

2020

KANSAS GOVERNOR'S PUBLIC HEALTH CONFERENCE

MARCH 31-APRIL 2

WICHITA MARRIOTT • 9100 E Corporate Hills Drive, Wichita, KS



PRE-CONFERENCE AT A GLANCE

TUESDAY, MARCH 31

PUBLIC HEALTH

12 to 1 p.m.	LUNCH
12:30 to 1 p.m.	CHECK-IN
1 to 5 p.m.	Risk, Crisis and Emergency Communication: Best Practices for Communicating Public Information
5 p.m.	PRE-CONFERENCE ADJOURN

MATERNAL CHILD HEALTH (MCH) AND FAMILY PLANNING (FP)

8 to 8:30 a.m.	CHECK-IN
8:30 to 9 a.m.	Welcome and DAISEY Learning Collaborative presentations
9 to 10:30 a.m.	Unconscious Bias
10:30 to 10:45 a.m.	BREAK
10:45 a.m. to 12 p.m.	Unconscious Bias - continued
12 to 1 p.m.	LUNCH (working)
12:15 to 12:45 p.m.	MCH Opportunity presentations
1 to 2:30 p.m.	Life Course Perspective
2:30 to 2:45 p.m.	BREAK
2:45 to 4:30 p.m.	Life Course Perspective - continued
4:30 to 5 p.m.	Closing and questions

KANSAS ALLIANCE FOR DRUG ENDANGERED CHILDREN (KADEC)

8 to 8:30 a.m.	CHECK-IN
8:30 to 9:20 a.m.	Personal Safety Concerns in an Expanding Drug Environment
9:20 to 9:30 a.m.	BREAK
9:30 to 10:20 a.m.	Drug Trends
10:20 to 10:30 a.m.	BREAK
10:30 a.m. to 12:30 p.m.	Real Stories: Drug Endangered Children and the Impact of Substance Use on Families
12:30 to 1:30 p.m.	LUNCH
1:30 to 3:30 p.m.	Multi-disciplinary Drug Endangered Children Panel
3:30 to 4:30 p.m.	Co-Occurring Disorders and the Effect on Drug Endangered Children
4:30 p.m.	ADJOURN

NEW DIRECTOR ORIENTATION

9:30 to 10 a.m.	CHECK-IN
10 to 11 a.m.	Welcome and Making Connections
11 a.m. to 12 p.m.	Public Health in Kansas – An Introduction
12 to 12:45 p.m.	LUNCH
12:45 to 1:45 p.m.	Public Health in Kansas - continued
1:45 to 2 p.m.	BREAK
2 to 3 p.m.	Partners in Public Health
3 to 3:15 p.m.	BREAK
3:15 to 4:15 p.m.	Public Health Models and Frameworks
4:15 to 5 p.m.	Moving Forward With New Ideas
5 p.m.	ADJOURN

PRE-CONFERENCE SESSIONS

PUBLIC HEALTH AND PREPAREDNESS

ABOUT

Risk, Crisis and Emergency Communication: Best Practices for Communicating Public Information

The goal of this workshop is to provide science-based strategies and tools for local health departments and health care organizations to communicate more effectively in public health emergencies. The workshop will focus on how to develop message maps based on best practices for disseminating public information, alerts, warnings and notification through risk communication tools.

Presenter: Vincent Covello, PhD, Director, Center for Risk Communication

LUNCH: 12 to 1 p.m.

SESSION: 1 to 5 p.m.

Optional opportunity: One-on-one technical assistance with Dr. Covello, 9 a.m. to 12 p.m. (by appointment only, pre-registration required).

MATERNAL AND CHILD HEALTH/FAMILY PLANNING

ABOUT

Unconscious Bias

This workshop will provide an overview of health equity frameworks, emerging issues in the social determinants of health and the impact of unconscious bias in the health of our clients.

This will be an interactive session designed to make space for thoughtful self-assessment and reflection. The facilitator will present practical tips for breaking down biases, changing behaviors and integrating into practice. Participants will leave this session with a commitment to work on breaking down biases and maintain sustainability of their new habits.

Presenter: Sara Martin, MPP, MPH, PhD, Director of Health Solutions, mySidewalk

Life Course Perspective

The life course perspective is a multidisciplinary approach to understanding the mental, physical and social health of individuals.

A facilitated interactive simulation, application and discussion will illustrate key concepts of the Life Course Perspective. As an example of the impact of risk and protective factors on an individual's life course, the presenter will share her personal story of childhood poverty, food insecurity, lack of health insurance and community violence. Discussion will encourage participants to share their experiences, identify the risk and protective factors that affect their lives and the lives of those they serve and share ideas for incorporating a Life Course Perspective and the Life Course Framework into their lives and their work.

Presenter: Martha Smith, MSN, Missouri Title V Maternal Child Health Director, Missouri Department of Health and Senior Services

LEARNING OBJECTIVES

Attendees will:

- » Give an overview of health equity and the social determinants of health
- » Understand how unconscious bias plays into the health of our clients
- » Discuss what the bias test results mean and how to break those biases down
- » Use practical tips for breaking down biases
- » Illustrate key concepts of the Life Course Framework
- » Identify the risk and protective factors that affect their lives and the lives of their clients
- » Discuss how to translate life course theory into public health practice
- » Explain how to integrate Life Course Perspective into work with the maternal child population at the local level.

MATERNAL AND CHILD HEALTH/FAMILY PLANNING (CONTINUED)

AGENDA

8 to 8:30 a.m.

CHECK-IN

8:30 to 9 a.m.

Welcome & DAISEY Learning Collaborative Presentations

9 to 10:30 a.m.

Unconscious Bias

Sara Martin, MPP, MPH, PhD, Director of Health Solutions, mySidewalk

10:30 to 10:45 a.m.

BREAK

10:45 a.m. to 12 p.m.

Unconscious Bias, continued

12 to 1 p.m.

LUNCH (working- provided)

12:15 to 12:45 p.m.

MCH Opportunity presentations

1 to 2:30 p.m.

Life Course Perspective

Martha Smith, MSN, Missouri Title V Maternal Child Health Director, Missouri Department of Health and Senior Services

2:30 to 2:45 p.m.

BREAK

2:45 to 4:30 p.m.

Life Course, continued

4:30 to 5 p.m.

