

2012 NACo Annual Conference

Friday, July 13, 2012

1:30pm **NACHSA Meeting**

- **Treasurers Report**

Reviewed revenue and expenses discussed Scholarships for the Poverty Symposium in California applications will be forthcoming.

- **Assets for Independence - (AFI) Emily Apple-Newby HHS**

AFI is under HHS -goal is to build skills & more Americans at of poverty. Encourages saving lamed income which is matched 8 to 1 – the focus is on those up to 200% of poverty level The match augments the recipients own savings to increase ability for recipients to purchase a home. Includes Financial Literacy Classes – those participating are 25% less likely to end up in foreclosure. This was noted to be a good response to the recession. The only County in Florida that acts as a grantee is Broward. CDBG funds can be used as match to AFI.

Even if a County has a non profit recipient in their community, the County can apply as well. They could look at another of the multiple aspects at the program. Emily would be happy to speak with counties interested in learning more about whether this could work in their community. She would also be happy to talk to State Associations. Next application round is January 2013. HHS will sponsor webinars to provide guidance to those interested. Emily can be reached at 703-225-2409.

- **Legislative Federal Update - Tom Joseph**

Farm Bill House bill cut SNAPS 3 times more than Senate. It restricts categorical eligibility in cash only. Automatic eligibility for SNAP was eliminated. Person not receiving cash would have to go through another application. Senate rejected this amendment. It is a provision to watch. 2nd change proposed in both House and senate. Eliminated the Heat and Eat Program –streamlining provision. 3rd item is a reduction in SNAP performance bonuses. Unclear if we will see a reauthorization bill this year. Discussed issues with crop damage from drought conditions.

- **Health Care Reform**

Medicaid Expansion-no pending States for not expanding Medicaid. Discussed eligibility for subsidies. Those under 100% of FPLG will be at most risk. Impact to States choosing not to expand Medicaid discussed. HHS and CMS guidance: pending, Special DSH payment to hospitals goes away in States not expanding.. Timeframes and concerns discussed. TANF legislatively is not moving; not responsive to the recession as anticipated. 71% goes to non-cash benefits. States/Counties can apply to HHS to meet TANF Work participation in other ways. Appropriations bills not going anywhere. House and Senate are too far apart. Social Service Block Grant discussed. Rejected cut to SBC. Increased funding for Head Start. TANF waiver program announced – expansion for work programs; however HHS has been asked to send a legal opinion on this. No action this year on OAA- possibly in the spring.

Grocers Association is advocating in Ohio for spreading out food stamp benefits across the month, not all on the first Concern expressed by food barbs-the association is pushing hard on this noting good product inventory maintenance issues. This is already occurring in North Carolina and Virginia. Food Banks have been involved as a help in the transition time, if there's a gap. They are also being encouraged to support as it may help with the high food demand that food banks experience at the of the month.

California Child Welfare Poverty Symposium will be held in Long Beach 10/3-5/12. Scholarship Applications will be available soon.

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Saturday, July 14, 2012

8:30am Health Steering Committee: Behavioral Health Subcommittee Meeting

*Melissa Rowan Healthcare Policy Director
Texas Council of Community Centers
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- **Texas Managed Care for Behavioral Healthcare**

Discussed issues related to providers dirty to changed bitty and seem. Components of the response discussed. To be successful in advance developed readiness guide for Community Centers Transformation Guiding Principles. Maintain the mission of serving the clients. MH clients have the most to gain and at the some the most to lose. This is an opportunity to expand Care. Developed a Statewide Community Center Readiness Guide. Imperatives to be held include; Financial, Operational ad Stakeholder. Developed a managed care training curriculum for all levels of staff-everyone needs to know the inputs. Performance measurement Outcomes are key. A national outcome is access to care. Talking about productivity as a key component of success along with understanding key billing changes. For more information: Community Readiness Guide www.txcouncil.com Healthcare Opportunities link

- **Health Care Reform Update – Jim from National**

Need local advocacy on Essential Health Benefits – parity issues. Each State may pick. Their own Essential Health Benefits, noting that behavioral health must be at parity. The States must subunit theirs to the Secretary by September. Health Exchanges need to be mobilized locally by State or HHS will define it for each State. 40% of the 32 million who will enroll have MH issues. Medicaid Expansion 1-1-14 –The financial incentives are so strong it is unlikely any state will Attend up to this probably after the election. Hospitals are assuming that they will be doing charity care.

