

Please join us for the 70th Annual Kansas Public Health Association Fall Conference to be held at the Hyatt Regency Wichita, September 17 – 19, 2013. Conference sessions will focus on our theme of “*Integrating Systems for Health: A Shared Vision.*”

MAJOR SPONSORS

*Kansas Department of Health and Environment
Tobacco Free Kansas
Wichita State University*

CONFERENCE PLANNING COMMITTEE

Aiko Allen, Section Chair, Kansas Department of Health and Environment

Ellen Averett, President, Kansas Public Health Association, University of Kansas Medical Center

Eric Bowles, Section Chair, Johnson County Health Department

Charles Cohlma, Section Chair, Kansas Department of Health and Environment

Greg Crawford, At Large Director, Kansas Department of Health and Environment

Jennifer Ferguson, Kansas Department of Health and Environment

Suzanne Hawley, Plenary Keynote Facilitator, Wichita State University

Tanya Honderick, At Large Director, University of Kansas Medical Center

Michael McNulty, Kansas Department of Health and Environment

Brenda Nickel, Conference Chair, President-Elect Kansas Public Health Association, Riley County Health Department

Kimberly Moore, Conference Facilitator, Wichita State University

Shirley Orr, Immediate Past President, Kansas Public Health Association, Public Health Consultant

Becky Tuttle, Section Chair, Sedgwick County Health Department

Nikki Keene Woods, Section Chair, Wichita State University

KEYNOTE PRESENTATIONS /SPECIAL GUESTS

**Wednesday, September 18, 2013
9:15 – 10:15 a.m.**



Integrating Primary Care and Public Health: Why Take This Road And What Will It Take?

*Cathy Harding, MA, Executive Director,
Kansas Association for the Medically Underserved*



*Jane Shirley, MSE, BSN, RN, Local
Public Health Program Director, Bureau
of Community Health Systems, Kansas
Department of Health and Environment*

During summer 2013, state and local health delivery organizations have come together in targeted conversations discussing activities, opportunities, and challenges in work to improve and impact population health through increased collaboration. This session will provide an opportunity to hear about the background of the work, the outcomes of these meetings, and some of the emerging themes. Several developing and ongoing collaborative programs in Kansas will be highlighted.

**Wednesday, September 18, 2013
12:45 - 1:15 p.m.**



Disseminating Lessons Learned in Public Health

*Elizabeth Ablah, PhD, MPH,
Associate Professor, Preventive
Medicine and Public Health,
University of Kansas School of Medicine-Wichita*

Too often, public health lessons learned are not shared with the larger public health community. Dr. Ablah will provide an overview of the value of public health practitioners’ and researchers’ sharing practices. Learning the “art” of sharing and presenting public health lessons will be the primer to a showcase of poster presentations by a diverse cadre of public health practitioners and providers. Over 22 posters and researchers will be available for an interactive “show and tell” that will inspire the creative spirit in attendees disseminating “lessons learned”!



Thursday, September 19, 2013
8:35 – 9:30 a.m.
The FDA Center for Tobacco Products: Its Role in Reducing Tobacco Use *(Sponsored by Tobacco Free Kansas)*
Mitchell Zeller, JD, Director, Center for Tobacco Products, US Food and Drug Administration

Center for Tobacco Products Director Mitchell Zeller will discuss FDA regulation of tobacco products and how CTP’s work complements traditional public health tobacco control programs nationally and in Kansas. Given the comparatively high rate of smokeless tobacco use in Kansas, Mr. Zeller will specifically address CTP’s role in regulating these and other products as well as report on key CTP priorities.



Thursday, September 19, 2013
12:45 – 1:45 p.m.
Fred’s BARK – Bringing Awareness to Reach Kids
Fred the Preparedness Dog; Michael McNulty, CHEP, Director of Homeland Security Operations, Bureau of Community Health Systems, Kansas Department of Health and Environment

This program will expose individuals to the Preparedness Program’s use of Fred the Preparedness Dog as an outreach campaign and mascot. The session will include a discussion of the beginnings, utilization of social media, and expansion of efforts centered on Fred. In addition to the briefing of this campaign, participants will be exposed to Fred and have the opportunity to note his interactive nature.

CONFERENCE AGENDA

PRECONFERENCE SESSION DESCRIPTIONS

Tuesday, September 17, 2013
PRE-SESSIONS 10:00 a.m. – 3:00 p.m.

