

2019 KPHA CONFERENCE



CONNECTING THE HEALTHIEST SYSTEM.
FOR EQUITY. FOR ACTION. FOR HEALTH.

SEPTEMBER 24-25, 2019
TOPEKA, KANSAS
RAMADA HOTEL & CONVENTION CENTER



CONFERENCE WELCOME



Please join us for the 76th Annual Kansas Public Health Association Fall Conference to be held at the Ramada in Topeka on September 24-25, 2019. Conference sessions will focus on many public health issues important to Kansas, including our theme: **Be the Bridge: Connecting the Healthiest System. For Equity. For Action. For Health.**

CONFERENCE OBJECTIVES

At the conclusion of the conference participants should be able to:

1. Demonstrate awareness of initiatives that are targeted to improving health outcomes in Kansas and its diverse populations
2. Discuss the interventions for disease specific best practices to improve the health of all Kansans
3. Identify promising and evidence-based practices to develop interventions that address social determinants of health, disease specific best practices and environmental issues through policy and practices

PLANNING COMMITTEE

Erica Anderson

Conference Chair, KPHA, Past President, KPHA, Strategic Integration Leader, Office of Population Health, Bold Goal, Humana

Becky Tuttle, MA

Past President, KPHA, Council Member, District 2, City of Wichita

Megan Foreman, BA

APHA Representative, KPHA; Program Manager, Johnson County Department of Health and Environment

Daniel Craig, MS

President Elect, KPHA Cancer Outreach Coordinator, Tammy Walker Cancer Center

Sonja Armbruster, MA

Ex Officio Member, KPHA; Health Sciences Educator, College of Health Professions, Wichita State University

Heather Poole, MPH

Association Manager, KPHA, Research Assistant, Kansas State University Rabies Laboratory

Michelle Simmons

President, KPHA, Public Health Strategist, Cerner Corporation

Bridgette West-Williams, MBL

Executive Directory of Agency Operations and Account Management, Baseline Creative, Inc.

Denise Schuele, BS

Director-at-Large, KPHA; Program Manager, Healthy, Community Innovations, Cerner Population Health

Philip Harris, MA, CHES

Communications Coordinator, Bureau of Health Promotion, Kansas Department of Health and Environment

Nikki Keene Woods, PhD, MPH, CPH

Associate Professor, Department of Public Health Sciences, Wichita State University

KEYNOTE SPEAKERS



EMILY YU

BS

Managing Director, Partnerships



Emily Yu is committed to driving sustainable improvements in health and is leading the charge to cultivate community collaborations that are working to give everyone a fair chance to be healthy. With nearly two decades of experience in program development and social marketing strategy implementation, for both the public and private sectors, Emily brings together a unique perspective that fuels her passion for both identifying and proving sustainable models for social change.

Emily serves as Managing Director, Partnerships at the de Beaumont Foundation, where the team focuses on improving health at the community level by investing in tools, partnerships, policies, and the public health workforce. In this capacity, she builds dynamic relationships and networks designed to strengthen public health efforts and support communities. In pursuit of this effort, Emily often brings together unlikely allies to help stakeholders achieve their shared goals of creating healthier communities.

In addition to her role at the de Beaumont Foundation, Emily also serves as the Executive Director of the BUILD Health Challenge. A dynamic funding collaborative, the BUILD Health Challenge is improving health — by improving the social and environmental conditions we less readily associate with health. In support of this bold goal, Emily is fostering dynamic partnerships with leading foundations, community-based organizations, hospitals and health systems, public health departments, companies, and others to tackle a wide variety of issues, including: improving substandard housing stock, eliminating food deserts, creating opportunities for exercise and active living, and ending the cycle of domestic and gang violence, among others.

Emily earned her Bachelors of Science degree from Georgetown University and is currently pursuing her MBA at New York University's Stern School of Business.

What's Your Story?

Tuesday, September 24 • 8:45 - 10:00 a.m.

RON CHAPMAN

MD, MPH

Health Strategist Consultant



Dr. Chapman is a board-certified family physician who has dedicated his career to public health and medicine. He is a consulting health strategist and serves as the health officer for Yolo County, California. He led the Yolo County Public Health Department to national accreditation in 2017. He is on the board of directors of the Public Health Accreditation Board (PHAB), serves on the executive committee, is vice-chair of the board's accreditation committee, and has completed two accreditation site visits.

Dr. Chapman was the director and state health officer of the California Department of Public Health and led the department to national accreditation in 2014. He was the chief medical officer of Partnership HealthPlan of California (PHC), a managed care Medi-Cal health plan. For six years he was the public health officer and deputy director of public health in Solano County, California. From 1998 to 2004, he worked at the California Department of Health Services as the founding chief of the Medicine and Public Health section. Before entering public health practice Dr. Chapman was on the faculty at the University of

California, Davis School of Medicine.

