

# Creating the Healthiest State: Ensuring the Right to Health

September 26-28, 2016  
Stoney Creek Inn  
Columbia, MO

## CONFERENCE OBJECTIVES

### education

### networking

### involvement

Provide information for public health professionals and governing body members, and partnership efforts to enhance the coordination of health and human services for Missourians.

Provide an environment for information exchange among individuals involved in and impacted by the provision, support and use of public health services.

Increase individuals' involvement in associations with a commitment to improving the health of all Missourians.

## PRESENTED BY

Missouri Public Health Association,  
Missouri Association of Local Public Health Agencies,  
Missouri Institute for Community Health and the  
Missouri Department of Health and Senior Services

## GENERAL SESSION SPEAKERS

*Jessica Solomon Fisher*

*Eduardo Simoes*

*David Claborn*

*Center for Sharing Public Health Services*

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## MONDAY, SEPTEMBER 26, 2016

12:30 pm

Registration

1:00 - 4:00 pm

### PRE-CONFERENCE “USING DATA EFFECTIVELY IN YOUR AGENCY AND YOUR COMMUNITY”

#### “Using Data Effectively in Your Agency”

An agency’s financing system provides a rich source of data to enhance grant applications and services delivered. By establishing a method to better define, articulate, and measure public health activity and to estimate associated revenues and costs, you are better prepared to explain and sustain your agency. Come and learn about the new program being piloted in Missouri using the Foundational Public Health Services to develop a uniform chart of accounts that will compare the relationships between investments and public health outcomes.

*Speakers: Rebecca Hunt, Director, Madison County Health Dept.; Michelle Morris, BSN, MPH, Director, Polk County Health Center; Patricia Bedell, MBA, CPA, Deputy Division Director, Administration, MODHSS*

#### “Using Data Effectively in Your Community”

Learn about a rich resource hosted right here in Columbia and used around the nation. It contains stories, resources, tools and data to support your work in creating healthy, equitable and sustainable communities. In this session you will electronically tour the Commons and learn how to start accessing these valuable tools.

Beyond County Health Rankings or how to move from data to action to realizing possibilities. Come and learn how you can use the County Health Rankings tools and resources to get results in addressing a problem health factor; selecting evidence-based programs and interventions; engaging and improving your work with partners, and leveraging resources with your partners.

*Speakers: Erin Barbaro, MA, Strategic Director, Institute for People, Place and Possibility; Mary Bennett, MFA, Community Coach, Roadmaps to Health Action Center, County Health Rankings*

4:30 - 6:30 pm

MoALPHA session for new administrators

5:00 - 6:30 pm

MPHA Board Meeting

## TUESDAY, SEPTEMBER 27, 2016

7:00 am

Exhibitor Set-Up and Continental Breakfast

8:00 - 10:00 am

Registration and Poster Set-Up

9:00 - 10:00 am

MPHA General Membership Meeting

10:00 - 11:30 am

**WELCOME by DHSS Director Peter Lyskowski**

### OPENING SESSION

#### “The Public Health National Center for Innovations: Advancing Improvements in Practice”

As public health departments adapt to meet the growing and changing needs of their communities, experts say there is a need for strategic coordination and a national convener to help incubate and share innovative ideas. The Public Health National Center for Innovations (PHNCI) will foster a multisector learning community to identify and test new and innovative practices that help improve public health capacity. In this role, PHNCI will serve as the hub for national public health innovations. Jessica Solomon Fisher will share with us the PHNCI’s current initiatives and what they hope to achieve in the future.

*Speaker: Jessica Solomon Fisher, MCP, Chief Innovations Officer, Public Health National Center for Innovations at the Public Health Accreditation Board*

11:30 - 1:00 pm

Awards Luncheon and Poster Competition

1:00 - 2:30 pm

**BREAKOUT WORKSHOPS #1**

**Emerging Issues: “Expanding Your Audience: Social Media for Public Health Professionals”**

This presentation will explore real world examples of how social media has been used in public health. Through these examples, participants will learn about the most effective ways to use social media to reach your audience and how to use analytics to evaluate your efforts and gain feedback from your public health agencies.

