

2007 IOWA PUBLIC HEALTH CONFERENCE

Welcome

New Directions for Public Health is the theme for the 2007 Public Health Conference.

Everyone has a role in making public health a priority in our state and our nation. This year's speakers and sessions will move you to reconnect with the "public" in public health and take public health in new directions!



Partners

- Iowa Public Health Association
- Iowa Environmental Health Association
- The University of Iowa College of Public Health
- University of Iowa Hygienic Laboratory
- Child Health Specialty Clinics
- Iowa Association of Local Public Health Agencies
- Iowa Department of Public Health: Bureau of Nutrition and Health Promotion; Oral Health Bureau; Bureau of Health Care Access; and Bureau of Family Health

NEW DIRECTIONS FOR PUBLIC HEALTH

April 3-4, 2007
Scheman Conference Center, Ames



Public Health
Prevent. Promote. Protect.

www.iowapha.org www.ieha.net www.idph.state.ia.us
www.public-health.uiowa.edu www.uhl.uiowa.edu www.i-alpha.org

As co-chairs of the 2007 Iowa Public Health Conference, we invite each of you to take time to learn and experience new directions in public health. Across the state of Iowa, dedicated public health professionals focus on preventing disease, promoting health and well-being and protecting our communities. Often this is done without thinking about the many directions our critical work has taken us or may lead us.

Exploring one of the many directions of public health can lead you to:

- * Discover standards to improve the quality of public health practice.
- * Plan for improving community health through health promotion.
- * Work to address communication and social marketing issues.
- * Foster a safe and healthful environment.
- * Seek to identify approaches to eliminate health inequities.
- * Integrate mental health education, prevention and treatment to public health.
- * Build infrastructure for successful public health programming.
- * Find public health's niche in the continuum of health care service delivery.
- * Enhance readiness to respond to emergencies.
- * Connect with other public health professionals from across the state.

We ask you to join us in an exciting journey to explore the many directions of public health!

Conference Co-Chairs

Jaci Miller, Iowa Public Health Association President-Elect

*Tammy McKeever, Iowa Environmental Health Association
President-Elect*

Thank You **CONFERENCE SPONSORS**

Institute for Public Health Practice

Iowa Association of Local Public Health Agencies

*Iowa Department of Public Health Supplemental Nutrition
Program for Women Infants and Children (WIC)*

MedImmune, Inc.

Wellmark Blue Cross and Blue Shield

FEATURED SPEAKERS



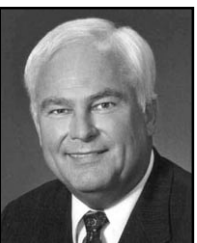
MICHAEL FRASER, Ph.D., is the Deputy Executive Director of the National Association of County and City Health Officials (NACCHO). Prior to that, Dr. Fraser was a Regional Program Manager/Public Health Advisor with the Centers for Disease Control and Prevention, National Center for Infectious Diseases, Bioterrorism Preparedness and Response Program. Based in Washington, D.C., Dr. Fraser has worked on federal, state, and local public health

issues in various capacities including prior positions as a Senior Staff Fellow at the Health Resources and Services Administration and Bioterrorism Program Manager for the NACCHO. His recent publications include preparedness planning guidance for local public health agencies, a recent *Chartbook on Local Public Health Agency Infrastructure* and peer-reviewed articles for *Public Health Reports*, the *Journal of Public Health Management and Practice*, and *Contemporary Sociology*. Dr. Fraser earned his Doctorate in Sociology from the University of Massachusetts, Amherst and is on the adjunct faculty at the University of Maryland's University College.



TERIE DREUSSI SMITH, M.Ed., OCPS II, of Greenville, South Carolina has served as Supervisor of Prevention Services at a community alcohol/other drug treatment and prevention organization for over nine years, and was instrumental in the organization's redesign of programs and services for prevention and early intervention clients from generational poverty. Ms. Dreussi-Smith co-authored *Bridges Out of Poverty: Strategies for Professionals and*

Communities with Ruby Payne and Philip DeVol. She is a former public school teacher and has served as adjunct faculty for several colleges focused on empowering adult students transitioning out of poverty. In her recent consultant work as a grant writer and social program manager for youth-based service agencies, community coalitions and schools, Terie assisted communities to embed *Bridges Out of Poverty* concepts in redesigning policies and services for families and youth in generational poverty.



STEVE SIEMENS, is the founder and CEO of Siemens People Builders. Steve delights hundreds of audiences nationally as well as internationally each year. He has been referred to as one of the best motivators in the world today. His excellence, enthusiasm, and passion show in everything he does. He has authored two books entitled *Push-Ups for People, Together We Can* and co-authored a book entitled *Give Stress a Rest*. Steve has been married to his

wife, Barb, for 33 years. Together they have three children and eight grandchildren.

CONFERENCE INFORMATION

WHO SHOULD ATTEND

The intended audience for the 2007 Iowa Public Health Conference is public health professionals practicing in various settings. Practitioners include public health administrators, environmental health specialists, nurses, dietitians, family and consumer science specialists, social workers, pediatricians, Boards of Health, Boards of Supervisors, family physicians, dentists, dental hygienists, health educators, statisticians, epidemiologists, laboratory scientists, mental health professionals, parents and others interested in assuring the health of individuals, families and communities. Students in public health, health education/promotion, or other allied health sciences are also welcome.

