



Michigan's Premier Public Health Conference
October 3-5, 2017
Mission Point Resort
Mackinac Island, Michigan

MPPHC17 CONFERENCE REGISTRATION

MPPHC17

October 3-5, 2017

Mission Point Resort, Mackinac Island

Partners in Planning:

Grand Valley State University

Great Lakes Chapter Society for Public Health Education

Michigan Association for Local Public Health

Michigan Department of Agriculture and Rural Development

Michigan Department of Health and Human Services

Michigan Department of Environmental Quality

Michigan Public Health Association

Michigan Public Health Institute

Michigan State University

University of Michigan School of Public Health

REGISTRATION INFORMATION

CONFERENCE REGISTRATION

Includes Group Breakfast & Luncheons

Confirmations will be emailed to all registrants. Registration forms can be faxed or emailed in advance of payment to 517-485-6412 or jshaver@malph.org.

One Day	\$ 99.00
Full Conference	\$149.00
Late Fee after Sept. 22	\$ 20.00
Student & Retiree Rates	Contact MALPH

CONFERENCE LOCATION

Mission Point Resort
Mackinac Island State Park
One Lake Shore Drive
Mackinac Island, MI 49757

HOTEL ACCOMMODATIONS

Mission Point Resort
906-847-3000
Group: Michigan Premier Public Health Conference
Discounted Hotel Rates: \$115.00 & Up
Reservations must be made by August 18, 2017 to receive discounted rate.

CANCELLATIONS

Cancellations must be received in writing by September 19, 2017. Fax to: 517-485-6412 or email jshaver@malph.org. Cancellations are subject to a \$25.00 administrative fee.

EARLY CONFERENCE REGISTRATION

After September 22, 2017, add \$20.00

BECOME A CONFERENCE PARTNER

For more information on the benefits of supporting the conference, visit www.malph.org or email jshaver@malph.org.

SCHEDULE AT A GLANCE

TUESDAY, OCTOBER 3

Pre Conference Sessions.....1:00 - 4:00 p.m.

WEDNESDAY, OCTOBER 4

Breakfast, Registration & Networking.....7:45 - 8:45 a.m.

Welcome.....8:45 - 9:00 a.m.

Keynote Address.....9:00 - 10:00 a.m.

Networking Break, Poster Presentations,
Exhibitors.....10:00 - 10:30 a.m.

Breakout Sessions.....10:30 - 11:30 a.m.

Lunch.....11:30 - 12:15 p.m.

Awards.....12:15 - 1:00 p.m.

Breakout Sessions.....1:00 - 2:00 p.m.

Networking Break, Poster Presentations,
Exhibitors.....2:00 - 3:00 p.m.

Breakout Sessions.....3:00 - 4:00 p.m.

Networking Break, Poster Presentations,
Exhibitors.....4:00 - 4:15 p.m.

Keynote Address.....4:15 - 5:15 p.m.

Wrap Up & Adjourn.....5:15 - 5:20 p.m.

THURSDAY, OCTOBER 5

Exercise Activity.....7:00 - 7:45 a.m.

Breakfast, Registration & Networking.....7:45 - 9:00 a.m.

Keynote Address.....9:00 - 10:00 a.m.

Networking Break, Poster Presentations,
Exhibitors.....10:00 - 10:15 a.m.

Breakout Sessions.....10:15 - 11:15 a.m.

Lunch.....11:30 - 12:30 p.m.

Breakout Sessions, Poster Presentations,
Exhibitors.....12:30 - 1:30 p.m.

Networking Break.....1:30 - 1:45 p.m.

Keynote Address.....1:45 - 2:45 p.m.

Raffle (must be present to win).....2:45 - 3:00 p.m.

PRE CONFERENCE SESSIONS

1:00 - 4:00 P.M.

P-101

EMBRACING QUALITY IN PUBLIC HEALTH: PERFORMANCE MANAGEMENT, QUALITY IMPROVEMENT, AND HEALTH EQUITY TRAINING FOR PUBLIC HEALTH PRACTITIONERS

For the past two years, nine health departments in southwest Michigan have addressed regional workforce development needs by conducting a formal assessment of public health practitioner competencies and workforce development needs, exploring workforce development efficiencies across agencies, developing agency-specific workforce development plans, identifying priorities for regional workforce development, and implementing regional action plans. This presentation will share the project goals, processes, lessons learned, and best practices identified through this cross-jurisdictional planning and sharing experience.