Dr. Chapman has a medical degree from the University of Southern California, and a Masters in public health from the University of Michigan. He is the American Medical Association 2008 Dr. Nathan Davis Award Winner for local government service.

Dr. Chapman's primary interests are in the areas of public health accreditation, quality improvement and performance management, the elimination of health inequities, and the interface between public health and medicine.

Public Health Systems Thinking: Let's Get Real

Tuesday, September 24 • 1:15 - 2:15 p.m.

KEYNOTE SPEAKERS



JONATHAN METZL

PhD, MD

Director of the Center for Medicine,
Health, and Society
Vanderbilt University



Jonathan Metz is the Frederick B. Rentschler II Professor of Sociology and Psychiatry and the Director of the Center for Medicine, Health, and Society, at Vanderbilt University in Nashville, Tennessee. He received his MD from the University of Missouri, MA in Humanities/Poetics and Psychiatric Internship/Residency from Stanford University, and PhD in American Culture from University of Michigan. A 2008 Guggenheim fellow, Professor Metz has written extensively for medical, psychiatric, and popular publications. His books include *Dying of Whiteness*, *The Protest Psychosis*, *Prozac on the Couch*, and *Against Health: How Health Became the New Morality*.

**Dying of Whiteness: How the Politics of Racial
Resentment is Killing America's Heartland**
Wednesday, September 25 • 9:25 - 10:25 a.m.

KATHLEEN CROSBY

BA

Director of the Office of Health
Communication and Education
FDA CTP



Kathleen Crosby is Director of the Office of Health Communication and Education of the U.S. Food and Drug Administration's (FDA) Center for Tobacco Products (CTP). Ms. Crosby's career spans 30 years of senior-level marketing and advertising experience. In her tenure at CTP, she has successfully launched five major award-winning public health campaigns. The flagship youth prevention effort "The Real Cost" has been proven to have prevented 580,000 at-risk teens from smoking saving these kids, their families and the country more than \$53 billion in smoking-related costs in the future. Before joining CTP, Ms. Crosby was Senior Vice President, Group Campaign Director of the Washington office of the Ad Council, where she created integrated communication programs that have proven to inspire attitudinal and behavioral change on America's most pressing social issues for non-profit and government clients. Previously, while serving as Vice President of Strategic Planning at Arnold Worldwide, Ms. Crosby oversaw strategic development on the cutting-edge "Truth" campaign for the Truth Initiative. Ms. Crosby is a graduate of the University of Colorado Stadium.

**Fresh Approaches to Tobacco
Control Behavior Change**

Wednesday, September 25 • 1:00 - 2:00 p.m.

BRANDON TATE

MBA

Vice President, Group Management Director
Rescue



Brandon Tate works for Rescue, a leading behavior change agency. Rescue provides innovative social marketing services to government, non-profit and corporate organizations. Rescue is a full-service agency, providing research strategy, creative, production, web, traditional media, social media, policy change, youth engagement, and experiential marketing services to clients in over a dozen states, as well as to federal and international agencies. Brandon leads the agency's work with the United States Food and Drug Administration, and has served in a leadership role to develop large-scale health communication campaigns since 2014 working across a variety of at-risk communities including multicultural youth, Native American communities, LGBT young adults, rural teens, and others. Brandon spearheads strategy, brand identity, creative development, audience research, and implementation across a variety of media channels for multiple award winning programs.

TUESDAY, SEPTEMBER 24

7:30 - 8:30 a.m.

**Registration, Breakfast Buffet
& Vendor Setup**

8:30 - 8:45 a.m. WELCOME

8:45 - 10:00 a.m. KEYNOTE

What's Your Story?

Emily Yu, Managing Director, Partnerships
de Beaumont Foundation

Have you ever engaged with someone on public health issues only to leave the conversation feeling as if they didn't quite understand what it was you were talking about? This session will explore the reasons for why communication – especially when it comes to public health – can be problematic, and even hinder your efforts to foster partnerships for healthier communities. Attendees will be able to apply insights to help them foster cross-sector partnerships and generate sustainable support for novel approaches to our most pressing health challenges.

10:00 - 10:45 a.m.

KPHA Awards and Recognition Ceremony

10:45 - 11:15 a.m. BREAK

11:15 a.m. - 12:15 p.m.

