### JOINT PUBLIC HEALTH CONFERENCE

Hosted by
MPHA \* MODHSS \* MOCPHE \* MICH

## It Starts Here: Investing in Public Health

September 23-25, 2025

Wyndham Executive Center Columbia 2200 Interstate 70 Drive SW Columbia, MO 65203

### **ATTENDEE REGISTRATION**

#### **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.

### **SESSION TOPICS**

Using Generative AI Tools for Public Health Work
The Basics of Public Health Advocacy

The Effect of State Public Health Spending on Years Lost to Premature Death in the United States Investing in Your IT Infrastructure: Surviving a Ransomware Attack-Lessons Learned After an LPHA Sustained a Cyber Security Breach

#### **GENERAL SESSION SPEAKERS**

John Robert Bautista, PhD, MPH, RN, MU Sinclair School of Nursing Jacob Hollstrom and Kelly McGowan, Missouri Public Health Institute John Fieno and Daniel Bogle, MODHSS Steve Sikes and Steve Ferry, Jefferson County Health Department











## Tuesday, September 23, 2025

1:00-5:00 pm

### **PRE-CONFERENCE SESSIONS**

### SEE, HEAR, SMILE; INVESTING IN HEALTHY FUTURES THROUGH SCREENING

Early detection through health screening is a powerful investment in a child's ability to learn, grow, and thrive. This interactive session explores how vision, hearing, and oral health screenings serve as foundational public health interventions that directly impact student success. Participants will discover how schools and local public health agencies can collaborate to implement effective, evidence-based screening programs, using Missouri Department of Health and Senior Services recommendations for best practice. In addition, learn more about fluoride varnish programs, how your local public health agency can participate, and the steps you need to take to get started. Join us for hands-on demonstrations and practical training in these essential screenings-because building a healthier future starts with ensuring every child has the tools they need to succeed.

Benjamen Pringer, BS, MODHSS; Sara Gorman, MSN, RN, MODHSS; Kelsey Siegel, RDH, Office of Dental Health; Dione Snitker, Office of Dental Health

### TURNING NUMBERS INTO ACTION: A HANDS-ON ANALYTICS WORKSHOP FOR PUBLIC HEALTH PRACTICE

This interactive, hands-on workshop is designed to empower local public health practitioners with practical data analysis skills using real-world public health data. Participants will follow step-by-step tutorials to learn how to clean, analyze, and visualize data using accessible tools. The session will focus on building confidence in applying data analytics to inform local decision- making, communicate findings effectively, and support evidence-based public health action. No advanced technical background is required-just a willingness to engage with data and explore its potential to drive impact in communities.

Randi Foraker, PhD, MA, FAHA, FAMIA, FACMI, University of Missouri; Adam Wilcox, PhD, FACMI, Washington University-St. Louis

#### YOUTH MENTAL HEALTH FIRST AID

Youth Mental Health First Aid is designed to teach parents, family members, caregivers, teachers, school staff, neighbors, health and human services workers, and other caring citizens how to help an adolescent (age 12-18) who is experiencing a mental health or addiction challenge or is in crisis. Youth Mental Health First Aid is primarily designed for adults who regularly interact with young people. The course introduces common mental health challenges for youth, reviews typical adolescent development and teaches a 5-step action plan for how to help young people in both crisis and non-crisis situations. Topics covered include anxiety, depression, substance use, disorders in which psychosis may occur, disruptive behavior disorders (including AD/HD), and disordered eating patterns. In this pre-conference blended teaching model, attendees will need to complete one to two (1-2) hours of online pre- and post-work in addition to attending the four (4) hour in-person session. Participants will need to register and complete the pre-work prior to the date of the event.