*Speaker: Jonathan Stemmler, University of Missouri School of Journalism*

**Operational Issues: “Values Based Effective Management”**

Doesn't it drive you crazy to have employees that are a bad fit for your style and expectations for productivity? This program offers a tangible and positive way to break the cycle of disengaged employees. Administrators and supervisors are going to love this program.

*Speaker: Steve Cohen, EdD, President, Labor Management Advisory Group*

**Future Trends: “Tobacco 21: Success in Public Health Policy in Missouri and Beyond”**

Led by a policy bill sponsor, this session gives an overview of the status of the innovative new tobacco control policy, Tobacco 21. The most up-to-date information will be presented on the cities and states that have proposed and passed the ordinance. Findings will be presented on public support and the opposition that has been encountered in policy adoption. It concludes with current advocacy work and how the Tobacco 21 policy is being formed and implemented in Missouri communities.

*Speaker: Ginny Chadwick, MPH, MA, Graduate Instructor, University of Missouri Columbia; invited panelists*

**Health Across the Life Span: “SOAR: Mental Health Trauma Intervention Program”**

This presentation will cover the fundamentals of integrating mental health services into primary care and public health. We will present the findings from a community-based public health/primary care focused program that addresses trauma in the general public. In addition to quantitative data, data and stories about the impact of the project on people's lives will be discussed.

*Speaker: Dr. Joseph Hulgus, OPHI SOAR Project Manager; Dr. Dalen Duitsman, OPHI Director*

2:30 - 3:15 pm

Break in Exhibit Hall

**POSTER COMPETITION JUDGING**

Poster presenters must be present to discuss their posters.

3:15 - 4:30 pm

**GENERAL SESSION**

**“The Implications of 30-Year Demographic Change on Disease Prevention and Health Promotion Strategies”**

In the past thirty years, changes in birth and mortality rates, migration patterns, distribution of socio-determinants of health and the reorganization of health care present a formidable challenge for public health. Over this period of time, the occurrence of severe comorbid chronic diseases and conditions, the burden of injuries and emerging infectious diseases have continued to grow unchallenged among older Missourians. Other segments of the minority populations have continued to suffer disproportionate burden of disease. Partnering with health care and addressing socio-determinants of health while aiming to prevent and control precursors of these health problems are some of the possible strategies for public health.

*Speaker: Eduardo J. Simoes, MD, MSc, DLSHTM, MPH, University of Missouri School of Medicine*

4:30 pm

MoALPHA Board Meeting

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5:15 pm Public Health Student Consortium  
6:30 pm MICH Board Meeting with Dinner

## WEDNESDAY, SEPTEMBER 28, 2016

7:30 am Registration and Continental Breakfast  
7:30 am MoALPHA General Membership Meeting  
7:30 am **ACADEMIC PARTNERSHIP BREAKFAST**

8:30 - 9:45 am **GENERAL SESSION**  
**“The Apparent Resurgence of Vector-Borne Diseases in the 20th Century”**

The presentation will review the recent return of vector-borne disease as a health threat in North America. Also included will be why this resurgence may have happened and what public health organizations may need to do to address the issue.

*Speaker: David Claborn, Missouri State University*

9:45 - 10:15 am Break with Exhibitors

10:15 - 11:15 am **BREAKOUT WORKSHOPS #2**  
**Emerging Issues: “Multifaceted/Interdisciplinary Approach to Public Health”**

The speaker will share their experience with regard to collaboration, interaction, and partnerships and discuss how the future public health workforce can unite to address complex population health issues.

*Speaker: Dr. Alexander Garza, Saint Louis University*

**Operational Issues: “Transforming the Missouri Accreditation Standards”**

Discussions about the Foundational Public Health Services are shaping the way public health services are defined and delivered in today’s world. Come learn about the changes in the Missouri Voluntary Accreditation Program that bring the Workforce and Performance Standards into the 21<sup>st</sup> Century and how being accredited improves the quality of your programs and services. This is a great opportunity to learn why it is important to be accredited in today’s world.