1.1 Health Equity in Local Public Health Practice: Learning to Walk the Walk

Authors: **Sarah Hartsig**, MS, Health Promotion Specialist, Lawrence-Douglas County Health Department; **Sonia Jordan**, MA, Director of Informatics, Lawrence-Douglas County Health Department; **Vicki Collie-Akers**, PhD, MPH, Associate Professor, University of Kansas Medical Center

The Lawrence-Douglas County Health Department created a health equity committee whose purpose is to identify and recommend changes to policies, practices, processes and programs within the health department, following through to its work with clients and the broader community. The group has seen several early successes; however, they have also experienced the challenges and slow nature of health equity work. Committee members will share about these successes and lessons learned and invite attendees to participate in a discussion of their own experiences “walking the walk” for health equity.

1.2 Building Bridges to Prevent Measles in Kansas

Authors: **Carrie J. Delfs**, RN, BSN, Clinical Services Division Manager, Shawnee County Health Department; **Chelsea Raybern**, Senior Epidemiologist, Kansas Public Health Association; **Charles Hunt**, MPH, Senior Analyst, Kansas Health Institute

This session will describe the global, national and local impacts of the current state of measles outbreaks and vaccine uptake. How the Immunize Kansas Coalition built bridges to collaborate with community partners to improve Kansas MMR immunization rates will be discussed. Barriers to immunization uptake, education regarding the disease and immunization importance, and policy related to MMR immunization are key factors in preventing the spread of measles in Kansas. Increased knowledge and an improvement plan will help providers and partners improve immunization rates in the state.

1.3 Building Bridges to Improve Diabetes Prevention & Management in Underserved Populations

Authors: **Mengyi Li**, MPH, Chronic Disease Epidemiologist, Kansas Department of Health and Environment; **Lauren Lauridsen**, MPH, Community-Clinical Linkages Program Manager, Kansas Department of Health and Environment

This session will describe the burden of diabetes in Kansas, the ongoing efforts of the Kansas Department of Health and Environment (KDHE) to increase access to diabetes prevention and self-management education programs, and opportunities to participate. Participants will learn how to assess their capacity for implementing diabetes prevention and self-management education programs and will learn where programs may be most beneficial.

1.4 Strategic Collaborations to Address an Emerging Public Health Issue: Housing

Authors: **Kristy Baughman**, Director of Education and Planning, United Community Services of Johnson County; **Elizabeth Holzschuh**, MS, Epidemiologist II, Johnson County Department of Health and Environment

This session will describe how the Johnson County Department of Health and Environment and United Community Services of Johnson County partnered to create the Johnson County Health Equity Network (HEN), a multi-sector collaborative of community partners. By leveraging the relative strengths of the two agencies, the members of the HEN have gained an understanding of local data, and identified safe, stable, affordable housing as its priority issue.

1.5 “LIVE on Facebook:” An Online Program to Increase Access to Education, Resources and Support for Rural Reproductive-Age Women

Authors: **Lisette Jacobson**, PhD, MPA, MA, Assistant Professor, University of Kansas School of Medicine-Wichita; **Judy Johnston**, MS, RD, LD, Research Instructor, University of Kansas School of Medicine-Wichita; **Meredith Lucas**, BA, BSN, RN, Research Coordinator, University of Kansas School of Medicine-Wichita; **Jolynn Dowling**, MSN, APRN, NNP-BC, IBCLC, Associate Educator, Wichita State University; **Kelsey Lu**, MS, Biostatistician, University of Kansas School of Medicine-Wichita

The goal of this session is to discuss a program that provides education, resources and support to rural reproductive age women. Pioneer Breastfeeding Network (PBN) was implemented to provide education on diabetes, breastfeeding, safe sleep practices, and nutrition. As of August 2018, PBN has 118 active participants. Ten real-time live educational sessions were presented and archived within a secure Facebook group. Each session enjoyed an average of 43 views. Twenty six women who responded to the satisfaction survey reported increased knowledge, access, flexibility, and peer support.

12:15 - 1:15 p.m. LUNCH

1:15 - 2:15 p.m. KEYNOTE

Public Health Systems Thinking: Let's Get Real

Ron Chapman, MD, MPH, Health Strategist Consultant

Public health continues to have increasing demands and decreasing funding. Public health cannot do more with less. "Systems thinking" is an approach to public health work that can help you do the best you can with what you have. The speaker will share his 20+ years of local and state public health experiences to describe systems thinking in a real and practical way.

2:15 - 2:45 p.m. VISIT EXHIBITS

2:45 - 3:45 p.m.

KPHA PRESENTS: SUNFLOWER SPOTLIGHTS

Sunflower Spotlight presentations are short, succinct talks that are 12 minutes or less and will focus on one of Public Health 3.0's critical dimensions: Strategic Partnerships; Timely and Locally Relevant Data, Metrics and Analytics; Flexible & Sustainable Funding; and Foundational Infrastructure.