Conference participants will have their choice of attending the National Partnership for Action, Grant Writing, or Accreditation Evidence Work *optional* pre-sessions which will be offered on Tuesday, September 17. These sessions require pre-registration and the payment of an additional registration fee. Separate contact hours for professional relicensure will be available. The registration fee includes materials, lunch, and beverage breaks.

SESSION ONE
Equity Matters: Tools for Integrating Equity in Public Health Planning and Practice
Aiko Allen, Director, Center for Health Equity, Kansas Department of Health and Environment

It is challenging to consider how to more effectively integrate measures of equity and disparities reduction into public health planning which sets the course for practice. How are you doing, from a quality improvement perspective, in terms of documentation that identifies your agency's efforts to promote equity and reduce health disparities through your public health services, workforce training efforts, community coalition processes, etc.? Have you heard about the National Partnership for Action? the Regional Health Equity Councils (RHEC)s? If you haven't, this is the pre-session for you. Learn how the National Partnership for Action, the RHEC Blueprint for Region VII, and a variety of other resources can be used to strengthen your promotion of equity and reduction of health disparities. Bring a component element of your strategic plan, accreditation domain, coalition action plan, etc. so that we can work together and have a near-ready product to take back home. (Near ready because public health framework documents are subject to feedback and fine-tuning when you get home.)

Learning Objectives:
Participants who attend this session will be able to:

1. Identify major goals and objectives of the National Partnership for Action National Stakeholder Strategy for Achieving Health Equity, Health and Human Services Plan for Reducing Health Disparities and how goals and objectives can be incorporated.
2. Identify goals and objectives of the Regional Health Equity Council (VII - Nebraska, Iowa, Missouri, Kansas) and identify an opportunity to align planning efforts with RHEC VII.
3. Apply concepts introduced during the session to refine or develop a component of agency strategic plans or program specific action plans.

SESSION TWO
PHAB Documentation Workshop: Developing Plans and Documentation for Accreditation
David Stone, MS, PHAB Education Specialist, Presenter; Shirley Orr, MHS, APRN, NEA-BC, SOCO Consulting, Facilitator

This pre-session will provide participants a comprehensive overview of the current status and requirements of accreditation for state, local and tribal

health departments. The elements of the various plans addressed in the Public Health Accreditation Board (PHAB) standards will be addressed, including the Community/State Health Improvement Plan, Strategic Plan, Workforce Development Plan, and Quality Improvement Plan. The critical elements of documentation preparation will be discussed and participants will have the opportunity to evaluate sample documentation in a learning exercise. Representatives from health departments in Kansas who are actively pursuing accreditation will share their perspectives in a panel discussion.

Learning Objectives:

Participants who attend this session will be able to:

1. Discuss the current status and requirements for PHAB accreditation of state, local, and tribal health departments.
2. Describe the requirements for the various plans that are incorporated in the PHAB standards and measures.
3. Explain how agencies can identify and evaluate documentation for PHAB accreditation.
4. Explore the current experiences of several health departments in Kansas who are actively pursuing PHAB accreditation.

SESSION THREE

The Art of Writing Better Grants

Deanna Parker Knapp, MA, GPA, CEO & President, Knapp Knowledge Development Firm

Participants will have a better understanding of how to write an effective proposal, design grant budgets that reflect true costs, and find funders with the same mission and vision as participant projects. This will be a “working” workshop. Bring your grant ideas, your laptop and be prepared to work on starting a grant proposal.

Learning Objectives:

Participants who attend this session will be able to:

1. Develop a solid project proposal.
2. Design true budgets that do not get your organization in trouble.
3. Find funders that are interested in your proposal.

Tuesday, September 17, 2013

KPHA Board Meeting

4:00 – 6:00 p.m.

