



MINUTES OF A MEETING OF THE BOARD OF DIRECTORS  
June 1, 2010

A meeting of the Board of Directors of the Boston Public Health Commission was held on Tuesday, June 1, 2010 in the Hayes Conference Room at the offices of the Boston Public Health Commission, 1010 Massachusetts Avenue, Boston, MA 02118.

**Director's Present:**

Paula Johnson, MD, MPH, Chair  
Ruth Ellen Fitch, JD  
Celia Wcislo  
Harold Cox  
Kathleen Walsh  
Joseph Betancourt, MD, MPH

**Director's Absent:**

Jack Cradock

**Also Present Were:**

Barbara Ferrer, PhD, MPH, MEd, John Townsend, Maia BrodyField, Catherine Fine, Stephanie Doyle, Alberte Altine, Susan Harrington, Kathy Cunningham, Gerry Thomas, Becky Latka, Monica Kim, Lisa Conley, Pam Jones, Anesia Brown, Rosaline Valcimond, Jim Hooley, Chuck Gagnon

**Guests:**

Jose Cardoso, Jessica Gilmore, Nicole Flynt-Thomas, Jorge Martinez, Shinikwa B., Gina San Inocencio, Sharon Callender, Philly Laptiste, Susan Young, Kayla Quinn, Dora Wright

**Counsel Present:**

Nakisha L. Skinner, General Counsel

**Call to Order**

Ruth Ellen Fitch, JD, called the meeting to order at 5:07 PM. A quorum of directors was present and the meeting, having been duly convened, proceeded with business.

**Executive Director's Report**  
**Barbara Ferrer, PhD, MPH, MEd**

The proposed FY11 budget hearing was held before the City Council on May 21, 2010 and went well.

The transition process between the Commission and Boston Medical Center has begun. The Commission has taken over and started the EMS billing process and will be running payroll and most of the accounting functions by July 1, 2010. The next couple of months will be critical for the Commission to get systems up and running in anticipation of the July 1<sup>st</sup> BMC cutoff.

The Commission is concentrating on administering grant applications and making sure that the transition process is a smooth one.

Overall, it will take the Commission awhile to see savings from the transition process but the savings will benefit the Commission in the long run.

The Commission will continue to be aggressive with federal grants as grants are an integral part of the FY11 budget. The Department of Administration Finance is concentrating its efforts on the end of the fiscal year closure.

The Commission will come back to the Board in September to give an update of where we are in terms of the transition and to introduce new staff.

**Approval of Minutes**

Dr. Paula Johnson, Chair, presented to the Board the minutes of the May 13, 2010 meeting of the Board for approval, whereupon a motion was duly submitted, seconded and unanimously adopted.

**Presentations and Updates**

***Soda Free Summer Challenge***

Becky Latka, Project Director, Strategic Alliance for Health, Chronic Disease Prevention Control  
Kathy Cunningham, R.D., Senior Program Manager, Chronic Disease Prevention Control

The Strategic Alliance for Health (SAH) is a four year initiative within the Chronic Disease Prevention and Control Division and is funded by the Centers for Disease Control and Prevention. The purpose of the SAH is to create healthier communities through policy, systems and environmental change. The focus of the SAH is on nutrition and physical activity.

The SAH four year objectives are 1) to reduce sugar sweetened beverage consumption among children, youth and adults; 2) increase child and youth physical activity; 3) increase consumption of healthier foods and beverages among children, youth and adults; 4) build Boston's community capacity to address chronic disease prevention and to mentor other communities in selected strategies.

Work being done by the SAH is aligned with the Commission's strategic goal to reduce obesity rates among Boston residents and reduce the gap between white and black obesity rates by 30% for children and 20% for adults within a five year period.

The Commission will host a soda free summer challenge campaign to reduce consumption of sugar sweetened beverages among children and adults in Boston. The objective is to raise general awareness of the negative health impacts of sugar sweetened beverage consumption, contribute to changing norms about drinking soda, change personal behaviors through individual pledges and to change youth organization policies regarding accessibility of sugar sweetened beverages.

The Commission campaign will include marketing "Take the Pledge", encouraging Boston residents to take a pledge to refrain from drinking soda this summer. The Pledge is a way of getting folks engaged and will consist of two parts. The first part focuses on getting institutions to change behavioral norms and the second focuses on availability of sugar sweetened beverages. The campaign will be youth driven and prizes will be awarded.