Inmate Exception - Working on extending Medicaid benefit up to the point of adjudication.

S539/HR6046 National Electronic Health Records bill to extend to behavioral health.

9:45am Health Steering Committee: Public Health and Healthy Communities Subcommittee

Announcement: Public Health Department Accreditation - 87 applications received

*Sarah Zeigler
CDC - National Center for Chronic Disease Prevention/Community Health Programs*

- **Investing in the Chronic Disease prevention since 1999** – detailed programs from Healthy Communities. Community Transformation Grants pull together many of the prior initiatives. Affordable Care Act is guiding much of their efforts-reducing health disparities and achieve population-wide health impact.

Multi-sector approach seeking to bring many different parts of society. Looking at live, learn, work and play. Evidence Based Strategies to improve health discussed Targeting policy development and education so communalists are informed ad can make decisions about what is best for them. Detailed Obesity Prevention efforts; reducing second hand smoke and dissolving tobacco products; and tobacco free living.

- **CTG Program** - 29 counties ad 24 states are participating Detailed CTG strategies and the 4 outcomes including: decrease tobacco use; increase access to healthy food and healthy living; decrease chronic disease.

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- **CHMC Website**
Fulton Fresh – Georgia County Project utilize a mobile bus to deliver fresh produce in areas identified as food deserts. Give food free in return for residents sign up for healthy Cooking a losses.

10:15am **Human Services and Education Steering Committee: Joint Subcommittee Session on Program Redesign**

Minnesota Redesign

Toni- Outcome Based Practices

- **Proposed Legislation - Magic Act** – This effort was started by the Association of Minnesota Counties. It aims to improve outcomes and increase efficiency Counties, in partnership with the State. It fuses on Innovation, Accountability and Collaboration. Pilot Process of Managing Relief. Counties to develop detailed business plans and work with BCC and public. Human Services Redesign for County delivered services - all eighty-seven counties are participating. Talking about a governance structure to oversee and manage outcomes.
- **California** – Horizontal Integration Means detuning eligibility for both health and human services at the same time. Only have one application to apply for all services. It is essentially required by the Affordable Core Act. Health funds can be used for Human Services improvement as well. Cal HEARS is a systems wide database under development. Working on a Statewide Call system that would roll to County call centers to existing Staff who could help with County-level eligibility screening.
- **EIPasoCo.com** – Strategic plan that aligns finding and outcomes, as another example of Counties using outcomes to manage.

Message: Let's focus on Outcomes that can be measured.

1:30pm **Human Services and Education Steering Committee**

Jeff Greenfield – USDA

Responsible for building partnerships to expand access.
USDA has made a Commitment to End Childhood Hunger
Nutrition Programs provide safety net.

- Fresh fruit and vegetable initiatives detailed focusing on North Carolina. Looking at programs to improve healthy eating. Moving from the " Food Pyramid" to "My Plate" Reviewed pending changes to the School food nutrition program. Summer Food Service Program discussed briefly. Noting a pilot in Arizona, where sports teams are feeding parents while the children are eating through SFSP in a separate are. Healthy kids Act noted.
- SNAP- working to increase participation rates among seniors and the Hispanic population primarily through funding outreach.

There will be an announcement about the Healthier Access Food date in the next few days.

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*Glen Osborne, President of NACHSA
Reported on the Friday business meeting.*

*State and Local Legal Center
Lisa Soronen - Executive Director
lsoronen@ssso.org*

- The Legal Center files Amiga, lawsuits on behalf of counties.
- Affordable Care Act Case
Challenge Issues
Tax can't be challenged until someone has actually been taxed.

Shared responsibility payment is a penalty not a tax. It is far less than cost of insurance. Five Justices said the individual mandate isn't constitutional under the Commerce Clause. Then they noted that they aren't really engaged in buying anything so it doesn't fit under the Commerce Clause. Justice Ginsberg's opinion noted 99.5% of people use healthcare at some point in their lives. Big questions about Medicaid expansion remain.

