

1st Quarterly 2015 KPHA Newsletter

President's Message

Happy 2015 from KPHA! I am humbled and honored to be able to serve this year as the President of the Kansas Public Health Association. Following our Immediate Past-President, Tanya Honderick, is no small task. She is a committed, dedicated, passionate professional who moved KPHA significantly forward under her stewardship. I am fortunate to have a tremendous KPHA Board with which to work to make KPHA an increasingly vibrant, responsive, and representative body for public health in Kansas. I sincerely appreciate this opportunity to play at least a small part in moving KPHA forward.

My unofficial 2015 theme for KPHA is "Finding Our Voice in Public Health." This applies to not only the organizational voice of KPHA, but also our individual voices. It extends to those other organizations we represent, such as local and state health departments, university programs, advocacy groups, service providers, and faith-based initiatives, among others. I attended a recent meeting where one of the participants noted that public health is being defined on a daily basis – in many cases, not by the aforementioned groups and, often, not based on facts or best practices. This resonated with me and helped me recognize that we need to individually and collectively share our voices and have them heard.

Public awareness of health issues may be at an all-time high. News and social media provide a steady stream of information on diet and nutrition, the need for physical activity, the threats posed by smoking and second-hand smoke, immunizations, disease prevention (i.e. Ebola), water fluoridation, and many other pertinent issues. With such a decentralized information distribution system, we must factor in codifying elements. What is the content? Who is the messenger? What are the facts? What is the messenger's agenda?

We also need for those who have the experience, knowledge base, and personal and professional investment to be leaders in this information messaging. This is where you, as members of KPHA, play a central role. We want to hear from our members. We want you to have a voice and share that voice. We want to help project your voice, so that we continue to improve health across Kansas. We want to "Promote Health for All Kansans"! That is the theme for our annual conference in Manhattan on September 16-17. We hope to see you there and extend an open invitation to play a role in growing and improving the Kansas Public Health Association. Let your voice be heard!

Sincerely,

Mark Thompson, 2015 KPHA President

2015 KPHA Board – click [here](#) to access the board member bios.

Looking Ahead – Get these on your calendar!

- National Public Health Week will be celebrated April 6-12th. Be sure to visit the NPHW website for daily themes and let us know of any activities you have planned. See more information on NPHW below, thanks to our student representative, Molly Allison. KPHA is also developing additional messaging around NPHW – stay tuned for more information.
- The 10th Annual Governor’s Public Health Conference will be held in Wichita on April 28-30. Watch for registration information for the conference.
- MINK is comprised of the Missouri-Iowa-Nebraska-Kansas affiliates to APHA. The fifth annual regional meeting will be held in Columbia, MO on May 18th and 19th. There is only one other regional affiliate meeting in the nation, so APHA sees MINK as “movers and shakers” in the affiliate world.
- The KPHA 2015 Fall Conference September 16-17 will be held at the Hilton Garden Inn in Manhattan. This year’s theme is “Promoting Health for All Kansans.” This is the first time Manhattan has served as host for the annual conference. Join us for a great, informative conference in The Little Apple.
- The APHA Annual Meeting will be held October 31-November 4 in Chicago. If you have never attended, you should definitely put it on your professional bucket list!

KPHA Board Meeting Schedule – 2015

March 16
10 AM to Noon
Johnson County Department of Health and Environment
11811 S Sunset Dr., Olathe

April 20
10 AM to Noon
Hilton Garden Inn
410 South 3rd St., Manhattan

May 18
10 AM to Noon
Sedgwick County Health Department
1900 East Ninth, Wichita

June 15

10 AM to Noon

Topeka Shawnee County Library
1515 SW 10th Ave., Topeka

July 20

10 AM to Noon

Johnson County Department of Health and Environment
11811 S Sunset Dr., Olathe

August 17

10 AM to Noon

Topeka Shawnee County Library
1515 SW 10th Ave., Topeka

September 15

2 PM to 4:30 PM

Hilton Garden Inn
410 South 3rd St., Manhattan

October 19

10 AM to Noon

Sedgwick County Health Department
1900 East Ninth, Wichita

November 16

10 AM to Noon

Topeka Shawnee County Library
1515 SW 10th Ave., Topeka

December 14

10 AM to 1 PM

Lawrence

National Public Health Week – April 6-12, 2015

Compiled by Molly Allison, 2015 KPHA Student Representative

National Public Health Week 2015 promises powerful discussion of public health issues and celebrates public health accomplishments through its theme, “Healthiest Nation 2030 – Healthiest Nation in One Generation.” Each day of the week offers a different theme that contributes to the goal of building and maintaining public health successes for our country. The themes for Monday through Friday are briefly described below.

Monday, April 6th - *“Raising the Grade”*

The week begins with a focus on where our nation stands in terms of health through the reflection of relevant data. The assumption that the U.S. still has the best health care in the world no longer holds up, and in order to strengthen our nation’s health, it is important to know where we need to begin building.

