Achieving health equity through policy and partnerships

2010 WPHA - WALHDAB Annual Conference

May 25–27, 2010
Madison Marriott West

Presented jointly by the Wisconsin Public Health Association and Wisconsin Association of Local Health Departments and Boards.
Conference Theme
The conference theme is “Achieving Health Equity through Policy and Partnerships.” This theme highlights the importance of policy change for addressing the political, economic, environmental, and social determinants of health that contribute to disparities in health outcomes. Diverse partnerships are essential because interventions must be directed toward social systems and practices.

Intended Audience
The program is designed for all public health professionals and students of public health, including nursing, administration, health education, environmental health, preparedness, epidemiology, and other fields at the local, state and national level. Attendees from a variety of audiences including state and local health departments, boards of health, community-based organizations, advocacy organizations, health care organizations, colleges, and universities are welcome.

Conference Objectives
1. Define health equity using the social determinants of health.

2. Apply strategies for policy change to achieve health equity in your community.

3. Identify strategies for diversifying partnerships to achieve health equity in your community.

More Information
For additional details regarding the conference keynote speakers, conference schedule and breakout presentations, please visit the conference website at www.wpha.org.
KEYNOTE SPEAKERS

More information available at www.wpha.org

The Politics of Health Inequities: Public Health Strategies for Tackling Fundamental Causes
Richard Hofrichter, PhD - Senior Analyst for Health Equity, National Association of County and City Health Officials

Promoting Health Equity: Addressing the Root Causes of Health Disparities
Camara Phyllis Jones, MD, MPH, PhD - Research Director on Social Determinants of Health and Equity in the Division of Adult and Community Health, National Center for Chronic Disease Prevention and Health Promotion, Centers for Disease Control and Prevention

The Role of Public Policy in Achieving Health Equity
Cristal Thomas, MPP - Regional Director, U.S. Department of Health and Human Services - Region V

Transformation Through Collaboration
Alexandra K. Adams, MD, PhD - Assistant Director, UW Institute for Clinical & Translational Research, Director, Collaborative Center for Health Equity, Faculty, UW School of Medicine and Public Health
CONFERENCE SCHEDULE
Schedule is subject to change.

Tuesday, May 25
9:00 a.m.–4:00 p.m. Pre-Conference Session 1
12:00–7:00 p.m. Conference Registration
1:00–4:00 p.m. Pre-Conference Sessions 2 and 3
4:30–7:00 p.m. Exhibitor Setup

Wednesday, May 26
7:00 a.m.–5:30 p.m. Conference Registration
7:00–8:00 a.m. Wisconsin Public Health Association Resolution Review
7:00–8:30 a.m. Continental Breakfast & View Exhibits and Posters
8:30–9:00 a.m. Conference Welcome & Award Presentations
9:00–10:00 a.m. Keynote: The Politics of Health Inequities: Public Health Strategies for Tackling Fundamental Causes, Richard Hofrichter, PhD
10:00–10:30 a.m. Break to View Exhibits and Posters
10:30–11:45 a.m. Breakout Presentations - Block 1
11:45 a.m.–12:45 p.m. Lunch and WALHDAB Annual Business Meeting
12:45–1:45 p.m. Keynote: Promoting Health Equity: Addressing the Root Causes of Health Disparities, Camara Phyllis Jones, MD, MPH, PhD
1:45–2:15 p.m. Break to View Exhibits and Posters
2:15–3:30 p.m. Breakout Presentations - Block 2
3:30–3:45 p.m. Break to View Exhibits and Posters
3:45–4:45 p.m. Breakout Presentations - Block 3
5:00–6:30 p.m. Speed Chat & Conference Reception

Thursday, May 27
7:00 a.m.–12:00 p.m. Conference Registration
7:00–8:00 a.m. WPHA Committee and Section Meetings
7:00–8:00 a.m. Continental Breakfast & View Exhibits and Posters
8:00–8:30 a.m. Morning Welcome & Award Presentations
8:30–9:30 a.m. Keynote: The Role of Public Policy in Achieving Health and Equity, Cristal Thomas, MPP
9:30–10:00 a.m. Break to View Exhibits and Posters
10:00–11:00 a.m. Breakout Presentations - Block 4
11:00–11:15 a.m. Break to View Exhibits and Posters
11:15 a.m.–12:15 p.m. Breakout Presentations - Block 5
12:15–1:15 p.m. Lunch and WPHA Annual Business Meeting
1:15–1:45 p.m. Keynote: Transformation Through Collaboration, Alexandra K. Adams, MD, PhD
1:45 p.m. Adjourn

Schedule is subject to change.
SESSION 1
Honoring Our Common Differences: Creating Inclusive Partnerships and Organizations

Inclusive partnerships and organizations are ones where people of diverse social and cultural groups (e.g., gender, race, ethnicity, class, disability, LGBT) experience uncompromising respect and dignity in an atmosphere of non-judgment and genuine acceptance. Inclusive partnerships and organizations value and actively encourage multiple experiences and perspectives, creating a positive, collaborative environment in which people feel safe to be themselves, and are able to contribute their best work to the organization and/or partnership.

