

# Pathways Initiative Learning Session

April 28–30, 2021



[bcbsks.com/pathways](https://bcbsks.com/pathways)

# Welcome

April 2021

Dear *Pathways to a Healthy Kansas* attendees,

It gives me great pleasure to extend a warm welcome to everyone attending this Blue Cross and Blue Shield of Kansas *Pathways to a Healthy Kansas* Learning Session. We are excited to be joined by coalition partners and stakeholders from across the state for this event. The event design team has strived to provide a wide range of sessions with speakers that have experience and expertise in implementing strategies that strengthen the foundations of health and equity in our communities. We are thrilled to have speakers from both state and nationally recognized organizations join us as we continue to invest in Kansas communities' quality of life.

This year's learning session goes straight to the heart of our mission: to focus on strategies that build community engagement and transform the way residents stay healthy. As champions for health, we have been through unforeseen adversities, hit with unexpected challenges, and forced to embrace new ways of doing our work. In this process, we have asked the important questions: what do our communities really need? How can we make health easier to access for everyone in our communities? Can we do things in new ways that lead to better outcomes? With this learning session, we hope to address those questions and more.

Thank you for accepting the challenge to build pathways that allow all Kansans to embrace healthy lifestyles. I wish you a productive and empowering learning session and look forward to seeing you all on Zoom.

Sincerely,



Virginia Barnes, MPH  
Director, Blue Health Initiatives  
Blue Cross and Blue Shield of Kansas



# Zoom etiquette

The Learning Session will use two zoom platforms for sessions throughout the three days – Zoom Meetings and Zoom Webinar. Please refer to the information below to navigate these two platforms. Also, please note the bulleted recommendations below to ensure you have a smooth experience.

- Before the learning session begins, make sure you have upgraded to the latest version of Zoom at <https://zoom.us/download>.
- Plan to join the meeting early to leave time for troubleshooting and any unforeseen issues that may arise.
- We recommend attending the learning session from a location with a strong internet connection. If connectivity issues arise, try removing other devices such as cell phones, gaming systems and other computers from your wireless network.

## Zoom Password

You will be prompted for a password when you click on the link for each session. This password will be used for all sessions throughout the learning session. For security purposes, the password will be distributed by email to registrants and may also be found in the printed version of this program that you received in your welcome packet.

## Zoom Meetings

### Stop/Start Video

You will be able to turn your camera on or off using the button at the bottom left of your screen with a camera icon. You are not expected to have your camera on during all sessions, as we recognize zoom fatigue may set in throughout these days.

### Muting/Unmuting Yourself

If you need to unmute to share something or ask a question, you may press the mute button in the bottom left-hand corner of your screen. This button is indicated using a microphone icon. If you are calling in using the phone you will need to press \*6. Please stay muted during this session unless you are speaking. Also feel free to use the chat if you have something to say.

### Reactions

An option for you to give feedback is to use the reactions option you have in the menu that will appear at the bottom of your screen; you can use the thumbs up or clapping hands to agree/emphasize something happening in the conversation.

## Zoom Webinar

### Q&A

Though you won't be able to turn on your camera or your microphone during a webinar, you may ask questions through the Q&A feature. To do so, click the Q&A button at the bottom of the Zoom window and type your question. A panelist will either decide to answer your question live or type an answer in the Q&A window.

### Raise Hand

If you wish to ask a question live during the webinar, you may click the "Raise Hand" button. Time permitting, the moderator will allow you to unmute. You can then turn on your microphone and ask your question to the presenter.

# Agenda

The agenda below outlines the three days for this learning session. We hope that you will find these sessions energizing and relevant to the packages your community selected or that may be of interest in future action periods. Sessions will be recorded and available for those that are unable to attend the event. **Please note that communities who are working on the storytelling package** should plan on attending the two storytelling breakout sessions.

Wednesday, April 28			
Time	General Session	Breakout Sessions	
9:00 – 9:30 AM	Keynote: Addressing Drivers of Health by Centering Community as the Catalyst for Change		
9:30 – 10:00 AM			
10:00 – 10:30 AM			
10:30 – 11:00 AM			
11:00 – 11:30 AM		Food Pantries: Opportune Venues to Increase Access to Healthy Food	Creating Workplace Environments that Support Kansas Families
11:30 AM – Noon			
Noon – 1:00 PM	<b>Lunch</b>		
1:00 – 1:30 PM		Food Policy Councils in the Sunflower State	Storytelling to Influence <small>*Please ensure coalition members involved in this package attend this session.</small>
1:30 – 2:00 PM			
2:00 – 2:30 PM			
2:30 – 3:00 PM		Accessing Community Health & Wellness by Engaging Your Community	
3:00 – 3:30 PM			

Agenda continues on page 3

## Need help to get your morning started? Take part in our bonus workout sessions.

Links to the pre-recorded workout sessions will be available on the conference website.

Access them first thing to get going, or any time you need a fitness break.

Any participation in the *Pathways to a Healthy Kansas* Learning Session workouts is strictly voluntary and Blue Cross and Blue Shield of Kansas (BCBSKS) assumes no liability of any kind for injuries, accidents or illnesses that may arise out of participation in *Pathways to a Healthy Kansas* Learning Session workout sessions. All participants agree to hold harmless and waive any claims against BCBSKS or its subsidiaries, its employees, agents and representatives, arising out of any activity affiliated with the *Pathways to a Healthy Kansas* Learning Session.