CONFERENCE AGENDA

Day One – General Conference

Wednesday, September 18, 2013

6:30 – 7:30 a.m.	Exhibitor Setup
7:30 – 8:30 a.m.	Registration/Breakfast/ Visit Exhibits
8:30 – 8:40 a.m.	Welcome, Conference Overview <i>Brenda Nickel, MS, RN, KPHA President-Elect and Conference Chair</i>
8:40 – 8:45 a.m.	Introduction of KPHA Panelists
8:45 – 9:15 a.m.	Plenary Opening/Welcome KPHA: A Shared Vision for Kansas Public Health <i>Ellen Averett, PhD, KPHA President; Shirley Orr, MHS, APRN, NEA-BC, KPHA Immediate Past President; Brenda Nickel, MS, RN, KPHA President- Elect</i>
9:15 – 10:15 a.m.	Plenary Keynote Presentation Integrating Primary Care and Public Health: Why Take This Road And What Will It Take? <i>Cathy Harding, MA, Executive Director, Kansas Association for the Medically Underserved; Jane Shirley, MSE, BSN, RN, Local Public Health Program Director, Bureau of Community Health Systems, Kansas Department of Health and Environment</i>
10:15 – 10:45 a.m.	Beverage Break - Visit Exhibits
10:45 – 11:45 a.m.	Breakouts – Session 1
1.1	Enhancing Life: Integration of Primary Care and Behavioral Health Care The presenters will share how the integration of primary care and behavioral health care supports KanCare, the Patient Centered Medical Home, and the benefits of a coordinated system of care for patients and providers. This presentation includes information on integration of primary care and behavioral health care through the embedding of a Behavioral Health Consultant (BHC) with a Primary Care team. The

presenters will describe how a team has successfully integrated this system of care by embedding a BHC into the safety net clinic enhancing the lives of those served.

Presenters: Connie Hubbell; Jon Stewart; Karin Dene-Collar, LSCSW; Pat Roach Smith, LSCSW

1.2 Using Community Partnerships to Systematically Improve Maternal and Infant Health

Group prenatal education and care have been used previously to improve maternal and infant health outcomes. Increasing access to these services for high-risk populations is one strategy to address the prevalent maternal and infant health disparities. Community partnerships are an integral component of the service delivery system. Data collected from six sites integrating group education and care of prenatal populations in 2012-2013, including 4 urban and 2 rural communities, will be discussed as well as the results of the community-level data.

Community-level data included 46 documented activities related to community collaborations or modifications. Although participant-level data analysis is in-progress the data suggests the use of innovative strategies across a large geographic area to achieve similar results in improving health outcomes of mothers and infants is important. Findings will contribute to the complex community-based solution needed to address maternal and infant health disparities.

Presenters: Nikki Keene Woods, PhD, MPH; Amy Chessner, PhD

1.3 Preventing Bullying in Kansas

Bullying is a public health issue that has physical, social and emotional consequences that affects many students in schools across the United States (CDC, 2011). To build capacity in local schools to address this important issue, the KDHE Sexual Violence Prevention (SVPE) Program invited schools across Kansas to apply to participate in a Bullying Prevention Initiative. This workshop will outline this project, how evaluation helped guide this effort, and what we have learned from schools through this process.

Presenter: Laurie Hart, LMSW

1.4 ADRC: The Access Point for Community Resources

This presentation will highlight the services offered through the Kansas Aging and Disability Resource Center (ADRC) and describe the effective model used to support consumers and

caregivers in Kansas seeking services for seniors and individuals with physical disabilities or traumatic brain injury. *Presenters: Annette Graham, SCSW; Janis DeBoer, BA*

1.5 Voices Across Kansas: Public Health Practitioners' Perception of Factors that Impede or Promote the Quality of Community Health Assessment and Improvement Planning Processes and Outputs in Kansas

Community health assessment (CHA) and improvement planning (CHIP) is gaining attention as a process for collecting and analyzing health-related data to identify, prioritize and set goals for public health improvement. This qualitative/quantitative study assessed the perceptions of CHA-CHIP stakeholders in Kansas communities about factors that impede or promote the quality of CHA-CHIP processes and outputs. Study results and recommendations to support the development of partnerships will be presented.