Nia Estes, M.Ed., MODHSS; Donavon Barbarisi, MSE, MODHSS

## Wednesday, September 24, 2025

7:30 am Registration Opens

8:00 am Missouri Public Health Association GENERAL MEMBERSHIP MEETING

9:00 am Section for Public Health Nursing GENERAL MEMBERSHIP MEETING

9:00-5:00 pm Wellness Center Open

10:00-11:30 am

#### WELCOME

Peggy Bowles, Co-President, Missouri Public Health Association (MPHA); Michelle Morris, Co-President, Missouri Public Health Association (MPHA); Sarah Willson, MBA, BSN, RN, FACHE, Director, Missouri Department of Health & Senior Services (MODHSS); Deanna J. Wathington, MD, MPH, FAAFP, President, APHA (invited)

#### **OPENING SESSION**

#### **USING GENERATIVE AI TOOLS FOR PUBLIC HEALTH WORK**

This presentation explores the transformative role of Generative AI (GenAI) tools in public health work. First, I will introduce relevant GenAI tools and use cases in the context of public health work. Second, I will focus on how AI integration into public health workflows enhances, rather than replaces, human expertise. Third, I will discuss ethical considerations to ensure responsible deployment. I will conclude this presentation by encouraging public health workers to proactively engage with GenAI tools to foster a future where AI augments efforts to improve public health services and outcomes. Ideas about capacity-building efforts will be discussed.

John Robert Bautista, PhD, MPH, RN, MU Sinclair School of Nursing

11:30-1:00 pm

Awards Luncheon

1:00-2:00 pm

#### **BREAKOUT WORKSHOPS**

### EMPOWERING RURAL MISSOURI: REBUILDING TRUST AND TACKLING HEALTH MISINFORMATION WHERE IT MATTERS MOST

In this session, participants will explore how health misinformation disproportionately affects marginalized and rural populations and what public health professionals can do about it. Drawing on real-world outreach efforts and evidence-based communication practices, the session will equip attendees with practical strategies to counter misinformation, build trust, and develop culturally tailored outreach efforts. Through real-world examples, and evidence-based communication strategies, participants will learn to counter misinformation, engage trusted community messengers, and co-develop culturally responsive outreach frameworks adaptable to their local context. Attendees will leave with actionable tools to enhance trust and improve public health outcomes across Missouri.

Rodeson Altes, MPH, Dent County Health Center

### HEALTH LITERACY IN ACTION: BUILDING UNDERSTANDING, EQUITY, AND TRUST IN PUBLIC HEALTH

This interactive session will introduce foundational concepts of health literacy and its critical role in advancing public health and health equity. Participants will explore both personal and organizational definitions of health literacy and will learn how low health literacy contributes to disparities in care access, understanding, and outcomes. The presentation will identify populations most at risk and will emphasize the responsibility of public health systems to create accessible, understandable, and actionable information. Attendees will gain practical strategies for improving written communication, visual design, and face-to-face interaction-including use of plain language, audience-specific messaging, and the teach-back method. The session will also cover real-world signs of low health literacy and offer actionable tips to improve clarity and trust. A facilitated group activity will allow participants to apply these strategies to realistic scenarios, reinforcing skill-building in a collaborative setting. The session will equip professionals with tools to recognize and reduce barriers to understanding, ultimately supporting more equitable health communication across public health practice.

Monica Miller, Clay County Public Health Center; Kelsey Neth Riley, Clay County Public Health Center

### Investing in Public Health Through Collaborative Tools for Children

The Tri-County Health Department in collaboration with Special Health Care Needs Family Partnerships, developed a Care Notebook designed to support professionals and families in organizing and tracking a child's health care needs and related services. Rooted in public health principles and the medical home model, the Care Notebook is especially valuable for children with disabilities, special health care needs, IEPs, or those in foster care. It promotes care coordination, empowers families, and bridges communication across health, education, and social systems-advancing equity and whole-child wellness.

Teresa McDonald, BSN, RN, Tri County Health Department; Pat Fox, Special Health Care Needs Family Partnerships

#### **NEXT STEPS FOR SHOWME WORLDCARE**

The Missouri Department of Health and Senior Services (DHSS) replaced three previous reportable conditions management systems (EpiTrax, EnvSurv, and WebSurv) with ShowMe WorldCare, a comprehensive reportable conditions surveillance/registry, contact tracing, outbreak tracking, and case management application. With initial implementation complete, DHSS staff will discuss potential system enhancements. Audience members will have the opportunity to share feedback about the application and suggestions for future enhancements.

