

Director's Update to the Board of Health

July 2012

Increase physical activity and healthy eating and reduce tobacco use in Nashville

Communities Putting Prevention to Work Update (CPPW)

Nashville Bikes

On July 2, 2012 the contract between Metro and Nashville Downtown Partnership was fully executed for the purchase, implementation and management of the Nashville Bikes initiative. Stakeholders input is being solicited for the development of the brand and associated marketing materials.

Breastfeeding

- CPPW staff attended the Vanderbilt "Materni-Tea" for the launch of the Breastfeeding Welcomed Here Initiative on Vanderbilt's campus. This marks the first co-brand use under the NashVitality campaign. A window decal will identify the office or department as a member of the campaign; a door hanger is available to be used to identify the appropriated space and business cards will be used to connect participants to the Vanderbilt Women's center for questions and further information.
- MPHD and the Nashville Breastfeeding Coalition are planning two Canvas Days in Nashville business districts (July 12 and 26). The goal of the canvas days is to have an additional 25 businesses take the Breastfeeding Welcomed Here Pledge by the start of World Breastfeeding Week, August 1-7.
- On July 19, stakeholders and invited guests will join Dr. Paul in celebrating the hospitals that achieved the Give Me Five! status. Give Me Five! is CPPW's hospital initiative to increase policy and practice that supports breastfeeding. Hospitals being recognized: Baptist Hospital, Centennial Medical Center, Monroe Carell Jr. Children's Hospital at Vanderbilt, and Nashville General Hospital at Meharry.

Ensure cleaner air and a safer environment

Air Pollution Control

Due to the extreme heat and drought, unusually high ozone values were measured at several Middle Tennessee monitoring sites with the highest values being measured at the Hendersonville site. In fact, the 2010-2012 three year average is now exceeding the 75 ppb

ozone standard and the ozone season is far from over. EPA has indicated a willingness to work with the State Air Pollution Control Division and the MPHD Pollution Control Division to develop a plan for bringing the Middle Tennessee area back into attainment as expeditiously as possible without having to officially designate the area non-attainment. We prefer to avoid the non-attainment designation if at all possible.

Pest Management/Vector Control

Mosquito pools in Davidson County continue to be negative for West Nile Virus with the single exception of a pool collected on May 11, 2012. We continue educating the public on ways to control mosquitoes (like our May 5, 2012 Annual Back Yard Inspection event) and aggressively apply selected larvicides to treat larva.

Animal Control

Metro Animal Care and Control continues to respond to citizen complaints and concerns regarding animals in heat, chained in yards, and left in vehicles. In a hot car, “just a minute” can be deadly for pets. When the outside temperature is 72 degrees, a car in the sun can reach an internal temperature of 116 degrees in about 15 minutes. With an outside temperature of 91 degrees, with windows cracked and parked in the shade, the internal temperature of the car can be over 115 degrees in just a few minutes. A dog's normal body temperature is about 101 degrees; once the body temperature reaches 106 degrees systemic organ failure happens fast, ending in a tragedy. MACC responds to many calls regarding animals left in cars and the police are often on the scene to assist.

When possible, we educate but some require a citation to court. Our fourth Animal Offenders Class was held July 14, 2012. The class allows violators to learn how to be responsible pet owners and pass an exam verifying their knowledge in lieu of a court fine.

Management and accountability

New Lentz Building – Plan reviews are complete and plans have been finalized. Site work has begun. Signage and graphic plans will be presented to the Board for input at the August Board meeting.