Closing and questions

PRE-CONFERENCE SESSIONS

KANSAS ALLIANCE FOR DRUG ENDANGERED CHILDREN

ABOUT

Children raised in environments where there is substance abuse, illegal drug manufacturing, cultivation and distribution are often ignored, abused, neglected or abandoned. These drug endangered children are part of a large, growing population of children whose lives have been negatively impacted by dangerous drugs.

Thousands of these children across our country go unnoticed and do not receive the necessary care and treatment to heal from these abusive and neglectful environments. If not identified, these children continue to be victims caught in a cycle of substance abuse. It is critical for professionals from multiple sectors to be able to identify and appropriately respond to children in these environments.

This training focuses on the problem from a multitude of perspectives including examination of current drug trends, safety of professionals working with substance abuse affected families, stories from those impacted by substance abuse and considerations related to parents/caregivers who have mental illness and substance use disorder. It also features a panel of multi-disciplinary experts who explain the role of each sector – law enforcement, child protective services, prosecutors, health care, treatment and family support services – in making a difference in the lives of drug endangered children.

LEARNING OBJECTIVES

Attendees will:

- » Describe current drug trends and the impacts of these drugs on children
- » Communicate the impact of substance use on families
- » Explain two strategies for increasing safety for professionals working with families impacted by substance abuse
- » Describe how mental health issues in families impact drug endangered children
- » List roles multi-disciplinary professionals play in aiding and supporting drug endangered children.



AGENDA

8 to 8:30 a.m.

CHECK-IN

8:30 to 9:20 a.m.

Personal Safety Concerns in an Expanding Drug Environment

Lacy Abercrombie, LMSW, Training Supervisor, Saint Francis Ministries, and Jamie Baxter, Staff Sgt., EMT-B, Kansas Army National Guard, and Kansas Narcotics Officer Association member

9:20 to 9:30 a.m.

BREAK

9:30 to 10:20 a.m.

Drug Trends

Chris Bumgarner, BS, Senior Special Agent, Kansas Bureau of Investigation

10:20 to 10:30 a.m.

BREAK

10:30 a.m. to 12:30 p.m.

Real Stories: Drug Endangered Children and the Impact of Substance Use on Families Panel

12:30 to 1:30 p.m.

LUNCH (provided)

1:30 to 3:30 p.m.

Multi-disciplinary Drug Endangered Children Panel

Chris Bumgarner, BS, Senior Special Agent, KBI; Lynnea Kaufman, Assessment and Prevention Administrator, Prevention and Protection Services, Department for Children and Families; Tom Stanton, JD, Deputy District Attorney, Reno County District Attorney's Office; Jennifer Gassmann, LBSW, Parent Child Assistance Program Supervisor, Kansas Children's Service League; and Erica Lopez-Davis, JD, Field Staff Attorney and Karen Wahlmeier, MSW, LBSW, Regional Vice President of Child and Family Services, Saint Francis Ministries

3:30 to 4:30 p.m.

Co-Occurring Disorders and the Effect on Drug Endangered Children

Tisha Darland, LSCSW, LCAC, Director of Crisis and Outpatient Services, COMCARE of Sedgwick County

4:30 p.m.

ADJOURN

NEW DIRECTOR ORIENTATION

ABOUT

"A challenge nearly all new directors face is quickly learning and managing new processes, including technical information and relationships within their organization and at the local (community) and state levels. One of the most helpful experiences I've had in my role as a health department director has been to connect regularly with peers to explore their successes, challenges and to revisit fundamental public health concepts together."

– Kansas local health department director

This session is designed to support health department directors and those in leadership roles to connect with and learn from peers as well as discover public health processes and concepts. By using a variety of hands-on activities and interactive discussions, participants will have the opportunity to apply these ideas to their work. Topics include public health authorities and responsibilities, public health system partners, budgets and funding, public health models and Public Health 3.0.

Presenters: This session will be facilitated by staff from the Center for Public Health Initiatives at Wichita State University's Community Engagement Institute. Presenters will include current or former local health department directors, staff from the Kansas Department of Health and Environment (KDHE) Division of Public Health and the Kansas Association of Local Health Departments (KALHD).

LEARNING OBJECTIVES

Attendees will:

- » Network with Kansas local health department directors
- » Connect with subject matter experts on a variety of topics
- » Increase understanding of the role of local health departments and others partners in the Kansas public health system
- » Gain a deeper understanding of essential elements of governmental public health in Kansas such as authorities, finance and common programs and services
- » Identify frameworks and tools to apply to their own work.

AGENDA

9:30 to 10 a.m.

CHECK-IN

10 to 11 a.m.

Welcome & Making New Connections

11 a.m. to 12 p.m.

Public Health in Kansas—An Introduction

12: to 12:45 p.m.

LUNCH (provided)

12:45– to 1:45 p.m.

Public Health in Kansas, continued

1:45 to 2 p.m.

BREAK

2 to 3 p.m.

Partners in Public Health

3 to 3:15 p.m.

BREAK

3:15 to 4:15 p.m.

Public Health Models and Frameworks

4:15 to 5 p.m.

Moving Forward with New Ideas

5 p.m.

ADJOURN

CONFERENCE AT A GLANCE

WEDNESDAY, APRIL 1

7 to 8 a.m.	CHECK-IN & CONTINENTAL BREAKFAST				
8 to 8:15 a.m.	WELCOME				
8:15 to 9:30 a.m.	Keynote – Lessons From Columbine: Raising the Value of Human Life				
9:30 to 10 a.m.	BREAK & VISIT EXHIBITS				
10 to 11 a.m.	Domestic Minor Sex Trafficking – More Than Meets the Eye	Kansas Maternal Mortality Review Committee Findings and Impact on MCH work	STIs Update: Syphilis	Health Equity: All the Cool Kids Are Doing It!	Using Appreciative Inquiry to Lead Positive Change in Your Health Department
11 to 11:30 a.m.	Lieutenant Governor Lynn Rogers & Lee Norman, MD, MHS, MBA, Secretary, KDHE				
11:30 a.m. to 12:30 p.m.	LUNCH & VISIT EXHIBITS				
12:30 to 1:30 p.m.	Role of MCH Home Visitors in Utilizing Findings of the Kansas Maternal Mortality Review Committee	Beyond ACEs Training: What's Next?	CBD: Cure, Threat or Neither?	Tobacco Prevention in the Age of Vape	An Introduction to PHRASES: Public Health Reaching Across Sectors
1:30 to 2 p.m.	BREAK & VISIT EXHIBITS				
2 to 3 p.m.	Behavioral Health 101	Fertility-Awareness Based Methods – Not Your Mother's Rhythm Method	Managing Vaccine Hesitancy Until We Have More Evidence	Facebook 101: Tips, Tools and Best Practices	Q&A with KDHE Public Health Bureau Directors: Don't Throw Tomatoes
3 to 3:15 p.m.	BREAK				
3:15 to 4:30 p.m.	Keynote – Risk, Crisis and Emergency Communication: Overcoming Communication Challenges When Feelings and Facts Collide				
4:30 p.m.	DAY 1 ADJOURN				
5:30 to 7 p.m.	Opioid Grantee Workshop (by invitation only and pre-registration required)				