Each of the dimensions will feature four 12 minute presentations during this 60 minute breakout session. Each speaker will present a single PowerPoint slide that includes 4-5 speaking points and their contact information. Each presentation will be featured twice, as we will repeat each dimension in a second breakout session immediately following. This allows attendees to hear more than one Sunflower Spotlight presentation.

2.1 Strategic Partnerships

HEADS UP! Let's Turn Up the H.E.A.T.

Authors: **Kathryn Ellerbeck**, MD, MPH, FAAP, Associate Professor of Pediatrics, University of Kansas School of Medicine; **Tanya Honderick**, RN, MS, MPH, PHCNS-BC, Site Director, University of Kansas Master's in Public Health Program, Department of Population Health, University of Kansas School of Medicine;

During this presentation, we will look for strategic partnerships between public health groups and disability groups that could improve the health care of Kansans with intellectual and developmental disabilities (IDD). We will cover new policy initiatives including the AMA's bylaw requiring teaching on developmental disability in undergraduate, graduate, and postgraduate education and the HEADS UP Act of 2018. We will look at the Association of University Centers on Disabilities' (AUCDs') new National Center on Disability in Public Health and the Inclusive Planning Toolkit for Public Health.

Women's Health Network: Community Engagement and Healthy Equity

Authors: **Melody McCray-Miller**, Community Member, Wichita State University; **Nikki Keene Woods**, PhD, MPH, Associate Professor, Wichita State University; **Inneké L. Vargas**, Research Assistant, Wichita State University; **Amy K. Chessser**, PhD, Associate Professor, Wichita State University

A Women's Network was created to prioritize the health needs of women and children in Kansas. These vulnerable populations have the greatest health needs. Women are likely the health-decision makers in families. Additionally, older women face several challenges related to health outcomes. The Women Involved Network includes strategies and techniques to gather information and foster collaborations in the community, which will provide a person-centered approach to foster a community of trust through collaborative efforts. The ongoing work includes strategies and techniques to gather information.

Humana's Bold Goal: Collective Impact Journey to Improved Community Health

Authors: **Erica Anderson**, MPA, Strategic Integration Leader, Bold Goal, Humana; **Lesley Newton**, LPN, Market Professional, Humana

What is the role of the private sector in advancing long-term, collaborative change? What does it take to sustain momentum and buy-in among cross-sector partners when you are tackling complex systems change through collective impact? This session will address these questions and more by focusing on Humana's Bold Goal, a comprehensive business and health strategy dedicated to improving the health of the communities that the company serves by 20 percent by 2020.

Public Health Reaching Across Sectors (PHRASES)

Authors: **AAaron Davis**, MPA, MBA, Director, Community Engagement Institute, Wichita State University; **Jessica Fiscus**, MPH, Project Manager, Community Engagement Institute, Wichita State University

This session is designed to support public health leaders in developing communication skills and strategies to frame public health messages in ways that resonate with other sectors (housing, education, healthcare and business). This session will convey key aspects of the new PHRASES toolkit to equip participants with new skills and abilities to forge cross-sector collaborations in their communities.

2.2 Timely and Locally Relevant Data, Metrics and Analytics

Lung Cancer Screening in Kansas, 2017 Kansas Behavioral Risk Factor Surveillance System

Authors: **Ahmed Ismail**, PhD, Advanced Epidemiologist, Kansas Department of Health and Environment; **Belle Federman**, ScD, Senior Epidemiologist, Kansas Department of Health and Environment

Research has shown that appropriate lung cancer screening can reduce mortality and improve survival. Dr. Ismail is presenting the most recent data about meeting the United State Preventive Services Task Force lung cancer screening guidelines in Kansas. Kansas Behavioral Risk Factor Surveillance System (KS BRFSS) data was used to estimate the prevalence of meeting lung cancer screening guidelines in Kansas. KS BRFSS is an ongoing, annual, population-based, random, digit-dial survey of non-institutionalized adults living in a private residence with landline and/or cell phone service.

Using Low-Cost Air Monitors to Track Pollution from "Burns"

Author: **Gregory Newmark**, PhD, Assistant Professor, Kansas State University

This session will explore the technology of low-cost air monitors and demonstrate one application to use the resultant data to assess the public health concern of air quality.

