



PUBLIC HEALTH AND WELLNESS  
LOUISVILLE, KENTUCKY

**Memorandum for:** Louisville Metro Board of Health

**From:** Jeffery Howard, Interim Director & Chief Health Strategist and Medical Director

**Subject:** May Director's Report - Trends and Insights from 4/8/23 - 4/27/23

- **Office of the Medical Director expansion.** LMPHW has contracted with Norton Healthcare for 15% of Dr. Kris Bryant's time to serve as our Associate Medical Director. She will work with the existing Medical Director and Special Healthcare Projects Manager on coordination with the healthcare system, optimization of clinical services, and dissemination of public health guidance and updates.
- **Discontinuing lifeguard certification program.** LMPHW will no longer provide in person or online testing to certify lifeguards. The service is duplicative of community efforts and is not required of local health departments. We will continue to [inspect public swimming pools](#) to enforce state and local regulations.
- **Program promotion.**
  - MetroTV produced a new video highlighting our [Healthy Start](#) program's monthly baby shower aimed at supporting healthy pregnancies and successful outcomes for families. A second video features our [Quick Response Team's](#) (QRT) post-overdose outreach to connect individuals and loved ones with harm reduction resources.
  - A campaign created by IDEAS xLab features images and voices of community members on billboards, bus shelter ads, digital ads, and social media posts to support [childhood lead poisoning prevention](#), health equity, and housing justice.



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400 E. GRAY STREET LOUISVILLE, KENTUCKY 40202-1704 502.574.6530 FAX: 502.574.6588