THURSDAY, APRIL 2

7 to 8 a.m.	BREAKFAST BUFFET				
8 to 9:15 a.m.	Keynote – Blue Zones: Secrets of a Long Life				
9:15 to 9:30 a.m.	BREAK				
9:30 to 10:30 a.m.	Bridging the Word Gap: Enhancing Children's Outcomes Through Multi-Sector Engagement in Evidence-Based Practices	Esperanza: Immigration in 2020 and Beyond	Earthquake Activity in Kansas: Events and Responses	Leveraging the Role of Chief Health Strategist to Address Systemic Behavioral Health Needs in a Rural Community	Taking a Systems Approach to My Organization: The What, Why and How of Performance Management
10:30 a.m. to 11 a.m.	BREAK				
11 a.m. to 12 p.m.	Addressing Marijuana Use With Pregnant Clients	Esperanza: Immigration in 2020 and Beyond	Kansas Drug Trends	First Time for Everything – Emergency Aerial Application of Mosquito Adulticide in Reno County (2019)	HOT TOPICS (see page 13)
12 to 12:45 p.m.	LUNCH & PRIZE DRAWINGS				
12:45 to 2 p.m.	Keynote – Getting Public Health to Where It Needs to Be: Strategy and Workforce				
2 p.m.	DAY 2 ADJOURN				

ABOUT

The 2020 Kansas Governor's Public Health Conference features nationally-recognized keynote speakers on topics including:

- Improving school and community cultures to prevent school violence and suicides
- How to transform yourself and your community to live longer and healthier
- Lessons learned from disaster response around the world
- Strategies to ensure governmental public health is well-prepared for present and future health challenges.

In addition, a wide selection of breakout sessions tailored to meet the changing needs of the populations served through public health programs and initiatives are offered.

The Maternal and Child Health, Family Planning and MCH Home Visiting sessions include immigration policy, domestic minor sex trafficking, behavioral health and fertility awareness-based methods of contraception.

The Public Health sessions include updates on syphilis, earthquakes in Kansas, CBD, vaping, vaccine hesitancy, drug trends and mosquitoes. The conference includes a 'hot topics session' featuring distracted driving, sexual violence prevention, suicide prevention and Kansas' electronic surveillance system for notification of community based epidemics (ESSENCE).

NOTICE: *During the conference, we ask you to please be courteous of others and silence your cell phones, take any necessary calls or side conversations outside and briefly step into the hallway or breastfeeding room if you need to soothe a fussy baby. This will help ensure everyone has the opportunity to hear the content being shared.*

LEARNING OBJECTIVES

Attendees will:

- » List at least two research findings from the 'Blue Zone' team
- » Describe an intervention one organization is using to impact the atmosphere and culture in schools and communities to increase school safety
- » Name at least one lesson learned from actual public health crises and emergencies
- » Describe at least one bold solution to improve health in the United States.



**A special thanks to Karen Schmidt, KDHE,
for providing the cover photo for the brochure.**

KEYNOTE PRESENTATIONS



CRAIG SCOTT

Lessons From Columbine: Raising the Value of Human Life

Craig Scott is a survivor of the 1999 Columbine High School mass shooting. He witnessed the most intense scene: the library where 10 students were killed. Craig watched as two friends were killed on either side of him. In a short time gap when the shooters left the library, Craig led a group of students out. The next morning, he would learn that his sister, Rachel Joy Scott, was the first to be killed in the attack.

Since then, Craig has dedicated his life to making a difference in schools, sharing his and his sister's stories. Speaking on a number of issues, the biggest lesson the shooting taught him was the value of human life. Craig has been a consistent voice in the media following incidents of school violence and helped found an organization dedicated to strengthening the culture of schools and communities. Come hear his compelling and inspirational message!



VINCENT COVELLO, PhD, *Director, Center for Risk Communication*

Risk, Crisis, and Emergency Communication: Overcoming Communication Challenges When Feelings and Facts Collide

Dr. Vincent Covello, a world authority on risk and crisis communication, is the founder and director of the Center for Risk Communication in New York City. He has worked as a researcher, teacher and consultant, advising more than 500 government agencies on high-concern risk and crisis situations, including the recent Zika virus outbreak.

Covello has published over 150 scientific, peer-reviewed articles and 25 books on risk and crisis communication. This keynote will focus on communication lessons learned from actual public health crises and emergencies and will emphasize the importance of anticipation, message mapping and practice.



LUANN ALEMAO, MA, *Community Leader, Health Advocate, Blue Zones*

AND TONY BUETTNER, BA, *Senior Vice President, Business Development, Blue Zones*

Blue Zones: Secrets of a Long Life

To find the path to long life and health, the Blue Zones team studies the world's Blue Zones, communities where elders live with energy and vigor to record-setting ages.

In this talk, Alemao and Buettner share the nine common diet and lifestyle habits – Power 9® – that keep Blue Zones residents spry past age 100. The program now works in partnership with municipal governments, large employers and health insurance companies to implement Blue Zones Projects in communities, workplaces and universities by focusing on changes to the local environment, public policy and social networks. The program has dramatically improved the health of more than 5 million Americans to date. You will hear from one of these communities.



