

**71st Annual
Kansas Public Health Association Conference**

KPHA 2014



HEALTH IS WHERE YOU LIVE

**Monday, September 29 – Wednesday, October 1, 2014
Ramada Topeka Downtown Hotel and Convention Center
420 SE 6th Street, Topeka, Kansas**



Please join us for the 71st Annual Kansas Public Health Association Fall Conference to be held at the Ramada Topeka Downtown Hotel and Convention Center, September 29 – October 1, 2014. Conference sessions will focus on our theme of “*Health is Where You Live.*”

MAJOR SPONSORS

- Kansas Department of Health and Environment
- Tobacco Free Kansas Coalition, Inc.
- Wichita State University

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Barbara Starrett KPHA Conference Committee Member; Kansas Health Institute

Becky Tuttle KPHA Community Health Section Chair; YMCA Wichita

Nikki Keene Woods KPHA Secretary; Wichita State University

KEYNOTE PRESENTATIONS /SPECIAL GUESTS

Tuesday, September 30, 2014

8:45 – 9:15 a.m.



State Health Assessment and Improvement Plan = Healthy Kansans 2020: What’s in it and what’s next?

Robert Moser, MD, Secretary, Kansas Department of Health and Environment

The SHA and the SHIP, Healthy Kansans 2020, has been completed and released. In order to implement the

plan, it will take a collaborative approach with participation by many organizations. This session will look at HK2020, at a recent assessment of some of the work underway and at links between the state health assessment and improvement plans and local plans and activities.

9:15 – 10:15 a.m.



How your Zip Code Overrides your Genetic Code

Anne Warhover, BS, President and CEO of the Colorado Health Foundation

Conference keynote speaker Anne Warhover will explore the ways in which social determinants trump genetics in determining overall health

status and longevity. The session will also highlight evidence-based strategies for building communities where healthy decisions are possible, in the context of the new recommendations of the Robert Wood Johnson Foundation (RWJF) Commission to Build a Healthier America.

12:45 - 1:15 p.m.



Research and Practice / Academic Collaborations: Imperatives for Effective Public Health

Won S. Choi, Ph.D., MPH, Professor and Executive Director, Master of Public Health Program, University of Kansas Medical Center; Charlie Hunt, MPH,

Director, Bureau of Epidemiology and Public Health Informatics, Kansas Department of Health and Environment

This session will focus on the importance of research and evaluation for effective public health practice. In particular, the session will include



discussion of the role of collaborations between health departments and academic institutions in enhancing research and evaluation activities for improving public health programs and policies.

Wednesday, October 1, 2014

8:35 – 9:30 a.m.



Making Tobacco History: Youth Advocacy to Finish the Job

Ritney Castine, BA, Campaign for Tobacco Free Kids (Sponsored by Tobacco Free Kansas Coalition, Inc.)

This session will explore the current state of tobacco control at the state and national level and discuss best practices for youth engagement. Relying on best practices, case studies, and other methods, we will also discuss ways to appropriately communicate the importance of working to achieve tobacco policy at the state level considering competing interests.

Wednesday, October 1, 2014

12:45 – 1:45 p.m.



Public Health in Transition: Embracing and Preparing for the Future

Joyce Gaufin, BS, President, American Public Health Association

There are steps that we can take to better prepare ourselves and our organizations for future challenges in public health. We need to help identify and prepare more leaders; we need more public health advocates and more effective advocacy; and, we need to reach out to new partners and develop skills for more effective collaboration. This session will focus on how we can use our public health associations to help us achieve both personal and professional goals.

CONFERENCE AGENDA

PRECONFERENCE SESSION DESCRIPTIONS

Monday, September 29, 2014

PRE-SESSIONS 10:00 a.m. – 3:00 p.m.

Conference participants have the option of attending pre-sessions. These sessions require pre-registration and the payment of an additional registration fee. Separate contact hours for professional re-licensure will be available. The registration fee includes materials, lunch, and beverage breaks.

SESSION ONE

Implementing the Affordable Care Act (ACA): First year review.