**Becca Mickels, MODHSS** 

2:00-2:30 pm

**Break with Exhibitors** 

2:30-3:30 pm

#### **BREAKOUT WORKSHOPS**

### INFORMING PUBLIC HEALTH POLICY ADDRESSING ACCESS AND QUALITY OF PUBLIC HEALTH SERVICES

MHCWP has expanded over the last year, becoming a health care workforce data warehouse by integrating administrative and association data through novel methods to provide up-to-date, accessible data repository on the Missouri workforce. Join us to understand these key resources available through the MHCWP, identify characteristics of the public health workforce throughout the state, and reflect on recent findings from the project.

Sara Smith, BA, MS, LSSGB, MU Center for Health Policy; Dr. Tracy Greever-Rice, MU Center for Health Policy; Grace Crow, MPH, MU Center for Health Policy

### INVESTING UPSTREAM: A RURAL BLUEPRINT FOR DECRIMINALIZING BEHAVIORAL HEALTH CRISIS

In many rural Missouri counties, behavioral health crises are still met with law enforcement and jail. This session showcases how local public health agencies-supported by MOPHI and Dr. Tom Burroughs-are leading efforts to change that. Through upstream strategies like data-driven planning, stigma reduction, and partnership development. these agencies are building care-based crisis response systems. The session will feature a live Q&A with public health staff from participating counties, providing candid insights into what's working, what's hard, and how others can replicate their success.

Xandy Harker, Missouri Public Health Institute

### LPHA and School Partnerships: Investing in the Future Together

Join us to learn more about the history of school nursing and the positive impacts school health offices have both within their school districts as well as on their local communities. We will discuss the value of partnership between schools and local public health agencies, working together to improve child health outcomes on a community level, and in turn, ensuring certain required health and safety-focused grade level expectations are met. To continue to support schools and local public health agencies in building partnerships, two local public health agencies and two school districts will share how their "real-life" partnership developed, how it is working, and how it impacts children, youth and adolescents positively within their communities, sharing some applicable tips to help others replicate a similar collaboration.

Sara Gorman, MSN, RN, MODHSS; Benjamen Pringer, BS, MODHSS

### CLOSING THE GAP: TELEHEALTH PARTNERSHIPS TO IMPROVE INFECTIOUS DISEASE CARE IN UNDERSERVED RURAL MISSOURI

This session explores how rural Missouri communities can creatively bridge the gap in infectious disease care through local telehealth partnerships. In a recent rural focus group, stakeholders emphasized a widespread lack of access to specialists not only for infectious diseases, but also for mental health, cardiology, and more. This presentation focuses on how local public health agencies (LPHAs), community clinics, and even libraries can serve as telehealth access points, connecting rural patients and providers to infectious disease experts without the burden of travel or high costs. Attendees will learn how to adapt telehealth for low-bandwidth settings, engage trusted local institutions, and advocate for public health investments that bring equitable, specialist-supported care to even the most underserved corners of the state. The session includes an interactive scenario and practical guidance for implementation.

Prerana Thapa, MPH, Dent County Health Center

3:30-4:00 pm

Break with Exhibitors

4:00-5:00 pm

#### **CLOSING SESSION**

#### THE BASICS OF PUBLIC HEALTH ADVOCACY

The Missouri Legislature and legislative session can be intimidating, complex, and difficult to approach. Advocacy is an essential part of the legislative process, and it is key that LPHAs are informed, active participants in this process. This session explains the structure of the Missouri Legislature in a simple and concise way, providing tools and resources for successful public health advocacy along the way. Attendees will gain insight into how advocacy can be effective at each stage of the legislative process. It is ideal for those who seek to be involved in advocacy at the federal, state, and/or local level.