Thursday, April 29			
Time	General Session	Breakout Sessions	
9:00 – 9:30 AM			
9:30 – 10:00 AM		When “Don’t Spit on the Sidewalk” Is Not Enough: Public Health & COVID-19	Storytelling to Influence *Please ensure coalition members involved in this package attend this session.
10:00 – 10:30 AM			
10:30 – 11:00 AM			
11:00 – 11:30 AM		Leadership Development: Your Path to Success	Navigating Technical Assistance
11:30 AM – Noon			
Noon – 1:00 PM	Lunch		
1:00 – 1:30 PM		Tobacco Prevention and Cessation Resources for Your Community	Coordinator Networking
1:30 – 2:00 PM			
2:00 – 2:30 PM			
2:30 – 3:00 PM		Pathways & CDRR Grant Overlap	Wilder Collaboration Factors – Collaboration in Action
3:00 – 3:30 PM			

Friday, April 30			
Time	General Session	Breakout Sessions	
9:00 – 9:30 AM			
9:30 – 10:00 AM		Double Up Food Bucks Heartland / Simply Produce	Technical Assistance Q&A
10:00 – 10:30 AM			
10:30 – 11:00 AM			
11:00 – 11:30 AM		Advancing Statewide Multimodal Commitments through Transportation	Building Sustainable Social Service Networks in Northeast Kansas
11:30 AM – Noon			
Noon – 1:00 PM	Lunch		
1:00 – 1:30 PM	Networking for Progress		
1:30 – 2:00 PM			
2:00 – 2:30 PM	Keynote: Tackling the Continuum of Teen Vaping: Prevention, Intervention & Cessation Messages that Work		
2:30 – 3:00 PM			
3:00 – 3:30 PM			

# Sessions | Wednesday, April 28

## 9:00 – 10:30 AM | Keynote: Addressing Drivers of Health by Centering Community as the Catalyst for Change

### Shelia Reich, MSW

Director, Racial Equity and Healthy Communities, Blue Cross and Blue Shield of North Carolina Foundation

Community-centered health is based on the understanding that where we live; how safe or stressful our environments are; our access to quality education, healthy foods, transportation, community resources, and more; all affect our health. This reality is what grounds the Blue Cross and Blue Shield of North Carolina Foundation's support of nine North Carolina communities in identifying the factors that

are impeding all people from achieving the highest level of health and in developing partnerships across all sectors to unify around a shared commitment to address the root causes of poor health.

This conversation will highlight the core tenants of community-centered health which reflects the Foundation's long-term strategy of prioritizing the drivers of health and increasing health equity. The session will feature the nine clinical-community partners (rural and urban) and their unique approaches to addressing the emerging health needs within their individual communities, from lessons-learned to notable achievements in power shifts and systems change.

### About Shelia Reich



Shelia Reich is Director, Racial Equity and Healthy Communities at the Blue Cross and Blue Shield of North Carolina Foundation, a private, charitable foundation that has invested \$150 million into North Carolina communities through more than 1,100 grants, collaborations and special initiatives.

Believing that the amplification of community voice and leadership is central to achieving health equity for all North Carolinians, Ms. Reich provides capacity building, technical assistance and resource connections for the Foundation's partners, as they work to mobilize their communities to identify and act on, the root causes of poor health and health disparities. This includes a leading role in implementing the Foundation's community-centered

health work, where in nine communities across the state, diverse partnerships of stakeholders are working together to act on the root causes of health and health inequities.

Ms. Reich's professional journey reflects a diverse range of roles, having spent the past 20+ years working directly with, or on behalf of, communities and marginalized populations. She most recently served as the Executive Director of Youth Thrive, a Wake County cross-sector collaborative. Prior to this, she was the Deputy Director for National Expansion with the Carrera Program – an evidence-based, federally funded demonstration. Additional organizational experiences include the American Red Cross and the National Black Women's Health Project. She holds degrees from the University of Virginia and Virginia Commonwealth University; she also has an Executive Certificate in Nonprofit Leadership from Duke University.

## 11:00 AM – Noon | Food Pantries: Opportune Venues to Increase Access to Healthy Food

### Katie Martin, PhD

Executive Director, Institute for Hunger Research & Solutions at Connecticut Food Bank – Foodshare

Households who experience food insecurity are at high risk for chronic diseases, and they also are interested in selecting nutritious food. Food pantries can be opportune settings to increase access to healthy food to reduce health disparities and promote well-being. This session will describe a stoplight system called SWAP (Supporting Wellness at Pantries) as a tool to rank food nutritionally, and to provide behavioral nudges toward healthy food selections. Attendees will learn about strategies to create policy, system and environmental changes within food pantries to promote healthy food.

### About Katie Martin



Katie Martin, PhD, is the Executive Director of the Institute for Hunger Research & Solutions at Connecticut Food Bank-Foodshare. She is recognized as a thought leader on food security issues, and has over 25 years of experience developing and evaluating holistic solutions to hunger. She earned a Ph.D. in Nutrition Science & Policy from Tufts University, and has presented her work at dozens of regional and national conferences. Dr. Martin is happily married, is the proud mom of two sons and blessed to be a host parent for an exchange student from Nigeria. Dr. Martin is the author of a new book titled *Reinventing Food Banks and Pantries: New Tools to End Hunger*, which was published in March 2021.