Presenters: Ruth Wetta, PhD, MPH, MSN, RN; Gianfranco Pezzino, MD, MPH; Barbara LaClair, MHA

1.6 Getting the Drift...Clearing the Air in Multi-unit Housing

Tobacco Free Wichita Coalition began working on the smoke-free housing initiative in 2009 and has partnered with current and displaced tenants, as well as multiple agencies to complete strategic planning to increase the number of complexes with smoke-free policies. This one hour presentation will be facilitated by a public health professional who has been intricately involved with coalition work associated with smoke-free housing. Time will be allocated to discuss Tobacco Free Wichita committee recruitment strategies and 2013 strategic plan for this initiative. *Presenter: Tara Nolen, BS; Beth Marolf, BA*

1.7 Are You Ready? Behavioral Health and Mass Casualty Events

This presentation will explore the definition of a Mass-Casualty Event. Participants will develop a basic understanding of the behavior health responses to such as situation. Individual and community responses will be considered. Participants will review the emotional effects of mass-casualty events on survivors and responders, and will learn information about the basics of mental health interventions in such

situations. There will be brief discussion about how mass-casualty events create different responses than other types of traumatic events. Organizational and personal resilience characteristics and suggested preparation will be discussed. *Presenter: Tom Pletcher, MS, LCP, LCAC*

11:45 a.m.– 12:15 p.m. **Break – Visit Exhibits**

12:15 – 12:45 p.m. **Lunch**

12:45 – 1:15 p.m. **Plenary Presentation
Disseminating Lessons Learned
in Public Health**
*Elizabeth Ablah, PhD, MPH,
Associate Professor, Preventive
Medicine and Public Health,
University of Kansas School of
Medicine-Wichita*

1:15 – 2:00 p.m. **Poster Presentation Showcase**

2:00 – 2:30 p.m. **Beverage Break– Visit Exhibits**

2:30 – 3:00 p.m. **KPHA Annual Business
Meeting**

3:00 – 3:30 p.m. **KPHA Business Meeting:
Strategic Plan for the Future
and Questions from Members**
*Ellen Averett, PhD, KPHA
President*

3:30 – 3:45 p.m. **Beverage Break – Visit Exhibits**

3:45 – 4:45 p.m. **Breakouts – Session 2**

2.1 Fall Prevention in the Older Adult Population
One in three older adults age 65+ and one in two age 80+ will experience a traumatic injury as a result of a fall. This session will include discussion on how to identify available assets and build community partnerships to develop a state-wide plan for fall prevention. *Presenters: Gina Berg, PhD; Felecia Lee, PhD; Ashley Hervey, Med*

2.2 Midwifery Care and Birth Outcomes in Kansas: A Call for an Integrated System
Multiple factors including provider type, patient characteristics, and the healthcare system structure all contribute to maternal and infant outcomes surrounding births. It is valuable to look at type of health care providers, place of

birth, birth outcomes, and processes of obstetrical care. An interdisciplinary team has identified and collected existing data sources related to prenatal care and maternal/infant outcomes in the state (vital records). The data is currently being analyzed that will help guide future research with the overarching system goals as follows: reduce maternal/infant health disparities and improve overall maternal/infant birth outcomes. *Presenters: Nikki Keene Woods, PhD, MPH; Kellie Thiessen; Dana Rhodes; Doug Parham, PhD*

2.3 Tobacco Free Schools and Colleges: How to Develop and Implement a Tobacco Free Policy

This session will provide an outline of the winning process Kansans have used to adopt tobacco free grounds, particularly for institutions of learning: School districts and colleges. There will be explanations of methods of engaging college students, stakeholders and community members in this process in order to develop winning messages and mobilize concerned citizens in the efforts. Options for meeting challenges will be offered. Examples of planning materials, communication, and media efforts will be provided to the attendees. *Presenters: Erica Anderson, BS; Ashley Hrabe, Wendy Simmons, BA*

2.4 Spot the Salt: Helping Convenience Stores Become Healthy Food Options

While working with the three year Sodium Reductions in Communities grant from the Centers for Disease Control and Prevention, Shawnee County worked to reduce sodium intake for residents. Working with locally owned and corporate owned convenience stores across Shawnee County a program was developed to engage the stores to promote healthy options already being sold and add the sale of fresh fruit. This session will discuss the program and its outcomes. *Presenters: Misty Kruger, BA; Robert Hedberg, MAEd*

2.5 Incorporating QI in PHAB Prerequisites: Use of the PARTNER tool to Enhance Collaboration in CHA/CHIP

This presentation will provide an overview of the potential use of the PARTNER tool as a resource to support and improve performance of community health assessment and health improvement planning, as prerequisites for PHAB accreditation. The presentation will also

explore the influence of factors associated with social capital on partnership within the collaborative. Presenters will describe the potential use of an online educational curriculum and delivery model to support public health practitioners in applying evidence-based interventions with the goal of improving identified deficits within their CHA-CHIP collaborative. Recent experiences with use of the PARTNER tool in a rural Kansas community health assessment process will be discussed. *Presenters: Shirley Orr, MHS, APRN, NEA-BC; Ruth Wetta, RN, PhD, MPH, MSN; Molly Brown, BA*