CONTINUING EDUCATION CREDIT

Up to 10 hours will be available to licensed dietitians through the Iowa Board of Dietetic Examiners. Application has also been made for approval of CPEs from the Commission on Dietetic Registration. Continuing Education Unit applications in nursing, NAPNAP, dental and other disciplines have been submitted for approval. Application has been made to the National Commission for Health Education Credentialing (NCHEC) for CHES Category I continuing education contact hours (CECH) by the Iowa Society for Public Health Education Chapter..

EXHIBITORS, SPONSORS AND ADVERTISERS

You are invited to participate in the conference as an exhibitor, sponsor, or advertiser. Information and registration forms can be found at www.icha.net or www.iowapha.org. A limited amount of space is available on a first-come, first-served basis.

I-ALPHA DINNER

I-ALPHA will hold a dinner and meeting at 6:00 p.m. on Monday, April 2, 2007 in room 220 at the Scheman Building. Questions and reservations should be directed to Graham Dameron at GDameron@mail.public-health.uiowa.edu

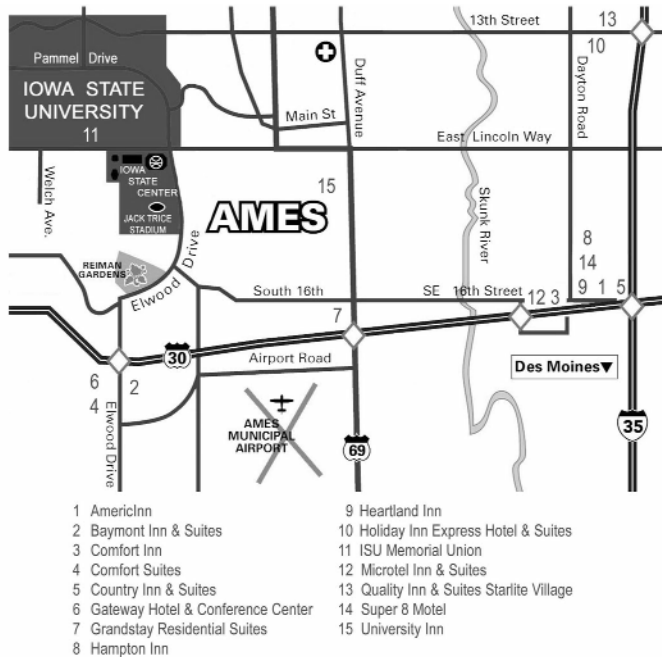
REFUNDS

The registration fee (minus a \$15 administrative charge) is refundable for cancellations received by March 26, 2007. No refunds will be allowed after that date. Registration is transferrable to another person. To cancel or transfer a registration, you must send written notice to Sara Patkin by email at m spatkin@yahoo.com or mail at 809 NE Michael Dr., Ankeny, IA 50021.

QUESTIONS

For more information about the conference, contact Sara Patkin at m spatkin@yahoo.com or (515) 963-8664.

LOCATION & HOTELS



Blocks of rooms have been reserved at several Ames hotels for the nights of April 2 & 3, 2007. Individuals are responsible for making and paying for their own reservations by contacting the hotel directly. Be sure to indicate that you are attending the Iowa Public Health Conference to receive the special conference rate. Most conference rates are based on single occupancy. Additional charges may apply for two or more people in a room. Most hotels (except Grandstay) accept state rates for those who can produce valid identification. Rooms will be held until March 13 at the following hotels:

<u>Hotel</u>	<u>Phone #</u>	<u>Rate</u>
Comfort Inn	515-232-0689	\$45.00
Baymont	515-296-2500	\$64.95
Microtel	515-233-4444	\$49.00
Gateway Center	515-292-8600	\$89.00
Grandstay	515-232-8363	\$70.00

TUESDAY, APRIL 3

7:30 AM	REGISTRATION & CONTINENTAL BREAKFAST
8:30-9:00	WELCOME Jaci Miller & Tammy McKeever IDPH Director (invited)
9:00-9:30	AWARDS RECOGNITION
9:30-10:30	PLENARY SESSION: <i>NEW DIRECTIONS IN LOCAL PUBLIC HEALTH - A NATIONAL PERSPECTIVE</i> Michael Fraser, PhD
10:30-10:45	NETWORKING BREAK
10:45-11:45	CONCURRENT SESSION I

1. Are We Ready Yet?

Michael Fraser, PhD

How are we telling the story about our investments in public health preparedness? Are we convincing in our efforts to demonstrate that public health makes a difference? Can we clearly articulate what we are doing to protect health in our communities? Join Dr. Fraser as he leads a workshop in telling our preparedness stories. This workshop will discuss answers to the question "Are we ready yet?" and discuss ways to improve our public health messages using examples from the work we do every day in our practice of public health.

2. Disseminating and Sustaining Interventions that Work to Prevent Substance Use and Promote Public Health: The PROSPER Model

Catherine Lillehoj, PhD, Research Scientist, Partnerships in Prevention Science Institute, Iowa State University
Scott Clair, PhD, Associate Scientist, Partnerships in Prevention Science Institute, Iowa State University
Marilyn Bode, PhD, Extension Specialist, Iowa State University Extension

PROSPER (PROmoting School-community-university Partnerships to Enhance Resilience) is a research project that links three existing infrastructure systems (the Land Grant University, the Cooperative Extension System, and the public school system) to provide prevention programming and promote the public health and well-being of Iowa youth and families. PROSPER is designed to strengthen the expertise and broaden the resources of community partnerships to implement and sustain school-based and family-focused programs that prevent substance use and promote health and well-being. Presenters will describe how the PROSPER model functions in Iowa communities and applications for other communities. In addition, adaptability and sustainability of the dissemination of Evidence-Based Interventions (EBIs) will be illustrated.