The goals of this workshop are to create a safe forum to engage in self-reflection and dialogue with others about inclusivity. Participants will:

• Discover how their life experiences and assumptions affect their understanding of diversity issues and their actions toward inclusivity
• Explore how oppression operates on individual and institutional levels, and how they may unintentionally exclude people.
• Gain insight into one’s privileges and how to use them with integrity to enhance inclusivity.
• Assess the differences between non-discriminatory and inclusive behaviors on personal and institutional levels and begin to identify actions to create more inclusive partnerships and organizations.

Presenters: Lisa Olson, Healthier Wisconsin Partnership Program, Medical College of Wisconsin and Kathy Germann, Kathy Germann Consulting

SESSION 2
Using Quality Improvement and Strategic Planning to Improve Your Health Department

This workshop will offer practical information about using two key management tools—quality improvement (QI) and strategic planning—to improve health departments. Participants will be offered a primer on each and examples of integration in Wisconsin health departments will be offered by additional guests including board of health, LHD administrators and staff. Opportunities to practice skills will be offered. Attendees will gain an understanding of why and how these tools should be used if an organization is striving for excellence. This workshop will be appropriate for LHD staff and administrators, board of health members, and others interested in learning about QI and strategic planning in public organizations.
Participants will:

- Be introduced to the Plan-Do-Study-Act (PDSA) model for improvement, and learn how to apply it in their agencies.
- Gain a more in-depth understanding of the planning stage of the process, including overview of tools that can be used.
- Gain practical experience using selected tools to address a public health issue.
- Discover why strategic planning is an essential tool for management in a high functioning organization.
- Identify the basic elements of strategic planning—what it is, and what it isn’t—and keys to success.
- Identify action steps to assess readiness for, prepare for, and execute strategic planning and organizational strategic thinking/operations.

Presenters: Nancy Young, Institute for Wisconsin’s Health Inc., and Kate Konkle, UW Population Health Institute

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**SESSION 3**

**Media and Advocacy Training**

WPHA and WALHDAB work very hard throughout the year to advocate for public health. Our success begins and ends with strong, prepared members willing to serve as advocates for good public health policy.

You can help raise the voice for public health in Wisconsin by becoming an advocate for change. This session will review key concepts, strategies and resources that will help you and your organization make a difference in public health through improved policy and partnerships. Learn more about WPHA’s advocacy plans, and share your interests to help make Wisconsin healthier and safer.

Participants will be able to:

- Describe the importance of each of the policy priorities included in WPHA-WALHDAB joint policy agenda in their professional experience;
- Summarize key elements of the Wisconsin legislative process;
- Identify at least three resources available to support their policy advocacy; and
- List at least two strategies that can be used locally to increase media and public awareness of public health.
Breakout Presentations
Session descriptions are available at www.wpha.org

Block 1
May 26, 2010 - 10:30–11:45 a.m.

1.1 Innovative Partnerships for Community Health Care Access
Stephanie Harrison, Wisconsin Primary Health Care Association
Wally Orzechowski, Southwest Community Action Program, Inc.
Salli Martyniak, Forward Community Investments
Joanne Holland, Access Community Health Centers

1.2 When the Going Gets Tough…The Tough Get Smart
George Mejicano, Office of Continuing Professional Development in the School of Medicine and Public Health, University of Wisconsin Madison
Marina De Pablo, LEAP Project, School of Nursing, University of Wisconsin Madison
Linda Pittz, Office of Continuing Professional Development in the School of Medicine and Public Health, University of Wisconsin Madison
Nancy McKenney, Division of Public Health, Wisconsin Department of Health Services

SPONSORED BY WPHA MATERNAL AND CHILD HEALTH SECTION

1.3 Infant Mortality Collaborative: A Multi-Disciplinary Investigation of Dane County’s Decrease in Infant Mortality Disparities
Angela Rohan, Division of Public Health, Wisconsin Department of Health Services
Stephanie Robert, University of Wisconsin Madison
Pamela McGranahan, Public Health-Madison & Dane County
Brendan Fulmer, Center for Women’s Health Research, University of Wisconsin Madison

1.4 Board of Health Session (More information coming soon)

1.5 Health Equity: A Final Frontier
Craig Becker, Pediatric Pulmonary Center, American Family Children’s Hospital
Mary Marcus, Pediatric Pulmonary Center, American Family Children’s Hospital

Block 2
May 26, 2010 - 2:15–3:30 p.m.

