



# Massachusetts Department of Public Health

## PUBLIC HEALTH COUNCIL

March 8, 2023

*Please standby – the meeting will begin shortly*

*Today's presentation is available on the [mass.gov/dph](https://mass.gov/dph) website under "Upcoming Events" by clicking on the March 8<sup>th</sup> Public Health Council listing*



# Massachusetts Department of Public Health

## **PUBLIC HEALTH COUNCIL MEETING MARCH 8, 2023**

Margret R. Cooke, Commissioner

# Welcome, Secretary Santiago!



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 OFFERED BY [Governor Maura Healey and Lt. Governor Kim Driscoll](#) | [Massachusetts Department of Veterans' Services](#)

PRESS RELEASE

## Governor Healey and Lt. Governor Driscoll Appoint Rep. Jon Santiago as First Cabinet-Level Veterans' Secretary

FOR IMMEDIATE RELEASE:


2/17/2023

Governor Maura Healey and Lt. Governor Kim Driscoll

Massachusetts Department of Veterans' Services

MEDIA CONTACT

**Karissa Hand, Press Secretary**

 Phone

617-725-4025

# Thank you, Secretary Poppe!



# Suicide Prevention State House Award Day





# “Time for More” Campaign



# MA Substance Use Helpline Campaign

 **Mass. Public Health** ✓  
@MassDPH

Mary's son is in long-term recovery, and hope keeps her going. Call the MA Substance Use Helpline at 800-327-5050. [#HopelsHere](#)



 **Mass. Public Health** ✓  
@MassDPH

Ruben's faith is his hope. Call the MA Substance Use Helpline at 800-327-5050 to connect to the services and programs that are right for you. [#HopelsHere](#)



 **Mass. Public Health** ✓  
@MassDPH

Cat is the person she always wanted to be. Find resources for your recovery journey at [HelplineMA.org](#) or call 800-327-5050. [#HopelsHere](#)



 **Mass. Public Health** ✓  
@MassDPH

Dallas reminds us to have hope and to love ourselves. Call the MA Substance Use Helpline at 800-327-5050 or visit [HelplineMA.org](#) to connect to services that are right for you. [#HopelsHere](#)



Learn more at  
**HelpLineMA.org**

# Budget Highlights

PRESS RELEASE

## Governor Healey and Lieutenant Governor Driscoll File Fiscal Year 2024 Budget, Tax Relief and Housing Bills

“Meeting the Moment: Strong Economy. Livable Communities. Sustainable Future”: Healey-Driscoll Administration’s \$55.5 billion budget makes historic investments in education, transportation, climate action, and workforce development


FOR IMMEDIATE RELEASE:

3/01/2023


Governor Maura Healey and Lt. Governor Kim Driscoll  
Executive Office for Administration and Finance  
Office of Climate Innovation and Resilience  
Executive Office of Housing and Economic Development  
Executive Office of Public Safety and Security  
Executive Office of Technology Services and Security  
Executive Office of Health and Human Services  
Executive Office of Labor and Workforce Development  
Massachusetts Department of Transportation

MEDIA CONTACT

Karissa Hand, Press  
Secretary

 Phone

617-725-4025

 Online

[karissa.hand@mass.gov](mailto:karissa.hand@mass.gov)





# Massachusetts Department of Public Health

## **PUBLIC HEALTH COUNCIL MEETING MARCH 8, 2023**

Margret R. Cooke, Commissioner



# Massachusetts Department of Public Health

## Post-Comment Revisions to Proposed Regulations

*105 CMR 800.000: Registration of Sanitarians*

*105 CMR 801.000: Certification of Health Officers*

**Samuel S. Wong**

Director, Office of Local and Regional Health

# Background - Statutory Change 1

## Chapter 39 of the Acts of 2021

- Moving 13 health boards from Division of Occupational Licensure (DOL) to Department of Public Health (DPH)
- Licensees of 2 of these health boards are primarily employed by local public health agencies
  - Board of Registration of Sanitarians - Registered Sanitarians (RS)
  - Board of Certification of Health Officers - Certified Health Officers (CHO)
- Transition to DPH completed February 2023

