

Joint Annual Public Health Conference

A Healthier Missouri, One Community at a Time

presented by

**Missouri Public Health Association,
Missouri Association of Local Boards of Health,
Missouri Association of Local Public Health Agencies,
Missouri Institute for Community Health
and the
Council for Public Health Nursing**

**September 23-24, 2010
Stoney Creek Inn, Columbia, MO**

CONFERENCE INFORMATION

General Session Speakers:

Judy Baker, Regional Director, US Dept. of Health and Human Services; **Capt. Jose Belardo, JD, MSW**, Acting Regional Health Administrator, US Department of Health and Human Services, Region VII, Kansas City; **Ross Brownson, PhD**, Adjunct Professor of Community Health in Epidemiology and Co-Director of Prevention Research Center, St. Louis University and **William Riley, Ph.D.**, Associate Dean, School of Public Health, University of Minnesota and President of Public Health Accreditation Board (PHAB)

Conference Objectives:

- ✓ Education – Provide information for public health professionals and governing body members, and partnership efforts to enhance the coordination of health and human services for Missourians.
- ✓ Networking – Provide an environment for information exchange among individuals involved in and impacted by the provision, support, and use of public health services.
- ✓ Involvement – Increase individuals' involvement in associations with a commitment to improving the health of all Missourians.

Conference Agenda, Time Schedules and Locations of Activities

Wednesday, September 22, 2010

Rooms

1:00 pm	MoALPHA session for new administrators	Meadows
4:00 pm	MPHA Board Meeting	Pines
6:00 pm	MICH Mini Collaborative with Dinner	Pines

Thursday, September 23, 2010

Rooms

7:00 a.m	Exhibitor Set up and Continental Breakfast sponsored by Midwest Public Risk , Mike Kelly	Salon B & C
	National Health Care Reform, What does it Mean for Employers, What are the Options for Employee Coverage by Terry W. Norwood, CEO, Midwest Public Risk.	
8:00-10 am	Registration	Foyer
8:00 am	MoALPHA Board Meeting	Tiger's Den
10:00 am	WELCOME	Salon A
	OPENING GENERAL SESSION	Salon A
	An Overview of the Affordable Care Act by Judy Baker , Regional Director, United States Department of Health and Human Services, Region VII, Kansas City	
11:30 am	Awards Luncheon	Salon B & C
	Poster Competition	
1:00 pm	BREAKOUT WORKSHOPS #1	
	<u>Session 1: Asthma and Air Quality</u> by James Francisco, Ph.D.	Salon A
	Asthma is a pervasive and costly health problem that affects the lives of children, adults and their families. This session will provide an update on the disease, and the latest information about effective prevention and control.	
	<u>Session 2: GIS and Public Health</u> by Jun Luo, Ph.D., Missouri State University, Springfield	Lewis & Clark
	The presentation will introduce you the Geographic Information Systems (GIS) and its uses for public health. The components, structure and functionalities of GIS will be first discussed. The general uses of GIS for mapping and spatial analysis will be presented. Especially, the uses of GIS for public health will be emphasized. The speaker will present how various aspects of GIS applications for public health such as health data integration with GIS, spatial analysis of health information and etc. New advancements of GIS, which may have big impact on the application for public health, will be highlighted such as Web GIS used for public health issues.	
	<u>Session 3: Toward Cultural Competence: Developing an Educational Program for LPHA Staff</u> by Monica Clonts, MSN, RN, Phelps/Maries County Health Department	Columbia Room
	As the United States population grows increasingly diverse the need to be culturally competent becomes ever more important. Laws, regulations, and standards are written to address cultural competence in the health care field and many accrediting bodies are now requiring evidence of	

on-going cultural competence training for staff members of an organization. A learning needs assessment of all members of the organization may identify the fact that a cultural competency education program is needed by local public health agency (LPHA) staff. This session follows the development of a cultural competence education program from the needs assessment to implementation and evaluation of learning. This is just a beginning as the road to cultural competence never ends.