*Speaker: Janet Canavese, Associate Director, MICH; Kathleen Wojciehowski, Director, MICH*

**Future Trends: “Future Public Health Workforce”**

A panel of representatives from two university public health programs, two local public health department administrators and two public health student interns will share how to make the student internship program work for the health department and for the student.

*Panel Discussion: Dr. Dalen Duitsman, Director, Ozarks Public Health Institute and Professor, MPH Program, Missouri State University; Lynelle Phillips, RN, MPH, Instructor, Field Placement Coordinator, MPH Program University of Missouri, Sinclair School of Nursing; Michelle Morris, MPH, Administrator, Polk County Health Department; JoAnn Martin, MSN, RN, CPNP, Administrator, Pettis County Health Center*

**Health Across the Life Span: “Maternal and Child Health”**

Maternal and Child Health (MCH) is positively influenced by access to and utilization of Family Planning (FP) services. Planned Parenthood is among the top providers of family planning services, particularly for low-income individuals who experience disproportionate barriers when seeking preconceptual and prenatal care. Workshop participants will leave with a clearer idea of: the benefits of FP and the connection between FP and positive MCH, common barriers to FP services specific to Missouri, and local options for FP

services. Providers will also leave with two scripts to facilitate the initiation of dialogue with patients about their family planning intentions.

*Speaker: Michelle Linschoten, MSW, MPH, Lead Sexuality Education Specialist, Planned Parenthood*

11:15 - 11:30 am

**BREAK**

11:30 - 12:30 pm

**BREAKOUT WORKSHOPS #3**

**Emerging Issues: “Community Health Workers: Missouri Experiences”**

A panel provides the latest information about Community Health Workers currently working in Missouri. The discussion focuses on current and future collaborative efforts across the state.

*Speaker: Barbara Brendel, MODHSS and invited panelists*

**Operational Issues: “Multifaceted/Interdisciplinary Approach to Public Health”**

Speaker sharing their experience with regard to collaboration, interaction, and partnerships. How can the future public health workforce unite to address complex population health issues?

*Speaker: Dr. Alexander Garza, SLU*

**Future Trends: “Cultivating a Culture of Healthy Equity”**

The Robert Wood Johnson Foundation’s Culture of Health Prize is accelerating a major paradigm shift in the U.S. As a recipient of the Culture of Health prize, and the 2016 NACCHO Local Health Department of the Year award, participants will hear about the transformative strategies utilized by Kansas City to improve health and life expectancies. The partnerships Kansas City has developed emphasize a priority on health and the deep commitment to make change in Kansas City that enables our diverse community to lead healthier lives now and for generations to come.

*Speaker: Rex Archer, MD, MPH Director, Kansas City Health Department*

**Health Across the Life Span: “Heroin Epidemic”**

Discussion on substance abuse prevention, and current trends; breaking down stereotypes of addiction and use; mental health issues such as anxiety, stress disorders, poor coping skills and depression; epidemic levels of heroin use and how it has effected us locally and nationally; how to identify potential substance abuse and getting help; and personal experience related to the issue.

*Speaker: Jim Marshall, Coach, Westminster College and former Jefferson City High School Cross Country Coach, [www.codysgift.org](http://www.codysgift.org).*

12:30 - 2:00 pm

Luncheon

**CLOSING SESSION**

**“Cross Jurisdictional Sharing: A Strategy for Improving Effectiveness and Efficiency in Public Health Services”**

Patrick Libbey and Gianfranco Pezzino, Co-Directors of the Center for Sharing Public Health Services, will describe how cross-jurisdictional sharing arrangements can be developed and implemented to improve effectiveness and efficiency in public health service delivery. Examples of different approaches will illustrate the different steps and stages in developing these arrangements. They will also share the tools and resources developed by the Center that are available to support cross-jurisdictional sharing work.