Tuesday, April 7th – *“Starting from Zip”*

The second day promotes health equity across our communities, and brings to light the issue that zip codes are too often a predictor of one’s health. Discussion is encouraged around local, state, and regional health disparities, as well as the Affordable Care Act.

Wednesday, April 8th – *“Building Momentum”*

Along with addressing ways in which our nation can improve upon public health, it is crucial that major recent changes be noticed as well. Wednesday calls for the health meaning behind these changes, and how they represent the U.S. moving forward in a positive direction.

Thursday, April 9th – *“Building Broader Connections”*

Collaboration is key on Thursday! The expansion of partnerships between public health communities and city partners, education officials, and public, private, and for-profit organizations is encouraged in order to widen our health perspectives.

Friday, April 10th – *“Building on 20 Years of Success”*

This year marks the 20th Anniversary of APHA coordinating National Public Health Week. The milestone should be celebrated among public health communities and public health student leaders! Friday will provide opportunities to appreciate the public health accomplishments over the last 2 decades and to look forward to changes ahead.

In regard to events that are currently scheduled for NPH Week at the KU Medical Center, the 69th Annual Peter T. Bohan Lecture will be taking place on Thursday, April 9th at 12 pm. This year will be featuring Michael Moss, Author of the New York Times Bestseller *Salt Sugar Fat: How the Food Giants Hooked Us*. The Bohan Lecture is sponsored and hosted by the KUMC Alumni Association.

While brainstorming and planning for the week are in the works, any suggestions for events and/or activities would be welcome! They can be sent to kpha@kpha.us. Additionally, we would like to hear from you regarding the activities and events you have planned in our own communities.

KPHA on Social Media

By Nikki Keene Woods, KPHA Secretary

Be sure to “like” KPHA on Facebook and follow us on Twitter. The KPHA Communications Committee continues to develop a social media plan for the organization. If you have a special interest in social media, please contact us (via one of the sites) to join the committee. The goal is to support the overall KPHA mission of “Promoting and Improving Population Health in Kansas” through our social media presence.



Get to Know APHA, On-Line

By Eldonna Chestnut, Chair-Elect, APHA Council of Affiliates

Are you aware of the APHA Affiliate on-line community? Do you wish there was somewhere you could go to ask other state public health association members questions about public health issues in their state and/or engage your colleagues in an on-line discussion. As a KPHA member you have access to this site. There are discussion boards, forums, a legislative bill tracking tool, events notifications and member directory. You can access the on-line community at: <http://affiliates.apha.org/apha/home/>.

Not a member yet? Consider joining APHA and KPHA and reap the benefits of both organizations. Kansas is one of the pilot states for the joint membership project. The joint membership allows you full benefits in both cheaper than joining each separately. Regular joint membership is \$225, Special health care worker (annual income less than \$45,000) is \$100, and Student rate is \$65. Access the joint membership site to join or renew:

<https://www.apha.org/become-a-member>.

Increasing Vaccination Rates for Kansas Preteens

By Donna Garwood, BSN, RN, KFMC

Kansas Foundation for Medical Care (KFMC) has been tasked with increasing Kansas adolescent vaccination rates. The Human Papillomavirus (HPV) vaccination rate for girls in Kansas has declined since 2009 and is now far below the national average. The HPV vaccine was first recommended for boys in 2011, and the vaccination rate for boys in Kansas is low as well. Increasing HPV vaccine coverage will reduce occurrence of HPV-related cancers. Many Kansas preteens and teens are not receiving the recommended vaccines, putting them at risk for these cancers and other preventable illnesses. To combat this issue, KFMC has created a communications campaign to increase public awareness about the three vaccines that are due for preteens at ages 11 and 12: Tdap, Meningococcal, and HPV.

KFMC is working with our large, diverse group of stakeholders to spread the message across the state. The campaign kick-off is coming up in early March, 2015 and the campaign will run for five months. A variety of strategies are being used to reach teens and their parents. Featured outreach materials include a webpage, Pandora radio ads, digital ads, Facebook ads and a postcard mailing. In addition, marketing materials will be available for distribution to providers and other stakeholder partners, including posters aimed towards teens and parents and handouts provided by the Centers for Disease Control and Prevention. We expect that Kansas healthcare providers will see an increase in calls from families seeking information and appointments to get their children vaccinated.

For more information about KFMC's communication campaign including requests for communication materials, please contact Rachel Linn, Marketing Manager at rlinn@kfmc.org or 800-432-0770, ext. 376. For more information on how you can participate in KFMC's initiative to improve HPV vaccination rates in Kansas, please contact Laura Sanchez, RN, at lsanchez@kfmc.org or 800-432-0770, ext. 339.

Save the Date!

Be sure to save the date for the 2015 KPHA Annual Conference, "Promoting Health for All Kansans" on September 16-17 in Manhattan!!

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