

MINUTES
Lawrence-Douglas County Health Board
April 29, 2011

CALL TO ORDER

A special meeting of the Lawrence-Douglas County Health Board was held Friday, April 29, 2011. Chair Shirley Martin-Smith called the meeting to order at 7:40 a.m.

NEW BUSINESS

Dan Partridge stated the Health Department estimates unexpended grant funds from the Chronic Disease and Risk Reduction (CDRR) program for State Fiscal Year (SFY) 2010 will be \$25,000. Permission has been obtained from the Kansas Department of Health and Environment (KDHE) to use these funds for advertising to reduce smoking in 18-30 year olds, promote Kansas Quitline and increase the number of calls to the quitline. Lisa Horn, Communications Coordinator, provided the Board with an overview of 3 advertising proposals. Lisa stated the ads will also use the Health Department's logo to promote the agency. Staff recommendation is to use Kern Group Incorporated. After discussion, Amy Biel made a motion to authorize expenditure of CDRR funds for advertising to reduce smoking in 18-30 year olds and contingent upon making an attempt to extend the advertising campaign beyond June 30, 2011, and within these parameters, Health Department staff should use their judgment on the consultant to be used. David Ambler provided the second and the motion passed.

ADJOURNMENT

The Board meeting was adjourned at 8:10 a.m. on a motion by Paul Liechti and a second by Amy Biel.

Respectfully submitted,

Dan Partridge,

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Secretary

Present: David Ambler
Amy Biel
Paul Liechti
Shirley Martin-Smith
Maley Wilkins

Ex Officio: Dan Partridge

Other: Colleen Hill
Lisa Horn
Charlotte Marthaler