Status of Serious Psychological Distress Among Kansas Adults: Kansas Behavioral Risk Factor Surveillance System, 2017

Authors: **Pratik Pandya**, MPH, Advanced Epidemiologist, Kansas Department of Health and Environment; **Sierra Upton**, MPH, Student, University of Kansas Medical Center

Serious mental illness (SMI), like major depression and schizophrenia which interfere with major life activities, affects more than 10 million adults nationwide. Serious psychological distress (SPD) is a measure obtained from the Kessler 6 Psychological Distress Scale (K6) and is often used as a proxy indicator of probable SMI in a population. Data from the 2017 Kansas BRFSS were analyzed to assess the prevalence of SPD among Kansas adults in various population subgroups. Further, the prevalence of chronic conditions among adults with SPD was compared to adults without SPD.

Characterizing a Community Health Delivery System for Cancer Prevention among Women Leaving Jails in Three Cities

Authors: **Michael Arnold**, BA, Graduate Research Assistant, University of Kansas School of Medicine; **Evan Reitter**, BS, Graduate Research Assistant, University of Kansas School of Medicine; **Elliott Brady**, MPH, Student, University of Kansas School of Medicine; **Brooks Youngmark**, BA, Graduate Research Assistant, University of Kansas School of Medicine; **Andros Garcia-Saldivar**, BS, Graduate Research Assistant, University of Kansas School of Medicine; **Sharla Smith**, PhD, MPH, Research Assistant Professor, University of Kansas School of Medicine-Wichita; **Megha Ramaswamy**, PhD, MPH, Associate Professor, University of Kansas School of Medicine

Little is known about how well justice-involved women navigate community resources to develop strategies for cancer prevention and successful reentry into communities. This project identifies and describes a community health delivery system for cancer prevention for justice-involved women in three cities by investigating Medicaid expansion, CDC cancer screening programs, low cost health care or Federally Qualified Health Center access, substance abuse, mental health, social services, and reentry resources that assist these women in developing strategies for prevention and successful reentry.

2.3 Flexible & Sustainable Funding

Moving from Strategy to Action: Support for Social Determinants of Health

Moderator: **Brandon Skidmore**, Program Officer, Sunflower Foundation, Director-at-large, KPHA
Panelists: **Virginia Barnes**, MPH, Director, Blue Health Initiatives, Blue Cross and Blue Shield of Kansas; **David Jordan**, MPA, President, United Methodist Health Ministry Fund; Carolyn Williams

This panel will explore organizational framework for effectively providing access to funding opportunities aimed at addressing the social determinants of health. Through conversation and active engagement, this panel will allow participants to recognize the unique and essential role of each organization and what they can do to support social change, explore how solution based funding can impact the social determinants of health, and share and exchange tools and techniques for preparing organizations to take their strategy to an action-oriented plan aimed at improving health outcomes.

2.4 Foundational Infrastructure

Providing Plain-Language Documents to Increase Health Literacy: Reaching out to Adults with Intellectual and Developmental Disabilities

Author: **Dot Nary**, PhD, Access and Physical Activity Coordinator, Kansas Disability and Health Program

Providing health information in plain language is a vital tool in improving health literacy as low health literacy is linked to poor health outcomes. This session will describe efforts by the Kansas Disability and Health Program to create plain language materials regarding health behaviors for adults with intellectual and developmental disabilities (IDD). Two resources, Taking Charge of Your Health and Stoplight Healthy Living, will be presented as examples of plain language materials targeting this population which experiences significant health disparities.

Kansas Public Health Collaborative: A One-Stop Shop for Kansas LHDs

Author: **Jessica Fiscus**, MPH, Project Manager, Community Engagement Institute for Public Health Initiatives, Wichita State University

This session will discuss background and information about the Kansas Public Health Collaborative and the website. Participants will have the opportunity to explore the site on iPads and give feedback and recommendations regarding website content, navigation, and features.

A Collaborative Approach to Improve Health Care Quality and Population Health

Authors: **Amanda Prosser**, MPH, Special Projects Coordinator, Kansas Healthcare Collaborative; **Eric Cook-Wiens**, MPH, CPHQ, Data and Measurement Director, Kansas Healthcare Collaborative

This session will spotlight the Kansas Healthcare Collaborative's approach to quality improvement, using data to drive improvement and the importance of partnerships to improve care in the hospital setting and in medical practices in Kansas. Hear about two core initiatives led by KHC, one focused on patient safety in the hospital setting and one focused on improving care and controlling costs in outpatient practices. Through these initiatives and key partnerships with state and local health organizations, KHC uses a collaborative approach to address the health of patients and communities.