3. Using Health Risk Assessments to Promote Health, Wellness and Personal Health Responsibility—AND Cut Costs

Kathy Kunath, RN, Care Management Developer, Iowa Chronic Care Consortium

William Appelgate, PhD, Vice President, Des Moines University & Executive Director, Iowa Chronic Care Consortium

The impact of chronic diseases in the Medicaid population is significant. Nationwide, 61 percent of Medicaid enrollees have a chronic or disabling condition and 46 percent have at least one other condition, often a mental health condition. The use of a Health Risk Assessment (HRA) can assess the health status of a population, such as Medicaid beneficiaries, and assist in developing targeted health prevention and disease management programs, specific to the population's health needs. The Iowa Medicaid Enterprise is deploying the Comprehensive Wellness Assessment (CWA) program to provide HRAs to targeted Medicaid beneficiaries to better align the member with proactive health prevention strategies and encourage a physician-patient relationship. The combination of HRAs and wellness programs has proved to reduce healthcare expenses in the employer market. By instituting this program, the Iowa Medicaid program is positioning itself as a "smart" health plan, to compare favorably with similar initiatives being implemented in the private health care industry. The presentation will explore the implications of this prevention model on this population and discuss the deployment of HRAs and a more comprehensive wellness assessment and health action plan for other populations.

4. Using the MAP (Mobility Action Plan) to Get New Directions in Solving the Old Problem of Transportation Access in Your Local Area

Doreen Chamberlin, Bureau of Health Care Access, IDPH
Donna Johnson, Program Manager, Iowa Department of Transportation/Office of Public Transit

This presentation will address efforts between the Iowa Departments of Public Health and Transportation that are breaking new ground for better collaboration between local transit and human services/public health entities to solve transportation access problems. An overview of the United We Ride campaign will be given and outcomes of Iowa's first statewide Mobility Action Plan. Presenters will detail what is happening at the state and local levels, what impacts the problems, identify the players and funding sources and tell you how you can get involved. Presenters will describe how the two systems can work together to improve transportation and projects that have been successful in addressing transportation needs.

5. New Approaches to Child and Youth Injury Prevention

**John Lundell, MA, Deputy Director, University of Iowa
College of Public Health, Injury Prevention Research
Center**

**Lisa Roth, BS, Program Coordinator, Injury Free Coalition
for Kids, Blank Children's Hospital**

**Jingzhen Yang, MPH, PhD, Assistant Professor, University
of Iowa College of Public Health**

This session will address three aspects of injury prevention amongst our children and youth: child passenger restraint use for Iowa children ages birth to ten years of age, seat belt use among teen drivers and passengers in Iowa, and the use of protective equipment among high school athletes. The first presenter will describe the results from the recently redesigned Iowa Child Passenger Restraint Survey including a description of child safety seat, booster seat, and/or seat belt utilization rates at 36 rural and urban locations across the state. The second presenter will describe the results of an innovative intervention recently implemented in two Iowa high schools (one rural, one urban) to increase seat belt use and promote safe driving attitudes among adolescent drivers and passengers. Injuries amongst high school athletes are an increasing public health concern as the physical and mental toll on the athletes is realized. The third presenter will describe the results of a study of the relationship between the use of lower extremity discretionary protective equipment and the rate and severity of injuries among high school athletes participating in organized sports.

***6. The Iowa Safe Well-Water Study: Partnerships for
Community Health Research Education***

**Catherine Zeman, PhD, Health Division Associate
Professor of Environmental Health, University of
Northern Iowa**

**Mark Linda, REHS, Black Hawk County Health
Department**

L. Rash, BA, University of Northern Iowa

This session will describe the development of, design of and activities associated with a successful academic, public health, and community-based research project. The Iowa Safe Well-Water Study was a National Institutes of Environmental Health Sciences-funded cohort study, based in Black Hawk County Iowa, which concluded in December 2005. The major local health service provider system, Covenant Health System, also contributed staff support for the sample collection portion of the work and was involved as a collaborative partner.

7. Public Health Workforce Strategies with PrepareIowa.com - Practical Tools for You

**Dawn Gentsch, MPH, CHES, The University of Iowa
College of Public Health, Institute for Public Health
Practice**

**Vicki Gill, RN, Executive Director, Webster County
Health Department**

Susie Clouser, Solutions, Inc.

The PrepareIowa learning management system can produce reports for an individual or agency. Information regarding an individual's competencies, course registration/completion and progress can be used during employee reviews. Information for an agency can help you create an agency training or orientation plan. Mandatory training based on a service/program area, as well as mandatory training required by a county human resource department can be added to reports so that a complete picture is available. Hear from local public health practitioners who are using PrepareIowa to identify training gaps, use this information for performance reviews, obtain training, and identify competency expectations. This session is targeted to local and state public health agency administrators and supervisors. Also, stop in the Scheman computer lab to assess or reassess your competencies.

11:45-1:00

LUNCH

1. IEHA Annual Meeting
2. IPHA Public Health Nursing Section
3. IPHA Maternal & Child Health Section
4. IPHA RIM Section

12:30-3:30

*PrepareIowa Learning Management System
Self-Assessment (Open Lab, drop in) -
Computer Lab Room 158*

1:00-2:00

CONCURRENT SESSION II

1. Plain & Simple Health Communication Workshop

**Don McCormick, BA, Plain & Simple Project Coordinator,
Office of Community Education, IDPH**

According to the Institute of Medicine's report, *Health Literacy: A Prescription to End Confusion*, nearly half of all American adults have difficulty understanding and using health information. Also, there is a higher rate of hospitalization and use of emergency services among patients with limited health literacy. This session will include a series of enjoyable and interactive learning tasks. Each participant will: take part in role plays; share experiences about ineffectively written or organized documents; learn strategies for plain language communication and message presentation; critique writing samples; suggest practical changes to problematic documents; and learn about *Plain & Simple: A health literacy project for Iowa*.