# Background - Statutory Change 2

## Chapter 268 of the Acts of 2022

- New statutes, M.G.L. c. 111 §§ 27E and 27F, enacted for DPH's administration of RS and CHO credentials
  - Defines sanitarian and health officer
  - DPH to establish requirements, duties, qualifications, and application process, and promulgate rules and regulations to administer the two credentials
- Effective January 1, 2023



# Proposed DPH Regulations for RS and CHO

## **Proposed DPH regulations:**

- Similar to DOL regulations
- Retain licensure of current licensees
- Consistent with each other and other credentials issued by DPH, such as EMT
- Presented to Public Health Council in January 2023

# Public Comment Period

**A public hearing on the proposed regulations was held in January 2023, following the presentation to the Public Health Council.**

- Twenty-seven comments were received for the two proposed regulations, resulting in thirteen changes
- No additional changes resulted from comments outside the scope of the pre-comment proposed regulations

# Final Proposed Regulations – Changes based on comments received

## Section .020: *Definitions*

### Summary of Pre-Comment Regulation

- Definition of Certified Health Officers or CHO includes those with active certification by Division of Occupational Licensure pursuant to their applicable regulation
- Definition of Registered Sanitarians or RS includes those with active registration by Division of Occupational Licensure pursuant to their applicable regulation

### Summary of Proposed Final Regulation

- Definitions are edited to clarify that current RS and CHO are grandfathered

# Final Proposed Regulations – Changes based on comments received

## Section 801.200: *Minimum Standards and Qualifications*

### Summary of Pre-Comment Regulation

- Subsection (1)(c)(i)1. has a typographical error with the word “biologically”

### Summary of Proposed Final Regulation

- The word is corrected as “biological”



# Final Proposed Regulations – Changes based on comments received

## Section .200: *Minimum Standards and Qualifications*

### Summary of Pre-Comment Regulation

- Subsection (3) provides a way for applicants that do not meet minimum standards and qualifications to be eligible for certification as a CHO or registration as a RS

### Summary of Proposed Final Regulation

- Subsections are edited to clarify that this is at the discretion of DPH and not an alternate pathway to certification or registration

# Final Proposed Regulations – Changes based on comments received

## Section .300: *Establishment of Continuing Education Requirements*

### Summary of Pre-Comment Regulation

- Included both “Continuing Education Units” and “Continuing Education Contact Hours”

### Summary of Proposed Final Regulation

- The section is edited to use “Continuing Education Contact Hours” only

# Final Proposed Regulations – Changes based on comments received

## Section .310: *Standards for Continuing Education*

### Summary of Pre-Comment Regulation

- Included both “Continuing Education Units” and “Continuing Education Contact Hours”

### Summary of Proposed Final Regulation

- The section is edited to use “Continuing Education Contact Hours” only

# Final Proposed Regulations – Changes based on comments received

## Section .320: *Verification of Continuing Education*

### Summary of Proposed Regulation

- Subsection (4) directs continuing education program providers to retain program materials for four years

### Summary of Proposed Final Regulation

- Subsection is edited to include a list of information related to such continuing education program for record retention purposes



# Next Steps

- Based on a comprehensive review of 105 CMR 800.000: *Registration of Sanitarians* and 105 CMR 801.000: *Certification of Health Officers*, and the incorporation of comments from stakeholders, DPH recommends Public Health Council approval of these proposed regulations for promulgation.
- The Office of Local and Regional Health will provide sub-regulatory guidance on the proposed regulations as needed to ensure awareness, consistency, and compliance.



# Massachusetts Department of Public Health

**Thank you for the opportunity to present this information today.**

For more information regarding Registration of Sanitarians and Certification of Health Officers, please find the relevant statutes and regulations here:

**Proposed DPH Regulations:**

<https://www.mass.gov/lists/registration-of-sanitarians-and-certification-of-health-officers>

**Massachusetts Law:**

<https://malegislature.gov/Laws/SessionLaws/Acts/2021/Chapter39>

<https://malegislature.gov/Laws/SessionLaws/Acts/2022/Chapter268>



# Massachusetts Department of Public Health

**Thank you!**



# Massachusetts Department of Public Health

## Update on the Office of Problem Gambling Services:

*Engagement, Equity, and Empowerment*

**Victor Ortiz**

Director of the Office of Problem Gambling Services



# Problem Gambling: Key Points

## National

- Problem gambling has high co-morbidity with substance use disorders and mental health disorders, and disproportionately impacts communities of color (*Alegría, Petry, Hasin, Liu, Grant, & Blanco, 2009*).
- Community-level experiences of gambling and communities of color are often not the focus of problem gambling services and efforts.