Description: ACA has been “law” for over a year now and has withstood multiple attempts to repeal this legislation. Additionally, the country has been through the first round of enrollment in the health exchange. HHS Region 7 Director Stephanie Moore, will recap the experience from the federal and regional level. She will also provide information on what to expect with the upcoming enrollment period to start later this fall. The Kansas (state level) experience will be addressed by Sheldon Weisgrau. Both presenters will share challenges, successes, and lessons learned. There will be a panel discussion regarding other ACA related topics following their presentations. The pre-session will conclude with an interactive panel discussion with all presenters. Attendees are encouraged to bring their questions, concerns, and comments to share with the panel. **Authors:** *Stephene Moore, BSN, Region 7 Director, US Department of Health & Human Services; Sheldon Weisgrau, Health Reform Resource Project;*

Learning Objectives:

1. Review the history of ACA and impacts of implementation.
2. Identify the greatest challenges and successes at federal, regional, and state level.
3. Describe what Public Health workers can do to support the ACA implementation.

SESSION TWO

How do you engage policy makers?

Description: In the Kansas decentralized public health system, local health departments are entities of county government, and in most cases, are governed by the local Boards of Health comprised of county commissioners. In addition, many public health programs are funded by a mix of state and federal funding, administered in compliance with state and federal policies. It is imperative that health officials have the knowledge, skills, and abilities to engage with policy makers at all levels of government in order to effectively manage the programs they are responsible for while ensuring the provision of quality public services. This session will offer tools and communication strategies for effective intergovernmental relations. **Authors:** *Michelle Ponce, MPA, Executive Director of the Kansas Association of Local Health Departments; Randall Allen, Executive Director of KAC*

Learning Objectives:

1. Review the impact of the Kansas Association of Counties two-year initiative to engage county commissioners as Boards of Health.
2. Discuss the intersection of local, state, and federal policy impacts for Kansas.
3. Describe communication strategies used by health departments to inform and educate policy makers

Tanya Honderick, RN, MS, MPH, PHCNS-BC, KPHA President and Director, KU Master of Public Health Program, Kansas City Campus, Department of Preventive Medicine and Public Health

8:45 – 9:15 a.m.

State Health Assessment and Improvement Plan = Healthy Kansans 2020: What’s in it and what’s next?

Robert Moser, MD, Secretary, Kansas Department of Health and Environment

SESSION THREE

Health Impact Assessments (HIA): A New Tool for Planning and Decision Making

Description: The Kansas Health Institute invites you to participate in an interactive training on the Health Impact Assessment (HIA) – an evidence-based tool that helps decision-makers rapidly identify the potential positive and negative health effects of policies in order to maximize benefits and mitigate risks. You will also learn about health impact assessments conducted across the country and Kansas. **Authors:** *Tatiana Lin, M.A., Senior Analyst and Strategy Team Leader, Kansas Health Institute; Sheena Smith, M.P.P., Analyst, Kansas Health Institute; Sarah Hartsig, M.S., Analyst, Kansas Health Institute*

9:15 – 10:15 a.m.

How your Zip Code Overrides your Genetic Code

Anne Warhover, BS, President and CEO of the Colorado Health Foundation

10:15 – 10:45 a.m.

Beverage Break - Visit Exhibits

10:45 – 11:45 a.m.

Breakouts – Session 1

Learning Objectives:

1. Learn how to conduct an HIA.
2. Identify how to integrate HIAs in the work of your organization.
3. Identify and build relationships with stakeholders during the HIA process and with those interested in conducting HIAs.
4. Locate and use state and local HIA tools and resources, including funding opportunities.

1.1

Identification of the Health Needs of Sudanese Refugee Women Through Community-Based Collaborative Action Research

The process of Community-Based Collaborative Action Research (CBCAR) was used to partner with Sudanese refugee women to discuss the important barriers that refugee women experience within the U.S. healthcare system. Recommendations for educational program development will be provided based on feedback received from the focus groups. Implications for facilitating the design and implementation of CBCAR with refugee populations will be discussed. **Authors:** *Ellyn Mulcahy, PhD, MPH; Martha Baird, PhD, APRN, CTN-A; Elaine Domian, PhD, APRN, FNP-BC*

1.2

Health Behaviors among Women Enrolled in the Kansas Special Supplemental Nutrition Program for Women, Infants, and Children (WIC)

This session combines information from two studies conducted with women participating in the Kansas WIC Program. The first presentation will highlight a study to provide insight into characteristics associated with breastfeeding behaviors in women in urban versus rural locations as the need for breastfeeding services may vary by geographic location. The second study compares

Monday, September 29, 2014

KPHA Board Meeting

4:00 – 6:00 p.m.