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Jessie Jones, MPA, ASQ-CQIA, Michigan Public Health Institute

Rachel Melody, MPH, ASQ-CQIA, ASQ-CQPA, Michigan Department of Health and Human Services

Jeanette Ball, MS, Michigan Public Health Institute

P-102

LOCAL HEALTH DEPARTMENT COLLABORATION AND EXPLORATION OF SHARED APPROACH TO DELIVERY OF SERVICES

Earlier in the year, the Michigan Department of Health and Human Services (MDHHS) announced the availability of funds to continue the exploration of service sharing agreements and/or collaboration in the operations (role and function) of Michigan's local health departments. Collaboration and/or a shared approach to delivery of services, also known as Cross Jurisdictional Sharing (CJS), are significant concepts in public health service delivery in America. CJS is recognized by NACCHO and supported by the Center for Sharing Public Health Services. The Center serves as a national resource on CJS, building the evidence, and disseminating tools, methods and models to assist local health departments and policy makers as they consider and adopt CJS approaches. Ten local health departments received dollars to implement CJS projects. A panel of those health departments and MDHHS local health services staff will discuss their road map to include exploration, preparedness and planning, and finally implementation and improvement.

P-103

NETSMART USER GROUP MEETING & RECEPTION

Information to follow

WEDNESDAY, OCTOBER 4

9:00 - 10:00 A.M.

KEYNOTE ADDRESS

NOVEL TIMES CALL FOR NOVEL PARTNERSHIPS

The presentation will address the need to involve novel partners in new ways as we travel upstream to address social drivers of population health, with attention to framing relationships, agendas, and language. The role of advocacy, especially involving local APHA affiliates, in building a public health movement will also be discussed. Finally, two new APHA membership opportunities will be presented.

Thomas Quade, MA, MPH, FRSPH, APHA President, Health Commissioner, Marion Public Health

10:30 - 11:30 A.M.

SESSION 101

USING CENSUS TRACT-LEVEL ANALYSIS OF MORTALITY TO ADVANCE BROADER HEALTH EQUITY AGENDA

An analysis of the 48 census tracts in Berrien County revealed a five-fold difference in mortality between the tracts with the highest and lowest rates and a statistically significant association between a tract's age-adjusted mortality rate and demographics in terms of poverty, education, and race. This analysis laid a foundation for conducting community health assessment with a health equity lens and increasing the capacity of the community to implement appropriate interventions and policy changes and could be replicated in other communities.

Nicki Britten, MPH, Health Officer, Berrien County Health Department
Lynn Todman, PhD, MCP, Executive Director, Population Health

SESSION 102

USING A QUALITY IMPROVEMENT COHORT MODEL TO ACHIEVE HEALTH EQUITY

To achieve health equity, quality improvement efforts must focus on vulnerable, disproportionately impacted populations less likely to have positive outcomes. Improvement projects also benefit when an interprofessional approach, including consumers, is used. The Detroit Health Department will provide an overview of the cohort model used to increase HIV viral suppression in metro Detroit. Participants will leave the presentation knowing how to define their target population independent of morbidity and how to construct a cohort initiative.

Katrease Hale, MPH, Quality Manager, Detroit Health Department
Leanne Savola, MA, HIV/STI Programs Director, Detroit Health Department

SESSION 103

CREATING AN INTERNAL STRUCTURE TO ADDRESS POLICY AND PROCEDURAL BARRIERS TO HEALTH EQUITY

Barriers to health equity are a problem for every organization. Discover how Kalamazoo County Health & Community Services sought to remove policy and procedural barriers through the creation of a Health Equity Council and by conducting a Health Equity Scan, and how your organization can create similar internal processes.

Scott Janssen, MA, Health Equity Coordinator, Kalamazoo County Health and Community Services

SESSION 104

BUILDING TRUST, PLANTING SEEDS, AND CHANGING BEHAVIORS: DATA-DRIVEN REFLECTIONS ON VACCINE WAIVER EDUCATION

This presentation will synthesize the results of interviews with 31 Michigan waiver educators, and an analysis of the records of 4097 children whose parents or guardians attended waiver sessions, to inform discussion about best practices and reasonable goals for waiver education in Michigan.