2. Pregnancy and Postpartum Depression Services in Iowa Title V Clinics

**Robin Kopelman, MD, MPH, Assistant Professor,
University of Iowa, Department of Psychiatry**

Depression is a serious public health problem that disproportionately affects women, often during the childbearing years. A collaborative evaluation of the current process of screening and referral gives practitioners, policy makers and researchers a picture of where breakdowns occur between screening, referral and treatment, suggesting opportunities to develop community-oriented maternal mental health programs. This study describes the process of depression screening and referral, as well as mental health services used by perinatal women participating in Title V clinics. Factors associated with the provision of screening and subsequent identification of women with mental health needs, along with barriers to screening, referral and referral uptake will be discussed. Implications for integration of maternal health, mental health and public health systems of care will be discussed.

3. Terrorism Preparedness and the Real World

**Bonnie Rubin, MT(ASCP), MBA, MHA, Process
Improvement and Emergency Response Manager,
University Hygienic Lab**

**Michael Wichman, PhD, Interim Associate Director
Environmental Health, University Hygienic Lab**

**Michael Pentella, PhD, D(ABMM), CIC, SM(ASCP),
Interim Associate Director Infectious Diseases,
University Hygienic Lab**

This presentation will review actual experiences with potential terrorist implications and compare how preparedness activities relate to daily realities. The session will be presented in a case study audience participation format giving everyone the opportunity to react to the situations presented. It is designed for anyone who deals with preparedness activities and wonders whether it makes a difference.

4. Profile of Local Public Health Agencies in Iowa

**Frances Sadden, MS, RN, Health Director, Siouxland
District Health Department & President, I-ALPHA**

**L. Graham Dameron, MPH, REHS, I-ALPHA Public
Health Consultant**

The National Association of County and City Health Officials recently conducted a nation-wide study of local health departments regarding their jurisdictions, governance, leaders, workforce, partnerships, and other topics. Iowa's local public health agencies participated in this study and will share the outcomes in this presentation. The analysis, interpretation and presentation of this information will assist local public health agencies in their capacity building efforts in at least three avenues: 1) Provide a

comparison of their agency with similar agencies in regards to their workforce and organizational structure, 2) Provide data to use with local, state and federal public health policy makers, and 3) Provide information to academic institutions and funding bodies where they best assist local public health agencies.

5. Development of a Repository for Genetic Studies in Infants

Karen Johnson, RN, BSN, Program Consultant, University of Iowa Hospitals and Clinics

Susan Berends, MA, ARNP, Clinical Research

Coordinator, Jeff Murray Laboratory, Carver College of Medicine, University of Iowa

Prematurity is the single greatest contributor to infant mortality and disability in both developed and developing countries. Identification of its causes holds the promise to develop improved treatments and preventions. Similarly, many survivors of preterm deliveries have lifelong disabilities from its complications, and more effective treatments and preventions for these conditions would be of great benefit. This presentation will outline efforts to establish a program to investigate the genetic and environmental contributions to preterm labor and the complications of prematurity. To carry out this work, a repository for samples and information was established in 1999, to assist in genetic and epidemiologic investigations. The presentation will describe efforts to approach all families of infants admitted to the University of Iowa Health Care nurseries to ask permission to collect biological samples and basic information; outline the development of systems for tracking admissions, for retrieving leftover cord blood and maternal blood, for collecting other biological samples, and for approaching families at appropriate times to obtain consent for participation; describe the challenges encountered and modifications we have made over time; provide information about how the repository samples are made available for investigators; and outline how the Prematurity study was expanded to include interviews with families, maternal grandparents and other affected family members. Preliminary results of genetic analysis will be presented that we hope could lead to practices that would prevent or delay premature delivery.

6. Taming the Dragon - Facilitative Leadership Skills for Collaborative Community Planning (Part I)

Deb Burnight, CTF, CEO, Facilitated Resources

Are you tired of being in charge of some of those collaboration meetings that seem to drift from one idea to another with no real focus? Or just seem to be endless gripe sessions? Or finish without a plan in place for next steps, ripe for “upward delegation,” so that you seem to be the only one who goes home with action steps? There are some simple things that you can do as a facilitative leader to streamline the process of true collaboration and turn conflict into creativity. “Taming the Dragon” will provide you with practical tools and resources you can use before, during, and after meetings to help you and your team focus conversation, achieve consensus, and plan for shared action in ways that energize your collaboration and maximize its collective strengths. Part II will be presented from 2:15-3:15 p.m.

7. Environmental Health and EMAC (Emergency Management Assistance Compact)-Where Have We Been and Where Are We Going?

Cory Frank, BA, Environmental Health Emergency Response Team Coordinator, IDPH

The formation of the IA-EHRT (Environmental Health Response Team) in 2004 is a great example of the focus and determination of the Iowa Department of Public Health to build and foster response relationships through multi-disciplinary partnerships. Members of the IA-EHRT team responded to the environmental health needs following the landfall of Katrina through an EMAC agreement. This presentation will focus on what EMAC is and where it is going in relation to environmental health across the nation and here in Iowa. The audience will be able to learn about some of the projects that IDPH has developed and the effectiveness of some of the tools incorporated during this and last year’s CDC cooperative preparedness grant. Each participant will come away with a better understanding of how far we have come in environmental health preparedness including EMAC or IMAC, and how far we can go to sustain and progress our response capabilities.