BRIAN CASTRUCCI, DrPH, *President & Chief Executive Officer, de Beaumont Foundation*

Getting Public Health to Where It Needs to Be: Strategy and Workforce

The workforce is a key – but often overlooked – component of governmental public health's capacity to address evolving public health needs. New initiatives and funding designed to impact the nation's public health outcomes often fail to include critical investments in our most valuable asset – the people with their boots on the ground.

In addition to the workforce, governmental public health's operations must evolve to increase efficiency and effectiveness. This session will identify several key strategies to ensure governmental public health continues to lead health improvement in the nation. Attendees will leave with practical actions and advice to help them begin the necessary work of ensuring that governmental public health is well-prepared for present and future health challenges.



CONFERENCE AGENDA

WEDNESDAY, APRIL 1

7 to 8 a.m.

CHECK-IN & CONTINENTAL BREAKFAST

8 to 8:15 a.m.

WELCOME

Ashley Goss, MBA, Deputy Secretary, Public Health, KDHE

8:15 to 9:30 a.m.

Keynote Presentation

Lessons from Columbine: Raising the Value of Human Life

Craig Scott

9:30 to 10 a.m.

BREAK & VISIT EXHIBITS

10 to 11 a.m.

Breakout Sessions

1.1 Domestic Minor Sex Trafficking – More Than Meets the Eye

Russ Tuttle, BA, President and Founder, The Stop Trafficking Project

It is important for public health professionals to be educated about domestic minor sex trafficking (DMST), the harsh business of selling minors for sex. Unfortunately, demand is high in this underground market, which overlaps with child sexual abuse. This presentation will focus on identifying victims and will provide strategies for addressing the problem and how to effectively intervene.

1.2 Kansas Maternal Mortality Review Committee Findings and Impact on the Work of Kansas MCH Professionals

Melissa Hague, MD, Assistant Director, OB-GYN Residency Program, University of Kansas School of Medicine

This session will provide an overview of findings from the Kansas Maternal Mortality Review Committee, the committee's recommendations and the role of MCH professionals following these recommendations. Learn about MCH plans for integration and new resources for your use in serving MCH clients.

1.3 STIs Update: Syphilis

Scott Strobel, BA, Disease Intervention Section Chief, Bureau of Disease Control and Prevention, KDHE

This session will discuss the current conditions related to sexually transmitted infections (STIs) in Kansas, focusing specifically on the emergent concern of syphilis in adults and the dramatic increase of congenital syphilis case reports in Kansas. Topics covered will include updated morbidity data through 2019; comparison of state and national morbidity trends; STI outbreak responses; the epidemiology of syphilis in Kansas; and how KDHE is expanding resources, initiatives and collaborations to turn back the rising tide of syphilis.

1.4 Health Equity: All the Cool Kids Are Doing It!

K. Allen Greiner, MD, MPH, Professor and Vice Chair of Family Medicine, Research Division Director, University of Kansas Medical Center & Jennifer Bacani McKenney, MD, FAAFP, Medical Director, Hometown Health Care Hospice

"Health equity" is replacing the construct of "health disparities" in present day public health and health care delivery organizations.

This session will review examples of health equity approaches and the reasons future health policies must advance a health equity agenda rather than squandering resources on specialized health care delivery services. This focus and the deployment of evidence-based interventions that address social, economic and educational needs is posited to more quickly achieve health equity for all.

1.5 Using Appreciative Inquiry to Lead Positive Change in Your Health Department

Samantha Cinnick, MPH, CPH, CHES, Program Officer, de Beaumont Foundation

This session will provide an overview of appreciative inquiry as a strengths-based change management framework and share how it is currently being used in health departments to address recruitment and retention challenges. Participants will practice elements of the appreciative inquiry 4-D cycle, such as asking powerful, positive questions to identify what gives life or value to their public health organization.

11 to 11:30 a.m.

REMARKS

Lieutenant Governor Lynn Rogers & Lee Norman, MD, MHS, MBA, Secretary, KDHE

11:30 a.m. to 12:30 p.m.

LUNCH & VISIT EXHIBITS

12:30 to 1:30 p.m.

Breakout Sessions

2.1 Role of MCH Home Visitors in Utilizing Findings of the Kansas Maternal Mortality Review Committee

Stephanie Wolf, RN, BSN, CLC, MCH/Perinatal Health Consultant, Kansas Perinatal Community Collaboratives Program Coordinator, Kansas Department of Health and Environment

This session will provide a high level overview of findings from the Kansas Maternal Mortality Review Committee, the committee's recommendations and the role of the MCH home visitor following these recommendations. Learn about plans for integration and new resources available and coming soon for your use as an MCH home visitor.

2.2 Beyond ACEs Training: What's Next?

Vanessa Lohf, LBSW, Project Specialist, Center for Public Health Initiatives, Wichita State University

"Adverse Childhood Experiences" or "ACES"—you've had the training, now what? In this session, learn more about tools and strategies that will help you move from training to implementing change in your public health organization.

2.3 CBD: Cure, Threat or Neither?

Stephen Thornton, MD, Associate Professor and Director of Toxicology, Department of Emergency Medicine, University of Kansas Medical Center

Cannabidiol (CBD) is one of the many chemicals found in cannabis plants. In the last five years, the unregulated use of CBD has exploded, driven by multiple different health claims. This presentation aims to examine the safety and efficacy of CBD.

CONFERENCE AGENDA

2.4 Tobacco Prevention in the Age of Vape

Lisa Frey Blume, BA, Outreach Coordinator, Community Health Promotion Section, Bureau of Health Promotion, and Jordan Roberts, MPH, Prevention Program Manager, Kansas Department of Health and Environment

Do you want to know more about e-cigarettes and the youth vaping epidemic? Are you curious about the status of vaping-associated lung injury cases? Confused about the laws that have been passed related to Tobacco 21 and flavors? Join this session to find out the latest! Information on RESIST and other KDHE youth prevention and cessation efforts will also be highlighted.

2.5 An Introduction to PHRASES: Public Health Reaching Across Sectors

Aaron Davis, MBA, MPA, Director, and Jessica Fiscus, MPH, Project Manager, Center for Public Health Initiatives, Wichita State University

Achieving health goals requires engagement by public health professionals with partners in other sectors like education, housing, transportation and business.