CONFERENCE AGENDA

Day One – General Conference

Tuesday, September 30, 2014

- | | |
|------------------|---|
| 6:30 – 7:30 a.m. | Exhibitor Setup |
| 7:30 – 8:30 a.m. | Registration/Breakfast/
Visit Exhibits |
| 8:30 – 8:45 a.m. | Welcome, Conference Overview |

differences in smoking rates before, during, and after pregnancy by urban versus rural residence of women enrolled in WIC. The results of both studies suggest there are differences in health behaviors of women in rural locations versus urban locations that may have implications for providers of WIC services that can improve health in this population. **Authors:** *Lisette Jacobson, PhD, MPA, MA; Philip Twumasi-Ankrah, PhD; Sonalli Kurlekar, BS; Tracie Collins, MD, MPH; Taneisha Scheuermann, PhD; Michelle Redmond, PhD; Elizabeth Ablah, PhD; Robert Hines, PhD; Judy Johnston, MS, RD, LD*

1.3 The Kansas Health Foundation (KHF) Healthy Communities Initiative: Working to Improve Community Health Through Policy, Practice and Environmental Change

The KHF is committed to improving the health of all Kansans, and one of the key focus areas is to promote healthy behaviors, including ensuring proper nutrition and increasing physical activity. Through the Healthy Communities Initiative, the Foundation is partnering with 20 Kansas communities to promote policy, practice and environmental changes that support physical activity and increase access to and demand for healthy foods. Changing the environments that hinder or promote physical activity and healthy food choices are complex, adaptive challenges requiring comprehensive, collaborative solutions. Changing the environment to make healthy behaviors easier and more likely requires meaningful, sustainable change facilitated by strong collaborative efforts across community sectors. **Authors:** *Jeff Usher; Adrienne Paine Andrews, PhD; Scott Wituk, PhD*

1.4 The Effect of Having a Medical Home and Reported Family Financial Burden Among Children with Special Health Care Needs (CSHCN) – Kansas, 2009-2010

Families with CSHCN have significant financial and work-related impact as a result of caring for their CSHCN. This study uses Kansas specific data to assess the association of impact of provision of care via medical home and its impact on perceived financial burden among families. **Authors:** *Suparna Bagchi, DrPH, MSPH, MSc; Jamie Kim, MPH, MCH; Kris Bisgard, DVM, MPH, Diplomate ACVPM; Byron Robinson, PhD; Ingrid Trevino-Garrison, DVM, MPH, Diplomate ACVPM; D.Charles Hunt, MPH*

1.5 The Gospel of Grassroots

Have you ever wanted to tell a Council Member, County Commissioner or a State Legislator about a cause that you have a passion for but did not know where to start? Do you feel that the elected official was someone that you could not talk to? The American Heart Association, the American Cancer Society and Tobacco Free Kansas Coalition are collaborating to educate you on how to approach the elected official and how to advocate for your cause. **Authors:** *Misty Jimerson, MS; Reagan Cussimano, JD; Kevin Walker*

1.6 Outbreak of Staphylococcal Food Poisoning Associated with Pork Carnitas Sold Following a Restaurant Closure — Kansas, April, 2013

On Sunday, April 28, 2013, a hospital notified the Kansas Department of Health and Environment (KDHE) of four patients who sought care after eating food from the same restaurant. The Kansas Department of Agriculture (KDA) inspected the restaurant 70 minutes later resulting in a voluntary closure. Within 24 hours another report was received of approximately 20 of 50 attendees of a family event becoming ill. This outbreak was associated with consuming pork carnitas and salsa that tested positive for staphylococcal enterotoxin. As a result of this investigation the KDHE developed a template legal order to close a restaurant if KDA cannot rapidly respond. **Author:** *Daniel Neises, MPH*

1.7 Live at Work? Health is Where you Work!

Research shows that most U.S adults spend the majority of their waking hours at work. WorkWell KS (WWKS) is a state-wide initiative, funded by the Kansas Health Foundation and Kansas Department of Health and Environment, and coordinated by the Wichita Business Coalition on Health Care. This initiative provides leadership and resources for businesses and organizations to support worksite health. This presentation will offer the audience an opportunity to learn more about how worksite wellness initiatives improve peoples' health both at work and at home, and will provide examples of how WWKS is making an impact in Kansas. **Authors:** *Virginia Barnes, MPH; Aubrey Wiechman; Elizabeth Ablah, PhD, MPH*