2:00-2:15

NETWORKING BREAK

1. The Public Health Laboratory: Today and Tomorrow

**Michael Pentella, PhD, D(ABMM), CIC, Interim Associate
Director Infectious Diseases, University Hygienic Lab
Lucy Desjardin, PhD, Program Manager, University
Hygienic Lab**

This is an interactive, question and answer session designed for audience participation. This session will examine testing available for the diagnosis and detection of infectious diseases from the public health laboratory. It will be presented in a case study format to give participants the opportunity to test their knowledge. This session is directed at public health professionals who rely on laboratory tests for information to drive their decisions.

2. Breastfeeding Peer Counseling Programs in Iowa

**Julie Schweiger, BSN, IBCLC, Peer Counselor Program Manager,
IDPH/Women, Infants & Children Program (WIC)
Holly Szcodronski, RD, LD, CBE, Breastfeeding Promotion
Coordinator, IDPH/ WIC Program**

Human milk is regarded as the optimum form of nutrition, yet many infants are not given the opportunity to benefit from breastfeeding. This presentation will enhance the knowledge of the public health community and health care professionals regarding *Healthy Iowans 2010* breastfeeding goals, and breastfeeding peer counseling programs past and present. Utilizing breastfeeding peer counselors to promote breastfeeding and educate and support mothers can have a positive impact on breastfeeding initiation and duration rates. During this presentation we will examine best practices, lessons learned, and results of successful breastfeeding peer counseling programs and research findings used to develop the USDA Food & Nutrition Service model for a successful peer counseling program. We will be presenting information on innovative methods to provide consistent health education specific to human lactation to Iowa's WIC population and empower these mothers along the way through education, training, and employment.

3. The Great Divide: The Nexus of Stigma in the Public Perception and Treatment of Mental Illness in Iowa

**Teresa Bomhoff, President, NAMI Greater Des Moines
Cecilia Arnold, MS, LMHC, NCC, Director, Passages,
National Catholic Rural Life Conference**

This presentation involves a series of questions on mental health posed to the audience. Supporting information is provided for each answer through a powerpoint presentation, videos, stories of hope, and stories of families.

4. Policies and Procedures Ensure Continuity of Environmental Health Programming

Ken Sharp, BA, REHS, Executive Officer, IDPH

Local environmental health programs cover a complex number of issues that require specific actions by local staff. The day-to-day operations of most local EH programs are well understood by existing staff, but are not written in a formal policy or procedure. This lack of clarity in how the program is administered creates serious challenges for the effective continuity of environmental health service delivery when staff turn over occurs. This presentation will address the need for local EH policies and procedures and how they can help the local staff do a better job at administering EH services. Model policies and procedures developed by IDPH and Scott County will be shared for local staff to implement within their own programs.

5. The Hispanic Paradox: What's True for Iowa's Immigrant Families?

Debra Kane, PhD, RN, APRN, BC, MCH Epidemiologist, IDPH

Representatives from the Division of Latino Affairs, Iowa Department of Human Rights

A phenomenon called the "Hispanic paradox" has been widely documented. It refers to findings that immigrant Hispanic women experience better birth outcomes than women of other racial and ethnic minorities, despite the barriers that immigrants face in accessing prenatal care and other services. In fact, immigrant Hispanic women experience birth outcomes comparable to non-Hispanic white women. Session panelists will discuss the extent to which the "Hispanic paradox" holds true in Iowa. They will provide testimonials as to their experience as immigrants and factors they believe explain the "Hispanic paradox". Panelists will also suggest ways that public health practitioners can learn about the strengths of immigrant families and ways to build on these strengths to promote healthy birth outcomes among immigrant and non-immigrant families.

6. Creating a Livable Community for Older Iowans: The Johnson County Experience

Brian Kaskie, PhD, Assistant Professor, University of Iowa College of Public Health

The Johnson County Consortium on Successful Aging, whose membership includes the local AARP chapter, the local senior center, health care providers, faith-based organizations and other 'local experts' on aging, was created to answer the question: What can be done to assure that Johnson County becomes a livable community for older persons? The group collected data from a range of sources. With this data, the Consortium illuminated what makes Johnson County a livable community and also identified areas that needed greater attention from the community at-large. This session will review the process and findings in Johnson County and will recommend steps for other groups to take in making their communities more livable for seniors.

7. Taming the Dragon - Facilitative Leadership Skills for Collaborative Community Planning (Part II)

Deb Burnight, CTF, CEO, Facilitated Resources

This session will build upon Part I. It is recommended that you attend Part I before attending this session.

3:15-3:30

NETWORKING BREAK

3:30-4:30

PLENARY SESSION: *REDESIGNING PUBLIC HEALTH: DEVELOPMENT OF STATEWIDE PUBLIC HEALTH STANDARDS*

Members of the Work Group for Redesigning Public Health in Iowa

The presentation will focus on the development of state-level standards and criteria for public health, building on last year's plenary session on the development of standards for local public health. Members of the Work Group for Redesigning Public Health will discuss next steps for Iowa's public health standards, the national movement for public health performance improvement initiatives and the proposed national voluntary accreditation system.