The

kickoff event will be Tuesday, June 8, 2010 at the Boston Children's Museum from 10:30-11:00 AM.

Board member Wcislo suggested that the Commission consider an additional strategy for implementing the soda free summer challenge: a turn-in soda can campaign where residents can turn in their soda cans and receive in exchange a healthier beverage option.

***B1Example Media Campaign: Redefine Street Cred***

Catherine Fine, Director, Division of Violence Prevention

Stephanie Doyle, Health Policy Analyst, Division of Violence Prevention

Susan Harrington, Assistant Director, Communications

The Violence Prevention Campaign has been charged with designing and implementing a violence prevention social marketing campaign. The campaign was launched in the summer of 2009 and is funded through SEIU 1199 and Tufts New England Medical Center.

The *B1Example: Redefine Street Cred* campaign targets Boston youth 13 to 18 years old with a message and call to action to prevent violence in their communities. Through the campaign, youth will be able to express their voices and communicate their personal messages of violence prevention. Youth account for half of the shooting victims in Boston, therefore, the Commission is committed to implementing a youth-led campaign. Youth were involved in the development of the campaign message, content and strategy. Goals of the campaign are for youth to change social norms, be 1 example and connect to their community.

The Commission awarded nine community grants to Boston youth organizations in the summer of 2009 to develop their own media projects that promote the campaign's goals.

The B1Example strategies include but are not limited to: 1) a two-part ad campaign. The first ad is the “B” teaser ad featuring the logo and large B which will be placed on MBTA buses, train stations and subways. The second is the testimonial style ads featuring the words and images of youth who worked on B1Example summer projects in 2009. A Launch party will take place on June 16, 2010 to reveal the second part of the B1Example ads; 2) B1Example events (small grants will be provided to the youth organizations from last summer to plan, implement and promote a B1Example event between July and September); 3) B1Example street team that will engage youth in public places such as Downtown Crossing, the mall and community centers to spread the word and; 4) a mobile application where youth will be able to text in what their definition of street violence is.

To date the campaign has been successful. The campaign provides youth the opportunity to meet other youth and learn media skills.

Board member Wcislo suggested that VIP host a summer picnic at Franklin Park where youth can gather and get the word out about (*B1Example*).

Board member Cox suggested that the *B1Example: Redefine Street Cred* project be combined with other projects and initiatives across the City.

### ***Violence Intervention Prevention (VIP) Update***

Catherine Fine, Director, Division of Violence Prevention

Alberte Altine, VIP Coordinator, Division of Violence Prevention

The Violence Intervention & Prevention (VIP) initiative is a violence prevention strategy that contributes to the development of healthy neighborhoods in the City of Boston through a commitment to active and genuine collaboration between youth, residents, community organizations and city agencies.

Small neighborhood coalitions work to shift the expectation of violence and to address persistent social and environmental issues that contribute to elevated levels of violent incidents. Neighborhood coalitions were selected due to their presence within larger persistent violent crime hot spots. Each coalition works with a full time neighborhood coordinator and are responsible for overseeing the development of the neighborhood violence prevention plans, overseeing the development of the coalitions and implementing projects accordingly, overseeing and providing technical assistance and arranging and staffing the monthly VIP neighborhood coalition meetings.

Neighborhood coalitions and city agencies partnered to increase after school and employment opportunities, to increase resident engagement through community coalitions and door-to-door outreach, to strengthen resident and community engagement, to reduce physical disorder that contributes to crime, to coordinate community response to homicides and shootings, to promote peace and nonviolence and to ensure VIP neighborhood residents access to health services and support.

Neighborhood coalitions are:

- Bowdoin/Geneva led by Bowdoin Street Health Center;
- Grove Hall led by Project RIGHT,
- Orchard Gardens led by Madison Park Development Corporation,
- Mattapan led by Mattapan Community Health Center; and
- Upham's Corner led by Upham's Corner Health Center.

Board member Betancourt would like a follow-up from the VIP initiative in relation to what is being done regarding gang issues.

### **Adjournment**

There being no further business to come before the Board, the meeting was adjourned at 5:51 PM.

Respectfully submitted,

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Julie Webster, Recording Secretary