Mark Navin, PhD, Associate Professor, Oakland University
Emily Clark, BS, Third-year Medical Student, Oakland University
William Beaumont School of Medicine
Miriam Ahmad, BS, Third-year Medical Student, Oakland University
William Beaumont School of Medicine
Bhavyata Patel, MD, MPH, Clinical Performance Improvement Analyst, Meridian Health Plan

SESSION 105

RESTORATIVE PRACTICES AND VIOLENCE PREVENTION: LOCAL EFFORTS IN SOUTHEAST MICHIGAN FOCUSED ON REPAIRING AND AVOIDING HARM

The Restorative Practices and Violence Prevention session highlights efforts by University faculty to build peace and facilitate healing through the promotion of equity, empathy, dialogue and restorative practices in correctional, educational and law enforcement contexts. Each presenter will describe the process of implementing innovative programs, while also reporting initial results as well as complications. The presenters invite session attendees to engage in discussion with the presenters concerning projects in other practice settings.

Juliette Roddy, MBA, PhD, Professor,
University of Michigan Dearborn

Paul Draus, PhD, MA, Professor of Sociology,
University of Michigan Dearborn

Derrick Franke, MA, Academic Specialist, Michigan State University

1:00 – 2:00 P.M.

SESSION 201

WHAT, EXACTLY, IS A HEALTH EQUITY LENS AND HOW DO I USE IT IN MY WORK?

It is common in discussions about health equity to hear references to using a 'health equity lens' or a 'health equity framework' – but is just as common for people to not know what that means. In this session, a definition of the concept of a health equity framework or lens will be defined and an example of a process that workgroups can use to act intentionally and strategically to advance health equity will be given.

Marijata C. Daniel-Echols, PhD, MPP, MA, BA, Program Director,
Center for Health Equity Practice, Michigan Public Health Institute

Karika A. Parker, PhD, MA, BA, Senior Project Coordinator,
Center for Health Equity Practice, Michigan Public Health Institute

Krista Rowe, BA, Community Health Consultant/Facilitator for Center for
Health Equity Practice, Michigan Public Health Institute

SESSION 202

CHOICES, NOT CHANCES: A SOCIAL MARKETING CAMPAIGN TO INCREASE CONDOM USAGE AMONG SEXUALLY-ACTIVE YOUTH.

Incidence rates for gonorrhea and chlamydia spiked in Ingham County in 2016, both reaching ten-year highs. Infections were concentrated among youth, ages 15-24. To reduce the spread, the Ingham County Health Department developed a social marketing campaign using CDCynergy Lite to promote condom usage, disseminate sexual health messages, and increase the availability of condoms. The market research included an online survey of local youth and focus groups at two Lansing high schools.

Amanda Darche, MPH, Communication Specialist,
Ingham County Health Department

Annette P. Jones, BGS, Prevention Coordinator,
Ingham County Health Department

SESSION 203

DATA TO CARE / LINK-UP DETROIT: HOW TO IMPLEMENT A PUBLIC HEALTH PROGRAM TO ENGAGE HIV-POSITIVE INDIVIDUALS THAT ARE NOT ENROLLED IN MEDICAL CARE

Data to Care (D2C) is a nationally-recognized HIV prevention strategy because it has shown to successfully get HIV-positive, not in care (NIC) individuals, enrolled in consistent HIV medical care. D2C utilizes MDHHS surveillance information to contact NIC individuals. D2C also partners with existing service organizations and healthcare providers to support the transition back into care. This presentation describes how to implement D2C in any size community, by utilizing Detroit and Jackson County as case studies.

Lindsey Kinsinger, Link-Up Detroit / Data to Care Coordinator,
Detroit Health Department

Tracy Payne, RN, Communicable Disease Nurse,
Jackson County Health Department

Jacob Watson, MPH, HIV Epidemiologist,
Michigan Public Health Institute

SESSION 204

PUBLIC HEALTH SUSTAINABILITY – CREATING RESILIENT COMMUNITIES WHEN FACED WITH AVIAN INFLUENZA TO ZIKA

This workshop will define elements of sustainability, and relate sustainability to Performance Management. Sustainability has roots in strong partnerships and leveraging resource, similar to Cross-Jurisdictional sharing. Public health is faced with increasing challenges, and there are many benefits to implementing a modified incident command structure for effective management. Case studies of food-borne illness, Wurtsmith PFAS contamination, and Hepatitis A will be discussed with lessons learned applicable to current challenges such as Avian Influenza and Zika.