2.5 Access to Tobacco and Food Retailers in Wyandotte and Johnson Counties, 2017

Authors: **Shannon DeVader**, MPA, Advanced Epidemiologist, Kansas Department of Health and Environment; **Emily Carpenter**, MAT, ATC, Public Health Educator, Kansas Department of Health and Environment; **Warren Hays**, MPP, Physical Activity and Nutrition Manager, Kansas Department of Health and Environment

This presentation will investigate the racial, ethnic, and income barriers to healthy food access across Wyandotte and Johnson counties. Presenters will draw geographic comparisons both within and between Johnson and Wyandotte counties of marginalized communities' access to healthy foods and tobacco. Presenters will also cover the Bureau of Health Promotion's programs, including the Chronic Disease Risk Reduction grant program and the Senior Farmers Market Nutrition Program, which help counter the negative impact of social determinants of health and create more equitable food access.

3:45 - 4:00 p.m. BREAK

4:00 - 5:00 p.m.

SUNFLOWER SPOTLIGHTS SESSION 2:

The following sessions are repeats of Breakout Sessions 2.1, 2.2, 2.3, and 2.4 Please refer to pages 6-9 in the brochure for session descriptions.

3.1 Strategic Partnerships

3.2 Timely and Locally Relevant Data, Metric and Analytics

3.3 Flexible and Sustainable Funding

3.4 Foundational Infrastructure

3.5 Building Bridges through Coalitions

Authors: **Julie Sergeant**, MEd, PhD, Population Health Strategies Director, Bureau of Health Promotion, Kansas Department of Health and Environment; **Lisa Frey Blume**, BA, Community Health Specialist, Bureau of Health Promotion, Kansas Department of Health and Environment

This session will help participants enhance skills in working with state and local coalitions. Presenters will describe benefits of working with coalitions and different ways to approach coalition structures, strategic planning and coalition self-assessment. Panel members will provide information about their state and local coalitions including coalition structure, strategic planning, successes, challenges and coalition evolution over time. There will be time for participants to ask questions and brainstorm solutions to current challenges. Participants will receive a handout with resources.

5:00 p.m.

DAY ONE ADJOURN

CONFERENCE AGENDA



WEDNESDAY, SEPTEMBER 25

7:00 - 8:00 a.m.

Breakfast Buffet

8:00 - 9:15 a.m.

KPHA YEAR IN REVIEW

- ➔ Call to Order
- ➔ KPHA Year in Review
- ➔ Honor Ceremony for Board Service
- ➔ Officer Reports
- ➔ Standing Committees Reports
- ➔ Special Committees Reports
- ➔ Section Reports
- ➔ Other Business
- ➔ Election Results
- ➔ Honor Ceremony
(Recognizes KPHA members who have passed in the last year)
- ➔ Next Annual Meeting
- ➔ Passing of the Gavel
- ➔ Adjournment

9:15 - 9:25 a.m. **BREAK**

9:25 - 10:25 a.m. **KEYNOTE**

Dying of Whiteness: How the Politics of Racial Resentment Is Killing America's Heartland

Jonathan Metzl, PhD, MD, Director of the Center for Medicine, Health, and Society, Vanderbilt University

Metzl will demonstrate the mortal trade-offs white Americans make when they vote with the goal of restoring their racial privilege and end up endorsing political positions that directly harm their own health and well-being, as well as marshaling statistical evidence that policies promising to bolster white Americans' status have instead made life sicker, harder, and shorter for all Americans. He finds that, in Missouri, under the lax gun laws white voters favored, white men became 2.38 times more likely than men of other races to die by firearm suicide. In Tennessee, opposition to the Affordable Care Act cost every single white resident of the state 14.1 days of life and many white Tennesseans, voiced a willingness to die, literally, rather than embrace a law

that gave minority or immigrant persons more access to care. A Tea Party-fueled gutting of school funding in Kansas greatly increased the number of people dropping out of high school, which correlates with nine years of lost life expectancy.

10:25 - 11:05 a.m.

Poster Presentations

(See pages 12-14 for poster titles and authors)

11:05 - 12:05 p.m.

4.1

Black Butterflyz: A Physical Activity Intervention to Improve the Health of Black Women

Authors: **Chris Omni**, MPH, Visionary and Executive Director, Kujima Health; **Emily Mailey**, PhD, Associate Professor, Kansas State University

Black women are BRILLIANT! Black women are BEAUTIFUL! Black women are also the racial/gender demographic group that is significantly impacted by health disparities: 42% more likely to die from cancer, 56% have high blood pressure, 54% are obese, etc. This session will explore the development, implementation, and evaluation of a culturally-tailored intervention designed to increase physical activity engagement among Black women. This session will provide a bold and unapologetic conversation about the importance of making Black women's health a capital concern.