2.6 Breastfeeding Interventions in Kansas: An Exploration of Mothers’ Breastfeeding Practices, Views & Perceived Barriers

This session will discuss the results of two research studies that contribute to the promotion of breastfeeding rates in Kansas communities. The first study evaluated the influence of breastfeeding interventions administered in fifteen Kansas counties. The second study assessed the impact of a pilot campaign “Breastfeeding Welcome Here.” Results show that most participating businesses improved on their knowledge and support of breastfeeding. This information will be used to implement a state-wide “Breastfeeding Welcome Here” campaign. *Presenters: Lissette Jacobson, PhD, MPA, MA, PHR*

2.7 What the Media Wants to Know and From Whom: Trusted Spokespeople and Messages

Participants will receive an overview of public health communications activities with a focus on media relations. This session is intended for any member of the Kansas public health system who is responsible for responding to inquiries from the news media or preparing material and messages for the citizenry. News media outlets are key players in protecting the public’s health. At the conclusion of this session, participants should be able to identify the elements of a news release and create a message map for agency spokespeople. *Presenter: Miranda Steele, MPA*

CONFERENCE AGENDA

Day Two – General Conference

Thursday, September 19, 2013

- 7:30 - 8:30 a.m. **Breakfast**
- 8:30 – 8:35 a.m. **Welcome Back!**
Brenda Nickel
- 8:35 – 9:30 a.m. **Plenary Keynote Presentation**
Tobacco Free Kansas
Mitchell Zeller, JD, Director,
FDA Center for Tobacco Products
- 9:30 – 9:45 a.m. **Break/Hotel Check-Out**
- 9:45 – 10:45 a.m. **Breakouts - Session 3**

3.1 Using Kansas Local Behavioral Risk Factor Surveillance System (BRFSS) Data for Public Health Practice

The Kansas public health system is working to align the processes for addressing Healthy Kansans 2020 with the requirements for Public Health Accreditation. Through an innovative online program the KDHE BRFSS Expansion Project provides access to regional and county level data for the leading health indicators. Using this automated system, users can quickly access tailored analyses and customized reports including dozens of risk factors. This presentation will demonstrate use of the system to generate data for community health assessments and improvement plans, as well as other public health programming, decision making, and evaluation. In addition, changes in methodology and effects on data analysis and outcomes in Kansas State and Local BRFSS System beginning in 2011 will be highlighted. *Presenters: Ghazala Perveen, MBBS, PhD, MPH; Pratik Pandya, MPH, MACE; Paula Clayton, MS, RD, LD*

3.2 Connecting Health Care, Early Childhood and Mental Health Sectors: Results of Physician Survey on Early Childhood Mental Health Practices

Participants in this session will learn about survey methodology and valuable information for advancing the field of early childhood mental health. This presentation will present the methodology and results from a survey of Kansas physician practices related to screening, referral and treatment of young children for

mental health. The session will conclude with important next steps for research and practice in this field, including a time for discussion among audience members about the significance of the results for their practice. *Presenters: Emily Meissen-Sebelius, MSW; Catherine Shoults, MPH; Ivan Williams, MBA*

3.3 Self-Care as Prevention of Compassion Fatigue in Caregiving Professionals

Session participants will learn how to identify compassion fatigue and similar conditions. A comprehensive overview of self-care techniques will be discussed. The ethical implications for professional practice and self-care will be highlighted identifying the multiple levels at which compassion stress management can be addressed. *Presenter: Suzie DeV Vaughn, LMSW*

3.4 Public Health in a Learning Health System

The development of a national Learning Health System could mean important new capabilities for public health including increased capacity for disease surveillance, faster dissemination of effective healthcare interventions, increased data sharing between public health and clinical care systems, and consumer empowerment through greater access to health information. This session will explore topics such as the benefit of public health participation, legal and policy limitations, integration challenges and strategic next steps for public health in the development of a national Learning Health System.