Denise M. Bryan, MPA, Administrative Health Officer,
District Health Departments #2 and #4

SESSION 205

NORTHEAST MICHIGAN PRESCRIPTION FOR HEALTH

An introduction to the development and year-one outcomes for the Northeast Michigan Prescription for Health program. NEMPFH provides residents in 9 Michigan counties with 6 nutrition education sessions and \$60 in vouchers for fresh produce from local grocers and farm markets. This program is funded by the Michigan Health Endowment Fund and administered by Alcona Health Center. Other partners include MSU Extension, Thunder Bay Community Health Services, and District Health Departments 2, 4, and 10.

Denise Thompson, Program Manager, Alcona Health Center
Barb Porrett, Outreach and Marketing Manager, Alcona Health Center

3:00 – 4:00 P.M.

SESSION 301

ADULT IMMUNIZATION IN MICHIGAN: USING THE STANDARDS TO INCREASE COVERAGE

Vaccines play an important role in keeping individuals safe from serious diseases. Despite the burden of vaccine-preventable disease, most adults are not aware that they need vaccines. There are missed opportunities for vaccination because many healthcare providers are not routinely assessing vaccination status of adult patients. Improved frequency of provider vaccine assessment and recommendations help to reduce disparities and structural barriers to preventive care. Learn about effective strategies and practice standards for communicating with adults about vaccines.

Hugh G. Deery II, MD, FACP, FIDS, FSHEA, President,
Infectious Diseases Consultants, PC

SESSION 302

SOCIAL BEHAVIORAL DETERMINANTS OF HEALTH & THE OMAHA SYSTEM: EMPOWERING LOCAL HEALTH DEPARTMENTS TO ADDRESS HEALTH INEQUITY

Looking to improve health equity in your community? Discover the relationship between social behavioral determinants of health (SBDH) and health inequity. Karen Monsen, PhD, RN, FAAN details the results of a 2014 study by students at the University of Minnesota proving that meaningful documentation of SBDH can empower local health departments to improve health equity in their community. Learn which documentation methods will arm you to confront and address health inequity.

Karen A. Monsen, PhD, RN, FAAN, Associate Professor,
University of Minnesota

SESSION 303

AN INFORMATICS-SAVVY APPROACH TO COMMUNITY-BASED PARTICIPATORY RESEARCH WITH VULNERABLE POPULATIONS AFFECTED BY ENVIRONMENTAL DISASTERS

St. Louis, Michigan was the epicenter of one of the largest toxic exposures in American history. St. Louis residents and researchers from Emory University have come together to create a vision for a new cohort study, building on work previously done by the then Michigan Department of Public Health that would answer fundamental questions about how the community was affected by the exposure. If carried out this study would be a model for how to respond to Flint.

Marcus Cheatham, Health Officer,
Mid-Michigan District Health Department

Jane-Ann Nyerges, Manager of Business Analytics, Universal Screen Arts President, Michigan PBB Citizens Advisory Board

SESSION 304

BREASTFEEDING AND SAFE SLEEP: THE HEALTH DISPARITY EQUALIZERS

Breastfeeding is the great disparity equalizer because it's something that nearly every mom can do, regardless of race or socioeconomic status. This engaging session will help providers apply the updated American Academy of Pediatrics (AAP) recommendations for safe infant sleeping environments in their client's daily lives. A discussion on the impact of breastfeeding on SUID and risk factors for co-sleeping will be addressed. Practical advice on how to feed infants and keep them safe will be shared.

Marji Cyrul, MPH, RD, CLS, Breastfeeding Coordinator,
Michigan Department of Health and Human Services

Patricia Kelly, LMSW, MPH, Infant Safe Sleep Program Consultant,
Michigan Department of Health and Human Services

SESSION 305

USING FETAL, INFANT AND CHILD DEATH REVIEW TO ADDRESS DISPARITIES AND IMPROVE HEALTH EQUITY

This session will describe the Child Death Review (CDR) and Fetal and Infant Mortality Review (FIMR) methodologies and their common goal: to serve as an effective maternal, infant, and child health systems intervention and public health strategy. Fatality review teams use findings to inform communities of their determinants of infant and child deaths and how mothers'/families' experiences with racism have impacted infant and child outcomes. Examples of successful interventions that address disparities will be shared.

Rosemary Fournier, RN, BSN, FIMR Director,
National Center for Fatality Review and Prevention

Teri Covington, MPH, Senior Program Director,
Michigan Public Health Institute

Debra L. Lenz, MA, Maternal & Child Health Division Manager,
Kalamazoo County Health & Human Services

4:15 - 5:15 P.M.