## Massachusetts

- The overall annual prevalence of recreational gambling in Massachusetts was **57.4%** in 2013.
- Gamblers are more likely to be obese, smoke heavily, use alcohol, and use prescription drugs (*Okunna, N. C., Rodríguez-Monguió, R., Smelson, D. A., Poudel, K. C., & Volberg, R. 2016*).

# Problem Gambling and Social Determinants of Health

**Problem gambling** is governed by a complex set of interrelating factors, causes and determinants ranging from biology and family history, to social norms and existing statutes (*Messerlian, Derevensky, Gupta, 2005*).

The **Office of Problem Gambling Services (OPGS)** takes a community-driven approach that is rooted in the Social Determinants of Health, with a racial equity lens.



Source: Massachusetts State Health Assessment, 2017

Session 6: Improving Health Outcomes



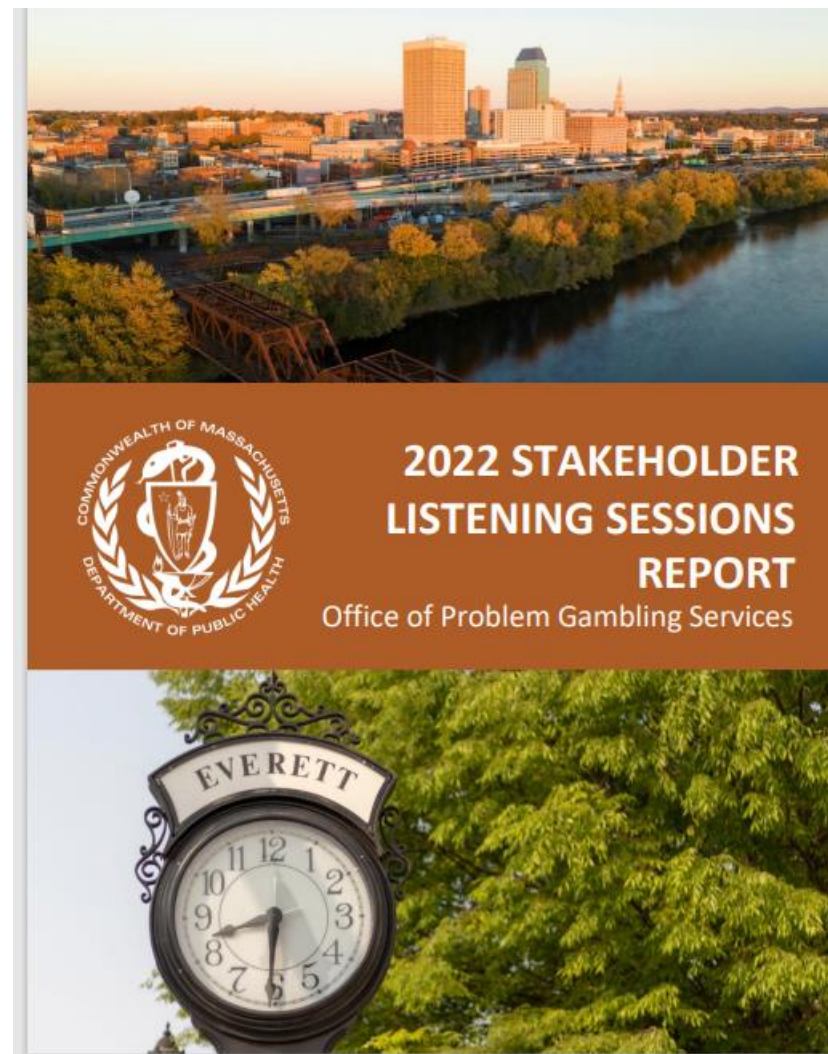
# Problem Gambling: Data to Action

Since 2016, OPGS has engaged over **2,000 individuals** at the community level along with 40 community-based partners to inform over 23 initiatives.

OPGS has produced over **13 community engagement reports** centered on our Annual Stakeholder Listening Sessions (SLS).