4:30

PROFESSIONAL MEETINGS

1. IPHA Community Planning Section
2. IPHA Health Administration Section
3. IPHA Epidemiology/Laboratory Section
4. IPHA Environmental Health Section
6. Bureau of Family Health Grantee Meeting

7:00 AM	IA SOPHE MEETING
7:30	REGISTRATION & CONTINENTAL BREAKFAST
8:00-9:00	PLENARY SESSION: BRIDGING INTO HEALTH AND WELLNESS: WHY SHOULD POVERTY MATTER? Terie Dreussi Smith
9:00-9:15	NETWORKING BREAK
9:15-10:15	CONCURRENT SESSION IV

1. Hidden Rules and Resources: Opening Doors to Choice and Future Story

Terie Dreussi Smith, MED, OCPS II

(This session is required for participants planning to attend the Language and Family session). Are there hidden rules that we use and react to every day in a "blind dance" of economic class? Are our programs based on hidden rules that are in conflict of the hidden rules of people in poverty? This session opens the door to hidden rules and key concepts that may be hidden within each of us and our program designs. But will knowing the hidden rules be enough to open doors to economic stability and health for your patients and participants? Poverty is the extent to which we do without resources. (Payne) What are these resources, and how do we build them together with our patients and communities? This session looks at eight resources and how one organization changed everything they did in order to build these resources within their community. (Based on the book: *Bridges Out of Poverty: Strategies for Professionals and Communities*. Payne, DeVol, Dreussi-Smith)

2. Elderly Oral Health Care in Iowa

Heather Miller, RDH, Public Health Dental Hygienist, IDPH

Jane Chalmers, BDS, MS, PhD, Associate Professor, Geriatric Dentistry, University of Iowa College of Dentistry

Jane Condon, RN, BSN, MBA, Director, Calhoun County Public Health

This session will detail what Iowa is currently doing to improve access to oral health services for older adults. In addition to other programs, this session will highlight Senior Smiles, a project implemented in six counties over the last two years. This project utilizes the skills of public health nurses to identify the oral health needs of seniors, improve their oral hygiene by recommending appropriate interventions, and make referrals to dentists. Participants will be encouraged to identify ways to improve oral health services for seniors within their respective areas based on available resources and community partnerships.

3. Tobacco Free Policy: Working with Large Systems

Beth Ritter Ruback, BA, Project Manager, Clean Air For Everyone (CAFÉ), Johnson County

Christopher Squier, DSc, Associate Dean for Research, University of Iowa College of Dentistry

Diana Lundell, BS, Co-Director, Joint Office for Marketing and Communication, University of Iowa Hospitals and Clinics

Maureen Keehnle, Vice President & General Counsel, Iowa Hospital Association

The U.S. Surgeon General's recent report clearly articulated the adverse health effects of secondhand smoke. Restricting areas where tobacco can be used is one of the most effective ways of reducing tobacco related death and disease. Following the recommendation of the Iowa Hospital Association that all hospitals adopt a tobacco free campus policy, CAFÉ Johnson County was awarded a Harkin Wellness grant to work with University of Iowa Hospitals and Clinics and with the UI Health Sciences Colleges, the University of Iowa and Kirkwood Community College, to extend tobacco free policies to their campuses. A panel representing administrators, employees, facility managers, and tobacco control experts will describe the opportunities and challenges of working with large health and educational systems to introduce a tobacco free environment.

4. How to Spread Good Programs and Ideas: Theories, Techniques, and Practical Application (Part I)

Jane Taylor, EdD, Improvement Advisor, National Initiative for Children's Healthcare Quality (NICHQ) Institute for Healthcare Improvement (IHI)

We have probably all been part of a project or program that shows positive outcomes on a limited geographical or target population scale. Many times those positive outcomes are the result of new and innovative ideas, activities, or initiatives. But these new ideas leading to positive outcomes don't necessarily spread to a larger scale acceptance, distribution, or implementation. Why not? What are the factors that underlie and encourage spread? Part 1 of this 2-hour session will provide an understanding of how and why new ideas and innovations spread through a particular system, e.g. the health care system. The presenter will review "Diffusion of Innovation" theory and discuss specifics of how an innovation goes from being new and rare, maybe even uncomfortably strange, to being part of the system's culture.

5. Economic Incentives for Improved Food Safety: Seeking Reimbursement of Public Expenditures Caused by Foodborne Illness Outbreaks

Denis Stearns, Attorney at Law, Marler Clark, Seattle, WA

Marler Clark represents clients in litigation against restaurants and food companies whose products have been traced back to the source of foodborne illness. This presentation explores the responsibility of the food service establishment and food companies to reimburse public health for their services during a foodborne illness outbreak. This presentation discusses the cost of foodborne illness in terms of medical costs, productivity loss, premature death of victims, and the consequences the food companies face when their product is determined to be the source. The presenter will also discuss what regulators can do and what regulations are necessary to help prevent foodborne illness in food services establishments and why outbreak investigations are beneficial to food service establishments. Discussion will also be centered around why food safety is invisible and the top reasons to seek reimbursement of public health expenditures.

6. Beyond Depression: Tools for Rural Women Living With Depression

**Joan Blundall, MS, HCA, Executive Director,
Higher Plain, Inc.**

This presentation will focus on the diverse information needs of rural women and families who suffer with depression/fallout of depression, and are impacted by the lack of access to services in medical shortage areas. Health literacy, stigma and translation of science based best practices for treatment of major depression will be addressed in discussion of the creation and peer review of three separate toolkits for medical providers, community members and those who live with depression.