KEYNOTE ADDRESS

HEALTHY AGING: POLITICAL AND POLICY IMPLICATIONS

Benson will provide an overview of the public policy landscape in the United States with respect to older adults. Beginning with a review of the demographics of an aging society (with a doubling of the number of older adults by 2030) and the political and policy implications of this historic and unprecedented demographic shift, he will then discuss the national public policy responses to the key public health, health care and social services issues facing elders and their families (e.g., Medicare, Medicaid, Older Americans Act).

William F. Benson, BA, President, Health Benefits ABCs

THURSDAY, OCTOBER 5

7:00 – 7:45 A.M.

EXERCISE ACTIVITY

CARI DRAFT, PERSONAL FITNESS TRAINER, FOUNDER AND OWNER OF ECOTREK FITNESS

Back by popular demand! Cari Draft is one of the lakeshore's most active and community-involved personal fitness trainers. While she is founder and owner of EcoTrek Fitness (unique outdoor group workouts with several series all over Michigan) she also trains numerous fitness clients, ranging from marathon runners to men and women of all ages interested in losing weight or just feeling more fit.

9:00 – 10:00 A.M.

KEYNOTE ADDRESS

MICHIGAN ACE INITIATIVE

The CDC-Kaiser Permanente Adverse Childhood Experiences (ACE) Study is one of the largest investigations of childhood abuse and neglect. Dr. Robert Anda co-authored this research that demonstrated how adults who experienced abuse and neglect, growing up with domestic violence, substance abuse, mental illness or other stresses could negatively alter a child's genes and brain. Adverse Childhood Experiences have been linked to many public health issues including risky health behaviors, chronic health conditions, low life potential, and early death.

The Michigan Association of Health Plan's Foundation received funding from the Michigan Health Endowment Fund to support the Creating Healing Communities: A Statewide Initiative to Address Adverse Childhood Experiences (ACEs) in Michigan.

This initiative is focused on expanding efforts toward a statewide awareness of the Adverse Childhood Experiences and creating a statewide coalition to recommend development of appropriate interventions and state policy and to provide for the implementation of Medicaid policy for ACE. This program is aimed at benefitting the health and wellness of Michigan's children.

Richard Murdock, BS, MHSA, President, R.B. Murdock Consulting, LLC

10:15 – 11:15 A.M.

SESSION 401

THE PAST IS PROLOGUE: THINKING AND DEVELOPING OPIOID ABUSE INTERVENTIONS

The current drug epidemic can evoke memories of past injustices and inequities from earlier drug epidemics. The purpose of this presentation is to demonstrate how information can be collected to inform local entities about the nuances of the current drug epidemic; to work through the effects of historical inequalities in communities, and to work with community residents in developing interventions.

Sarah Bryant, MPH, RN, Health Promotion and Prevention Division Manager, Ingham County Health Department

Cassandre Larrieux, MPH, Sr. Community Epidemiologist, Ingham County Health Department

Sumeer Qurashi, MD, MPH, Community Epidemiologist, Ingham County Health Department

SESSION 402

MAKING IT EASIER TO MAKE HEALTHFUL FOOD AND BEVERAGES CHOICES IN COMMUNITY SETTINGS

Since 2016, nearly 100 sites in northern lower Michigan have been improving access to healthy food and beverages. Schools, hospitals, food pantries, food retailers, worksites, mental health clubs, and commissions on aging participated in projects to enhance health equity. Innovative strategies were employed to increase access and to promote fresh produce, reduced-sodium options, and offer healthy beverage options. We will highlight some of our biggest successes and strategies for making these changes in your community.

Lynn DeMoor, MS, RDN, Nutritionist/Community Health Coordinator, Health Department of Northwest Michigan

Kim Chandler, BS, Health Promotion Manager, District Health Department #10

Tricia Phelps, BA, Operations Director, Taste of Local Difference

Meghan McDermott, BA, Food & Farming Director, Groundwork Center for Resilient Communities

SESSION 403

LEVERAGING NATIONAL PUBLIC HEALTH ACCREDITATION PREPARATION TO INFUSE AND SUPPORT HEALTH EQUITY PROGRAMS

Oakland County Health Division (OCHD) has used their process of preparing for National Public Health Accreditation through the Public Health Accreditation Board to create a formal focus on health equity in the agency's activities and partnerships. This session will provide an overview of how the agency focused on health equity in its Community Health Assessment, Community Health Improvement Plan, Strategic Plan, and other accreditation requirements.