- **Arizona v United States**
Requires officers to verify citizenship if they have reasonable suspicion that someone here illegally. Controversial aspects reviewed. There is a legal obligation to register. Discussed issues if an employer hires undocumented. Arrest for a removable offense – authority given to police officers that ICE doesn't even have.
- **Platform**
Human Services and Education Steering Committee 2012 Platform Changes and Resolutions reviewed and approved.

Sunday, July 15, 2012

7:00am NACo Prescription Discount Card Program Roundtable

- Marketing Staff - assist with Press and Radio PSA's
- Cards can be mailed directly to pharmacies, agencies, key non-profits such as social service agencies and humane societies.
- New marketing reimbursement model-rates with pharmacies negotiated. Resident savings will not go down if the county receives the \$1 per prescription. Rather, in counties not receiving the \$1, residents will get a higher savings averaging 2%.

8:00am NACo Dental Discount Program: Dramatic Savings to Your County's Residents

- Began as a pilot, now available to counties in most states, including Florida. Cost is \$59/year for individuals and \$69/year for families. The program uses the Carrington network with Aetna as second network option. The fee schedule is set every 4 years. Savings on dental services range from 5% to 50% depending on the service.
- Process: County executes contract then designate one County staff contact to work with NACo/Carrington; PSA and press releases are available. Reported that if a person spends \$170 on dental care in a year, the card pays for itself. Residents sign up online or by phone and are directly mailed a program kit and card. Reporting back to the county consists of number enrolled and periodic satisfaction surveys.

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9:00am **Creating, Improving and Sustaining Volunteerism in Your County**

Christine Nardecchio Volunteer Resource Administrator Dublin, Ohio

Greg Castano, Volunteer Arlington Administrator, VA

Bryon Desloge, Commissioner, Leon County, FL

- Discussed motivation and why government should look into using volunteers. Look at a sustainable action plan for using volunteers.
- Aligned meeting strategic goals of government in using volunteers. Look at the impacts and outcomes relative to utilizing volunteers.

Locate volunteers in Human Resources or in County admin. Some have volunteers in specific departments. Volunteers Arlington was established under the Department of Human Services. Work to enlist volunteers across county departments and disaster preparedness. Need to look at recruiting, managing, sustaining and recognizing volunteers. Need a proper information system to maintain a volunteer database. Support community activities such as the homeless count. Project Lead-parents pay to send middle schools in a camp where they spend 50% of their time learning to volunteer. Many then go on to become Junior Camp Counselors. Cities of Service - example is the Cool Roof Program in NYC. Pittsburgh has hired a Chief of Volunteers. Easy to transfer this to County government.

- **NAVPLG.org** – Volunteer Toolbox includes terminology, checklists, resources, model practices and considerations.
- Leon County has a Volunteer Coordinator, a high level position-spend \$150,000 for the office, generating ¾ million dollars. This position helps all departments with volunteers serving as the pivot point. The Coordinator reaches out to high schools and colleges. Also County staff are allowed to bank one hour per week of paid leave for volunteering.

10:45am **Translating Aspirations, Vision and Intentions into Reality**

Carl Neu

Center for the Future of Local Governance

Lakewood, CO

- Counties provide for local services needed, serving as the administrative arm, Shared State-County services called the Red Zone. Need to preserve and enhance State/Local goals.
- Look at challenges counties are facing and how they may impact role and required performance. What are the options to meet these challenges? Examples: budget shortfalls, unfunded mandates and expectations. Economic growth needs to be at least 3.2% to bring the economy back; we are currently at 1.9%. Aging population; declining workforce - 72 million baby boomers had 42 million children and they are anticipated to have only 30 million children. Need to change our thinking and redefine our role.
- Leaders produce change; managers put it into action. Money has no conscience or conviction-it always follows power. Strategic Leadership Strategy x Tactics = Quality

Factors for our Success

1. Understand challenges and their implications.
2. Separate real challenges/issues from what is seen as urgent or political.
3. Focus on the realities and needs of the future.
4. Make tough choices.

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Awakening the Best

1. Leaders engage people
2. Leaders inspire others
3. Leaders focus on the future
4. Leaders empower and support
5. Leaders create perspective of "we" and "partnership"
6. Leaders are principled people
7. Leaders promote mutual respect and civility

1:30 pm Media Do's and Don'ts

Jim Philipps, NACo Media Relations Manager
202-942-4205

- Use Social Media to deliver information – post events, share and communicate emergency updates.