*Speaker: Patrick Libbey and Gianfranco Pezzino, MD, MPH, Co-Directors, Center for Sharing Public Health Services*

# Conference Information

## Hotel Accommodations

The Stoney Creek Inn is the site for the 2016 Joint Conference. A room rate of \$93.00 for single or double occupancy is available until August 25, 2016 by calling 800-659-2220.

*Stoney Creek Inn  
2601 S. Providence Road  
Columbia, MO 65203*

## Continuing Education

Continuing Education will be available for Health Educators.

## Cancellation Policy

A participant may cancel a registration **up to two weeks before the Conference date** and receive a 90% refund. **Fifty percent of a fee can be refunded if a cancellation is made in the one week prior to the Conference date. NO FEES ARE REFUNDED THE DAY OF THE CONFERENCE** but substitutions are welcome.

## Exhibits

Exhibiting at the Conference is a great way to target hundreds of professionals interested in your products and services. The exhibit hall will be open throughout the show and several breaks are scheduled with the exhibitors. Booth space is \$350 for a for-profit and \$225 for a non-profit groups, and can be reserved by calling MPHA at 573-634-7977.

Deadline for this application is September 15, 2016. Space is limited so apply early to ensure your exhibit area.

## Conference Attire

The dress for the conference is business casual. Men's business casual: jacket optional, casual pants (khakis) with a collared shirt or golf shirt. Women's business casual: slacks, skirts, dress shorts or Capri's with coordinating top or jacket. Meeting rooms tend to be cool, so bring a jacket or a sweater to ensure your comfort.

## Deadline

Registration and payment must be received before September 15, 2016.

Mail registration and payment to MPHA,  
722 E. Capitol Avenue,  
Jefferson City, MO 65101



Stoney Creek Inn ~ 2601 S. Providence Road ~ Columbia, MO 65203



# Registration Form

Please Print

Name: \_\_\_\_\_

Agency: \_\_\_\_\_

Address: \_\_\_\_\_

City, State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

*Note: Two day registration includes 2 breakfasts, 2 lunches, breaks and conference materials. In order to receive pre-registration rates, registration form must be received at the MPHA office by September 15, 2015.*

## I am/My Agency is Currently a Member of

(check all that apply)

- MoALPHA     MPHA

	Before 9/15	After 9/15
<input type="checkbox"/> Pre-Conference - Monday (9/26)	\$50	\$50
<input type="checkbox"/> <b>Member - Two Days (9/27-28)</b>	<b>\$150</b>	<b>\$160</b>
<input type="checkbox"/> Member - Tuesday	\$80	\$90
<input type="checkbox"/> Member - Wednesday	\$80	\$90
<input type="checkbox"/> <b>Non-Member - Two Days (9/27-28)</b>	<b>\$300</b>	<b>\$320</b>
<input type="checkbox"/> Non-Member - Tuesday	\$160	\$170
<input type="checkbox"/> Non-Member - Wednesday	\$160	\$170
<input type="checkbox"/> Full Time Student Member - Two Days	\$50*	\$50*
<input type="checkbox"/> Retiree - Two Days	\$75**	\$75**
Total \$ _____		

*\*Must be a FULL-TIME student currently enrolled in a Missouri Institution of higher education. ~ \*\*Must be retired*

## Breakout Sessions

(check only one for each breakout)

### Tuesday - Breakout Workshop #1

- Emerging Issues  
 Operational Issues  
 Future Trends  
 Health Across the Life Span

### Wednesday - Breakout Workshop #2

- Emerging Issues  
 Operational Issues  
 Future Trends  
 Health Across the Life Span

### Wednesday - Breakout Workshop #3

- Emerging Issues  
 Operational Issues  
 Future Trends  
 Health Across the Life Span

## Payment Options

- MasterCard/Visa/Discover/American Express     Check Enclosed     Invoice my Agency

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

**Please complete a registration form for each individual.**

Mail registration form with payment to MPHA, 722 E. Capitol Avenue, Jefferson City, MO 65102

Fax registration form to 573-635-7823 or for questions call 573-634-7977 or 573-474-2195

**Missouri Public Health Association**

722 E. Capitol Avenue

Jefferson City, MO 65109

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*Presented by*

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