## 11:00 AM – Noon | Creating Workplace Environments that Support Kansas Families

### Vicky Roper, MS

Prevent Child Abuse Kansas Director,  
Kansas Children's Service League

### Elizabeth Ablah, PhD, MPH

Professor, Department of Population Health  
University of Kansas School of Medicine – Wichita

This workshop will showcase innovative practices that help create family friendly workplace policies and generate action steps for how to advocate and install these policies in your county. It will include:

- What does it mean to build family friendly workplace policies? What is the impact?
- Examples of how it might look and describe tactics for how to do it
- Discussion of community approaches to policies

### About Vicky Roper



Vicky Roper is the Prevent Child Abuse Kansas Director for the Kansas Children's Service League (KCSL). She has worked at KCSL for the past seventeen years and in the prevention and health promotion fields all 41 years of her career. Vicky is currently on the Implementation Team for the Kansas Essentials for Childhood Project, a project of the Centers for Disease Control and Prevention, that focuses on creating Safe, Stable, Nurturing Relationships and Environments.

In 2010, she received commendations from the Kansas House of Representatives for Protecting Kansas Children from Child Abuse. She testified before the National Commission to Eliminate Child Abuse and Neglect Fatalities in 2015, which was featured as the child abuse prevention story in their Final Report in 2016. And she presented on the Innovations Panel for the U.S. Dept. of Health and Human Services Office of Child Care's Child Care Round Table in Kansas City in 2019, which was featured in their final report in 2021.

### About Dr. Elizabeth Ablah



Dr. Ablah received a Bachelor of Arts with distinction from St. Olaf College, a Master of Public Health from the University of Kansas School of Medicine-Wichita, and a Master and Doctorate in Community Psychology from Wichita State University.

Dr. Ablah is a professor in the Department of Population Health at the University of Kansas School of Medicine-Wichita. Her research interests include community-based participatory research, physical activity, healthy foods, tobacco cessation, the built environment, health impact assessments and worksite wellness. In particular, Dr. Ablah's research focuses on how policies, systems and environments can foster cultures of health.



## 1:00 – 3:00 PM | Storytelling to Influence

### M. Paula Daoust, PhD

Director, Workforce and Leadership Development,  
Blue Cross and Blue Shield of Kansas

For any project to be a success, it needs commitment from others and resources to make it happen. Buy-in from others on the value and feasibility of the project are essential. If you don't know how to influence others, your project, regardless of its merits, will come to a grinding halt or never get off the ground to begin with. Facts, spreadsheets, graphs and written documentation are an important of the buy-in process but on their own, they will never get the emotional commitment for time and resources you need. The right story will create the emotional response you need and want.

This workshop will introduce you to the tools you need to write the stories that will get you the “yes” you are looking for!

### Objectives

At the end of the workshop, participants will:

- Explain the importance of stories when influencing others.
- Apply the SHOES, Please structure to stories.
- Identify different types of stories and their purpose.
- Discover story ideas and use a template for outlining a story.

### Video links

The magical science of storytelling

<https://www.youtube.com/embed/Nj-hdQMa3uA>

A writer's secrets to catching creative ideas

<https://www.youtube.com/embed/Ln1ggxYoh2g>

### About M. Paula Daoust



Dr. M. Paula Daoust earned her doctorate in Behavioral Psychology from the University of Kansas, in 1994. She is currently the Director of Blue University at Blue Cross and Blue Shield of Kansas.

Dr. Daoust has been designing and delivering workshops that get results for over twenty years. As a published author, she has four books currently available on Amazon: Conflict at Work, Conflict At Work: The Companion Workbook; I CAN Speak; and Using Emotional Intelligence in Sales. Dr. Daoust has also taught hundreds of graduate-level students in various courses including organization development, conflict resolution, and leadership.



## 1:00 – 2:00 PM | Food Policy Councils in the Sunflower State: How the Kansas Alliance for Wellness Can Help Your Community Long-Term, Systemic Change

### **Miranda Klugesherz, MA, MS**

Director, Kansas Alliance for Wellness, KC Healthy Kids

### **Kathy Nyquist, MBA**

University of Chicago Booth School of Business  
Principal, New Ventura Advisors

### **Eileen Horn, M.S.**

Project Manager and Food Policy Specialist,  
New Ventura Advisors

Complex problems require equally thorough solutions. Food policy councils (also known as food and farm councils) are organized bodies uniquely situated to research, develop and implement these solutions in their community. Per capita, Kansas has more local food, farm and policy councils than any other state and is consistently looked to as a national leader in grassroots food systems change. Since 2016, the Kansas Alliance for Wellness has supported more than 40 communities across Kansas as they establish, run and generate change through their local food policy council. This session will provide an introduction to the form and function of food policy councils in Kansas, and an overview of the technical assistance and coaching services provided by the Kansas Alliance for Wellness at no cost to food councils in the sunflower state.

### **About Miranda Klugesherz**



As Director of the Kansas Alliance for Wellness, Miranda oversees a statewide advocacy network of food system leaders and stakeholders building resilient, equitable food systems. She is a co-founder of the nonprofit Live Well Geary County

and, in 2017, helped to establish the Junction City Food Policy Council.

Prior to returning home to Kansas, Miranda worked at The Harwood Institute for Public Innovation (DC) where she directed significant community-based research initiatives across the US and abroad. Miranda holds an MA in Communication and Public Engagement from Kansas State University and an MS in Social Policy from University College Cork-Ireland where, as Kansas' first Mitchell Scholar, her research focused on responses to food insecurity driven by those with lived experience.

### **About Kathy Nyquist**



Kathy Nyquist founded New Venture Advisors in 2009 to bring entrepreneurial momentum to the emerging sustainable food industry. Her work has led to numerous assessments, business launches, speaking engagements and publications focused on the rebuilding of local food systems.

Kathy has served as a board member and advisor to numerous organizations including the Good Food Accelerator which offers training and mentorship to emerging food entrepreneurs; Garfield Produce, a hydroponic farm producing microgreens and herbs and providing jobs for those affected by poverty in Chicago's East Garfield Park neighborhood; and the Food Hub Management Program, a certificate program offered by the University of Vermont.

Kathy has over 20 years of marketing and strategic leadership experience with Fortune 100 companies. She served on the leadership team for a \$5 billion product portfolio at Kraft Foods. She previously managed accounts at Leo Burnett and Young & Rubicam, then the nation's largest

advertising agencies, developing national campaigns for clients such as Coca-Cola, Keebler, Frito-Lay and Miller Brewing.

A graduate from the University of Chicago Booth School of Business, Kathy earned an MBA with honors and the Dean's Award for Strategy for achieving the highest academic record in Strategic Management. She also holds a B.S. in economics from Bradley University.

### **About Eileen Horn**



Eileen Horn is a total food systems policy nerd. She recently served in the Kansas State Legislature, where she served on the Agriculture, Rural Revitalization, and Health committees. Today, she works with food system partners and local food policy councils to create strategic food system plans, secure funding and implement innovative and inspiring projects.

Prior to joining the New Venture Advisors team, Eileen served for seven years as the Sustainability Director for the City of Lawrence and Douglas County, Kansas where she founded the Douglas County Food Policy Council, the first in the state.

She led the Council to national recognition for its accomplishments, including an innovative urban agriculture program on city-owned property, the establishment of a regional food hub and the first SNAP matching program in the state.

In her role as Sustainability Director, Eileen oversaw a comprehensive, nationally-recognized food system planning process for Lawrence and Douglas County that engaged diverse voices in developing a robust local food system.

Eileen serves on the Advisory Board for the Kansas Healthy Food Financing Initiative to advise food system financial investments for the state. She also serves on the board for Growing Food, Growing Health, a youth-led school gardening initiative. She is past president of the board of directors for the Merc Co+op grocery store. Her husband is a chef who pioneered the use of local food in several downtown Lawrence restaurants and her two young sons love to plant vegetable seeds in their garden and then impatiently harvest them before they are ripe.

Eileen is a Kansas native, and holds an M.S. in Natural Resources from the University of Vermont, and a B.S. in Biology.

## 2:30 – 3:30 PM | Assessing Community Health & Wellness by Engaging Your Community

### Judy Johnston, MS, RD, LD

Research Instructor, Department of Population Health,  
University of Kansas School of Medicine – Wichita

When planning community change, it is important to understand community members' perceptions of available health and wellness resources and those that are perceived to be needed. The Community Health & Wellness Assessment is both a process using community engagement and a product – data for planning and grant applications. The process requires community engagement, completion of a survey, data presentations and focus groups guided by tested methodology. University of Kansas School of Medicine faculty guide the community engagement and survey processes, analyze and graph survey data, facilitate focus groups, analyze focus group data and provide all data to the community team.



### About Judy Johnston



Judy is a Registered and Licensed Dietitian who practiced clinical and management dietetics in hospitals for over 18 years, including expertise as a Certified Diabetes Educator. She holds a

BS in Dietetics and Institutional Management and a MS in Adult and Occupational Education from Kansas State University.

In 1989 Judy left dietetics practice to develop the Kansas LEAN (Leadership to Encourage Activity and Nutrition) initiative for KDHE, funded by the Kansas Health Foundation. In her nearly 10 years in that role, Judy recruited over 800 partners statewide and changed the approach the KDHE Bureau of Health Promotion uses to work with communities.

From 1999 until 2003, she was an Extension Specialist, Kansas State University and Co-PI of a National Institutes of Health (NIH) R01 grant, Healthy Youth Places. In 2003, Judy joined the Department of Population Health faculty at KUSM-W as a Research Instructor.

In addition to multiple grants from the Kansas Health Foundation, Judy's work has been funded by NIH, CDC, KDHE, National Association of Chronic Disease Directors, Kansas Governor's Grants Office, United Methodist Health Ministry Fund, Sunflower Foundation and others. Her current work includes community assessment with a focus on rural and frontier communities, cancer survivorship, laity-led health ministry, oral health, healthy eating and physical activity.