2.1 The Wisconsin Promising Practices Program: Promising Community-Based Interventions to Improve Minority Health
Evelyn Cruz, Wisconsin Department of Health Services
Nancy Eberle, University of Wisconsin Population Health Institute

Session descriptions are available at www.wpha.org.
2.2 Addressing Violence in Children
Marlene Melzer, Department of Pediatrics, Medical College of Wisconsin
Barbra Beck, Center for Urban Population Health
Dawn Zahrt, Department of Pediatrics, Medical College of Wisconsin
Courtenay Kessler, University of Wisconsin Population Health Institute/Sojourner Family Peace Center

2.3 Web 2.0 Meets Public Health: Free, Easy, Technology Tools to Help You Work Smarter
Julie Swanson, Wisconsin Tobacco Control Resource Center

2.4 Rural Heath Equity: Politics, Policy & Research Effect
Tim Size, Rural Wisconsin Health Cooperative
John Eich, Wisconsin Office of Rural Health

2.5 Experiencing Disparities: The Last Straw (PART 1)
Sarah Beversdorf, Wisconsin Public Health Association
Kirsten Gruebling, Healthy Wisconsin Leadership Institute

Block 3
May 26, 2010 - 3:45–4:45 p.m.

3.1 Calling All Partners: Finding Your Role in Implementing Wisconsin’s Smoke Free Air Law
Kyle Pfister, Wisconsin Tobacco Prevention and Control Program
Jill Ness, Smoke Free Wisconsin
Marva Brooks, Wisconsin Tobacco Prevention and Control Program

3.2 Using Data to Inform Public Health Interventions and Messages: Drinking Water Quality and Private Well Testing in Wisconsin
Jennifer Boyce, Division of Public Health, Wisconsin Department of Health Services
Marni Bekkedal, Division of Public Health, Wisconsin Department of Health Services

3.3 Wisconsin’s Minority Health Program and Healthiest Wisconsin 2020: Achieving Equity by Eliminating Racial, Ethnic, and Sexual Orientation Disparities
Fabienne Ouapoua-Lena, Minority Health Program
Patricia Guhleman, Division of Public Health, Wisconsin Department of Health Services
Brenda Coley, Diverse and Resilient, Inc.

3.4 Wisconsin Public Health Mentor Program: Overview and Orientation
Judith M. Hansen, LEAP Project, School of Nursing, University of Wisconsin Madison
Sarah Beversdorf, Wisconsin Public Health Association

Session descriptions are available at www.wpha.org.
3.5 Experiencing Disparities: The Last Straw (PART 2)
Kirsten Gruebling, Healthy Wisconsin Leadership Institute

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Block 4
May 27, 2010 - 10:00–11:00 a.m.

4.1 Doing Health Equity in a Health Department
Lauri Andress, Wisconsin Center for Health Equity

4.2 Healthy People = Healthy Economy: Argument for Making an Economic Investment in Our Public Health System
Sara Finger, Wisconsin Alliance for Women’s Health
Chuck Warzecha, Bureau of Environmental and Occupational Health, Wisconsin Department of Health Services
Patti Wohlfeil, Waushara County Health Department

4.3 FIT Families: Improving WIC Children’s Nutrition and Physical Activity Habits
Charlanne FitzGerald, University of Wisconsin Population Health Institute
Linda Lee, La Crosse County Health Department
Suzanne Oehlke, Portage County Health and Human Services
D. Paul Moberg, University of Wisconsin Population Health Institute

4.4 Relationship of Youth Assets and Perceived Health Status and Sadness/Hopelessness Among Youth in Wisconsin and Milwaukee
Kaija Zusevics, PhD Student, Medical College of Wisconsin
Emmanuel Ngui, Medical College of Wisconsin

4.5 H1N1 Update (More information coming soon)

4.6 Policy Issues for Wisconsin and the Great Lakes Region: Conversation with Cristal Thomas, MPP, Director, HHS Region V

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Block 5
May 27, 2010 - 11:15 a.m.–12:15 p.m.