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

- 12:15 – 12:45 p.m. **Lunch**
- 12:45 – 1:15 p.m. **Research and Practice / Academic Collaborations: Imperatives for Effective Public Health**
Won S. Choi, Ph.D., MPH, Charlie Hunt, MPH
- 1:15 – 2:00 p.m. **Poster Presentation Showcase**
- 2:00 – 2:30 p.m. **Beverage Break– Visit Exhibits**
- 2:30 – 3:45 p.m. **KPHA - A Year in Review**
Tanya Honderick
- 3:45 – 4:00 p.m. **Beverage Break – Visit Exhibits**
- 4:00 – 5:00 p.m. **Breakouts – Session 2**

2.1 Re-Integrating Environmental Health into Local Public Health Practice

Information from the Kansas Environmental Public Health System Performance Assessment and the Kansas Environmental Health Summit will be presented. The changing roles and responsibilities of environmental health in the public health system have created an incentive to develop strategies aimed at transforming environmental health. Suggestions to reconnect and re-integrate environmental health into the public health system at the local level offers new perspectives in environmental programs and services through integration of the goals and objectives of Healthy People 2020, Healthy Kansans 2020. and environmental health’s role in the public health department accreditation process. *Authors: Jack Brown, MUA, RS; Jerry McNamar, MPH, RS*

2.2 Health Impacts of Public Transit in Wichita, KS

A Health Impact Assessment (HIA) is a neutral policy tool that aims to inform policies in a variety of sectors before decisions are made. The Kansas Health Institute conducted an HIA on proposed changes to Wichita’s Transit System as elected officials and transit agencies were considering making adjustments to the current system. The featured transit HIA centers on the availability of public transportation and its connections between health and where Wichitans live, work and play. The discussion will highlight how mapping the proposed routes and existing services helped to identify transit

coverage gaps for dependent populations’ health through providing access to doctor’s offices, grocery stores and places of employment.. The session will conclude by showcasing the HIA’s recommendations for addressing identified gaps in order to maximize health. *Authors: Sheena Smith, MPP; Sarah Hartsig, MS*

2.3 Place Matters: Health Opportunity Mapping in Wyandotte County

This presentation highlights findings from an initiative to map where high concentrations of Emergency Room (ER) usage - the “hot spots: are in Wyandotte County, KS. Participants will learn about the primary care needs of the community, the costs of using the ER system, and how to transform health care away from costly ER use and instead reinvest in the health of these “hot spot” neighborhoods. Partners worked with three hospitals, safety net clinics, community stakeholders and organizers to develop a clearer understanding of the unmet health needs, community assets, and utilization of inefficient and just-in-time health care services in the neighborhoods. Opportunity maps were then used to support a community engagement strategy to assist residents, local government and health care organizations to target scarce resources, education and health care services to those neighborhoods with the greatest unmet need and highest demand on emergency department services. *Authors: William Moore, PhD; Reverend Deth Im; David Norris, MA; Jerry Jones, BA*

2.4 Evaluating Obesity Prevention Efforts

This panel will provide an overview of the Institute of Medicine’s Report on Evaluating Obesity Prevention Efforts (2013) and its application in Kansas. In the first segment, Stephen Fawcett (a member of the IOM Committee) will outline the framework and guidance offered in the IOM Report. Second, Secretary Robert Moser, KDHE, will give an overview of current efforts to promote physical activity, healthy nutrition, and healthy weight in Kansas. Third, Paula Clayton, Director of KDHE’s Bureau of Health Promotion, and Ericka Welsh, Senior Chronic Disease Epidemiologist at KDHE, will provide an overview of surveillance and community evaluation work related to obesity prevention in Kansas. The session will conclude with an open dialogue about challenges and opportunities in evaluating progress of obesity prevention efforts in Kansas. *Authors: Stephen Fawcett, PhD;*

Paula Clayton, MS, RD, LD; Ericka Welsh, MPH, PhD; Robert Moser, MD

2.5 **Impacting Population Health in Kansas: An Applied Leadership Training Experience**