PHRASES provides tools and guidance to help public health leaders effectively communicate the value of public health to potential partners and decision makers in other sectors. Participants will engage in exercises using the PHRASES toolkit and then explore developing plans to involve all staff in using these evidence-based materials.

1:30 to 2 p.m.

BREAK & VISIT EXHIBITS

2 to 3 p.m.

Breakout Sessions

3.1 Behavioral Health 101

Kelsee Torrez, MPA, Behavioral Health Consultant, Kansas Department of Health and Environment

The Kansas Department of Health and Environment (KDHE) Bureau of Family Health (BFH) recognizes that behavioral health is an integral part of whole person health and is increasing its focus on behavioral health interventions, healthy social-emotional development and cross-systems collaboration.

With an increase in mental health and substance use issues emerging in community health needs assessments, local health departments – including maternal and child health programs – are identifying behavioral health as a priority area. This session will highlight public health's role in addressing behavioral health needs in local communities.

3.2 Fertility Awareness-Based Methods (FABMs) – Not Your Mother's Rhythm Method

Jeanette Cahan, MA, M.Ed., Learning Specialist, Independent Consultant

This presentation reviews established modern fertility awareness-based methods of contraception that are easy to learn and use, including evidence-based smartphone fertility apps.

At this session, participants will learn about essential FABM characteristics, their basis, effectiveness, eligibility criteria and instructions for use. Using case studies, participants will apply the eligibility criteria for simple FABMs and review the steps for counseling clients on these methods.

3.3 Managing Vaccine Hesitancy Until We Have More Evidence

Sharon Humiston, MD, MPH, FAAP, Department of Pediatrics, Division of Urgent Care, Children's Mercy Kansas City; Professor of Pediatrics, UMKC School of Medicine

Vaccine hesitancy, a delay in acceptance or refusal of vaccination despite availability of vaccination services, is linked to the "3 Cs" model: Confidence, Convenience and Complacency.

When confidence and/or convenience is low and complacency is high, low immunization rates ensue. This is a widespread problem in the U.S. and the world. This session will review what is known and what isn't known, as well as highlight some evidence-based approaches for providers faced with vaccine hesitancy in primary care offices.

3.4 Facebook 101: Tips, Tools and Best Practices

Janelle Watson, MPA, U.S. Politics and Government Outreach, Facebook

Your opportunity to build an online community through Facebook has never been stronger. Come learn about some of the latest tools, tips and best practices that can help you better reach and connect with your followers on the platform.

3.5 Q&A with KDHE Public Health Bureau Directors: Don't Throw Tomatoes

This presentation will include brief highlights from the KDHE Division of Public Health bureaus (Community Health Systems, Disease Control & Prevention, Epidemiology and Public Health Informatics, Family Health and Health Promotion).

Each bureau director will discuss current and upcoming activities/initiatives and share opportunities for maximizing mutually beneficial partnerships with local health departments and communities. A question and answer session will follow.

PRESENTERS:

Farah Ahmed, MPH, PhD, State Epidemiologist and Environmental Health Officer

Kendra Baldrige, LMSW, Director, Bureau of Community Health Systems

Ashley Goss, MBA, Deputy Secretary, Division of Public Health

Phil Griffin, BBA, CPM, Director, Bureau of Disease Control and Prevention

Ryan Lester, MPH, Director, Bureau of Health Promotion

Lou Saadi, PhD, Director, Bureau of Epidemiology and Public Health Informatics

Rachel Sisson, MS, Director, Bureau of Family Health

3 to 3:15 p.m.

BREAK

3:15 to 4:30 p.m.

Keynote presentation

Risk, Crisis and Emergency Communication: Overcoming Communication Challenges When Feelings and Facts Collide

Vincent Covello, PhD

4:30 p.m.

DAY 1 ADJOURN

CONFERENCE AGENDA

THURSDAY, APRIL 2

7 to 8 a.m.

BREAKFAST BUFFET

8 to 9:15 a.m.

Keynote Presentation

Blue Zones: Secrets of a Long Life

Luann Alemao and Tony Buettner

9:15 to 9:30 a.m.

BREAK

9:30 to 10:30 a.m.

Breakout Sessions

4.1 Bridging the Word Gap: Enhancing Children's Outcomes Through Multi-Sector Engagement in Evidence-Based Practices

Judith Carta, PhD, Senior Scientist, Institute for Life Span Studies, University of Kansas and Associate Director, Juniper Gardens Children's Project; Charles Greenwood, PhD, Professor, Applied Behavioral Sciences and Senior Scientist and Dale Walker, PhD, Associate Research Professor, Juniper Gardens Children's Project, University of Kansas

Improving young children's outcomes in health and education is a worthy but often unmet goal in our communities. This presentation will focus on how communities are creating multi-sector interventions to address the "word gap" – the income-related disparity in children's early language experience.

It will describe initiatives to promote nurturing language environments for young children in high-poverty communities and identify strategies used in home visiting, public health, early education and many other sectors to strengthen and evaluate collaborative partnerships. The discussion will reveal the promise these strategies offer for promoting community-wide engagement, implementing evidence-based practices where they are most needed and making a difference in the lives of families and children.

4.2 Esperanza: Immigration in 2020 and Beyond

Jessica Piedra, JD, Attorney, Immigration Professionals

Many new issues have emerged in immigration policy such as increased enforcement, rising fees and the threat of a new public charge rule.

As a result, we have seen immigrants cancel critical public assistance such as Medicaid and Food Stamps for their U.S. citizen family members and be reluctant to receive medical care.

What does all this mean for Kansas public health? Learn about policies and best practices in messaging to immigrant and larger communities.

4.3 Earthquake Activity in Kansas: Events and Responses

Rex Buchanan, MS, MA, Director Emeritus, Consortium to Study Trends in Seismicity, Kansas Geological Survey, University of Kansas

In 2013, south central Kansas experienced a series of earthquakes, with activity peaking in early 2015. Seismicity has generally declined since that time, though there have been recent events in Reno County. This presentation will focus on that increased seismicity, the causes behind it and the state response in monitoring and regulation.

4.4

Leveraging the Role of Chief Health Strategist to Address Systemic Behavioral Health Needs in a Rural Community

Amanda Mehl, RN, MPH, Public Health Administrator, Boone County Health Department (Illinois) and Amber Dean, Project Manager, Center for Public Health Initiatives, Community Engagement Institute, Wichita State University

It's becoming clear that local public health has a role to play in addressing community behavioral health needs. What is less clear, however, is what that role looks like exactly.