5.1 Milwaukee Health Report 2009: Health Disparities in Milwaukee by Socioeconomic Status (SES)
Geoffrey Swain, School of Medicine and Public Health, University of Wisconsin Madison and City of Milwaukee Health Department
Ron Cisler, Center for Urban Population Health, University of Wisconsin Milwaukee
Han-Yang Chen, Center for Urban Population Health, University of Wisconsin Milwaukee

Session descriptions are available at www.wpha.org.
5.2 Lesbian, Gay, Bisexual, and Transgender Health: Disparities and Tips to Serve These Populations
Molly Herrmann, Division of Public Health, Wisconsin Department of Health Services

5.3 Linking Health Department Quality and Accreditation: A National and State Update from the Wisconsin Public Health Quality Initiative
Nancy Young, Institute for Wisconsin’s Health, Inc.
Kate Konkle, University of Wisconsin Population Health Institute.
Lieske Giese, Division of Public Health, Wisconsin Department of Health Services

5.4 Putting the Social Determinants of Health Into Action: Lessons Learned from the Mobilizing Action Toward Community Health (MATCH) Project
Julie Willems Van Dijk, University of Wisconsin Population Health Institute

5.5 Housing Equity
John Hausbeck, Public Health-Madison & Dane County
Courtenay Johnson, Eau Claire City County Health Department
Rick Wietersen, Rock County Health Department
Jeff Phillips, Winnebago County Health Department

Session descriptions are available at www.wpha.org.
NEW AT THE CONFERENCE
SPEED CHAT

May 26, 2010 - 5:00 p.m.

Your eyes meet across a crowded room. Your gazes lock, and you wonder, “Who the heck is that!?” Come to the first ever WPHA-WALHDAB Speed Chat event, where experience meets enthusiasm and time is of the essence. Using “speed dating” as a model, this fun event will mix it up a little in a fast-paced meet-and-greet exchange.*

*Laughter guaranteed or your money back.

SILENT AUCTION

Donating
We are looking for donations from all WPHA and WALHDAB members as well as anyone else who may be interested in making a donation.

Our goal is to raise $1500 for the Mid America Regional Public Health Leadership Institute scholarship. Donations should be in the $25-$100 range.

Please provide the WPHA office with the following by April 21, 2010:
1. A short description of what you will donate
2. The total value of your donation
3. Contact name and information

Donations can be brought to the conference. Past donations have included gift baskets of chocolates, wine & crackers, various beers, etc. Be creative!

Bidding
Bidding for the 2010 Silent Auction will begin Tuesday, May 25 at 12:00 p.m. and will close Wednesday, May 26 at the Conference Reception. All winning bids will be listed at the conference registration desk. Winners will need to pay for their silent auction items on Thursday, May 27. Items must be picked up at the registration desk before the close of the conference May 27.

USED BOOK SALE
Are you a reader in search of a good bargain? Then you’ll appreciate a new feature of this year’s conference...a used book sale! Bring some pocket money to purchase some used books...all proceeds will benefit WPHA.
CHES Credits
Application has been made to the National Commission for Health Education Credentialing, Inc. (NCHEC) for CHES Category 1 continuing education contact hours (CECH).

Registration Policies
Registration fee includes plenary and breakout sessions, reception, conference materials, breaks, and breakfast and lunch on both days of the conference. A registration form is enclosed. Only one registration per form. You may copy the form as needed, or download from the WPHA website at www.wpha.org. Registration must be received by April 23, 2010, to be guaranteed conference materials. Cancellations are honored prior to April 23, but are subject to a $25 administrative fee. A confirmation letter will not be sent. Please keep a copy of your registration form for your records.

Tax Identification Number
WPHA's Tax ID number is 39-6084243.

Hotel Information
Rooms are available at a special group rate of $70 single/$100 double occupancy. Reservations can be made by calling the Marriott at 608-831-2000. Be sure to ask for the Wisconsin Public Health Association Room Block to receive our special group rate. To guarantee this rate, and to ensure a room will be available, reservations must be made by May 10, 2010. Reservations can also be made online, visit http://www.marriott.com/hotels/travel/msnwe-madison-marriott-west to make your reservation for the 2010 Annual Conference. Enter group code, wphawpha to receive the group rate.

Attire
Business casual attire is acceptable for all conference events.

Questions
If you have any questions regarding the conference, contact the WPHA-WALHDAB office at: 702 Eisenhower Drive, Suite A, Kimberly, WI 54136 920-882-3650 (phone), 877-202-4333 (toll free), 920-882-3655 (fax) wpha@wpha.org