In 2023, OPGS will establish a **Data to Action Framework**, aimed at building a surveillance of problem gambling in the Commonwealth.

LINK: [OPGS Community Engagement Reports](#)



# Expanded Gaming in the Commonwealth

**The Expanded Gaming Act (2011)** allows for up to three destination resort casinos to be opened in three geographically diverse regions across the state. Additionally, a single slots facility can be competitively awarded for one location statewide.

**The Act to Regulate Sports Wagering in the Commonwealth (2022)** allows for sports wagering at the established resort casinos, along with additional mobile platforms scheduled for launch in March 2023.



# Public Health Trust Fund

**The Expanding Gaming Act established the Public Health Trust Fund (PHTF)** to allocate significant resources to research, prevention, intervention, treatment, and recovery support services in order to mitigate the harmful effects of problem gambling and related issues.

LINK: [Public Health Trust Fund | Mass.gov](#)

**OPGS Annual Report:** highlights our programmatic milestones and budget and promotes our commitment to transparency.

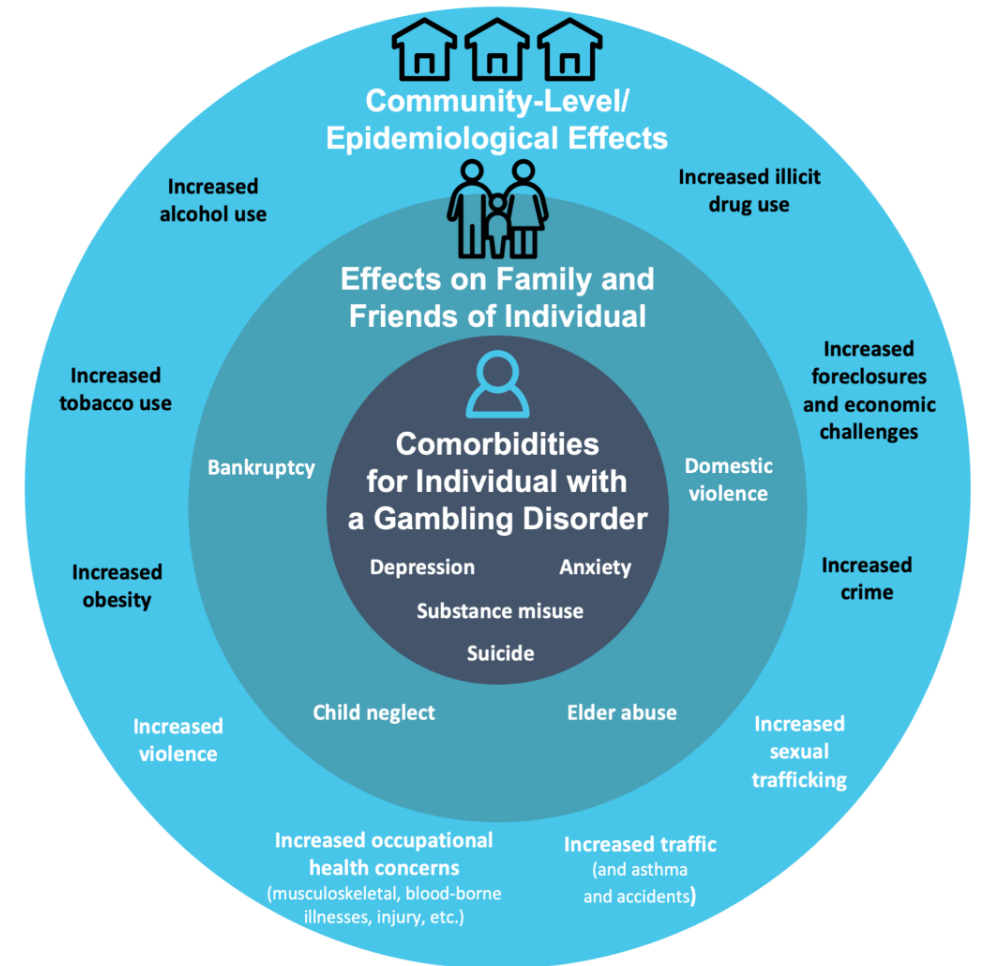
LINK: [FY2022 OPGS Annual Report](#)