This session explores how a "smedium" (small-medium) health department in Boone County, IL, took on the role of chief health strategist to convene partners around a critical issue in their community – lack of access to behavioral health services and the over-representation of people with behavioral health needs in the county jail and judicial system.

Participants will hear how to make things happen with little or no initial dollars or staff capacity; dealing with the ambiguity of adaptive work in an unfamiliar arena; and establishing, maintaining, and leveraging community partnerships and a shared vision to meet community needs.

4.5

Taking a Systems Approach to My Organization: The What, Why and How of Performance Management

Sonja Armbruster, MA, Health Sciences Educator, Department of Public Health Sciences, College of Health Professions, Wichita State University

This session will introduce the core elements of a performance management (PM) system. Participants will identify areas of strength and areas for improvement in their agency's current performance management practices through an agency self-assessment tool and will formulate their own rationale for engaging in this work based on guidance and public health standards.

This session will include an introduction to dashboards, designing performance measures and the connection between performance management and quality improvement.

10:30 to 11 a.m.

BREAK

11 a.m. to 12 p.m.

Breakout Sessions

5.1

Addressing Marijuana Use with Pregnant Clients

Nancy Jo Kepple, PhD, Assistant Professor, University of Kansas School of Social Welfare

Marijuana is the most widely used illegal drug during pregnancy in the U.S. and use is on the rise. Marijuana remains illegal at the federal level, even as some states have legalized it for recreational and medicinal use.

A growing number of pregnant women view it as a safe, natural way to treat nausea and vomiting, or "morning sickness." Marijuana use during pregnancy can be harmful to a baby's health and cause many serious problems, including stillbirth, preterm birth, and growth and development issues. This presentation will provide practical strategies for addressing marijuana use with pregnant women.

5.2 Esperanza: Immigration in 2020 and Beyond

Jessica Piedra, JD, Attorney, Immigration Professionals

(Note: This is a repeat session, not a continuation)

Many new issues have emerged in immigration policy such as increased enforcement, rising fees and the threat of a new public charge rule.

As a result, we have seen immigrants cancel critical public assistance such as Medicaid and Food Stamps for their U.S. citizen family members and be reluctant to receive medical care.

What does all this mean for Kansas public health? Learn about policies and best practices in messaging to immigrant and larger communities.

5.3 Kansas Drug Trends

Chris Bumgarner, BS, Special Agent in Charge, Kansas Bureau of Investigation

This session will focus on the current drug trends occurring in Kansas and will concentrate on the primary drugs being investigated by law enforcement including methamphetamine, marijuana, fentanyl and more. This session will also cover how drugs impact other crimes in Kansas.

5.4 First Time for Everything – Emergency Aerial Application of Mosquito Adulticide in Reno County (2019)

Ingrid Garrison, DVM, MPH, Dipl. ACVPM, State Public Health Veterinarian, KDHE; Darcy Basye, BS, RS, Environmental Health Supervisor, Reno County Health Department; Nick Baldetti, Administrator, Reno County Health Department; Amie Cook, MPH, Medical Investigator/Epidemiologist, KDHE

West Nile Virus (WNV) is the most common mosquito-borne disease in Kansas and the United States. Routine mosquito surveillance provides crucial information about disease transmission risk and data to guide mitigation efforts.

In the summer of 2019, Reno County was one of 67 out of 105 counties under a local or federal disaster declaration due to floods. By mid-June, *Culex* mosquitoes (most commonly associated with WNV) were at historically high levels. Presenters from the Reno County Health Department and KDHE will share outcomes, lessons learned and recommendations to prevent WNV.

5.5 Hot Topics

(Note: This session includes four 15-minute "Hot Topic" presentations)

Designing Safer Communities

Stefanie Olson, MA, Public Health Educator for the Sexual Violence Prevention and Education Program, KDHE

The Sexual Violence Prevention and Education Program at KDHE is looking at "upstream" approaches to prevent sexual violence. Strategies that rely on altering environmental elements can reduce risk factors for violence while encouraging protective factors.

Three coalitions in Kansas are investing in Crime Prevention Through Environmental Design (CPTED) strategies to alter the community environment to reduce risk and maximize community connectedness, a protective factor.

Learn about successful strategies to improve communities' safety and connectedness.

Monitoring Emergency Department Visits: The ESSENCE of Public Health Surveillance

Gabriel Ann Haas, MPH, CPH, Epidemiologist, & Roger Zornes, Outreach Data Analyst, Kansas Syndromic Surveillance Program, KDHE

Syndromic surveillance is an increasingly-utilized tool for situational awareness in public health. It allows for near real-time monitoring of emergency discharge data and gives public health decision makers the opportunity to detect and investigate changes without waiting for them to be reported.

ESSENCE, a cloud-based health information system, is the syndromic surveillance program used in Kansas. This session will discuss its capabilities, including early outbreak detection and improved situational awareness following a disaster or large-scale event.

Distracted Driving

Amanda Horner, BA, Traffic Safety Specialist, Kansas Traffic Safety Resource Office

Every day, at least nine people die and 1,000 are injured in distracted driving crashes. Cell phones, dashboard touchscreens, voice commands and other in-vehicle technologies pose a threat to our safety. The consequences of distracted driving sends a ripple effect into our homes, communities and places of work. Learn more about the real risks of distracted driving and what safety-forward organizations are doing to combat those risks.

Everyone Has A Role in Preventing Suicides

Elisa Nehrbass, M.Ed., Child and Adolescent Health Consultant, Bureau of Family Health, KDHE

It is the topic that everyone and no one wants to talk about – suicide. In 2018, several state agencies joined together to form a unified voice and build stronger partnerships for suicide prevention in Kansas. In this brief presentation, Elisa will share how this cross-sector collaboration started and the progress that has been made so far. The Kansas Youth Suicide Prevention tip sheets for teens, parents, community members and school personnel created within this partnership will be made available for session attendees.

12 to 12:45 p.m.

LUNCH & PRIZE DRAWINGS

12:45 to 2 p.m.

Keynote Presentation

Getting Public Health to Where It Needs to Be: Strategy and Workforce

Brian Castrucci, DrPH

2 p.m.