Presenter: Jennifer Bernstein, JD, MPH

3.5 Creating Learning Circles in Public Health: Practice-based, Online, Quality Improvement Training for Local Health Departments in Rural Settings

Geographic distance and workforce capacity create barriers to effective public health training that supports the learning needs of rural health departments. The University of Kansas School of Medicine-Wichita in collaboration with the Kansas Workforce Development Group designed, implemented and evaluated an on-line quality improvement training program using “just-in-time,” experiential adult learning methods and long-term technical assistance. The results of this innovative multi-county, pilot project that has the potential to serve as a national model for workforce development in rural state program will be shared. *Presenters: Ruth Wetta, PhD, MPH, MSN, RN; Lisette*

Jacobson, MPA, MA, PHR, PhD(c); Virginia Elliott

3.6 Integrating Primary Care and Public Health: What does the road look like in Kansas communities?

In the counties of Harvey and Cowley, projects are under development bringing community sectors together in collaboration for the delivery of health care. This session will provide an opportunity to hear about the background of the work, the challenges and the successes that have been experienced to date. *Presenters: David Brazil; Lynnette Redington*

3.7 Requesting Assistance: Processes from Organization to County to State

During this presentation participants will get a general overview of the requesting processes utilized during an emergency. The processes outlined will briefly describe local coordination, requests for assistance to the state, the importance of mission tasking and accountability, and finally, support from the federal government. After the presentation participants should be able to: describe local resource coordination, describe the process for requesting state assistance, and describe the importance of resource tracking during emergencies. *Presenter: Brandt Haehn, MPA*

10:45 – 11:00 a.m. **Beverage Break**

11:00 a.m. – 12:00 p.m. **Breakouts - Session 4**

4.1 Public Health and Health Information Exchanges

This presentation will introduce the work being done to integrate public health into the nationwide effort to build state health information exchanges. What is driving this effort along with current exchange efforts in Kansas will be discussed with brief presentations from Kansas health information organizations presented. Note: This topic is not associated with the health insurance exchange. *Presenter: Michael McPherson, BS; Laura McCrary, EdD; Mike Dittmore, RN, BS, eMBA*

4.2 Promoting Walking and Biking of Frank Rushton Elementary School Children

This session will focus on a community participative study used to determine the feasibility of implementing the Bicycle Lessons and Safety Training (BLAST) objectives, increasing safe routes to school, and developing

a “Bike Train” to complement the current SRTS Walking School Bus. The presenters will share how the program succeeded in building community ties and benefited from past work completed by the Rosedale Development Association (RDA), as well as plans for future studies to determine the interest of students and families, along with feasibility and capacity to replicate the BLAST program to all elementary schools in Kansas City, Kansas. *Presenters: Phyllis Larimore, RN, BSN, MPH, PhD (c); Kristen Jarvis; Eric Bunch; Ben Alexander; Mary Welsh*

4.3 Implications for Public Health Under The HIPAA Omnibus Final Rule

The U.S. Department of Health and Human Services released the Health Information Portability and Accountability Act (HIPAA) Omnibus Final Rule on January 17, 2013. This session will discuss the most important changes to HIPAA under this rule, including changes affecting hybrid entities and the implications of these changes for public health agencies, practitioners and researchers that take effect September 25, 2013. *Presenter: Jennifer Bernstein, JD, MPH*

4.4 Implementation Intentions and Colorectal Cancer Screening: A Randomized Trial within a Mixed Race/Ethnicity Safety-net Clinic Population

Colorectal cancer (CRC) screening rates remain below rates for other detectable cancers such as breast and cervical cancer. Low-income and racial/ethnic minority populations suffer from disproportionate CRC disease burden and poorer survival once diagnosed. Novel strategies are needed to improve screening rates and reduce these disparities. This study recruited a sample of 470 adults over 50 years of age from urban safety-net clinics to participate in a randomized trial testing a touch screen computer intervention tailored to decisional stage and barriers using an “implementation intentions” informed strategy. Results of the study will be presented with recommendations for implementation of future initiatives to encourage behavior adherence to effective screening and prevention services. *Presenters: Aaron Epp, MA; Allen Greiner, MD, MPH; Angela Watson, MBA; Megan Eckles, MPH; Chris Dale, PhD, MA, SM*

