

# 2021 MINK Virtual Conference

## ABOUT

Please join us for the Region VII (Missouri, Iowa, Nebraska and Kansas) MINK meeting – we are back! This year MINK is joining with the 2021 Kansas Public Health Association Virtual Conference on the second day of their conference, September 22nd. Registration for the one day will be \$50 for MINK affiliates and includes CEUs. The day will include the opportunity to hear KPHA's keynote speaker, Dr. Kaye Bender, President-Elect for APHA, and participate in breakout and poster sessions throughout the morning; followed by an afternoon session for MINK affiliates only from 1-5 pm. We have a great day planned for you to network with your MINK peers and make new connections. The MINK meeting lays the groundwork for work we hope to do as a region so please attend if you can.

## AGENDA

8:30 to 9:30 a.m.	Keynote — Dr. Kaye Bender, APHA President-Elect
9:30 to 10 a.m.	Poster Sessions
10 to 11 a.m.	Breakout Sessions: Visit <a href="http://www.wichita.edu/kpha">www.wichita.edu/kpha</a> to view the sessions
11 to 11:30 a.m.	Poster Sessions
11:30 a.m. to 1:00 p.m.	Lunch Break
1 to 1:15 p.m.	Welcome to MINK 2021 Annual Meeting
1:15 to 1:45 p.m.	Dr. Kaye Bender, APHA President-Elect
1:45 to 2:15 p.m.	Dr. Catherine Satterwhite (Invited), Region 7 HHS Director
2:15 to 2:20 p.m.	Stretch Break
2:20 to 5:00 p.m.	FrameWorks Institute Workshop

## FRAMEWORKS INSTITUTE SESSION INFORMATION

The COVID-19 pandemic has revealed a wide range of urgent challenges and opportunities ahead for public health. Our ability to skillfully address these challenges and make the most of these opportunities is fundamental to our effectiveness in attaining health equity, our highest public health priority. Our pandemic response efforts have met resistance from members of the public and policymakers, whose actions have impeded effective public health practice and eroded public health authorities. The pandemic has illuminated the urgency of building a constituency for public health – informed and engaged partners from all sectors of society who understand and will speak for public health, and the imperative to prioritize health equity as a fundamental right of all people and a shared goal and responsibility of all sectors.

MINK partners from the Region VII states have shared many common experiences and challenges in pandemic response that inform the need for a coordinated regional strategy to build a constituency for public health. This session will build the groundwork for a regional alliance to achieve that goal. Through a collaboration of MINK partners, the Midwestern Public Health Training Center (MPHTC), and the FrameWorks Institute, we will work and learn together how to effectively engage people across all sectors as effective advocates and champions for a strong public health system focused on the attainment of health equity.

This foundational session will be facilitated by Julie Sweetland, PhD, with the FrameWorks Institute. Julie is a sociolinguist and serves as a Senior Advisor at the Institute, where she leads efforts to diffuse the organization's cutting-edge, evidence-based reframing recommendations throughout the nonprofit sector. Since joining FrameWorks in 2012, she has led the development of powerful learning experiences for nonprofit leaders and has provided strategic communications guidance for advocates, policymakers, and scientists nationwide and internationally.