CONFERENCE ADJOURN

CONFERENCE INFORMATION

CONTINUING EDUCATION

NURSING

Wichita State University College of Health Professions is approved as a provider of continuing nursing education by the Kansas State Board of Nursing. This course offering has been pre-approved for contact hours applicable for RN, LPN or LMHT relicensure. Kansas State Board of Nursing provider number: LT 0090-0327. These course offerings are approved for 6.9 contact hours for the MCH pre-conference, 4.8 contact hours for the Public Health pre-conference, 6.8 contact hours for the KADEC pre-conference, 5.7 contact hours for the New Director Orientation and 12.3 contact hours for the general conference, all for RN or LPN relicensure.

SOCIAL WORK

Wichita State University School of Social Work is approved as a provider of continuing social work education by the BSRB. 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 5.8 contact hours for the MCH pre-conference, 4 contact hours for the Public Health pre-conference, 6 contact hours for the KADEC pre-conference, 4.8 contact hours for New Director Orientation and 10.25 contact hours for the general conference applicable for relicensure (BSRB approval #05-001).

CERTIFICATES

Separate certificates will be awarded for the pre-conference and general conference sessions. Attendees may access their certificates through [KansasTRAIN](#). Attendees will not be able to access their certificates until they have completed the online evaluation from the Wichita State University Conference Office.

SAVE THE DATE

**Join us for the
2021 Kansas Governor's Public Health Conference
March 30–April 1, 2021
at the
Hilton Garden Inn in
Manhattan, KS**

CONFERENCE INFORMATION

REGISTRATION AND FEES

REGISTRATION PROCESS

Conference registration will be through the Wichita State University Conference Office (not KansasTRAIN). Your certificate will still be made available through [KansasTRAIN](#) within 30 days of the conference. You can register and pay online for the conference [here](#).

REGISTRATION DEADLINE

Registration is required. Registration and payment must be received by the Wichita State University Conference Office by **Thursday, March 26, 2020**. After March 26, please contact the conference office at **316-978-6493** to check space availability.

PRE-CONFERENCE REGISTRATION • MARCH 31, 2020

There is a \$75 registration fee to attend the MCH, Public Health, or KADEC pre-conference sessions. Lunch and afternoon snack/beverage breaks will be provided for registrants. Session handouts will be provided online prior to the start of the pre-conference.

GENERAL CONFERENCE REGISTRATION • APRIL 1-2, 2020

EARLY BIRD
before 3/13
\$225

REGULAR
after 3/13
\$250

WALK-IN
space not guaranteed
\$300

The General Conference registration fee includes breakfast, lunch and breaks on Wednesday and Thursday. Conference handouts will be provided online prior to the start of the conference.

PAYMENT INFORMATION

The conference is being facilitated by the Wichita State University Conference Office. You may pay for your conference registration fee by credit card, check, cash or purchase order. If paying by check or purchase order, please make documents payable to the Office of University Conferences.

Please send check or purchase order to:

Wichita State University
Office of University Conferences
1845 Fairmount
Wichita, Kansas 67260-0136
Fax (316) 978-3064

CANCELLATIONS AND REFUNDS

All cancellations must be in writing. A \$25 cancellation fee will be assessed on all cancellations (this includes purchase orders and unpaid registrations).

There will be no refunds after Friday, March 6, 2020.

Conference app

Stay in the know before, during and after the conference with the app.

Follow these steps to download and use it:

1. Download the [Attendify app](#) on your iPhone or Android device by scanning this QR code or searching "Attendify" in the app store.
2. Open the Attendify app.
3. Search for "**Governor's Public Health Conference**" and select it.
4. Tap or click "Join."
5. Create an account (you must create an account to view conference materials).



CONFERENCE INFORMATION

ACCOMMODATIONS

CONFERENCE LOCATION

The 2020 Kansas Governor's Public Health Conference will be held at:

Wichita Marriott
9100 E Corporate Hills Drive
Wichita, KS 67207

You can find additional information regarding the hotel by visiting the [conference website](#).

ROOM RATE

Special rates for conference attendees and exhibitors have been arranged at the Wichita Marriott. Single and double room rates are **\$109**.

MAKING A HOTEL RESERVATION

Reservations must be received by **March 17, 2020**. Reservations can be made by calling the hotel directly at **316-651-0333** or online by visiting the [conference website](#). Reservations after this date will be accepted based on availability, at the best available rate at the time of reservation.

CHECK IN/CHECK OUT

Check in time is **4 p.m.** If you arrive before 4 p.m., the hotel will accommodate as rooms are available. Check out time is **12 p.m.**

INTERNET ACCESS

There is complimentary Wi-Fi internet access in all guest rooms.

PARKING

Parking is complimentary.

OVERFLOW HOTEL INFORMATION

If the main hotel block is full, an overflow room block at Fairfield Inn & Suites Wichita East is available, which is within walking distance of the main conference venue. Attendees who book at the Fairfield will receive a special rate of **\$101** per night, plus tax. Reservations can be made by calling the hotel directly at **316-685-3777** or online by visiting the [conference website](#).

PLANNING COMMITTEE

Carrie Akin, BS, KDHE
Kendra Baldrige, LMSW, KDHE
James Brewster, BA, Wichita State University
Cristi Cain, BS, KDHE
Daniel Craig, MS, Tammy Walker Cancer Center and
Kansas Public Health Association
Aaron Davis, MBA, MPA, Wichita State University
Arlene Doll, RN, Lane County Health Department
Amy Gaier, BS, KDHE
Ashley Goss, MBA, KDHE
Phil Griffin, BBA, CPM, KDHE
Lisa Horn, BA, BSN, RN, KDHE

Karen Kelley, BS, KDHE
Dennis Kriesel, MPA, Kansas Association of Local Health
Departments
Melisa Middendorf, RN, Shawnee County Health Department
Cherie Sage, MS, KDHE
Shelly Schneider, RN, Barton County Health Department
Brooke Sisson, MPH, KDHE
Kasey Sorell, BSN, RN, CPC, KDHE
Mark Thompson, PhD, Kansas State Department of Education
Sheri Tubach, MPH, MS, KDHE
Destany Wheeler, Wilson County Health Department

CONFERENCE INFORMATION

ADDITIONAL INFORMATION

NOTICE: During the sessions we ask you to please be courteous of others and silence your cell phones, take any necessary calls or side conversations outside and briefly step into the hallway or breastfeeding room if you need to soothe a fussy baby. This will help ensure everyone has the opportunity to hear the content being shared here.