- 2:30 pm Break in Exhibit Hall **Salon B & C**
Poster Competition Judging
- 3:15 pm **GENERAL SESSION** **Salon A**
Operation Unified Response: The Public Health Crisis in Haiti, CAPT
Jose Belardo, JD, MSW, Acting Regional Health Administrator, US Department of Health and Human Services, Region VII, Kansas City
- 4:45 pm MPHA General Membership Meeting **Salon A**
- 5:15 pm MoALPHA General Membership Meeting **Salon A**
- 6:30 pm MICH Board Meeting with Dinner **Pines**
MALBOH Business Meeting **TBA**

Friday, September 24, 2010 **Rooms**

- 7:30 am Continental Breakfast with Exhibits **Salon B & C**
- 8:30 am **BREAKOUT WORKSHOPS #2**

Session 1: The National Perspective and MICH: How Will We Work Together by William Riley, Ph.D., and Janet Canavese **Salon A**
In 2011, the Public Health Accreditation Board is launching the national voluntary accreditation program for state, local and tribal health departments. William Riley, President of the PHAB board will update us on the standards beta test, the planned rollout of the standards and how quality improvement interfaces with the standards. Janet Canavese, Associate Director of the Missouri Institute for Community Health, will give the Missouri perspective and update us about what MICH will be doing next year.

Session 2: Human Trafficking in Missouri: Public Health Implications by Deborah Hume, Ph.D., Robin Bowman, and Julie Brunner **Pines**
Human trafficking is a modern-day form of slavery that is surprisingly common. This session will provide an overview of human trafficking, how victims might be identified and served, the extent of the problem and the response in Missouri. Through lecture, discussion, case study, and handouts, the focus will be on the potential consequences of human trafficking for individual and public health.

Session 3: Bullying: Child's Play or Violence by Glenn A. Berry, Ed.D., Former Director of the Missouri Center for Safe Schools **Columbia**
Children who bully others can turn into antisocial adults and are far more likely than others to commit crimes, batter their spouses, abuse their children, and produce another generation of children who bully. This session will increase the participant's awareness of the bullying/cyberbullying problem and how it relates to school violence. Strategies and resources to help communities to address this problem will be provided.

10:00 am Break with Exhibitors **Salon B & C**

10:30 am **GENERAL SESSION** **Salon A**
Community Based Obesity Programs and Policies, Ross Brownson, PhD,
Professor, Washington University and co-Director of Prevention Research Center in St.
Louis

Obesity is one of the most important public health issues in Missouri, in the United States and internationally, due to its contribution to premature mortality and economic costs (e.g., medical costs, lost productivity). Increasingly, links are being identified between obesity and various environments, programs, and policies. The presentation will describe what we know about the obesity epidemic and ways of slowing rates of youth and adult obesity.

11:30 am **BREAKOUT WORKSHOPS #3**

Session 1: Addressing the Nouveau Poor by Darin Preis, CCAP, MPA, Central
Missouri Community Action and LPHA Panel **Salon A**

Today's economy is creating a new kind of economic instability that middle class families of this generation have not experienced. This session will address some of the issues with today's nouveau poverty and consider ways of approach to assist families.

Session 2: Boards and Administrators - Conflicts with Personnel: Who should do what? By Steve M. Cohen, Ed.D. **Pines**

The role of the Board member of a local public health center is very different than the role of the Administrator. There are legal, ethical, and operational problems that arise when the roles are blurred or misconstrued. Personnel matters are replete with legal land mines. When employee's rights are violated there are serious consequences. This program will assist the Administrator and Board member in understanding their roles in dealing with problem employees and employee's problems.

Session 3: Signs of Suicide – QPR & ACT Teen Suicide Prevention by Kathleen
Welton, Health Educator II, Clay County Health Department **Columbia**

Teen suicide is the third leading cause of death among youths aged 15-19 years old nationwide. In Missouri, suicide has risen to the second leading cause of death supplanting homicide/violence. The strongest risk factors for suicide in youth are depression, substance abuse and aggressive behavior. QPR stands for Question, Persuade, and Refer - three simple steps that anyone can learn to help save a life from suicide. Just as people trained in CPR and the Heimlich Maneuver help save thousands of lives each year, people trained in QPR learn how to recognize the warning signs of a suicide crisis and how to question, persuade, and refer someone to help. SOS: Get into the ACT video helps create a supportive and responsible atmosphere for those youth who may be at risk for depression, suicide or self-injury by empowering them to recognize the warning signs and seek help. The main help-seeking message of the video is ACT: Acknowledge, Care, Tell.