Need a policy to address use, content, security, legal issues, and citizen conduct.

Social media blends technology and social professional interaction. It allows you to share ongoing streams of relevant information. Be careful what you post. Once it's out there, it's always out there. Do's: keep-the audience in mind, be informative and thoughtful, be a resource and advocate.

Access: Bring yourself into the forum. 67% of all US adults use social media.

Good to use photos; it enriches content.

Share on Facebook is a good way to get your message out.

"Sponsored Stories" on Facebook lets you target audiences; there is a fee for this.

Sallie Clark, El Paso County
Colorado Commissioner

- She described the use of Twitter to share important updates with her constituents regarding the Waldo Canyon Fire.
- Commissioner Clark noted that Twitter is live time Communication. You can have Twitter feed your Facebook account. She cautioned that once you post, Twitter cannot be edited, while Facebook can. She also detailed the use of a hash tag, which is an area group following a specific event.

2:30 pm Opening General Session

Retired Justice Sandra Day O'Connor

- Shared her experiences focused on concerns regarding the decrease in understanding of civics among our youth. Justice O'Connor started www.icivics.com. NACo partnered with "icivics" and developed an award winning game called, "Counties Work". Many other educational civics games are available online; they currently have 16 games ranging from Federal to the local level. Lesson plans for teachers are also on the site. Baylor University has studied the site / use and has found positive outcomes. "County Solutions" is a new game under development by icivics and NACo. There is no charge for the use of the site. Justice O'Connor encouraged NACo members to get involved and help to reengage our youth.

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Jay Wilkinson, Author
"Dear Jay, Love Dad"

- Mr. Wilkinson is the son of renounced football coach Bud Wilkinson of Oklahoma Sooners. His work years were with NACo's Deferred Comp Program. The book is a compilation of letters that are inspirational. He noted that happiness is in doing. Values, attitude, preparation and perseverance are key themes in the book. "The will to prepare is more important than the will to win, is one of Coach Wilkinson's better known quotes.

Monday, July 16, 2012

8:30am NACo Town Hall: Our Troops are Coming Home – Are we Ready?

Dan Weisbard, Writer and Producer, Another Kind of Valor
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Danburd@AOL.com

- A few segments of the film, Another Kind of Valor were shown. It is a story of Veterans, their experiences and struggles on return. One Veteran highlighted was involved in domestic violence, erratic driving, episodes of public violence arrests and a suicide attempt. His PTSD was finally alleviated through EMDR. Another segment detailed rapes experienced by women in combat on return. Despite psychiatric intervention, the Veteran featured committed suicide. Talked about Veterans Courts.

Encouraging communities to have a Valor Service Day.

Mark Refowitz and Maureen Robles
Health Care Agency
Orange County, CA

- Mark talked about the NACo Network of Care for Service Members, Veterans - an interactive web portal that can be used by Military Service members, military families, veterans and helping professionals to quickly access important information relating to local, state and national social services.
- Building Bridges For Our Veterans County of Orange, CA Behavioral Health Veteran Services. Noted largest number of veterans by State: California, Texas and then Florida.
- Concerns addressing the behavioral health needs of veterans. Discussed outreach, overcoming stigma, and resistance.
- The County started a program called the Drop Zone at the Community Colleges to try to engage Veterans. Also have Veterans Count - The veterans officers complete an initial behavioral health screen and refer to clinical staff as indicated. Also outreaching to families through the school system.

Gilbert Gonzales
Center for Health Care Services
Bexar County Mental Health Authority
Bexar County, TX

- Strengthening the Public Safety Net for Our Veterans and their Families
SAMHSA Grant
- Centralizing System of Care, moving from the old Jail Diversion Model to a Veterans Treatment Court. It includes a Trauma Recovery Project veteran peer support services, expanded resource Coordination and monitors needs. Focus is on prevention - when a Veteran gets arrested intervene immediately.

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They provide treatment and support through a Crisis Care Center, Resolution Center, and Transitional Housing for homeless Veterans.

10:45am **Awakening the Best in People and Making Truly Innovative Things Happen**

Carl Neu

Center for the Future of Local Governance

Lakewood, CO

- "Make sure it is your dream or you will end up in someone else's dream (Jack Etheridge), Many Courses we are currently pursuing are unsustainable. We are in the midst of Paradigm Shift-the world is interconnected now and we are experiencing a declining workforce, aging population, an era of entitlements and unfunded mandates.
- Future condition - how to provide services in light of less revenue and greater demand.
New options and strategies:
 - Ensure local government retains and exercises their authority.
 - Enhance local-state relationship.
 - Preserve principle of federalism. Sovereignty rests with the people.*Create opportunities:* County leadership engage in redesigning government and the state/county relationship. An example is Colorado where shortly after taking office, Governor John Hickenlooper eliminated 800 mandates in Health and Human Services signed an executive
 - All in the County are part of the County;
 - Meets the service needs of all; and
 - Directly accountable for results through locally elected officials.
- Minnesota County Futures and Redesign - Futures Project Critical questions to determine direction.
 1. Is the current service delivery model sustainable?
 2. Will more revenue result from legislation?
 3. Are you willing to let others control and shape reform agenda?
- Model B - movement to cultivate a culture of innovation = Redesign Minnesota, promoting a state-county -municipality partnership. These three entities have now combined their annual conferences. Staff from all three entities work together before proposing legislation.

Redesign goals:

- Devise means to serve citizens with future of reduced resources;
- Enhance governance, transparency and flexibility; and
- Demonstrate county officials can provide leadership without political derisiveness.

Redesign and reestablish government and turn ideas into policies.

Change to a culture of innovation.

Develop sustainable redesign policy proposals.

Offer implementation resources where possible.

Look at list of mandates.

Share ownership of innovation

There is power working through the State Association of Counties-focal point spearhead working with sister governmental associations. Examples:

1. Minnesota Magic Act (has not been passed) [see You-Tube " The New Normal" by David Gillette]
2. Keep It Local Florida initiated by FAC in partnership with the Florida League of Cities and the Florida School Board Association. It is dedicated to improving local decision-making in developing solutions to Florida most pressing issues.

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3. REAL Colorado - in October 2011, the Human Service Directors developed this in an effort to seek local control, funding flexibility, mandate relief, administrative simplification, and performance accountability = Strategically Reformed Systems and Improved Outcomes for Citizens (Data based decision making).

Turn ideas into action through positive initiatives. Meet with legislators well in advance of session.
Initiate innovation and cultivate a cultural change.
Leaders do not let fate decide the future.

2:30pm General Session

Tom Vilsak, US Secretary of Agriculture New Framework for Rural Prosperity

Secretary Vilsak outlined USDA's new framework for rural prosperity, which rests on the four pillars of:

- production agriculture,
- bio-based products,
- expanding local and regional food systems, and
- conservation and forestry.

States with production agriculture-new efforts related to:

- Export opportunities wood to energy initiatives
- Reduction in use of petroleum i.e. in plastic bottles
- Expansion of rural manufacturing
- Aviation fuel initiative - bio-fuel
- Access to healthcare - 2, 500 hospitals with less than 25 beds receives education loan assistance programs to attract doctors and nurses.

Political Journalists Mark Halperin and John Heilemann

Brought their years of acquaintance with President Barack Obama and presumptive Republican Presidential Nominee Mitt Romney to bear on the upcoming election also at the general session.

The authors of the Game Change, which chronicled the 2008 presidential race, agreed that the election would hinge on whether the narrative remains on jobs and the economy. If that is the case, and the race becomes a referendum on the Obama administration, Romney will prevail. Halperin said if the Obama administration succeeds as George W. Bush did in 2004 to depicting Romney as unqualified, Obama would win a second term.

Halperin covered Romney since before his race for a Massachusetts U.S. Senate seat, and remarked that his long career in business and politics without collecting a number of enemies spoke to a likeability that, while potentially an asset, would be hard to expose to the electorate.

Heilemann noted that Obama did not have a particularly warm personality, but displayed remarkable political savvy that has allowed him to make his moves at the right time to win victories in the 2008 election and the Affordable Care Act's passage.

In contrast to that race, Heilemann said the 2012 race would be more an effort to turn out each party's base, rather than growing the electorate, as Obama did in his first presidential race.

As for vice presidential selections, Heilemann was confident Joe Biden would remain Obama's running mate and Halperin has a hunch Romney would pick Ohio Senator Rob Portman.

"He's not going to go with an exciting pick," he said. "He's going to say 'we're adults and we know how to fix the economy.'"