LACTATION ROOM

The Sedgwick Room has been designated for nursing mothers during the general conference.

CONFERENCE ATTIRE

While every effort will be made to keep the meeting rooms at a comfortable temperature, you are encouraged to dress in layers or bring a sweater/light jacket, as the temperature in the meeting rooms may vary widely.

NOTICE OF NON-DISCRIMINATION

Wichita State University does not discriminate in its employment practices, educational programs or activities on the basis of age (40 years or older), ancestry, color, disability, gender, gender expression, gender identity, genetic information, marital status, national origin, political affiliation, pregnancy, race, religion, sex, sexual orientation, or status as a veteran.

Retaliation against an individual filing or cooperating in a complaint process is also prohibited. Sexual misconduct, relationship violence and stalking are forms of sex discrimination and are prohibited under Title IX of the Education Amendments Act of 1972. Complaints or concerns related to alleged discrimination may be directed to the Institutional Equity and Compliance Director, Title IX Coordinator or Equal Opportunity Coordinator, Wichita State University, 1845 Fairmount, Wichita, KS 67260, telephone **(316) 978-3187**.

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**.

RIGHT OF TERMINATION FOR CAUSE

This agreement and the University's obligations hereunder regarding this conference and the presentation of any or all 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 canceled 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.



Lights, camera, public health!

Have a conversation about public health in Kansas. Share a **success story** or an **exciting public health project** in your community.

Stories will be recorded and featured on various platforms during and after the conference, including the Kansas Public Health Collaborative website.



Get a **free professional head shot** from Wichita State University's Community Engagement Institute while you're there, too!

The Public Health Storytelling booth will be **staffed April 1**. Stop by, share your story and be entered in a drawing for prizes.

REGISTRATION FORM

2020 KANSAS GOVERNOR'S PUBLIC HEALTH CONFERENCE MARCH 31-APRIL 2 • WICHITA MARRIOTT

Please type or print clearly.

Name (as it appears on your professional license): _____

License Type: _____ License Number (required): _____

Name (to be printed on badge): _____

Home address: _____

City: _____ State: _____ Zip: _____ Home Phone: _____

Organization: _____

Job Title: _____

Business/Billing Address: _____

Business Phone: _____ E-mail address: _____

City: _____ State: _____ Zip: _____ County: _____

_____ Are you a first time attendee? (Y/N)

_____ Do you require vegetarian meals? (Y/N)

_____ Please indicate if you have any medical or religious dietary requirements:

_____ T-Shirt size (S-4XL)

_____ Will you be bringing a baby to the conference? (Y/N)

CONFERENCE REGISTRATION FEES:

_____ Early Bird Registration Fee (prior to 3/13) **\$225**

_____ Late Registration Fee (after 3/13) **\$250**

_____ Walk-in Registration Fee (day of) **\$300**

_____ Pre-Conference Sessions (choose one) **\$75**

TOTAL AMOUNT ENCLOSED OR NOTED ON PURCHASE ORDER \$ _____

Payment Method: ___Check___Purchase Order ___Visa___Mastercard___American Express___Discover

CC# _____ Security Code: _____ Expiration Date: _____

Name as printed on the card: _____

Signature: _____

Please return this form along with payment or purchase order to:

Office for Workforce, Professional and Community Education

Wichita State University
1845 Fairmount, Box 136
Wichita, KS 67260

Or fax to: 316-978-3064

For questions regarding your registration, contact the WSU Conference Office
at 316-978-6493 or email conference.office@wichita.edu.

REGISTRATION FORM

PRE-CONFERENCE SESSIONS

Tuesday, March 31

- Public Health and Preparedness
- Maternal and Child Health and Family Planning
- Kansas Alliance for Drug Endangered Children
- New Director Orientation

GENERAL CONFERENCE SESSIONS

WEDNESDAY, APRIL 1

10 to 11 a.m.

- 1.1 Domestic Minor Sex Trafficking—More Than Meets the Eye
- 1.2 Kansas Maternal Mortality Review Committee Findings and Impact on MCH Work
- 1.3 STIs Update: Syphilis
- 1.4 Health Equity: All the Cool Kids Are Doing It!
- 1.5 Using Appreciative Inquiry to Lead Positive Change in Your Health Department

12:30 to 1:30 p.m.

- 2.1 Role of MCH Home Visitors in Utilizing the Findings of the Kansas Maternal Mortality Review Committee
- 2.2 Beyond ACEs Training: What's Next?
- 2.3 CBD: Cure, Threat or Neither?
- 2.4 Tobacco Prevention in the Age of Vape
- 2.5 An Introduction to PHRASES: Public Health Reaching Across Sectors

2 to 3 p.m.

- 3.1 Behavioral Health 101
- 3.2 Fertility Awareness-Based Methods (FABMs) – Not Your Mother's Rhythm Method
- 3.3 Managing Vaccine Hesitancy Until We Have More Evidence
- 3.4 Facebook 101: Tips, Tools and Best Practices
- 3.5 Q&A with KDHE Public Health Bureau Directors: Don't Throw Tomatoes

THURSDAY, APRIL 2

9:30 to 10:30 a.m.

- 4.1 Bridging the Word Gap: Enhancing Children's Outcomes Through Multi-Sector Engagement in Evidence-Based Practices
- 4.2 Esperanza: Immigration in 2020 and Beyond
- 4.3 Earthquake Activity in Kansas: Events and Responses
- 4.4 Leveraging the Role of Chief Health Strategist to Address Systemic Behavioral Health Needs in a Rural Community
- 4.5 Taking a Systems Approach to My Organization: The What, Why and How of Performance Management

11 a.m. to 12 p.m.

- 5.1 Addressing Marijuana Use with Pregnant Clients
- 5.2 Esperanza: Immigration in 2020 and Beyond (repeated)
- 5.3 Kansas Drug Trends
- 5.4 First Time for Everything – Emergency Aerial Application of Mosquito Adulticide in Reno County (2019)
- 5.5 Hot Topics