Physical Activity Perceptions in Rural Kansas Community

Authors: **Sarah Cosgrove**, PhD, Postdoctoral Research Fellow, Kansas State University; **Katie Heinrich**, PhD, Associate Professor, Director of Functional Intensity Training Laboratory, Kansas State University

Physical activity levels can vary by numerous factors, like race/ethnicity, educational attainment, socioeconomic status, sex, and age. Some groups report more activity than others - men report more activity than women, blacks and Hispanics report less activity than whites, rural residents are less likely to meet recommendations compared to urban/suburban residents. The lowered rates in rural communities may be a result of limited walkability, and the built environment (accessibility to sidewalks, parks). This presentation will highlight findings from interviews with female rural residents.

4.2 Kansas ESSENCE Learning Collaborative

Authors: **Danielle Ast**, MBA, RD, LD, IBCLC, Project Specialist, Center for Public Health Initiatives, Wichita State University; **Robert Walker**, EdD, CHES, Assistant Director, Franklin County Health Department; **Greg Crawford**, Director, Vital and Health Statistics Data Analysis, Public Health Informatics, Bureau of Epidemiology and Public Health Informatics, Kansas Department of Health and Environment

Kansas Department of Health and Environment, Wichita State University, and Kansas Association of Local Health Departments partnered together to establish an ESSENCE Learning Collaborative. Syndromic Surveillance is an up and coming resource that is being used across the country for Public Health Emergency Preparedness, as well as the surveillance of various injury and disease prevalence. The goal of the Learning Collaborative is to bring local health department staff together to build syndromic surveillance capabilities

4.3 Partnerships are Critical to Progress

Authors: **Linda Ochs**, LMSW, Director, Shawnee County Health Department; **Virginia Barnes**, MPH, Director, Blue Health Initiatives, Blue Cross and Blue Shield of Kansas; **Marsha Pope**, BA, President, Topeka Community Foundation

Improving community health is a tough challenge for any local health department. In this session you will hear how Shawnee County leveraged government and foundation funding to hire a staff person dedicated to tracking and reporting out on the Community Health Improvement Plan strategies. Principals of Public Health 3.0 will be discussed as well as how to attract unusual partners and work through the political process.

4.4 Using Data to Paint the Picture of Community-Based Trauma

Authors: **Elizabeth Holzschuh**, MS, Epidemiologist II, Johnson County Department of Health and Environment; **John Douglass**, MPA, Executive Director of Emergency Management, Shawnee Mission School District

This session will describe how Shawnee Mission School District and the Johnson County Department of Health and Environment leveraged data from across sectors to assess community-level trauma factors within each school's geographic boundary.

4.5 Behavioral Health is Public Health: The Relationship Between Mental Illness, Substance Abuse and the Impact on the Public Health System

Author: **Steve Denny**, LSCSW, LCAC, Clinical Services Director, Four County Mental Health Center, Inc.

This session will explore the relationship between behavioral health systems of care and public health in Kansas. Areas of need and mutual concern including mental illness, substance abuse, suicide, early childhood mental health and other targeted areas will be addressed. The session will emphasize ideas and strategies for behavioral health systems and public health agencies to work together effectively in local communities.

12:05 - 1:00 p.m. LUNCH

1:00 - 2:00 p.m. KEYNOTE

Fresh Approaches to Tobacco Control Behavior Change

Kathleen Crosby, BA, Director of the Office of Health Communication and Education, FDA CTP
Brandon Tate, MBA, Vice President, Group Management Director, Rescue Agency

Part I - Stemming the Tide: FDA's Effort to Address the Teen Vaping Epidemic

Part II - Behavior Change Pathways: Applying the Right Strategy for Your Audience

2:00 p.m.

CONFERENCE ADJOURN

CONFERENCE AGENDA



POSTER PRESENTATIONS

Wednesday, September 25, 2019

10:25 - 11:05 a.m.

Reduction of Food Waste Through a Community Collaborative Approach with Relevant Stakeholders in Manhattan, Kansas

Authors: **Ariana Achakzai**, MPH, Graduate Student, Kansas State University; **Vickie L. James**, RDN, LD, Healthy Eating/Active Living Specialist, Flint Hills Wellness Coalition; **Sandy Procter**, PhD, RD, LD, Extension Specialist and Assistant Professor, Kansas State University

Is Marital Status an Indicator for Physical Activity Readiness?