The National Leadership Academy for the Public's Health (NLAPH) is a leadership training program offered by the Centers for Disease Control and Prevention that "enables multi-sector jurisdictional teams to address public health problems within their communities through team-identified community health improvement projects." A team from Kansas representing a local health agency, the state health department, the hospital association and the state public health association saw this as an ideal opportunity to build individual and collaborative leadership skills while working on a project centered on integration of public health and primary care that will hopefully set the stage for broader change in the state's public health system. Authors will share lessons learned about engaging unconventional partners in collaborative activities while simultaneously assessing readiness for change within the system. **Authors:** Jane Shirley, BSN, MSE; Alice Weingartner, M.Ed; Cindy Samuelson, BS; Tanya Honderick, RN, MS, MPH, PHCNS-BC

Health Systems Changes

The Kansas Department of Health and Environment, Kansas Association of Local Health Departments, and Wichita State University's Center for Community Support and Research began working in 2013 to strengthen strategies to improve the health of Medicaid eligible beneficiaries in Kansas. As health delivery systems are faced with significant and emerging changes, public health will be required to continually evaluate its role in health promotion and disease prevention. This session will share a number of best practices that have been explored as well as dynamic system level changes and their potential impacts on the public health system in Kansas. **Authors:** Jane Shirley, BSN, MSE; Sonja Armbruster, MA

2.6 **Community Health Assessment and Improvement: Opportunities for Collaboration between LHDs and Non-Profit Hospitals**

Community health assessment and improvement (CHA&I) has gained prominence in both public health and medical practice due to public health accreditation and the Patient Protection and Affordable Care Act. The Johnson County

Department of Health and Environment (JCDHE) has entered the midpoint of its first five year cycle and is working to improve the quality of this process. A qualitative research project was conducted to build a strategy portfolio to improve collaboration with non-profit hospitals. Case studies were conducted for each institution, and cross-case analysis provided a mechanism for developing a strategy portfolio. The most salient themes to emerge from this project will be discussed demonstrating the important role the local health department provided in the process. **Authors:** Kevin Kovach, MSc, DrPH(c), CHES; Sarah Dickes, BS

2.7 **Diversity not Disparities: Health Information Literacy for Your Community**

This session will discuss free online resources to assist you in providing appropriate health educational materials to a culturally and ethnically diverse population. **Author:** Rachel Vukas, MLS

Health Literacy Tools for a Clinical Setting

Health literacy is an emerging and important topic in today's healthcare environment. Studies have shown that low health literacy levels are predictors of disparaging health outcomes. Patients with low health literacy use emergency services more frequently, have higher health care costs, utilize preventative services such as vaccinations and mammograms less frequently, and are associated with higher mortality rates. Identifying clients and patients with low health literacy levels is a strategy to address health disparities. This presentation will describe available health literacy tools and how they could be implemented in clinical and public health settings to identify high-risk clients and patients. **Authors:** Nikki Keene Woods, PhD, MPH, MA; Amy Chesser, PhD, MA

CONFERENCE AGENDA

Day Two – General Conference

Wednesday, October 1, 2014

7:30 - 8:30 a.m. **Breakfast**

8:30 – 8:35 a.m. **Welcome Back!**
Tanya Honderick

8:35 – 9:30 a.m. **Plenary Keynote Presentation
Making Tobacco History:
Youth Advocacy to Finish the
Job**

*Ritney Castine, Campaign for
Tobacco Free Kids*

9:30 – 9:45 a.m. **Break/Hotel Check-Out**

9:45 – 10:45 a.m. **Breakouts - Session 3**

**3.1 RESIST-Fighting the Influence of Big
Tobacco-The Kansas Youth Led Movement**

Tobacco use and smoking initiation often begins during adolescence. In Kansas, 13,200 youth, under the age of 18, will try their first cigarette and 2,800 youth in Kansas will become daily smokers as they attempt to ignore the tobacco industry's marketing attempts, which invests 23 million dollars each day in the promotion and advertisement of cigarettes. RESIST is a Kansas youth-led movement that promotes tobacco-free teens and unites communities to create one strong voice opposing the tobacco industry. Become an advocate for the reduction of youth initiation and learn how you and your agency can support youth advocates across the state.