12:30 pm **LUNCH AND CLOSING GENERAL SESSION** **Salon B & C**
Using QI to Improve Health Outcomes, William Riley, PhD, Associate
Dean, School of Public Health, University of Minnesota and President of Public Health
Accreditation Board (PHAB)

The outbreak of H1N1 last year may have changed how we do business in public health forever. Did your flu pandemic plan work? How effective were your processes in providing timely immunizations? Did you meet the needs and expectations of your customers? These are a few of the questions to ask to make your programs more effective. Quality improvement principles and tools are now being applied to public health programs, and one of the best places to start using these tools is with your pandemic plan. William Riley from the University of Minnesota School of Public Health will explain the use of quality improvement in improving health outcomes.

2:00 p.m. Adjourn

CONFERENCE INFORMATION AND ACTIVITIES

HOTEL ACCOMMODATIONS: The Stoney Creek Inn is the site for the 2010 Joint Conference. A room rate of \$85.00 for single or double occupancy is available until September 1, 2010 by calling 573-442-6400.



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 \$275 for profit and \$150 non profit groups, and can be reserved by calling MPHA at 573-634-7977. Deadline for this application is September 1, 2010.



CANCELLATIONS 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.**

CONTINUING EDUCATION CREDITS will be available upon request.

DEADLINE: Registration and payment must be received before September 1, 2010. Please mail registration with payment to **Missouri Public Health Association, PO Box 126, Jefferson City, MO 65102.**



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 capris with coordinating top or jacket.*

Meeting rooms tend to be cool, so bring a jacket or a sweater to ensure your comfort.

CONFERENCE REGISTRATION FORM

"A Healthier Missouri, One Community at a Time"

Name: _____

Agency: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

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 1, 2010.

	Before 9/1/10	After 9/1/10
<input type="checkbox"/> Member - Two Days	\$150	\$160
<input type="checkbox"/> Non-Member - Two Days	\$300	\$320
<input type="checkbox"/> Member - Thursday	\$ 80	\$ 90
<input type="checkbox"/> Member - Friday	\$ 80	\$ 90
<input type="checkbox"/> Non-Member - Thursday	\$160	\$170
<input type="checkbox"/> Non-Member - Friday	\$160	\$170
<input type="checkbox"/> Student Member - Two Days	\$ 50*	\$ 50*
<input type="checkbox"/> Retiree Rate - Two Days	\$ 50**	\$ 50**
<input type="checkbox"/> Check enclosed for \$ _____		

Credit Card Payment Option:

Charge my... Mastercard
 Discover
 Visa

Credit Card # _____

Name on card _____

Address for card _____

Zip _____ Expiration date _____

Please complete a registration form for each individual.

*Must be full-time student currently enrolled in a Missouri institution of higher education. - **Must be retired.

**Please mail registration form with payment to: MPHA, PO Box 126, Jefferson City, MO 65102
Or Fax to 573-635-7823. If you have questions call 573-634-7977 or 573-474-2195.**

Please check the sessions you will be attending:

Thursday, Sept. 23 - Breakout Workshop #1

- Asthma and Air Quality
- Introduction to GIS
- Toward Cultural Competence

Friday, Sept. 24 - Breakout Workshop #2

- The National Perspective and MICH
- Human Trafficking in Missouri
- Bullying

Friday, Sept. 24 - Breakout Workshop #3

- Addressing the Nouveau Poor
- Boards and Administrators
- Signs of Suicide

I AM CURRENTLY A MEMBER OF (check all that apply):

- Mo. Association of Local Public Health Agencies (MoALPHA)
- Missouri Public Health Assn. (MPHA)
- Missouri Institute for Community Health (MICH)
- Council for Public Health Nursing

Please send me membership information for:
