

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

SPONSORS & EXHIBITORS

The Missouri Public Health Association, Missouri Department of Health and Senior Services, Missouri Center for Public Health Excellence and Missouri Institute for Community Health invite you to the Joint Public Health Conference "It Starts Here: Investing in Public Health". The in-person conference will be held at the Wyndham Executive Center Columbia in Columbia, Missouri. We are looking forward to your participation in our Conference and are grateful for your past involvement. We know it will be an effective opportunity for you to interact with Public Health Professionals from Missouri and around the region.

All meal functions and breaks will be held in the exhibit area where booth spaces will be assigned on a first come-first serve basis (excluding sponsors). Please fill out and return the enclosed Registration Form with your payment as soon as possible. If you have any questions about the conference, please feel free to call MPHA at 573-634-7977 or email at sboeckman@mopha.org.

The Wyndham Executive Center Columbia has extended a conference room rate of \$125.00 for single or double occupancy available until Sunday, August 24, 2025. Call the Wyndham Executive Center Columbia at 573-416-0447 and mention the group block for Missouri Public Health Association when making your reservations.

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.



Tuesday, September 23, 2025

1:00-5:00 pm

PRE-CONFERENCE SESSIONS

SEE, HEAR, SMILE; INVESTING IN HEALTHY FUTURES THROUGH SCREENING Benjamin Pringer, BS; Sara Gorman, MSN, RN, MODHSS; Kelsey Siegel, RDH; Dione Snitker, Office of Dental Health

TURNING NUMBERS INTO ACTION: A HANDS-ON ANALYTICS WORKSHOP FOR PUBLIC HEALTH PRACTICE Randi Foraker, PhD, MA, FAHA, FAMIA, FACMI, University of Missouri; Adam Wilcox, PhD, FACMI, Washington University-St. Louis

YOUTH MENTAL HEALTH FIRST AID Nia Estes, M.Ed., MODHSS; Donavon Barbarisi, MSE, MODHSS

Wednesday, September 24, 2025

7:30 am

Registration Opens

7:30-10:00 am

EXHIBITOR SETUP

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, MPHA; Michelle Morris, Co-President, MPHA; Sarah Willson, MBA, BSN, RN, FACHE, Director, MODHSS; Deanna J. Wathington, MD, MPH, FAAFP, President, APHA (invited)

OPENING SESSION

USING GENERATIVE AI TOOLS FOR PUBLIC HEALTH WORK 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 Rodeson Altes, MPH, Dent County Health Center

HEALTH LITERACY IN ACTION: BUILDING UNDERSTANDING, EQUITY, AND TRUST IN PUBLIC HEALTH Monica Miller; Kelsey Neth Riley, Clay County Public Health Center

INVESTING IN PUBLIC HEALTH THROUGH COLLABORATIVE TOOLS FOR CHILDREN Teresa McDonald, BSN, RN, Tri County Health Dept; Pat Fox, Special Health Care Needs Family Part.

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

INVESTING UPSTREAM: A RURAL BLUEPRINT FOR DECRIMINALIZING BEHAVIORAL HEALTH CRISIS Xandy Harker, Missouri Public Health Institute

LPHA AND SCHOOL PARTNERSHIPS: INVESTING IN THE FUTURE TOGETHER Sara Gorman, MSN, RN, MODHSS; Benjamin Pringer, BS

CLOSING THE GAP: TELEHEALTH PARTNERSHIPS TO IMPROVE INFECTIOUS DISEASE CARE IN UNDERSERVED RURAL MISSOURI 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 Jacob Hollstrom, Kelly McGowan, MO Public Health Inst.

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 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 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 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 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 Randi Foraker, PhD, MA, FAHA, FAMIA, FACMI, Uni. of MO; Sally Steuterman, 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) 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 Jennifer Kelton, Huff, University of Missouri Sciences and Pharmacy in St. Louis

SUDORS, SOCIAL DRIVERS OF HEALTH AND MOPHIMS DASHBOARDS Kadarena Matthews, MODHSS; Andrew Hunter, MODHSS; Chelsea Fife, MODHSS

"SAID NO TEEN EVER" - BEGINNING THE HARD CONVERSATIONS WITH YOUTH 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 Steve Sikes, Jefferson County Health Department; Steve Ferry, Jefferson County Health Department

SPONSORS & EXHIBITORS REGISTRATION

(please type or print)

EXHIBITOR... ☐ For-Profit (\$500) or ☐ Non-Profit (\$300)

(Please type or print **ALL INFORMATION** for Exhibitor or Sponsor Registration.)

ORGANIZATION _____

REPRESENTATIVE (name and title) _____

ADDRESS _____

CITY/STATE/ZIP _____

PHONE _____ **EMAIL** _____

Each sponsor, contributor and exhibitor will be mentioned in our program. Please provide a brief description of your group, product and/or service to be included in the onsite program. _____

Each exhibit booth includes one table top display area with signage along with conference registration for one representative which includes breakout sessions and meals. Additional representatives in the exhibit booth will be \$100.

SPONSORSHIPS Available...

GOLD SPONSOR

☐ \$3,000

- ◆ Lunch Sponsor (two available)
- ◆ One Exhibit Table with Signage
- ◆ Signage During Sponsored Lunch
- ◆ Meals Each Day
- ◆ Recognition in the Conference Materials
- ◆ Company Logo (1/2 page) in Program
- ◆ Four (4) Conference Registrations

SILVER SPONSOR

☐ \$1,500

- ◆ Breakfast Sponsor (two available)
- ◆ One Exhibit Table with Signage
- ◆ Signage During Sponsored Breakfast
- ◆ Meals Each Day
- ◆ Recognition in the Conference Materials
- ◆ Company Logo (1/4 page) in Program
- ◆ Three (3) Conference Registration

BRONZE SPONSOR

☐ \$1,000

- ◆ Break Sponsor (two available)
- ◆ One Exhibit Table with Signage
- ◆ Signage During Sponsored Break
- ◆ Meals Each Day
- ◆ Recognition in the Conference Materials
- ◆ Two (2) Conference Registration

KEYNOTE SPEAKER SPONSOR ☐ \$3,000

Speaker Sponsor (two available) * One Exhibit Table with Signage * Signage During Sponsored Speaker * Meals Each Day
Recognition in the Conference Materials * Company Logo (1/2 page) in Program * Two (2) Conference Registration

PAYMENT OPTIONS

☐ CREDIT CARD (MC/Visa/Disc/AmX)

☐ CHECK

☐ INVOICE MY AGENCY

CARD# _____ EXP. ____ / ____ CODE _____

Additional Representative(s) Included Above: ☐ \$100 each TOTAL \$ _____

SPONSOR AND EXHIBITOR REGISTRATION DEADLINE IS TUESDAY, SEPTEMBER 9, 2025

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

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

ALL REFUNDS ARE SUBJECT TO A \$25.00 PROCESSING FEE.

NO REFUNDS WILL BE MADE AFTER TUESDAY, SEPTEMBER 9, 2025.