*Authors: Erica Anderson, MPA; Mauro Medrano;
Gabby Martinez*

**3.2 The Future of Nursing Campaign for Action:
Opportunities for Public Health Nursing**

This session will highlight the findings and recommendations of the 2010 Institute of Medicine (IOM) report, *The Future of Nursing*. The activities and accomplishments of the Future of Nursing Campaign for Action will be detailed, with an emphasis on those related to public health nursing and nursing leadership. An interactive discussion of the current activities of the Kansas Action Coalition will identify opportunities and strategies for increased involvement in the Campaign by Kansas' public health nurses. Educational opportunities for public health nurses in Kansas will also be explored. *Authors: Shirley Orr, MHS, APRN, NEA-BC; Betty Smith-Campbell, PhD, APRN-CNS; Cindy Teel, PhD, RN, FAAN*

**3.3 Hidden in Plain Sight: Guidelines for Health
Providers for Identification and Services for
Victims of Human Trafficking**

Healthcare providers are part of counter-trafficking networks that provide essential services to trafficked persons, but they are also important for identifying possible victims and

providing safe referrals to other service providers. The harm caused by human trafficking ranges from physical injury, such as cuts or broken bones, to less visible problems such as infections, internal injuries and complex psychological damage. This session will provide non-clinical essential tools for health professionals working with trafficked persons and those who might come into contact with potential victims of human trafficking.

Authors: Jennifer Rapp, MA; Dorothy Stucky-Halley, LSCSW

**3.4 Kansans Optimizing Health Program:
Embedding Self-Management and Prevention
Programs in Communities Across Kansas**

The Kansans Optimizing Health Program (KOHP) offers chronic disease self-management, injury prevention and diabetes prevention workshops to bring Kansans together to learn to address emotional, physical and social challenges that occur with chronic disease. All programs are evidence-based programs with proven track records for successfully helping participants increase physical activity, manage symptoms, improve general health, decrease activity limitations and improve communication with their physicians. Come learn more about how KOHP is expanding and the value that this initiative offers for clinical providers and community health leaders to preserve and improve the health of Kansas residents. *Authors: Ariel Capes; Virginia Barnes, MPH*

**3.5 Is There Really No Place Like Home? An
Exploratory Study of the Impact of Non-
Visitable Homes on Wheelchair Users**

This session will present data to show how barriers in the homes of family and friends reduce both community participation and social support for people using wheelchairs. This public health problem has generated a national "visitability" policy initiative to promote inclusion of three accessible features (one no-step entrance, an accessible interior path of travel, and a restroom on the main level) in newly-built single-family homes, to permit visiting by those with mobility limitations. The Author will discuss results of an exploratory qualitative study that investigated the experiences of wheelchair users regarding barriers encountered in visiting homes.

Author: Dorothy Nary, PhD

3.6 **Communities Supporting Breastfeeding – Creating a “Breastfeeding Utopia”**

Learn how your community can become a “breastfeeding utopia” - a place where mothers are connected with the right breastfeeding support person at the right time. Such communities have breastfeeding supportive hospitals, employers, child care providers and public businesses. Using the framework of the Centers for Disease Control and Preventions’ Guide to Strategies to Support Breastfeeding Mothers and Babies (2013), we will explore nine categories of strategies known to impact breastfeeding rates. Various statewide breastfeeding initiatives will be discussed to help your community become a “breastfeeding utopia”; specifically workplace lactation support, hospital maternity care improvement, and child care provider education. *Author: Brenda Bandy, IBCL*

3.7 **An Overview of the Kansas Health Foundation’s Public Health Practice Program**

The Kansas Health Foundation’s Public Health Practice Program project management team will provide an overview of the strategic planning process, highlight a number of funded initiatives and describe the anticipated outcomes of the project. Members of the Kansas Public Health Workforce Development Coordinating Council and representatives from the Kansas Association of Local Health Departments – two organizations that have contributed a great deal to the Practice Program – will describe their role in the process and outline current activities around funded projects. Participants will have the opportunity to serve as an informal focus group by participating in a facilitated question and answer session. *Authors: Ty Kane, MPH; Carolyn Williams; Michelle Ponce, MPA; Jane Shirley, BSN, MSE; Bruce Miyahara*