Carrie Hribar, MA, Planning and Evaluation Supervisor,
Oakland County Health Division

Shannon Brownlee, MPH, Public Health Educator,
Oakland County Health Division

SESSION 404

TRANSFORMING RESEARCH INTO ACTION TO IMPROVE THE LIVES OF STUDENTS (TRAILS): A COLLABORATIVE APPROACH TO MEETING THE MENTAL HEALTH NEEDS OF MICHIGAN'S YOUTH

This presentation will introduce TRAILS, a unique program developed by researchers in the University of Michigan Department of Psychiatry, designed to address public health challenges stemming from inadequate access to mental health care. TRAILS provides training for school communities to utilize evidence-based mental health strategies with their students. Presenters will describe the public health context in which TRAILS was developed and the model of statewide collaboration being utilized to expand the program statewide.

Elizabeth Koschmann, PhD, Assistant Research Scientist,
University of Michigan

Shawna N Smith, PhD, Research Assistant Professor,
University of Michigan

Jennifer Vichich, MPH, Program Coordinator,
University of Michigan Depression Center

SESSION 405

MOVING MATERNAL CHILD HEALTH NEEDS ASSESSMENT INTO A HEALTH EQUITABLE PRACTICE

The Title V MCH Needs Assessment model used in local health departments (LHD) in 2017 will briefly be described. The state team will be available to answer questions. Additionally, LHD will have time to share best practices, and collaborate with colleagues to share implementation strategies. This session is designed to be highly interactive. Please bring your questions, challenges, successes and best practices discovered during the MCH Needs Assessment process from January through September 2017.

Trudy Esch, MS, RN, Maternal Child Health Nurse Consultant,
Michigan Department of Health and Human Services

Carrie Tarry, MPH, Acting Director, Division of Child & Adolescent Health,
Michigan Department of Health and Human Services

Julia Heany, PhD, Program Director, Michigan Public Health Institute

12:30 - 1:30 P.M.

SESSION 501

OUTREACH BY CARE MANAGEMENT TEAMS & COMMUNITY HEALTH WORKERS WITH FRAIL ELDERLY IN MUSKEGON COUNTY: FIRST YEAR OUTCOMES & ROI

Outreach by Care Management Teams & Community Health Workers with frail Elderly in Muskegon County: First Year Outcomes & ROI. A quantitative and qualitative evaluation and ROI study. Increasing quality, patient satisfaction while reducing readmissions after hospital discharge.

Greg Cline, PhD, MHA Program Director,
Grand Valley State University

Edward M. Jados, MHA, PhD Candidate, Michigan State University
Cynthia Coviak, PhD, RN, Professor, Kirkhof College of Nursing,
Grand Valley State University

SESSION 502

PROVIDING EMERGENCY PREPAREDNESS FOR THE WHOLE COMMUNITY: KENT COUNTY'S INCLUSIVE PREPAREDNESS PROGRAM

Nearly one fifth of the United States' population has a disability, but there are often not enough opportunities for people with disabilities to receive basic emergency preparedness training. This session will discuss how the Kent County Health Department's Emergency Preparedness Program developed and delivered an inclusive training series appropriate for people with a variety of disabilities in collaboration with county response partners.

Patricia Draper, BS, PEM, Emergency Preparedness Specialist,
Kent County Health Department

Karla Black, PhD, MEP, PEM, Emergency Preparedness Coordinator,
Kent County Health Department

SESSION 503

MEANINGFUL FAMILY ENGAGEMENT PROMOTES EQUITY IN CARE FOR CHILDREN AND YOUTH WITH EPILEPSY IN RURAL AND UNDERSERVED AREAS OF MICHIGAN

Michigan's CSHCS Division integrates family engagement promising practices into the Pediatric Epilepsy Project to promote equity in care for children and youth with epilepsy (CYE) living in rural and underserved areas. Promising practices implemented in the project include using parent feedback to drive project activities; employing parents of CYE in meaningful positions; supporting partnerships between providers and parents/patients; involving parents in education of practitioners; and assuring evaluation activities are family-centered.