# Public Health Trust Fund: Strategic Plan – 2016-2021

## Priorities / Key Areas of Concern:

- Prevention for youth
- Prevention for high-risk populations
- Focus on community-level interventions
- Coordination of problem gambling services
- Integration of addiction services, mental health services, and primary care
- Decrease in stigma and unsupportive social norms
- Increase in availability of support services
- Increase in availability of culturally appropriate services
- Contribute to the evidence base for problem gambling services
- Establishment of an evaluation infrastructure
- Expansion of institutional capacity to address problem gambling and related issues





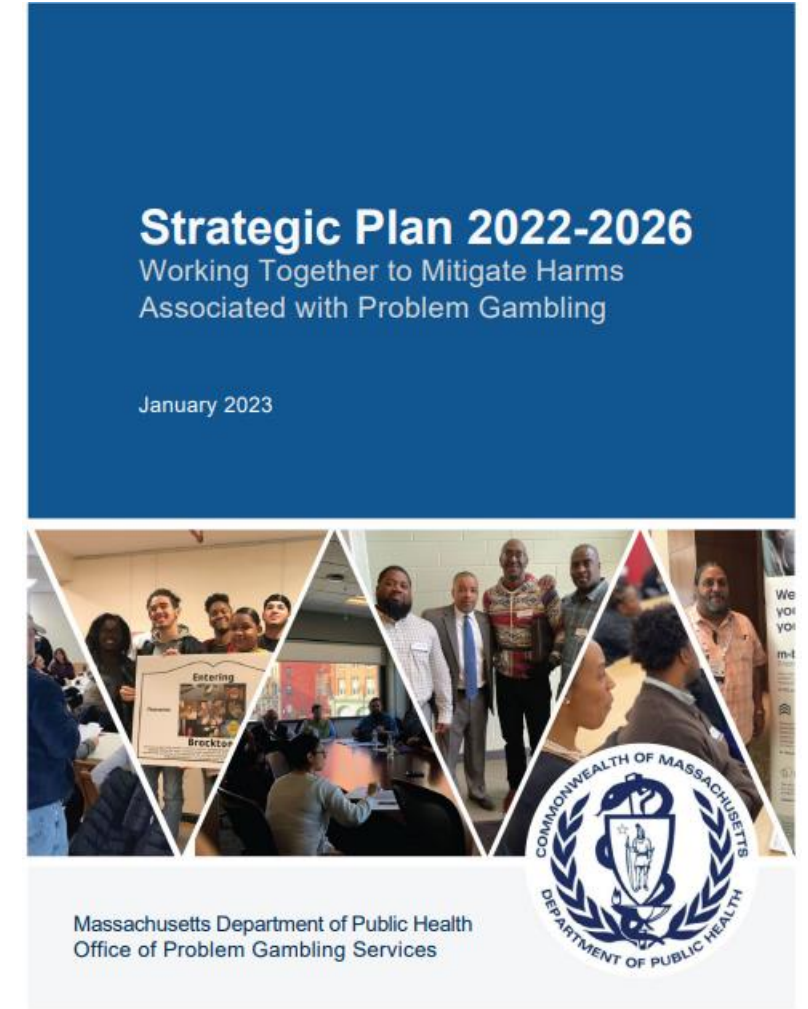
# Office of Problem Gambling Services Strategic Plan - 2022

## Working Together to Mitigate Harms Associated with Problem Gambling: 2022-2026

OPGS will continue to operate in concert with colleagues across DPH, in alliance with an array of **local, state, and national partners**.

OPGS will work to continue maximizing impact by **ensuring reach and effectiveness** of problem gambling prevention, treatment, and recovery services.