Jacob Hollstrom, Missouri Public Health Institute; Kelly McGowan, Missouri Public Health Institute

## Thursday, September 25, 2025

7:30 am Registration Opens

7:30-8:30 am Breakfast with Exhibitors

9:00-12 noon Wellness Center Open

8:30-9:30 am OPENING SESSION

### THE EFFECT OF STATE PUBLIC HEALTH SPENDING ON YEARS LOST TO PREMATURE DEATH IN THE UNITED STATES, 2010-22

This presentation explores the impact of state public health spending on years lost to Premature Death across racial groups in the United States. With a panel dataset 50 states and the District of Columbia for the period 2010-22, we use Two-Stage Least Regression (2SLS) to identify the effect of state public health spending (measured as state spending on public health in the current year plus the previous eight) on years lost to Premature Death for all Americans, White people and African American people. We run multiple alternative tests to verify our findings. State public health spending had a substantial effect to lower the number of years of premature death among all people (27.3); the magnitude of the impact of state public health spending on Premature Death for African American people remained robust in the most difficult circumstances: among the ten states that did not expand Medicaid during the period 2010-22 and for the period 2018-22 that included COVID-19. The findings underscore the need to consider increased public health funding at the state-level and consider funding support as a strategy to reduce premature mortality and address health inequity.

John Fieno, MODHSS; Daniel Bogle, MODHSS

9:30-10:30 am

### **BREAKOUT WORKSHOPS**

### IT STARTS WITH A SWIPE: ENGAGING RURAL HEALTH ONE VIDEO AT A TIME

Adolescents and Young Adults (AYA) rely heavily on social media, which can both inform and mislead, often contributing to risk behaviors and poor health outcomes. This session explores how Local Public Health Agencies can invest in prevention by using short-form videos to deliver accurate, engaging health messages on social media applications like Instagram and Snapchat. Attendees will learn how to design a four-week digital media campaign addressing issues that disproportionately affect AYA, including mental health, drug prevention, road safety, and healthy relationships, while improving community trust and health outcomes, one swipe at a time.

Jessica C. Ricks, MPH, Dent County Health Center; Brittany Shepherd, RN, Dent County Health Center

### No Wrong Door: Partnering with Schools to Advance Public Health

As recently retired school nurse leaders, we have witnessed the deep connection between school nursing and public health. This session explores how professionals in public health can engage more effectively with schools, school nurses, and students. With nearly every child spending the majority of their day in school, educational settings serve as critical access points for addressing chronic disease, mental health, immunizations, and more. Participants will be introduced to Missouri-specific tools and resources-just-in-time training modules, chronic condition guidelines, mental health protocols, and actionable student health data. We will also highlight real-world examples of interdisciplinary collaboration and opportunities for local health agencies to support or partner with schools. Attendees will leave equipped to approach schools with confidence and purpose-because no door should be the wrong door when it leads to better health outcomes for children.

Marjorie Cole, MSN, RN, FASHA, Retired Missouri School Nurse Consultant; Deb Cook, RN, AEC, Retired Lead School Nurse, Kennett Public Schools

#### MMR...You're Ready?!? Investing in Public Health Preparedness

In this session, we will explore how agencies of all sizes can enhance their response capabilities through well-crafted capability-based plans and effective training. Our discussion will focus on activating the Public Health Emergency Operations Coordination (PHEOC) and the communication strategies used to brief all Incident Command System (ICS) Command Staff as early as possible regarding the event. Plans and processes were tested in April 2024, when the Public Health Preparedness (PHP) team created a functional tabletop exercise involving all ICS sections within the agency, including investigation staff, outside evaluators, and actors, while providing Just-in-Time Training. We will review the process used to create this exercise, strategically applying the HSEEP format and ICS structure to guide its development while making necessary adjustments to meet our agency's needs.

Anne-Marie Denny, Jefferson County Health Department; Jeana Vidacak, Jefferson County Health Department

### FROM STREETS TO SPREADSHEETS: EQUIPPING LOCAL HEALTH DEPARTMENTS WITH DATA SCIENCE SKILLS

As data becomes increasingly central to public health decision-making, the demand for a workforce fluent in data science is growing rapidly. This presentation explores cutting-edge strategies for workforce development in data science that expand access and adaptability. It will highlight the importance of ensuring that professionals are not only data-literate but also equipped to translate insights into measurable health outcomes. Missouri stands at a pivotal moment to lead in the *evolving* field of data science by investing In a future-ready workforce. The Missouri Public Health Association, Missouri Department of Health and Senior Services, Missouri Center for Public Health Excellence, and the Missouri Institute for Community Health are invited to engage in this dialogue, forge partnerships, and help shape a collaborative data science talent development strategy that benefits the entire state.