10:45 – 11:00 a.m. **Beverage Break**

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

4.1 **Exercising Leadership: How Can it Influence Health Where You Live?**

Improving the health of communities is a bold and compelling aim, and it involves mobilizing others to what is often difficult work. This session aims to share lessons learned from a leadership training series, stories from the field and provide participants with an experiential, brief, leadership training experience. *Authors: Sonja Armbruster, MA; Seth Bate*

4.2 **Helping Kansas Safety Net Clinics Provide High Quality Tobacco Treatment**

This presentation will discuss evidence-based tobacco treatment in clinical settings, the challenges and rewards of treating tobacco dependence, the outcomes of this program, and how to strengthen the program for future dissemination. *Authors: Kimber Richter, PhD, MPH; Babalola Faseru, MD, MPH; Leslie Sullivan, MS; Rebecca Bennett, RD; Susan Wood, RN, BSN*

Enhancing Obesity Treatment in Primary Care Safety Net Clinics

In this session, participants will learn about a Kansas project to improve obesity treatment in primary care through a series of video mini-webinars. These webinars were created through a partnership between the University of Kansas Medical Center and the Kansas Association for the Medically Underserved. Due to this relationship, the target clinics were safety-net and rural primary care clinics across Kansas. Project outcomes, including data on improvement in provider competency for treating obesity in primary care, will be addressed. Discussion will include evidenced based methods for treating obesity in primary care utilized to create the mini-webinars and treatment guidelines for federally qualified health clinics. Finally, we’ll review the current epidemiology and health outcomes for obesity. *Authors: Christie Befort, PhD; Kimber Richter, PhD, MPH; Leslie Sullivan, MS; Rebecca Bennett, RD; Susan Wood, RN, BSN*

4.3 **Cat Bites, Vaccine Hesitant Parents, and Large-Scale Patient Notification: Hot Topics in Infectious Disease Epidemiology**

Infectious disease epidemiology covers a wide variety of diseases and investigations. In this session, Kansas Department of Health and Environment epidemiologists will present three hot topics regarding feline rabies vaccination and compliance with county laws, parental attitudes regarding childhood vaccinations, and an investigation into potential bloodborne pathogen transmission following infection prevention breaches. *Authors: Elizabeth Lawlor, MS; Ingrid Trevino-Garrison, DVM, MPH; Sheri Tubach, MPH, MS; D. Charles Hunt, MPH; Joseph Scaletta, MPH, BSN, RN, CIC; Chelsea Raybern, MPH; Cathleen Hanlon, VMD, PhD*

4.4 **Participatory Evaluation and Capacity Building with Community Health Initiatives**

This session will describe efforts to integrate participatory evaluation and capacity building in support of community health initiatives drawing on ongoing collaborations with initiatives at local and national levels. Featured projects and related presentations will describe methods and lessons learned about participatory evaluation and capacity building with: a) the Lawrence/Douglas County community health improvement effort; b) the Latino Health for All Coalition in Wyandotte County; and c) the national Together on Diabetes program involving multiple partners working to address health disparities among those experiencing diabetes. The session will conclude with an open dialogue about challenges and opportunities in understanding and supporting collaborative action to assure health for all. *Authors: Stephen Fawcett, PhD; Vicki Collie-Akers, PhD; Jerry Schultz, PhD; Christina Holt, MA*

4.5 **Improving Birth Outcomes through Delivering Change: Healthy Moms, Healthy Babies**

Delivering Change: Healthy Moms-Healthy Babies is the initiative of the Geary County Perinatal Coalition formed in June 2010 to address the health of mothers and babies in Geary County as a result of one of the highest infant mortality rates in Kansas. The initiative includes a prenatal education program based on the March of Dimes Becoming a Mom curriculum. Results of the collaborative community action include a reduction of the infant mortality rate from 10.37 per 1,000 live births in 2010, down to 8.9 per 1,000 live births 2012, increased breastfeeding rate and increased knowledge rates from participating mothers. These results are important to disseminate to help improve birth outcomes across Kansas. Join this session to learn about the power of collective action. *Authors: Terrah Stroda, CNM; Jill Nelson, BA; Nikki Keene Woods, PhD, MPH, MA*

4.6 **I Can Hear You, But I Can't Understand a Word You Are Saying! Hearing Impairment In Older Adulthood—What Is It? What Can We Do To Help?**