Marcia Franks, BS, Project Coordinator,
Michigan Department of Health and Human Services

Rubontay Buckner, BS, MA, Parent Consultant,
CSHCS Family Center

Jane Turner, MD, Professor Health Programs, Pediatrics, and
Human Development, Michigan State University

SESSION 504

OVERCOMING THE WHIRLWIND TO ACHIEVE WILDLY IMPORTANT GOALS: PERFORMANCE MANAGEMENT USING THE 4 DISCIPLINES OF EXECUTION

Important goals that require you to do new, different things often conflict with the "whirlwind" of the day job, made up of urgencies that consume time and energy. The 4 Disciplines of Execution outlines rules for executing your most critical strategies in the midst of the whirlwind. This session will describe how we use 4DX principles to implement a performance management system to achieve wildly important goals. Participants will receive a plan example, a system template, and access to online training slides.

Chelsea Moxlow, BSPH, MSPH, MCHES, Health Promotion and
Accreditation Coordinator, Livingston County Health Department

SESSION 505

HUMAN TRAFFICKING AWARENESS

This presentation will cover the materials needed for a public health license which include definitions of sex and labor trafficking, Venues of trafficking in Michigan and the US, warning signs for adults and minors, how to identify victims, and how to report a trafficking situation.

Melissa Steiner, MSA, CHES

THURSDAY, OCTOBER 5 / CE CREDITS

1:45 - 2:45 P.M.

KEYNOTE ADDRESS

LOCAL, STATE, AND FEDERAL RESPONSE TO VAPOR INTRUSION

Vapor intrusion occurs when there is a migration of vapor-forming chemicals from any subsurface source into an overlying building. Recognition of soil vapor intrusion to buildings and other enclosed spaces occurred in the 1980s with concerns over radon intrusion. Subsequently, there was an increasing awareness that anthropogenic chemicals (e.g., petroleum hydrocarbons and chlorinated solvents) in soil, ground water, sewers, and drain lines that could also pose threats to indoor air quality via the vapor intrusion pathway. The vapors may accumulate in dwellings or occupied buildings and may pose near-term safety hazards (e.g., explosion), acute health effects, or Low-level chemical exposures over many years may raise the lifetime risk of cancer or chronic disease.

Currently, personnel from the Michigan departments of Environmental Quality, Health and Human Services, US Environmental Protection Agency, and local health departments are working together to ensure timely and effective public health response to end known and prevent human exposure to hazardous chemicals.

Kory, Groetsch, MS, Environmental Public Health Director,
Michigan Department of Health and Human Services

Lisa Quiggle, MPH, Actor Vapor Intrusion Unit Manager,
Michigan Department of Health and Human Services

Eric Pessell, REHS, BA, Health Officer,
Calhoun County Health Department

Betsy Nightingale, MS, On Scene Coordinator, US EPA

Joe Rogers, MS, Part III Vapor Intrusion Geologist Specialist,
Michigan Department of Environmental Quality

Continuing Education

Continuing Nursing Education (CNE) Contact Hours:

Criteria for successful completion include verified attendance at the event and submission of a completed evaluation form. A Continuing Education Certificate requiring verification of sessions attended each day must be completed. The total potential nursing contact hours are as follows:

Day 1- October 4, 2017: 5.0

Day 2- October 5, 2017: 4.0

Michigan State University College of Nursing (OH-294, 08/01/18) is an approved provider of continuing nursing education by the Ohio Nurses Association (OBN-001-91), an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

Disclosure: Course faculty and planners disclosed no conflict of interest related to this activity.

At the conclusion of the conference, learners will be able to:

- Define health equity including how it shapes public health practice locally and nationally.
- Identify health inequities within individual communities that impact the health of the population.
- Describe evidence-based strategies to achieve health equity in public health programs and services.
- Advocate with private and public partners for services and policies necessary to achieve health equity across the lifespan.
- Lead local implementation of interprofessional approaches to achieve health equity goals.

Overarching Conference Outcome:

Public health professionals will identify resources, strategies and interprofessional approaches to engaging public and private sector partners to achieve health equity goals in their communities.

CHES/MCHES:

SOPHE, including its chapters, is a designated provider of continuing education contact hours (CECH) in health education by the National Commission for Health Education Credentialing, Inc. This program is designated for Certified Health Education Specialists (CHES) and/or Master Certified Health Education Specialists (MCHES) to receive up to 9 total Category I Continuing Education Contact Hours (CECH). Maximum Advanced-level continuing education contact hours available are 9.