4.5 Sharing Partial Knowledge for Complete Success: Peer-To-Peer Technical Assistance in the CHA and CHIP

Kansas Health Institute staff will share their experience in providing technical assistance (TA) to local health department and non-profit hospital partnerships by utilizing grassroots knowledge of the CHA/CHIP process. Presenters will discuss the challenges related to collaboration on the assessments and share their experience in providing TA through peer-to-peer networks as well as review the results of session evaluations. Quality improvement strategies for future engagement of additional partners will be discussed. Features of Kansas Health Matters, a unique tool targeted for CHA and CHIP work, will be demonstrated. *Presenter: Sarah Hurd, MS*

4.6 Walktober: From Baby Steps to Leaps and Bounds

This session will highlight the Sedgwick County Health Department’s Walktober, a month-long walking program in October designed to encourage residents to walk within the local community. Walktober was developed as a local community-wide initiative and campaign focused on physical activity for families connected to schools and workplaces. The focus has now been expanded to include a community component in order to expand the reach to all community members and make walking a part of their healthy lifestyles. *Presenter: Becky Tuttle, MA*

4.7 CRMCS/K-SERV and Medical Professional Disaster Credentialing

The Kansas Department of Health and Environment (KDHE) is the lead agency for the Emergency Support Function (ESF) 8, Health and Medical. ESF 8 has partnered with the Kansas Division of Emergency Management (KDEM) to develop the Kansas Comprehensive Resource Management and Credentialing System (CRMCS). This credentialing system involves providing accountability documentation that identifies, authenticates, and verifies the qualifications of emergency response personnel and equipment. As such, ESF 8 has been tasked with defining the roles and requirements of health and medical sector disciplines to be credentialed at the state level. Kansas has a computer application, the Kansas System for the Early Registration of Volunteers (K-SERV), that performs primary source verification for a

number of health and medical sector professions. This breakout session will provide participants with knowledge on how CRMCS is implemented throughout the state, the role of the health and medical sector and how K-SERV is utilized as the verification source for all licensed, certified, or registered health and medical professionals. *Presenters: Michael McNulty, CHEP; Emily Nickel, BS*

- 12:00 – 12:15 p.m. **Break**
- 12:15 – 12:45 p.m. **Lunch**
- 12:45 – 1:45 p.m. **Plenary Keynote Presentation
Fred’s Bark – Bringing
Awareness to Reach Kids**
*Fred the Preparedness Dog;
Michael McNulty, CHEP,
Director of Homeland Security
Operations, Bureau of Community
Health Systems, Kansas
Department of Health and
Environment*
- 1:45 – 2:30 p.m. **Awards Ceremony**
- 2:30 p.m. **Closing, Evaluation and
Adjourn**

CONFERENCE OBJECTIVES

General Conference

At the conference conclusion participants should be able to:

1. Practice using tools to improve grant writing, conducting of community health assessments, and implementing strategies to address disparities among populations.
2. Identify evidence based and promising practices for population health improvement.
3. Recognize methods for disseminating information through various venues and methods to improve outreach strategies to populations.
4. Describe at least two integrated models of primary care, behavioral health, dental health, and public health.
5. Summarize the opportunities, challenges, and policy implications in integrating systems, services, organizations, and practice disciplines.

**CONTINUING EDUCATION
INFORMATION**

Nurses

Wichita State University College of Health Professions is an approved provider of continuing nursing education by the Kansas State Board of Nursing (#LT 0090-0327). These course offerings have been approved for (5.7) contact hours for Day One of the Conference; (4.7) for Day Two of the conference and (5.4) for those nurses who attend one of the optional pre-sessions all for RN or LPN relicensure.

Social Workers

This program has been pre-approved by the Kansas Behavioral Sciences Regulatory Board for continuing education for social workers. These course offerings are approved for (10.4) contact hours for the General Conference and (5.4) contact hours for attending an optional pre-session applicable for relicensure. (BSRB approval #05-001).

Dieticians – Approval Pending

Sanitarians – Approval Pending

Nursing Home Administrators – Approval Pending

CERTIFICATES

Certificates for both the optional pre-session and general conference will be available through KS-TRAIN.

REGISTRATION AND PAYMENT

Registration and Payment Process

Conference registration is through KS-TRAIN <https://ks.train.org>, Course #1045013

Not a KPHA Member?

Join today by visiting <http://www.kpha.us/application> and register as a KPHA member at the *reduced* KPHA Member registration fee.