7. Transition Culture Shock

**Michelle Laughlin, Coordinator of Disability Services,
Drake University**

This presentation will increase participants' knowledge of services available to students with disabilities to support transition to post-secondary education. The presenter will share what challenges adolescents face in transitioning to independence and what contributes to successful transition skills. Ms. Laughlin is Coordinator of Student Disability Services at Drake University. She will share her personal experience and her experience in working with students with disabilities.

10:15-10:45

**NETWORKING BREAK
POSTER SESSIONS**

1. Hidden Rules and Resources: Opening Doors to Choice and Future Story (repeated)

2. Elderly Oral Health Care in Iowa (repeated)

3. How to Spread Good Programs and Ideas: Theories, Techniques, and Practical Application (Part II)

Jane Taylor, EdD, Improvement Advisor, National Initiative for Children's Healthcare Quality (NICHQ) and Institute for Healthcare Improvement (IHI)

Part II will give participants a practical application opportunity to translate some of the generic elements of spread into specific and relevant strategies for spreading their own new or innovative public health ideas, projects, or programs.

4. Culturally Competent Service Delivery

Michelle Yehieli, DrPH, Associate Professor and Executive Director, UNI - Iowa EXPORT Center of Excellence on Health Disparities

Mark Grey, Professor and Director, UNI - Iowa Center for Immigrant Leadership and Integration

This presentation will provide introductory information about working with individuals from a different culture. As Iowa's population continues to become more diverse it will be essential for the public health workforce to develop further skills in cultural competency.

5. Update on the Redesign of Iowa's Mental Health System

Allan Parks, PhD, MPH, Director, Division of Mental Health and Disability Services, IDPH

Dr. Parks will provide information about how 2006 state legislation mandating redesign of the mental health system is being implemented. The audience will hear about progress to date and plans for the future.

6. Iowa's Top Ten New & Re-Emerging Infectious Diseases of 2006

Pam Deichmann, RN, MPH, Bureau Chief, Center for Acute Disease Epidemiology, IDPH

David Massaquoi, BS, MPH, Regional Epidemiologist, IDPH
Deb Dufficy, DVM, MPH, Epidemic Intelligence Service Officer, IDPH

In 2006, public health officials experienced numerous disease outbreaks caused by either new or re-emerging diseases. This presentation will focus on the Top 10 new and/or re-emerging infectious diseases reported to IDPH and some outbreak management experiences. The information presented will include statistical summaries and lessons learned about the top ten diseases; the health impact of these diseases; and economic impact issues for local and state public health departments. There will be time set aside to ask questions and network with state epidemiological staff.

7. Language Matters: An Introduction to Framing Public Health Messages for Public Support

Ann Lochner, MSW, Director, Applied Research

Collaborative on Youth Development, University of MN

An issue is by definition a social problem that has received mass media coverage and is seen as a societal concern. Making the case to elevate societal attention to respective issues requires persuasive communication and an understanding of the influences that have determined public attitudes. In order to effectively build public will and ultimately gain support for policy change, the lens through which information is understood must change. This session will explore strategic frame analysis developed by Frameworks Institute as a tool in advancing understanding about how public perceptions regarding issues are formed. Consequences of some commonly held beliefs or frames through which issues are understood will be explored as well as how issues can be re-framed to evoke a different way of thinking. Examples of successful messages will be reviewed, highlighting the public health arena.

8. Poster Sessions

11:45-1:15

LUNCH

1. IPHA Annual Meeting
2. *hawk-i* Outreach Task Force Meeting

12:15-1:15

POSTER SESSIONS

1:15-2:15

CONCURRENT SESSION VI

1. Language & Family: Building Relationships of Mutual Respect
Terie Dreussi Smith, MEd, OCPS II

(Those attending this session should have attended Hidden Rules & Resources). Have you noticed that there are different patterns of communication between classes? That poverty tends to create different family dynamics and structures? That people in poverty generally distrust organizations? How are your messages being perceived? There are five communication registers (Joos) at work within all languages, and the different economic classes use different registers! Strategies include ways to reduce middle class "noise" and develop meaningful prevention and treatment messages. This session looks at the environments and hidden rules of middle class and poverty that may result in differences in how families work together to solve problems. A common theme is how to use this knowledge to build relationships of mutual respect with individuals in generational poverty - a key to improving health and wellness outcomes.

2. When You're Through Changing, You're Through!

Steve Siemens, CEO, Siemens People Builders

Life is about change. Learn how to make change effective and discover a creative strategy for change. Change some things that need to be changed and even some things that don't. Simply stated, "If it isn't broken, break it," so you can make it even better.

3. Evidence-Based Disability and Disease Prevention for Older Iowans: Translating Research into Community-Based Programs

Carlene Russell, MS, RD, LD, Nutrition Program

Coordinator, Iowa Department of Elder Affairs

Donna Harvey, Executive Director, Hawkeye Valley Area Agency on Aging

Eileen Daley, RN, MPH, Division Manager - Community Health Services, Black Hawk County Health Department

The Agency for Healthcare Research and Quality (AHRQ) found that 84 percent of adults age 65 and older have one or more chronic conditions and 63 percent have two or more chronic conditions. Health care expenditures are more than six times higher for people with one chronic condition. Our society is challenged to cover the costs associated with providing health care to this growing segment of the population. The Iowa Healthy Aging Coalition, with representatives from the Department of Elder Affairs, Area Agencies on Aging and Local Public Health will define the scope of the problem, introduce the evidence-based health promotion model and discuss application through community level partnerships. Participants will be asked to proactively plan for the challenges associated with an aging population and the projected growth in the number of people living with chronic health conditions. Examples of evidence-based intervention strategies that have been proven to be effective in reducing the risk of disease, disability and injury among older adults will be provided as tools.

