but would not exclude support for other areas. If you want to be involved in these activities, contact Judy Cleave, Chair of the Policy Committee (cleavefamily@comcast.net). You are also encouraged to work for election of your favorite candidates—it really matters!

Nominations are now being sought for OPHA awards and Board positions. The Awards Committee has a nomination form in this issue of the *Probe*. If you want to run for office or know someone who would be a good candidate, please contact Mary Lou Hennrich, Chair of the Nominations Committee (marylou@communityhealthpartnership.org).

Of course, this is not all that is happening during the summer months—get in touch with your Section to find out about the activities they are planning. And mark your calendar now to meet with us in Corvallis at the conference!

Please don't hesitate to contact me about ideas, concerns, and questions. I am always happy to talk with OPHA members and prospective members.

Katie Riley  
503-349-2965  
katie@comcast.net

### Oregon Public Health Association Committee Members 2005-2006

#### Executive Committee

Katie Riley, President  
Mitch Haas, President-elect  
Jan Wallinder, Past President  
Carol Allen, Treasurer  
Carol Elliott, Secretary

#### By Laws

Connie Guist, Chair  
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Kerri Lopez  
Kari McFarlan  
Deb Messecar  
Anne Peltier  
Dianna Pickett  
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Lesli Uebel (ARB)  
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Angela Weaver (Disability)  
Liana Winett

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Marjorie McGee, Chair  
Sarah Petras, *The Probe*  
Hannah Cross, *The Probe*  
Jan Wallinder, Past President  
Lesla Dixon-Gray (Chiropractic)

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Nasureen Abdullah (Disability)  
Carol Allen  
Rafael Arellano-Barrera  
Michaela Lindahl (Epi/Bio)  
Avie Meadows  
Shirley Orr  
Sylvia Mangan  
Diane Seyl

#### Nominations (elected)

Mary Lou Hennrich, Chair  
Judy Cleave  
Willi Horner-Johnson  
Kathleen O'Leary  
Ken Rosenberg

#### Policy

Judy Cleave, Chair  
Donald Austin  
Bev Burke (Disability)  
Kelly Davis-Martin  
Tom Engle  
Jim Gaudino (Epi/Bio)  
Larry Langdon  
Avie Meadows  
Maria Michalczyk  
Craig Mosbaek  
Billi Odegaard  
Ruth Ann Tsukuda  
Lesli Uebel (ARB)

# Public Health Profile: Dr. Bruce Goldberg

*Editor's Note: The following interview is part of a series of profiles of current leaders in Oregon and their views of public health.*

**Bruce Goldberg, M.D.**, has been DHS director since November 2005. Immediately prior to heading DHS, he was Administrator of the Office for Oregon Health Policy and Research. Dr. Goldberg is a family physician who has devoted his entire professional career to improving the organization, delivery and financing of health and human services. He has served as president of OPHA, faculty at Oregon Health & Science University for more than 10 years, Medical Director of CareOregon, and public health officer for Columbia County. For five years, he was medical and community health services director for a United States Public Health Service hospital serving the Zuni tribe in New Mexico. Dr. Goldberg has published widely and has served on numerous regional and national advisory boards and committees. In 1994, he was a U.S. Public Health Service Primary Care Policy Fellow. He is a graduate of the Mount Sinai School of Medicine in New York City.

Source: DHS website

BY REBECCA RUPPERT, RN

When you meet with Dr. Bruce Goldberg, the first thing that strikes you is how he truly personifies the vision statement of the Department of Human Services: Better outcomes for clients and communities through collaboration, integration and shared responsibility.

When Dr. Goldberg hears the words “Public Health,” his immediate response is “Working collaboratively for the good of the public’s health in the broader context of all that public health offers to communities.”

Given his impressive background, it is not surprising that Dr. Goldberg would have a broader global view of public health and the challenges public health faces.

What are those challenges? The primary challenge, according to Dr. Goldberg, concerns issues of funding to support and maintain a public health infrastructure and to provide the resources needed to insure a strong, sustainable public health work force. They are simple words but a goal difficult to attain in these challenging budget times. However, if anyone were capable of bringing this challenge to a reality, it would be Dr. Goldberg. He readily appreciates the need for fiscal responsibility and accountability realizing that resources need to be managed carefully to avoid duplication and waste.

“We meet the challenges of all public health facets by educating our communities and informing them of the services public health offers. We help them understand the differences between population-based health care and individual health care. Public health is always there, in the background and often behind the scenes. While the work may not always be noticed, it is vital to the health of our communities,” says Dr. Goldberg.

In addition to his work to assure funding and resources, Dr. Goldberg believes strongly in the need for people at the State

and Federal levels to support and advocate for the local health departments. According to Dr. Goldberg, “Public health departments are much more than the bricks and mortar of the buildings. It isn’t the structures that assesses and assures the public’s health, but the fine staff who make up the health departments.”