For many older adults, a gradual decrease in one's ability to hear and understand what others are saying can be debilitating, leading to less frequent visits with family and friends and withdrawing into isolation at home. Some older adults who have hearing impairment become so

defeated in their attempts at communication that it does not dawn on them that they might be better able to understand what others are saying if those with whom they are communicating would either improve their manner of speaking or improve the communicative environment. This session will describe the causes of hearing loss in adulthood and methods for assist to ease the frustrations resulting from impaired hearing, which does not always mean buying hearing aids! *Author: Raymond Hull, PhD, FASHA, FAAA*

4.7 **Evaluation of Efforts to Enroll Uninsured Residents in Wyandotte County**

This session will describe efforts to integrate participatory evaluation and capacity building in support of community health initiatives. We will draw on the experience of Enroll Wyandotte - an aspiring collaborative of social service, medical, civic and academic sectors who are seeking to alter the health access and equity landscape in Wyandotte County through outreach and enrollment assistance into the Health Insurance Marketplace. *Authors: Jerry Jones, BA; Lucia Jones, RN; Wesley McKain, Vicki Collie-Akers, PhD, MPH; Stephen Fawcett, PhD*

12:00 – 12:15 p.m. **Break**

12:15 – 12:45 p.m. **Lunch**

12:45 – 1:45 p.m. **Plenary Keynote Presentation**
Joyce Gaufin, BS, President,
American Public Health
Association

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. Discuss the implications of collaborative research to improve the public's health.
2. Identify promising and evidence-based practice for diverse Kansas populations.

3. Describe the processes of conducting food-borne illness and disease investigation to mitigate health impacts and protect the public health.

4. Review leadership initiatives that are improving health outcomes in Kansas through engagement of multiple private and public sectors.

5. Learn strategies to address health, safety, and environmental issues through policy and practice.

CONTINUING EDUCATION INFORMATION

Nurses – Approval Pending

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 (8.75) contact hours for the General Conference and (4.5) contact hours for attending an optional pre-session applicable for re-licensure. (BSRB approval #05-001).

Dieticians – Approval Pending

Sanitarians – Approval Pending

Nursing Home Administrators – Approval Pending

CERTIFICATES

Certificates will be emailed within 30 days after the conference. You may pre-order a paper copy of your certificate(s) by marking the registration form. There is an additional \$3.00 charge per certificate. Paper certificates which are not pre-ordered will be available at the conference for an additional charge of \$10.00 per certificate.

REGISTRATION AND PAYMENT

Registration and Payment Process

You may register and pay on-line at

<http://www.wichita.edu/conferences/kpha>

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
9/8/14	9/8/14	
\$225.00	\$260.00	\$295.00

Non KPHA Member Registration

Rec'd by	Rec'd after	At Door
9/8/14	9/8/14	
\$325.00	\$360.00	\$395.00

KPHA Student Member Registration*

One Day	Two Day
\$60	\$90

*One or Two Day conference registration is an option for KPHA Student Members only. To join as a Student, visit <http://kpha.us/application>

Pre Conference Sessions Registration Member and Non-Members

(includes instructional materials, lunch and breaks)

Rec'd by	Rec'd after	At Door
9/8/14	9/8/14	
\$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
9/8/14	9/8/14	
\$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, 2014.

ACCOMMODATIONS

Ramada Topeka Downtown Hotel and Convention Center
420 SE 6th Street
Topeka, Kansas 66607

Room Rate

Special rates for conference attendees have been arranged with the Ramada. Single and double occupancy rates are \$89.00 + tax per night.

Making a Reservation

Reservations must be received by September 14. When you make your reservation, please identify yourself as a Kansas Public Health Association Conference participant. To make reservations call the Ramada at 1-800-432-2424.

Check-in/Check-out

Check-in time is 4:00 p.m. Room assignments prior to that time are based upon availability. Checkout time is 12:00 p.m.

PRIZES

Special Drawings- Drawings for two free registrations to the 2015 KPHA Annual Conference will be held during the KPHA Year in Review (Day One from 2:30 to 3:45 p.m.). Must be present to win.

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, war, 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: Executive Director, Office of Equal Employment Opportunity, Wichita State University, 1845 Fairmount, Wichita KS 67260-0138; telephone 316-978-3186