4. Converting From an "Enforcement Model" to a "Systems Development Model" for More Effective Food Protection Service

Rich Peter, Associate Director of Public Health and Director of Environmental Health, Olmsted County, MN

Through emphasis on evidence-based practices and continuous improvement principles, Olmsted County (Rochester, MN) continues to transition its food safety program from a traditional "inspection & enforcement model" to a "systems development model." Our environmental health professionals and food service clients are building mutual trust & respect which aids in identifying the most significant food safety risk factors and effectively building systems to address them.

5. SMART Objectives

Natoshia Askelson, MPH, University of Iowa College of Public Health

This presentation is designed to help people create SMART objectives for their programs. Too often people involved in public health struggle when asked to define objectives. The presentation clearly defines and provides examples for making public health objectives specific, measurable, attainable, reasonable and timed. Participants will be challenged to think about their 'theory of

change' and how objectives shape their programs and evaluations. The important difference between objectives and activities will be highlighted. Participants will be given a chance to critique objectives and learn from mistakes others have made.

6. Measuring the Economic Impact of Public Health

Jane Schadle, RN, BSN, MSHA, IDPH

Local government and organizations are scrutinizing public health budgets and cutting those budgets to maintain fiscal solvency. As advocates for health, local leaders are adept at explaining the impact of health programming on the population but often they are less able to quantify and describe the standard economic measures of impact on the community's health sector and the dollars invested. This session explains measures of economic impact of public health in the local community. The impact of the health salaries and the "multiplier effect" in terms of community dollars will be explained. The opportunity-cost of sales-leakage is explained when businesses close or relocate out of town. Building on this economic overview, a local application presentation will demonstrate the use of the economic measures to make the case for local investment in public health infrastructure. Resources will be provided that allow the interested audience member to search for their own tools and data sets specific to their county or city.

7. Environmental Approaches to Promoting a Healthy Lifestyle

Kathy Ridnour, Coordinator, Safe Routes to School

Program, Iowa Department of Transportation

Lisa Hein, Program & Planning Director, Iowa Natural Heritage Foundation

For many years, various agencies and organizations have been working to develop multi-use trails in Iowa. This session will provide information about the existing infrastructure of trails in Iowa, how they are developed and who is involved. In addition, a new program, Safe Routes to School, is underway to increase the number of elementary and middle school children walking and bicycling to school. Other Department of Transportation policies have also been implemented to consider the needs of bicyclists and pedestrians in all highway projects. This presentation will provide information about efforts to improve the physical environment for healthy lifestyles.

2:15-2:30

NETWORKING BREAK

2:30-3:30

PLENARY SESSION: STAYING UP IN AN UPSIDE-DOWN WORLD

Steve Siemens

3:30

CLOSING /ADJOURN

2007 Iowa Public Health Conference

Registration Form

Please Print

Name _____

Employer/Organization _____

Mailing Address _____

City _____ State _____ Zip _____

Daytime phone (____) _____ Email _____

Which best describes your primary worksite?

- | | |
|--|---|
| <input type="checkbox"/> Local Health Department | <input type="checkbox"/> Hospital |
| <input type="checkbox"/> Community Health Center | <input type="checkbox"/> State Health Department |
| <input type="checkbox"/> Higher Education Institution | <input type="checkbox"/> Public Health Nursing Agency |
| <input type="checkbox"/> Environmental Health Department | <input type="checkbox"/> Maternal/Child Health Agency |
| <input type="checkbox"/> Private Clinic | <input type="checkbox"/> Parent |
| <input type="checkbox"/> Other (please specify) _____ | |

Which best describes your current position in the public health/health care arena?

- | | | |
|---|---|--|
| <input type="checkbox"/> Administrator | <input type="checkbox"/> Laboratory Personnel | <input type="checkbox"/> Emergency/First Responder |
| <input type="checkbox"/> Nurse | <input type="checkbox"/> Health Educator | <input type="checkbox"/> Environmental Health Specialist |
| <input type="checkbox"/> Dietician | <input type="checkbox"/> Veterinarian | <input type="checkbox"/> Allied Health Profession (OT, PT) |
| <input type="checkbox"/> Physician | <input type="checkbox"/> Social Worker | <input type="checkbox"/> Bd of Health/Bd of Supervisor |
| <input type="checkbox"/> Dentist | <input type="checkbox"/> Hygienist | <input type="checkbox"/> Higher Education Faculty/Staff |
| <input type="checkbox"/> Other (please specify) _____ | | |

SPECIAL ACCOMMODATIONS

Vegetarian Vegan Other, please explain _____

CONCURRENT SESSION CHOICES

(list session number)

April 3

Session I (10:45-11:45) _____

Session II (1:00-2:00) _____

Session III (2:15-3:15) _____

April 4

Session IV (9:15-10:15) _____

Session V (10:45-11:45) _____

Session VI (1:15-2:15) _____

I am a current member of _____ IPHA _____ IEHA

REGISTRATION FEES

Early registration (postmarked by March 6)	\$125.00
Regular Registration (postmarked March 7-23)	\$140.00
One Day Only <input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday	\$ 85.00
Full-Time Student	\$ 50.00
Student One Day Only <input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday	\$ 25.00

Total Enclosed _____

Check Number _____ PO # _____

Early registration deadline is March 6, 2007. Final registration deadline is March 23, 2007. Make check or purchase order payable to: Iowa Public Health Association. Mail registration and payment to: Sara Patkin, 809 NE Michael Dr., Ankeny, IA 50021. Credit cards cannot be accepted.



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