This is music to the ears of many who work in public health. Like many front line public health staff, Dr. Goldberg expresses deep commitment to the needs of public health professionals and to their training, development, and career pathways. He believes strongly in the development of skills and the art of public health.

What can we at the local level do to help Dr. Goldberg? It’s actually quite simple. His immediate response is, “Help us (the State and Federal levels) understand the needs of the individual communities. Local health officials are in the best position to know the needs of their communities.” Secondly, each health department can maintain a strong connection to their community by reaching out broadly to the community at large as well as to its healthcare professionals.

Dr. Goldberg presents a hope filled perspective of the future of public health. His course is clear and unwavering; support the work of public health by supporting the professionals who work in public health as they support the health of their communities.

Knowing that Dr. Goldberg is at the helm of the Department of Human Services in Oregon we can all sleep a little easier.

# Public Health Profile: The Governor's Office

*Editor's Note: The following interview is part of a series of profiles of current leaders in Oregon and their views of public health.*

BY REBECCA RUPPERT, RN

As public health practitioners, if we have doubts about the positive impact public health has on our communities, the Governor's office soon puts those doubts to rest.

Erinn Kelley-Siel, Policy Advisor to the Governor on Healthcare and Human Services, is quick to recognize the commitment of public health to assess and intervene on behalf of communities. "Public health is a diverse community of healthcare professionals who focus on intervention and prevention. State and local public health programs benefit all Oregonians, and our collective challenge is to promote the value of those services in such a way that the people of Oregon understand that investing in public health directly benefits them and their communities," says Ms. Kelley-Siel.



She and Governor Kulongoski are true believers in the mission of public health and are strong allies of the public health practitioners of Oregon. The need for community education about the services of public health is ever-present. According to Ms. Kelley-Siel, the Governor is committed to making sure that the value of public health services, like prevention and chronic disease management, are part of the discussion about health care cost containment and expanding access to health care during the next legislative session. Not a small task, but one the Governor's office is committed to tackling.

The Governor's office is also working on legislation to clarify and strengthen the roles and responsibilities of public health officials in the area of emergency preparedness to better protect the public. Ms. Kelley-Siel commented, "Emergency response happens at the local level, but the state and federal governments have roles to play in supporting those efforts. Our state public health office is making good progress in that regard—examples include using technology to enhance communications in ways that have not been seen before, and concerted, coordinated planning efforts."

With so many public health issues and concerns on the table, the one closest to the Governor's heart is his Healthy Kids Plan. The problem: More than 117,000 Oregon kids live without health insurance. Access to providers, medicine, eyeglasses, and other health services is, for some, non-existent. It's simple... when children lack a medical home, we all suffer. The need for dental care is especially acute. Children with dental needs lack the ability to eat the proper foods. Lack of nutrition leads to a wealth of health maladies. Dental pain interferes with the sleep cycle, affecting growth and development even further. The Governor's basic belief is that children are our

future; healthy kids grow to be healthy productive adults, and we all win in that scenario.

What is the Governor's intent to relieve this void? Meeting children's healthcare needs by expanding school-based health centers, improving and expanding access to the Oregon Health Plan and helping working parents with incomes too high for the state's existing public programs coverage for their children.

Governor Kulongoski believes in the marketing of public health with education on everything from obesity to smoking to management of chronic disease to emergency preparedness. Awareness of public health services needs to be heightened. Public health practitioners are strategic players in all of these instances. Public health networking with other community agencies and providers will

bring about the desired results that benefit us all.

While bricks, mortar and other materials are necessary for an effective public health infrastructure, Ms. Kelley-Siel and Governor Kulongoski readily admit that it's the people of public health that are the most critical to the successful outcome of any public health situation. As Ms. Kelley-Siel sums-up, "It's fine to have an adequate amount of vaccine, but it's the people who provide the community education and give the vaccines that are really important. Public health practitioners have an invaluable role to play in the health and livability of our great state, and this Administration is committed to those who practice public health."

## To contact the Governor's Office, direct correspondence to:

Governor Kulongoski  
160 State Capitol  
900 Court Street  
Salem, OR 97301-4047

Governor's Citizen Representative  
Message Line:  
Phone: 503-378-4582  
Fax: 503-378-6827

For more information about Governor Kulongoski's Healthy Kids Plan, visit <http://governor.oregon.gov/>

## OPHA News

### Public Health Nursing Section Celebration

BY KATHLEEN O'LEARY

The Public Health Nursing (PHN) Section hosted its fourth May celebration luncheon in honor of Florence Nightingale's birthday, Nurse's Week, and our own OPHA Nurses.

Connie Guist received the Leadership Award and much gratitude for her years of PH Nursing practice. Connie has been a PHN for over 35 years and has practiced in Colorado, Wisconsin, and Oregon. In Oregon, she has held nurse manager positions for a variety of programs at Multnomah County. She has been an active participant and advocate for OPHA by serving on the Board of Directors and in leadership roles within the PHN Section. She is currently the treasurer of the PHN Section and chair of the OPHA bylaws committee.