# Sessions | Thursday, April 29

## 9:00 – 11:00 AM | **Storytelling to Influence**

### **M. Paula Daoust, PhD**

Director, Workforce and Leadership Development,  
Blue Cross and Blue Shield of Kansas

For any project to be a success, it needs commitment from others and resources to make it happen. Buy-in from others on the value and feasibility of the project are essential. If you don't know how to influence others, your project, regardless of its merits, will come to a grinding halt or never get off the ground to begin with. Facts, spreadsheets, graphs and written documentation are an important of the buy-in process but on their own, they will never get the emotional commitment for time and resources you need. The right story will create the emotional response you need and want.

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### **About M. Paula Daoust**



Dr. M. Paula Daoust earned her doctorate in Behavioral Psychology from the University of Kansas, in 1994. She is currently the Director of Blue University at Blue Cross and Blue Shield of Kansas.

Dr. Daoust has been designing and delivering workshops that get results for over twenty years. As a published author, she has four books currently available on Amazon: *Conflict at Work*, *Conflict At Work: The Companion Workbook*; *I CAN Speak*; and *Using Emotional Intelligence in Sales*. Dr. Daoust has also taught hundreds of graduate-level students in various courses including organization development, conflict resolution, and leadership.

### **Video links**

The magical science of storytelling

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A writer's secrets to catching creative ideas

<https://www.youtube.com/embed/Ln1ggxYoh2g>

## 9:30 – 10:30 AM | When 'Don't Spit on the Sidewalk' Is Not Enough: Public Health and the COVID-19 Response

### D. Charles Hunt, MPH

Senior Analyst, Kansas Health Institute

A little more than one year after the first case appeared in our state, the COVID-19 pandemic has claimed the lives of more than 4,800 Kansans, with more than 1 in 10 Kansans having been infected. And while the rollout of COVID-19 vaccines have given us cause for hope, the road has been difficult and significant challenges remain. Join us for a frank conversation about the successes and challenges of the public health system as the pandemic response continues. This session will provide an overview of the COVID-19 pandemic response, a summary of recent legislative and other policy issues, and what to expect in the coming months.

#### About D. Charles Hunt



D. Charles Hunt, M.P.H., serves as Senior Analyst with the Kansas Health Institute (KHI) and Deputy Director of the Center for Sharing Public Health Services, a national initiative funded by the Robert

Wood Johnson Foundation and managed by KHI. In these roles, Mr. Hunt works primarily on population health strategies, with a focus on improving public health systems through research, development and dissemination of tools and best practices.

Mr. Hunt previously served as State Epidemiologist and Director, Bureau of Epidemiology and Public Health Informatics, Kansas Department of Health and Environment. Mr. Hunt currently serves as a Director-at-Large on the Board of the Kansas Public Health Association, as Policy Strategic Team Chair on the Board of the Immunize Kansas Coalition and as a member of the Local Leadership Board for the American Lung Association – Kansas and Greater Kansas City. Mr. Hunt earned a master's degree in public health from the University of Kansas.

## 11:15 AM – Noon | Leadership Development: Your Path to Success

### Ed O'Malley

President and CEO, Kansas Leadership Center

### Julia Fabris-McBride

Vice President, Kansas Leadership Center

Join KLC's President and Vice President as they describe the leadership development opportunities available to Pathways communities. KLC will share research about the value of saturating your community effort with people skilled at exercising leadership for stronger, healthier communities.

#### About Ed O'Malley



Ed O'Malley is the founding President and Chief Executive Officer of the Kansas Leadership Center. Formed in 2007, the center works with thousands of individuals each year in extensive leadership development trainings. Education institutions, non-profit organizations, local governments, faith communities and companies utilize the Kansas Leadership Center to help build the capacity of their people.

Ed champions an innovative business model and entrepreneurial spirit that fuels KLC's mission. Building off the incredible investment in KLC by the Kansas Health Foundation, KLC partners with companies, governments and organizations throughout the United States and abroad, spreading KLC's leadership framework and funding it's expanded reach and impact in Kansas.

Ed is a sought after speaker and consultant. He often works with the senior team of key KLC partners, helping them apply the KLC framework throughout their organization or company.

He is heavily involved in the civic life of Kansas, his community and key national efforts to enhance civic engagement in the United States.

Prior to forming KLC, Ed served two terms in the Kansas legislature and was also an aide to Kansas Governor Bill Graves. Ed is the co-author of three books related to the work and mission of the KLC: *For the Common Good: Redefining Civic Leadership*, *Your Leadership Edge: Lead Anytime, Anywhere* and *What's Right With Kansas: Everyday Citizens Transforming Their State*.

### **About Julia Fabris-McBride**



Julia Fabris McBride is vice president of the Kansas Leadership Center, a certified coach, and co-author, with Chris Green of *Teaching Leadership: Case-in-Point, Case Teaching*, and

*Coaching*. At KLC, she oversees teacher and coach development and has created three professional programs for leadership developers, including an International Coach Federation (ICF)-approved Leadership Coach training program, and an Advanced Leadership Development Intensive that has drawn people to Wichita from four continents.