LINK: [Working Together to Mitigate Harms Associated with Problem Gambling: 2022-2026](#)







## COMMUNITY ENGAGEMENT

Regional Planning Process  
CHW Needs Assessments  
Stakeholder Listening Session

OVER **2,000** INDIVIDUALS ENGAGED WITH **40** COMMUNITY PARTNERS ACROSS **ALL THREE REGIONS**

### PRIMARY PREVENTION

#### Community Level Health Project

Community: Springfield and Everett

#### Community Campaigns

Targeting Youth and Parents

#### Suicide Prevention

Community Driven Activities

### SECONDARY PREVENTION

#### Photovoice

Youth and Parents

#### Ambassador Project

Men of Color

#### CHW Community Pilot

Community: Springfield

#### AAPI Empowerment Initiative

Community

### TERTIARY PREVENTION

#### Community Campaigns

Priority Populations

#### MassMen

Gambling Screen

## TECHNICAL ASSISTANCE

Provides structured support, guidance & coaching

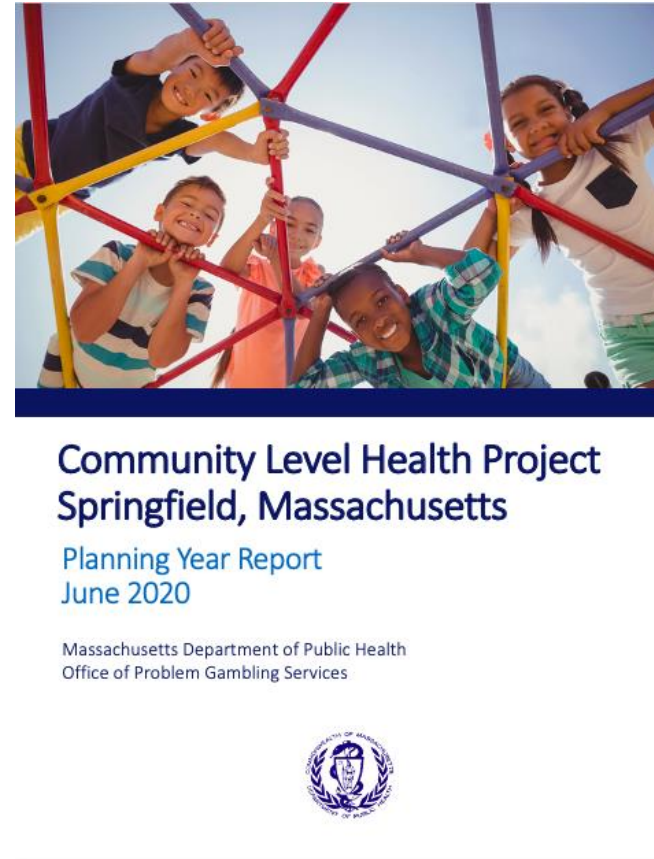
## EVALUATION

Community Centered & Culturally Responsive

# 2020: Community Level Health Project: Springfield & Everett

## Goal:

- Work alongside communities **disproportionately impacted by gambling** to develop and implement a community level plan (building from Community Health Improvement Plans) to address gambling-related health concerns in casino host communities of Greater Springfield and Everett.



Full report here: [Problem Gambling Evaluation & Community Engagement Reports | Mass.gov](#)

# 2022: Community Level Health Project: Springfield

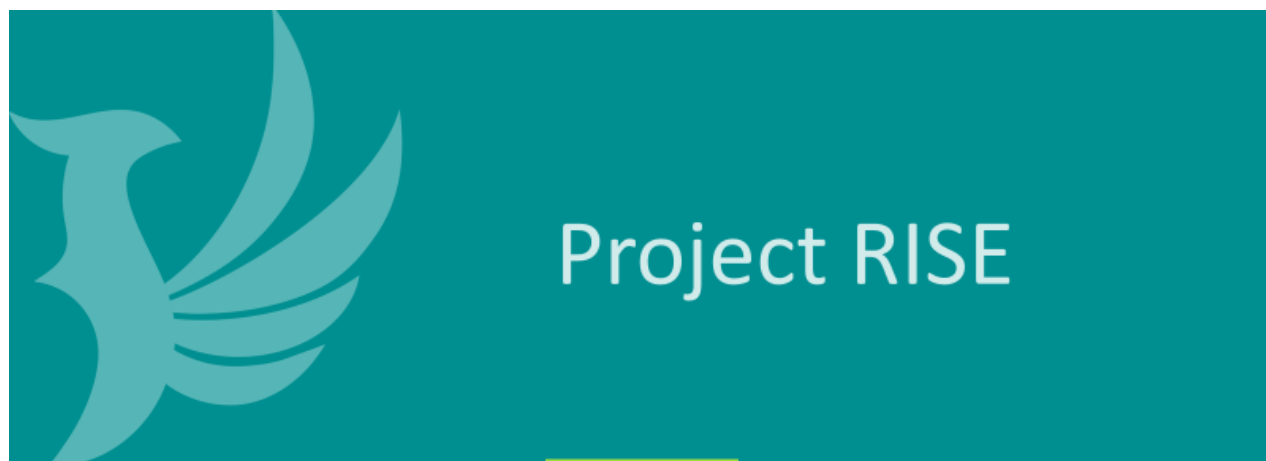
**Springfield:** Provide resources and support to improve **youth behavioral health** in Springfield and reduce stigma.