Randi Foraker, PhD, MA, FAHA, FAMIA, FACMI, University of Missouri; Sally Steuterman, Manager of Scientific Training Partnerships, BioSTL

10:30-11:00 am

Break with Exhibitors

11:00-12 noon

#### **BREAKOUT WORKSHOPS**

### STRATEGIES TO IMPROVE MISSOURI PUBLIC HEALTH THROUGH THE U.S. PUBLIC HEALTH INFRASTRUCTURE GRANT (PHIG)

The U.S. Public Health Infrastructure Grant (PHIG) is seeking to improve the infrastructure of public health agencies through funding in the strategies of Workforce (AI), Foundational Capabilities (A2) and Data Modernization (A3). This panel seeks to discuss some of the activities being carried out under these strategies in effort to showcase how the Missouri public health infrastructure is being affected by PHIG funding. The presentation will include PHIG funded activities being completed by Missouri Local Public Health Agencies (LPHAs) and how the workforce is changing for LPHAs during the funding period. Further discussion will be held on how PHIG funding is being utilized to support Missouri LPHA public health accreditation in a variety of efforts and discuss overall LPHA accreditation rates and participation. Activities discussed under the strategy of Data Modernization will include the modernization of Missouri's Immunization Information System, ShowMeVax, and its improvements in data security, accessibility, certification, and system functionality. Additional activities for Data Modernization presented will include Missouri's improved syndromic surveillance data system (ESSENCE), and how updates to the system will lead to better detection of public health threats.

Travis Fisher; Nicole Cooper; Ashlyn Sherman; Sarah Finley; LeighAnna Bennett, MODHSS

# EXAMINING THE RELATIONSHIPS BETWEEN POPULATION HEALTH, COMMUNITY CONDITIONS AND PROVIDER SHORTAGES FOR MENTAL HEALTH

This presentation focuses on mental health provider shortages from the direction of exploring the factors in communities that are barriers for mental health and primary care providers to provide treatment for mental health concerns. There is a relationship between provider shortages and community conditions {such as clinical care, health promotion, housing, transportation, pollution, community resources, education, employment, income, and support networks). Additionally, research shows how community conditions show association between length of life and quality of life in communities. This presentation discusses these factors for the state of Missouri, along with an interactive discussion of how we as professionals can serve to address these concerns.

Jennifer Kelton, Huff, University of Missouri Sciences and Pharmacy in St. Louis

#### SUDORS, Social Drivers of Health and MOPHIMS Dashboards

This presentation will highlight new and enhanced health data products available through the Missouri Department of Health and Senior Services (DHSS) website. The Department has recently published a Missouri State Unintentional Drug Overdose Reporting System (SUDORS) Dashboard. This dashboard, which covers over 75 percent of overdose deaths statewide, summarizes demographic trends, circumstances surrounding overdoses and drug types based on data abstracted from coroners/medical examiners. In addition, DHSS recently developed and published a Missouri Social Drivers of Health (SDOH) Dashboard. This dashboard is designed to leverage Census and other related data to address health disparities across the state through charts, tables and maps. Finally, DHSS has updated the Missouri Public Health Information Management System (MOPHIMS) with several new features and updated data. All three of these products intend to make data easily accessible to stakeholders and citizens so that all Missourians can achieve optimal health and safety in their communities for life.

Kadarenna Matthews, MODHSS; Andrew Hunter, MODHSS; Chelsea Fife, MODHSS

### "SAID NO TEEN EVER" - BEGINNING THE HARD CONVERSATIONS WITH YOUTH

Do you have a teen in your life who sees you as a trusted adult? Do you have a niece or nephew you're concerned about but aren't sure how to broach a conversation with them? This session is designed for anyone working directly with teens or who has teens in their lives whom they offer support to. Join us to learn how to start conversations that may be difficult to have with young people (relationships, substance use, mental health, etc.). The session is designed to give insight into youths to allow for deep and meaningful conversations.