Before joining KLC (and while wrapping up a fun and varied career as an actor in Chicago), Julia taught leadership and management at the University of Chicago, Columbia College Chicago, University of Massachusetts and the James P. Shannon Leadership Institute. She holds a certificate in leadership from the University of Chicago's Graham School of General Studies and completed the Art and Practice of Leadership Development at Harvard's Kennedy School. She is certified to facilitate the Myers-Briggs (MBTI) and Immunity to Change processes, and has trained executives and high potentials at organizations such as Microsoft and United Way of America. Julia has traveled as far afield as Melbourne, Australia, and Yangon, Myanmar, to teach and share the KLC ideas. She graduated Summa Cum Laude from Case Western Reserve University and holds a diploma from the Royal Academy of Dramatic Art. Julia lives with her

husband, sculptor Bill McBride, and teenager Lake McBride in Matfield Green, Kansas, in the heart of the Flint Hills tallgrass prairie. She is a co-founder of the Know Your Worth Women's Leadership Conference, founding board president of the Pioneer Bluffs Foundation, lifetime member of the Girl Scouts of the Kansas Heartland, president of the board of the Robinson Foundation and serves on the board of directors of the Adaptive Leadership Network.

## **11:30 AM – Noon | Navigating Pathways Technical Assistance**

### **Aaron Davis, MPA, MBA**

Director, Center for Public Health Initiatives

There are a lot of elements of assistance available through Pathways. This session will be a review of everything you have access to as well as how to get additional support. This includes basic elements such as how to navigate the community toolbox, to identifying how to access past webinars, how to learn who is doing what in other communities, and also how to get addition assistance specific to you or your coalitions needs.

### **About Aaron Davis**



Aaron Davis is the director for the Center for Public Health Initiatives. He specializes in project management and strategic business operations. A WSU graduate four times over, he has a Master's in Public Administration and a Master's in Business Administration, as well as undergraduate degrees in Business Administration and Integrated Marketing Communications. His previous work includes both government and private industry, which includes more than five years at the Sedgwick County Health Department.

## 1:00 – 2:00 PM | Tobacco Prevention and Cessation Resources for Your Community

### Jordan Roberts

Youth Prevention Program Manager & Resist Coordinator,  
Bureau of Health Promotion  
Kansas Department of Health and Environment

### Matthew Schrock

Cessation Coordinator,  
Kansas Department of Health and Environment

Do you want to know more about e-cigarettes and the youth vaping epidemic? Are you curious about what resources are out there to help people quit and how you can connect them? Join this session to find out how youth and adults in your community can access free tobacco cessation services via phone, web and text. Information on the state-wide, youth-led tobacco prevention program called Resist will also be highlighted during this session.

## 1:00 – 2:00 PM | Coordinator Networking

This session will be open to Pathways Initiative Coordinators in order to create a space to reflect on shared learning from the learning session thus far and how it translates to the community. This session will be facilitated by the Community Engagement Institute.

### About Jordan Roberts



Jordan Roberts is the Youth Prevention Program Manager for the Kansas Department of Health and Environment. Jordan coordinates Resist, the youth-led tobacco prevention program that inspires young people to speak out and take action against the tobacco industry. Her expertise lies in authentic youth engagement, tobacco prevention approaches and adult-youth partnerships.

A Kansas native, she grew up in Coffeyville and received her bachelor's degree in Kinesiology at Kansas State University. Jordan is currently pursuing her Master's degree of Public Health at Concordia University. Passionate about health and wellness, Jordan hopes to contribute to the first tobacco-free generation.

### About Matthew Schrock



Matthew Schrock joined the KDHE Tobacco Use Prevention Program in January 2009. His main responsibility is coordinating the promotion and utilization of the Kansas Tobacco Quitline. Prior to coming to the Tobacco Program, he spent 3 years as Program Director of the Enhanced Care Management Program. This pilot program coordinated health care services for Medicaid patients.

Matthew received his Masters degree in Clinical Social Work from Washburn University and his Bachelor's degree in Sociology from George Fox University.



## 2:30 – 3:30 PM | Pathways & CDRR Grant Overlap

### Virginia Barnes

Director, Blue Health Initiatives,  
Blue Cross and Blue Shield of Kansas

### Mende Barnett, MAOL

Director, Community Health Promotion  
Kansas Department of Health and Environment

This session is meant for Pathways grant recipients who are also CDRR grant recipients. In this session, Virginia Barnes and Mende Barnett will discuss restrictions and possible overlaps between the two funding sources. Participants will have opportunities to ask clarifying questions around these two grant opportunities and interact with other grant recipients to discuss how you can best use these two grants to complement one another.

#### About Virginia Barnes



Virginia Barnes joined Blue Cross and Blue Shield of Kansas in October of 2015 as director of Blue Health Initiatives. Blue Health Initiatives formalized the company's long-time efforts to improve the health and quality of life of all Kansans. As director, Barnes is responsible for investing in communities to create sustainable, healthy places where Kansans live, work and play in ways that improve the quality of their lives. Barnes brings to her role at Blue Cross a strong background in public health, having spent more than eight years at the Kansas Department of Health and Environment (KDHE) in a variety of roles.

She earned a bachelor's in biology from Washburn University and a master's in public health from the University of Kansas. Barnes currently serves on the Kansas Public Health Association Board and numerous advisory committees focused on improving health in Kansas.