- Youth Trainings
- Information Dissemination
- Promotion of Alternative Activities



# 2022: Community Level Health Project: Everett

**Everett:** The community overwhelmingly called for an intervention that **integrated behavioral health, racial equity, and access to culturally appropriate services.**



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# 2022: OPGS Communications Campaign

**PLATFORM:** “Let’s get real about gambling”

**EXECUTIONS:** Website      Explainer video      Brochure      Helpline brand

**PRIORITY POPULATIONS:**

**AUDIENCE**

Men of color w/ history of substance misuse

**TAGLINE**

“Different stories. Same problem.”

**EXECUTIONS**

Campaign 2020

**AUDIENCE**

Youth & Parents

**TAGLINE**

“Teen Gambling. It’s a risk.”

**EXECUTIONS**

Parent & Teen Toolkit, Social Media Campaign, Lottery Holiday Campaign

**AUDIENCE**

Older adults

**TAGLINE**

“Discover the many alternatives to gambling.”

**EXECUTIONS**

Social Media Campaign (Videos), Webpage

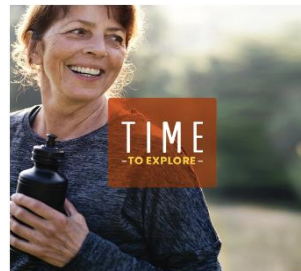
**EXAMPLES OF CREATIVE:**



Men of Color Campaign 2020



Youth & Parent Toolkit



Older Adults social media campaign



Platform Brochure



Platform Explainer video

# 2021: Holiday Campaign

**Objective:** Spread awareness that lottery tickets are not a suitable holiday gift for children, reaching parents during the busy holiday season.

**Target Audience & Geography:** Parents and trusted adults with children under 18

**Tactics:** Social Media, Radio & Streaming, Convenience Stores, And Gas Stations (English & Spanish).

## Metrics

- **2020:** The OPGS Holiday campaign delivered **787,407** Facebook impressions with an overall CTR of **1.06%**
- **2021:** **7,065,590** impressions across social media, radio, and out of home.
- For Facebook specifically **496,360** impressions with a **3.08% CTR**



# 2022: Holiday Campaign

**Flight Dates:** 1 Month, December 1-31<sup>st</sup>

**Tactics:** Social Media, Radio & Streaming, Convenience Stores, Gas Stations, and print ads (Chinese, Khmer, Korean, and Vietnamese language publications).

## Metrics

- The OPGS Holiday campaign delivered **8,137,519 million** impressions across all channels.
- Reached **50,000** print subscribers in multiple languages
- CTR rates for Facebook/Instagram: **3.56%**





# Key Principles for a Public Health Path Forward

- **Utilize data** to inform the allocation of resources for precise public health.
- **Focus on the social determinants of health** to address, plan, and develop problem gambling services.
- **Engage communities** to inform, develop, and implement services with a specific emphasis on marginalized populations.
- **Break down silos** and create meaningful integration that will promote health and wellness for everyone.





# Resources

- **Suicide & Crisis Lifeline:** 988
- **MA Problem Gambling Helpline:** 800-327-5050
- **MassMen:** <https://www.massmen.org>
- **PG Awareness Materials:**  
<https://massclearinghouse.ehs.state.ma.us/category/GAMB.html>





# Massachusetts Department of Public Health

***Thank you!***

Victor Ortiz

Victor.Ortiz@mass.gov

Office of Problem Gambling Services

<https://www.mass.gov/opgs>



# Massachusetts Department of Public Health

***Next Meeting:***  
**April 19, 2023**