PLANNING COMMITTEE

KATIE BARNHART, PHD, MPH, CHES

Co-Vice President, GLC-SOPHE
Assistant Professor, GVSU

RANELLE BREW

Grand Valley State University

JANINE CHITTENDEN, RN, BSN

Child Health Supervisor
Ottawa County Department of Public Health

DANA DEBRUYN, BS

Environmental Health Section Manager
Michigan Department of Environmental Health

SEAN DUNLEAVY

Quality Assurance Unit Manager
Michigan Department of Agriculture and Rural Development

KATHY FORREST, MSN, MA, RN

Instructor & Coordinator Professional Programs
Michigan State University College of Nursing

PHOEBE GOLDBERG, MPH, CHES

Office of Public Health Practice
University of Michigan, School of Public Health

PAMELA HACKERT, MD, JD, MPH

Chief of Medical Services
Oakland County Health Division

LARRY JOHNSON, RS, MS

Health Officer/Environmental Health Director
Shiawassee County Health Department

C. MICHAEL KRECEK, RS, MA

Director/Health Officer and Environmental Health Director
Midland County Health Department

JULIE LIPNITZ, RN, IBCLC

LMAS District Health Department

FATEMA MAMOU, MPH

Surveillance of Infectious Disease Epidemiology Section,
Michigan Department of Health and Human Services

TRACY METCALFE, MPA, CHES

Community Health Educator/ Health Analyst
Bay County Health Department

MOLLY POLVERENTO, MSED

Michigan Public Health Association

MIKELLE ROBINSON, MA (CO-CHAIR)

Senior Public Health Liaison
Michigan Public Health Institute

JAMES RUTHERFORD, RS, MPA

Health Officer
Calhoun County Public Health Department

RAY SHARP, BA

Community Planning & Preparedness Manager
Western Upper Peninsula Health Department

JODIE SHAVER, GMS

Membership Services/Event Coordinator
Michigan Association for Local Public Health

ELIZABETH SUGGITT, BS

Environmental Health Coordinator
LMAS District Health Department

MEGHAN SWAIN, BBA

Executive Director
Michigan Association for Local Public Health

ORLANDO TODD, MBA (CO-CHAIR)

Michigan Department of Health and Human Services

TERRIE WEHRWEIN, PHD, RN, NEA-BC

Special Assistant to the Dean
Michigan State University, College of Nursing

MICHIGAN'S PREMIER PUBLIC HEALTH CONFERENCE

Please complete one form per registrant. Please print clearly.

NAME _____ TITLE _____

AGENCY _____

ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

PHONE _____ EMAIL _____

CONFERENCE FEES Registration deadline: September 22

- I plan to attend the full conference \$ 149.00
- I plan to attend only Wednesday, October 4 \$ 99.00
- I plan to attend only Thursday, October 5 \$ 99.00
- Late registration - please add (after September 22) \$ 20.00

For student & retiree rates, please contact MALPH.

PAYMENT METHOD TOTAL PAYMENT DUE \$ _____

- Check - Make payable to MALPH
- Credit Card - You will be sent an invoice

GUEST EVENT TICKETS \$30 per meal function

If you wish to bring a guest who is not a registered conference participant, please contact Meghan Swain at MALPH.

SESSION SELECTION Indicate the sessions you plan to attend

Tuesday, October 3

Wednesday, October 4

Thursday, October 5

PRE CONFERENCE SESSIONS:

- P-101 P-102 P-103

100 SESSIONS:

- 101 102 103 104 105

400 SESSIONS:

- 401 402 403 404 405

200 SESSIONS:

- 201 202 203 204 205

500 SESSIONS:

- 501 502 503 504 505

Pre Conference Sessions are FREE
Please check brochure for overlapping times.

300 SESSIONS:

- 301 302 303 304 305

Cancellations must be received via fax by September 19, 2017 and are subject to a \$25.00 administrative fee.

ACCOMMODATIONS**

- I will require Vegetarian Meals
- Other Special Needs - Please Contact MALPH

PLEASE SEND COMPLETED REGISTRATION FORM TO:

MALPH
PO Box 13276
Lansing, MI 48901
Or FAX: 517-485-6412
Questions? 517-485-0660 or jshaver@malph.org

Registration forms can be faxed to 517-485-6412 in advance of payment.
Cancellation policy will apply to faxed registrations.

**We must know accommodations in advance. We cannot guarantee special needs once on site.