She is a lifelong Kansan and lives in Topeka with her husband and two children.

#### About Mende Barnett



Mende is a life-long Kansan and Topeka resident, she has served in many prevention capacities within state government for nearly a decade. Working in areas such as health education, behavioral health, tobacco prevention and physical activity and nutrition promotion. She is passionate about improving the health and wellbeing of Kansans through inspiring positive change.

Mende received her Master's Degree in Organizational Leadership from Baker University, is a 2015 graduate of KU Certified Public Manager Course and a Leadership of Greater Topeka Class of 2019 Alumni.

## 2:30 – 3:30 PM | Wilder Collaboration Factors – Collaboration in Action

### **Carlie Houchen, MPH**

Senior Analyst, Kansas Health Institute

### **Tatiana Lin, MA**

Senior Analyst and Strategy Team Leader,  
Kansas Health Institute

### **Ty Kane, MPH, ASQ CQIA**

Coordinator, Center for Public Health Initiatives,  
Kansas Health Institute

In October of 2020, funded Pathways coalitions took part in a Wilder Collaborations Factors survey. This survey explored the key components of successful collaboration. In this session, we will explore the top themes that emerged from this survey, and action steps available to continue to build the capacity of your coalition. This session is for anyone interested to grow skills related to coalition process and structure, communication, membership or resource development.

### **About Carlie Houchen**



Carlie J. Houchen, M.P.H., Analyst, focuses on community health improvement projects. She provides support and leadership to organizations, groups, coalitions and task forces that are working across sectors to improve the health of Kansans. Carlie also conducts research and policy analysis on issues related to population health, such as health disparities, immunization, environmental health and evidence-based approaches to population health improvement.

Prior to joining KHI, Carlie was an intern with the REACH Healthcare Foundation and also worked as a global program assistant at Children International. Carlie earned a master's degree in public health from the University of North Carolina at Greensboro and a bachelor's degree in human nutrition from Kansas State University.

### **About Tatiana Lin**



Tatiana Y. Lin, M.A., Senior Analyst and Strategy Team Leader, directs our work in population health. She provides research, analysis, technical assistance, facilitation services and education about evidence-based practices and data resources to communities, state-level task forces, coalitions and other groups interested in improving health. Tatiana also assists hospitals and health systems working on population health initiatives. She spearheads efforts on Health Impact Assessments, which assess the potential health effects of policies not usually associated with health – such as transportation, agriculture or housing. Tatiana earned a master's degree in political science with a certificate in international service from Kansas State University. She also earned degrees in linguistics and law from Chuvash State University in Cheboksary, Russia.

### **About Ty Kane**



Ty Kane is a coordinator for the Institute's Center for Public Health Initiatives. Ty works closely with statewide public health system partners on a variety of projects related to public health system strengthening, organizational development, performance improvement and community health planning. Ty has served as an accreditation coordinator, QI coordinator and project manager in the local health department setting. He has experience in a variety of public health practice areas including: administration, maternal and child health, community health assessment & chronic disease risk reduction. In 2013, Ty created Incite Health LLC, a private consulting company focused on strengthening public health and nonprofit agencies. Ty earned a Master of Public Health ('06) and Bachelor of Science in kinesiology ('03), both from Kansas State University.

# Sessions | Friday, April 30

## 9:30 – 10:30 AM | Double Up Food Bucks Heartland – An Introduction Simply Produce: A K-State Research and Extension Framework

### Donna E. Field Martin, MPH, AICP

Project Director, Double Up Food Bucks Heartland,  
Mid-America Regional Council (MARC)

### JoEllyn Argabright, MS

FCS Specialist, K-State Research and Extension

Double Up Food Bucks Heartland is a healthy food incentive program offered to SNAP (food assistance) recipients at select grocery stores, farmers markets, farm stands and mobile markets in Kansas and west central Missouri. The program encourages SNAP customers to purchase and consume more fresh fruits and vegetables. A match of up

to \$25 per day is provided to SNAP customers allowing them to purchase more fresh fruits and vegetables. The program helps low-income households eat more fresh produce, supports local farmers and helps to keep more food dollars in our Kansas communities.

Simply Produce is a community partnership framework that bundles fifteen pounds of produce at the discounted rate of fifteen dollars (plus tax) through a local grocery retail site. The program increases access to fresh produce for consumers and benefits the grocery store by increasing foot traffic during ordering and distribution, potential harvest of wholesaler discounts, and product promotion. Simply Produce success requires collaboration on part of the Extension Office, local grocer and widespread community support. This session covers community implementation, available resources and partnerships.

### About Donna Field Martin



Donna E. Field Martin, MPH, AICP has been the project director for the Double Up Food Bucks Heartland program currently funded by a USDA Gus Schumacher Nutrition Incentive Program grant. She oversees all the activities of the Double Up Heartland Collaborative which is made up of partners implementing the Double Up Food Bucks incentive in Kansas and Missouri. Prior to that she was the program manager for the Double Up Food Bucks pilot program in Kansas City, working with Price Chopper grocery stores, since early 2015. She has formed connections with state SNAP agency staff in Kansas and Missouri as well as with community partner organizations throughout the Double Up Heartland service area to ensure successful outreach of the Double Up program. Martin also served as project manager for a Jackson County, Missouri, Community Transformation Grant from the Centers for Disease Control and Prevention (CDC) from 2012–2014. She

coordinated CTG-related activities between MARC, three public health departments in the county, and other stakeholders. She supported the project's Leadership Team, and coordinated monitoring, evaluation and data collection activities.