Mary Lou Hennrich, Executive Director of Community Health Partnership, inspired the audience with connections between public policy and PHN practice in her presentation, "PH Nursing: Policy from the Trenches."

### OPHA Endorses Measure for Increased Access to Prescription Medications

OPHA has endorsed passage of Measure 44, which would allow individuals who do not have prescription drug coverage to have access to the Oregon Prescription Drug Program, a purchasing pool. The promotion of this initiative is being coordinated by Oregonians for Health Security.

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### Epidemiologists' Forum

BY KEN ROSENBERG, MD, MPH

The Epidemiologists' Forum, organized by the State Office of Disease Prevention and Epidemiology and OHSU's Department of Public Health and Preventive Medicine, has been meeting in Portland since 2003 to provide an opportunity for local epidemiologists and others who use data in public health practice to convene for presentations and discussions on epidemiologic research. These forums began when local researchers recognized they had few local opportunities to share information. Topics range from the use of Geographic Information Systems for local health department planning, to mathematical modeling of bioterrorism events, to epidemiologic studies of osteoporosis and gestational diabetes. Local researchers and visiting faculty have conducted presentations.

In April, the Oregon Public Health Association's Epidemiology and Biostatistics Section held a well-attended half-day symposium for members and colleagues to hear about epidemiologic studies being conducted by researchers in the Portland area. Feedback from attendees overwhelmingly supported ongoing efforts to continue such events. Recently, the Epidemiology and Biostatistics Section has joined with planners of the Epidemiologists' Forum to continue the momentum of these two successful symposia and further strengthen efforts to bring public health researchers and users of public health data together to share information. Finding the right combination of timing, location and topics that meet the broadest of professional needs is often a challenge. Our current plans are to hold meetings 4 times a year; tentative meeting dates are November 15, 2006, February 21, 2007, May 16, 2007, September 19, 2007 and November 21, 2007. We hope to rotate meeting locations among the Portland State Office Building, Oregon Health & Science University, and Kaiser Center for Health Research (CHR). The target audience for the Forum includes epidemiologists, researchers, and users of data in public health practice at OHSU, PSU, Kaiser CHR, Providence Center For Outcome Research and Education (CORE), Multnomah, Clackamas, and Washington Health Departments, NW Portland Area Indian Health Board, and Oregon Public Health Division.

If you or your colleagues are interested presenting, have suggestions for presentations or about the forum in general, or would like help with further outreach to colleagues, please contact Ken Rosenberg ([ken.d.rosenberg@state.or.us](mailto:ken.d.rosenberg@state.or.us)).

## 2006 Oregon Public Health Association Awards

As we plan for our 2006 OPHA Annual Meeting and Celebration of the 62<sup>nd</sup> anniversary of OPHA, please take a moment to reflect on and acknowledge the contributions of our fellow OPHA members, organizations, colleagues, and community members that have contributed to public health in our communities. Award categories are listed below. Please nominate a person or organization that you would like to see receive an OPHA award.

[ ] **2006 Lifetime Achievement Award**

*This award will be given to a person(s) or organization(s) who has demonstrated a lifetime commitment to public health, to the improvement of health in Oregon.*

[ ] **2006 Legislator of the Year Award**

*This award will be given to an Oregon legislator who has made an outstanding contribution to public health in Oregon.*

**Nominee's Name & Degrees:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_ **E-mail:** \_\_\_\_\_

**Please give at least 3 reasons why your nominee deserves the award (attach a sheet if necessary.)**

- 1.
- 2.
- 3.

Awards will be presented at the OPHA 2006 Annual Meeting and Celebration held on October 23<sup>rd</sup> and 24<sup>th</sup>, 2006.

Person making the above nomination: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Please return by September 15, 2006 by mail, e-mail, or fax:**

Mitch Haas, Awards Committee Chair  
 Western States Chiropractic College  
 2900 NE 132<sup>nd</sup> Ave., Portland, OR 97230

E-mail: mhaas@wschiro.edu, Fax: 503-251-2832

**JOIN the Oregon Public Health Association**  
 and get in the stream of people and knowledge  
 helping to keep Oregon healthy

Name \_\_\_\_\_

Address \_\_\_\_\_

City State Zip \_\_\_\_\_

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**Select a membership type:**

- \$20/year **Special**  
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*(nonprofit & community organizations)*
- \$250/year **Sustaining**  
*(businesses)*
- \$10/year **Per additional section**  
*(membership includes one section)*

**Select section affiliation:**

- Adolescent Risky Behavior Issues
- Chiropractic
- Community Health & Health Education
- Disability
- Epidemiology & Biostatistics
- Nursing

**Pending section:**

- Oral Health