Registration Fees – (includes instructional materials, meals and breaks)

KPHA Member Registration

Rec’d by	Rec’d after	At Door
9/1/13	9/1/13	
\$225.00	\$260.00	\$295.00

Non KPHA Member Registration

Rec'd by	Rec'd after	At Door
9/1/13	9/1/13	
\$325.00	\$360.00	\$395.00

Student Registration – KPHA Member

Rec'd by	Rec'd after	At Door
9/1/13	9/1/13	
\$150	\$150	\$150

Student Registration – Non KPHA Member

Rec'd by	Rec'd after	At Door
9/1/13	9/1/13	
\$180	\$180	\$180

Pre Conference Sessions Registration

Member and Non-Members

(includes instructional materials, lunch and breaks)

Rec'd by	Rec'd after	At Door
9/1/13	9/1/13	
\$75.00	\$90.00	\$100.00

Pre Conference Sessions Registration

Students

(includes instructional materials, lunch and breaks)

Rec'd by	Rec'd after	At Door
9/1/13	9/1/13	
\$60.00	\$75.00	\$90.00

CANCELLATIONS AND REFUNDS

Once an online registration has been entered, the registrant will be responsible for payment unless cancellation is received in writing by email to conference.office@wichita.edu. (Please do not register unless you plan to attend.) A \$25.00 cancellation fee will be assessed on all cancellations (this includes purchase orders). There will be no refunds or cancellations accepted after September 9, 2013.

STUDENTS

Students in public health or related health fields are eligible for a reduced conference fee.

ACCOMMODATIONS

Room Rate

Special rates for conference attendees have been arranged with the Hyatt Regency Wichita, 400 West Waterman, Wichita, Kansas. The conference rate is \$109.00 per night plus tax. A limited number of hotel rooms have been reserved for conference registrants (who are employed by a governmental entity) at the

special government rate of \$88.00 plus tax per night for single or double occupancy.

Making a Reservation

Reservations must be received by September 1. When you make your reservation, please identify yourself as a Kansas Public Health Association Conference participant or use the group code KPHA. To make reservations call the Hyatt directly at (888) 421-1442 or click on the following links:

<https://resweb.passkey.com/go/Attnd2013>

<https://resweb.passkey.com/go/Gov2013> (for those employed by a governmental entity only)

Check-in/Check-out

Check-in time is 3:00 p.m. Room assignments prior to that time are based upon availability. Checkout time is 12:00 noon.

PARKING

There is no charge for parking if you are staying at the hotel. Daily commuters will be charged \$3.00 per day to park in the parking garage.

PRIZES

Special Drawings- Prize drawings will be held throughout the conference. The grand prize will be drawn for during the annual business meeting. You won't want to miss out on the fun, so please plan to attend!

EMERGENCIES

In case of emergency, you can be reached by calling (316) 293-1234. The person calling should tell the hotel that you are with the Kansas Public Health Association Conference and that it is an emergency. Someone from the registration staff will locate you in the sessions that you have pre-registered for.

Right of Termination for Cause

This agreement and the University's obligations hereunder regarding this conference and the presentation of any or all of the associated sessions and optional entertainment events are subject to acts of God, way, terrorism, government regulations, disaster, fire, strikes, civil disorder, curtailment of transportation facilities, or other similar cause beyond the control of the parties making it inadvisable, illegal, or impossible to hold the event or provide the facility. IF the conference or any associated event is cancelled due to one of the aforementioned occurrences, the liability of the University shall be limited to refunding the conference registration fee or a portion thereof. The University shall not be responsible for consequential damages, including, but not limited to, any losses incurred by registrants including, but not limited to, airline cancellation charges, hotel deposits and other associated travel costs.

Special Accommodations

Wichita State University is committed to making programs accessible to people with disabilities. If you wish to volunteer information regarding any special assistance you may need, please contact the Office of University Conferences at (316) 978-6493.

Notice of Non-Discrimination

Wichita State University does not discriminate in its programs and activities on the basis of race, religion, color, national origin, gender, age, sexual orientation, marital status, political affiliation, status as a veteran, genetic information or disability. The following person has been designated to handle inquiries regarding nondiscrimination policies: Director, Office of Equal Employment Opportunity, Wichita State University, 1845 Fairmount, Wichita KS 67260-0205; telephone (316) 978-6791