She holds a bachelor's degree in political science and environmental studies from Baylor University, and master's degrees in both planning and public health administration from the University of Minnesota.

### About JoEllyn Argabright



JoEllyn Argabright lives in Rural Rawlins County with her husband and two children. In addition to her role as an FCS Specialist with Extension, Jo is actively engaged on the family farm and cattle operation. She joined the KSRE team in 2014 and has enjoyed working with rural communities and Kansans for the past seven years.



## 11:00 AM – Noon | Advancing Statewide Multimodal Commitments through Transportation and Public Health Collaboration

### Jennifer Kramer, MS, RD

State Bicycle and Pedestrian Coordinator,  
Kansas Department of Transportation

KDOT funding programs and opportunities for communities will be discussed as well as tips on how to demonstrate readiness and write a competitive application.

### About Jennifer Kramer



Ms. Kramer manages the KDOT Active Transportation Program and the FHWA Transportation Alternatives Federal Program that includes Safe Routes to School programming. Recently Ms. Kramer

has been involved in coordinating, in cooperation with Toole Design Inc., the process of developing the next State Active Transportation Plan. For over a decade, prior to working at KDOT, Ms. Kramer worked in public health at KDHE and the Lawrence Douglas County Health Department with a focus on tobacco prevention and improving opportunities for physical activity and healthy food access.

## 9:30 – 10:30 AM | Technical Assistance Q&A

Have questions for the Technical Assistance team? This is the place to ask them! Participants for this session will be able to direct questions towards specific Technical Assistance organizations including the Kansas Health Institute, Public Health Law Center, Thrive Allen County, and the Community Engagement Institute.

## 11:00 AM – Noon | Building Sustainable Social Service Networks in Northeast Kansas

### Olivia Talman

Partnership Lead, Healthify

### Janel Sia

Network Director, Healthify

The Northeast Kansas Community Network is a system of healthcare and social service organizations who've come together to spark unprecedented collaboration in the Northeast Kansas community. Through the network, healthcare providers and community resources are connected to provide whole-person care to the most vulnerable members of the community. Learn more from Blue Cross and Blue Shield of Kansas and Healthify.



### About Olivia Talman



Olivia Talman manages strategic customer relationships and is responsible for oversight and continual impact, value and alignment through the customer journey.

### About Janel Sia



Janel Sia oversees the design and then manages the build and growth of accountable social services networks. She works closely with local stakeholders to ensure networks are continuously informed by data and real-world needs and ultimately drive towards improved community health outcomes.

## 1:00 – 1:30 PM | Networking for Progress

After a few days of great learning, come network with your fellow attendees and start talking about what's next in your Pathways work. This a great time to get to know - and learn from - people from other Pathways communities. This session will be facilitated by the Community Engagement Institute.

## 2:00 – 3:30 PM | Keynote: Tackling the Continuum of Teen Vaping: Prevention, Intervention, & Cessation Messages that Work

### **Krysten Isaac Peairs, BA**

Group Management Director of Tobacco Control Programs, Rescue Agency

### **Allison Rubinoff, MPH**

Account Director of Tobacco Control Programs, Rescue Agency

As teen vaping has matured from an alarming new trend to a stubborn ongoing crisis, patterns have emerged in how teens think about vaping across the continuum of use. Through focus groups and surveys in over a dozen states, the Rescue team has documented consistent patterns in messages that work for different phases of use. During this keynote, Krysten Peairs and Allison Rubinoff will dissect the messaging strategies that work to prevent vaping initiation by susceptible teens, convince experimenting teens to re-think their behaviors and motivate regular users to quit or sign-up for cessation support. By identifying what teens are saying is most motivating for them to avoid or stop vaping, we can be better equipped to tackle the new teen vaping challenges of a post-COVID world.



### **About Krysten Peairs**



Krysten Peairs, BA is the Group Management Director of Tobacco Control Programs at Rescue, a behavior change marketing agency focused on making healthy behaviors easier and more appealing. In her tenure at Rescue, she has worked closely to address tobacco and substance prevention among at-risk populations both federally, in partnership with FDA, and locally, with state-based programs. In her current role, Krysten oversees Rescue's state-based tobacco control programs in over 16 states across the country. She is responsible for developing and leading strategic initiatives in partnership with Rescue's in-house research team to combat tobacco use across youth, young adults, and adults with impactful, evidence-based interventions.

### **About Allison Rubinoff**



Allie Rubinoff, MPH is an Account Director at Rescue Agency where she oversees behavior change marketing and communications campaigns across tobacco control, substance use prevention, opioid education, nutrition and physical activity.

In her current role, Allie helps lead the Tobacco Control Programs team, collaborating with strategy, creative, media and research to develop evidence-based, high-impact public health campaigns for a variety of at-risk audiences. Most recently, Allie has helped lead the development and implementation of Behind the Haze, a licensable, evidence-based teen vaping prevention campaign.

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