Nia Estes, M.Ed., MODHSS; Donavon Barbarisi, MSE, MODHSS

12-12:30 pm

Luncheon

12:30 pm

#### **CLOSING SESSION**

# Investing in Your IT Infrastructure: Surviving a Ransomware Attack-Lessons Learned After an LPHA Sustained a Cyber Security Breach

In November 2022, Jefferson County Health Department experienced a ransomware attack that disrupted operations and exposed critical vulnerabilities. This session shares lessons from the agency's response, recovery, and ongoing legal processes. Presenters will offer practical strategies for strengthening IT infrastructure, training staff, and preparing for interactions with insurance, legal counsel, and regulators. Attendees will leave with actionable steps to improve cybersecurity readiness and reduce risk in their own organizations.

Steve Sikes, Jefferson County Health Department; Steve Ferry, Jefferson County Health Department

#### **HOTEL INFORMATION**

### **Wyndham Executive Center Columbia**

2200 Interstate 70 Drive SW Columbia, MO 65203

The Joint Public Health Conference will return to the Wyndham Executive Center Col;umbia in Columbia, Missouri, for this years conference. A block of rooms has been reserved at the Wyndham Executive Center Columbia at a **discounted rate of \$125.00** for a **standard room**. Call **573-416-0447** and mention the "**It Starts Here: Investing in Public Health"** Public Health Conference by **Sunday**, **August 24, 2025**, and receive your discounted convention rate.

### **REGISTRATION**

(please type or print)

NAME	,, ,	
AGENCY		
ADDRESS		
CITY/STATE/ZIP		
PHONE EM/	AIL e following groups: <b>_</b>	MPHA MOCPHE
PRE-CONFERENCE (PICK ONLY ONE)		BREAKOUT SESSIONS (CHECK ONLY ONE PER TIME SLOT)
SEE, HEAR, SMILE (No Charge)		WEDNESDAY
		1:00-2:00 pm
TURNING NUMBERS INTO ACTION (No Charge)		<ul> <li>□ Empowering Rural Missouri</li> <li>□ Health Literacy in Action</li> <li>□ Investing in PH—Collaborating Tools</li> </ul>
☐ YOUTH MENTAL HEALTH FIRST AID (No Charge)		
CONFERENCE REGISTRAT	<u> TION</u>	☐ Next Steps for ShowMe WorldCare
MEMBER REGISTRATION		2:30-3:30 pm
<b>TWO DAYS</b> (9/24 - 9/25)	\$200	<ul> <li>☐ Informing PH Policy</li> <li>☐ Investing Upstream</li> <li>☐ LPHA and School Partnerships</li> </ul>
☐ ONE DAY (Circle One: Wednesday/Thursday)	\$100	☐ Closing the Gap
NON-MEMBER		<b>THURSDAY</b> 9:30-10:30 am
☐ TWO DAYS (9/24 - 9/25)	\$300	☐ It Starts With a Swipe
ONE DAY (Circle One: Wednesday/Thursday)	\$150	☐ No Wrong Door ☐ MMRYou're Ready?!?
FULL-TIME STUDENT* or RETIREE		☐ From Streets to Spreadsheets
Check One: ☐ STUDENT or ☐ RETIREE  (*Must be Full-Time Student Currently Enrolled in a Missouri Institution of Higher Education)		11:00-12 noon
TWO DAYS (9/24 - 9/25)	\$70	☐ Strategies—US PH Infrastructure Grant☐ Examining Relationships
□ ONE DAY (Circle One: Wednesday/Thursday)	\$35	□ SUDORS
10% Late Fee (after 9/9/25) \$		- ☐ "Said No Teen Ever"
TOTAL AMOUNT \$		-
		1
PAYMEN	NT OPTIONS	<u>5</u>
□ CREDIT CARD (MC/Visa/Disc/AmX)		NVOICE MY AGENCY
CREDIT CARD #		
EXP. DATE/ V-CODE	TOTAL	\$
REGISTRATION DEADLINE	IS THESDAY SEDTEN	ARED 0 2025

REGISTRATION DEADLINE IS TUESDAY, SEPTEMBER 9, 2025

Complete the registration form and return to MPHA, 722 East Capitol Avenue, Jefferson City, MO 65101.

Phone: 573-634-7977 | Fax: 573-635-7823 | Email: sboeckman@mopha.org