Authors: **Amanda Aguila Gonzalez**, MA, Master of Public Health Student, University of Kansas School of Medicine-Wichita; **Elizabeth Ablah**, PhD, Associate Professor, University of Kansas School of Medicine

Reasons for Use and Perceived Advantages and Disadvantages of Using E-Cigarettes among African-American Smokers

Authors: **Michael Arnold**, BA, Graduate Research Assistant, University of Kansas School of Medicine; **Nikki Nollen**, PhD, Professor, University of Kansas Medical Center; **Jasjit Ahluwalia**, MD, MPH, MS, Professor, Brown University School of Public Health and Alpert Medical School; **Lisa Sanderson Cox**, PhD, MS, Research Professor, University of Kansas School of Medicine; **Kim Pulvers**, PhD, MPH, Associate Professor, California State University School of Medicine

Model Vaccine Policy for Kansas Colleges and Universities

Author: **Elena Aronson**, MA, MPH, Graduate Student, Kansas State University

Feasibility and Enjoyment of Park-Based Physical Activity Among Adults with Serious Mental Illness

Authors: **Kasi Bardouche**, LAC, ATC, Research Assistant, Kansas State University; **Gina Besenyi**, MPH, PhD, Assistant Professor, Kansas State University; **Victor Andrews**, BS, MPH, Program Facilitator, Kansas State University; **Katie Heinrich**, PhD, Associate Professor, Kansas State University; **Joseph McEvoy**, MD, Professor, Case Distinguished Chair in Psychotic Disorders, Augusta University

Effectiveness of an Awareness Campaign on Opioid Addiction in Riley County

Author: **Brittany Blattner**, BA, Opioid Overdose Crisis Response Intern, Riley County Health Department

Building Bridges to Older Adults: An Interdisciplinary Assessment of Students' Knowledge and Options of the Elderly

Authors: **Amy Chesser**, PhD, Associate Professor, Wichita State University; **Morgan Bretches**, MA, Student, Wichita State University; **Jacie Green**, MA, Director of Graduate Programs, Wichita State University; **Nicole Rogers**, PhD, Professor and Chair Public Health Sciences, Wichita State University

Feasibility of a Tennis-Based, Family-Centered Obesity Prevention Program

Authors: **Nicholas Dombrow**, CNA, EMT, Undergraduate Student, Kansas State University; **Jennifer Hanson**, PhD, RD, Assistant Professor, Kansas State University

Does a Change in Fitness Level Affect Confidence Levels in Crossfit Participants?

Authors: **Blake Goodman**, BS, Student, Department of Kinesiology, College of Health and Human Sciences, Kansas State University; **Sarah Cosgrove**, PhD, Postdoctoral Research Fellow, Department of Kinesiology, College of Health and Human Sciences, Kansas State University; **Katie Heinrich**, PhD, Associate Professor, Department of Kinesiology, College of Health and Human Sciences, Kansas State University

Training Future Health Professionals about the Silver Tsunami: How Online Teaching Must Also Be Accessible

Authors: **Suzanne Hawley**, PhD, MPH, LP, Professor, Department of Public Health Sciences, Wichita State University; **Nicole Rogers**, PhD, Chair and Professor, Department of Public Health Sciences, Wichita State University; **Ashwini Kanade**, MA, Adjunct Faculty, Department of Public Health Sciences, Wichita State University

Public Health Workforce Training Badges: Evaluation of Stackable Credentials

Authors: **Suzanne Hawley**, PhD, MPH, LP, Professor, Department of Public Health Sciences, Wichita State University; **Amy Drassen Ham**, PhD, MPH, Clinical Professor, Department of Public Health, Wichita State University; **Nikki Keene Woods**, PhD, MPH, Associate Professor, Wichita State University; **Sonja Armbruster**, MAC, Assistant Teaching Professor, Department of Public Health Sciences, Wichita State University; **Aaron Davis**, MBA, Director, Community Engagement Institute, Center for Public Health Initiatives, Wichita State University

CONFERENCE AGENDA



Evaluating Evidence-Based Tobacco Cessation Curricula for Use in a Local Health Department

Author: **Riley Hazard**, BSC, Chronic Disease Health Educator, Sedgwick County Health Department

Assessing Healthcare Supply Chain Integrity in Kansas: Progress and Ways Forward

Authors: **Jessica Heier Stamm**, PhD, Associate Professor, Kansas State University; **Michael McNulty**, Deputy Preparedness Director, Kansas Department of Health and Environment; **Camille Brown**, Student Researcher, Kansas State University; **Katherine Stachowiak**, Student Researcher, Kansas State University

Improving the Health of Homeless Youth in Sedgwick County through Community-Based Sexual Health Promotion

Authors: **Nikki Keene Woods**, PhD, MPH, Associate Professor, Wichita State University; **Andrea Black**, BS, PA Student, Wichita State University; **Megan Robertson**, BS, PA Student, Wichita State University; **Hauna Payne**, BS, PA Student, Wichita State University; **Danika Burton**, BS, PA Student, Wichita State University

Evaluation of a Community-Based Mosquito Trapping Program in Sedgwick County, Kansas, 2018

Author: **Sonalli Kurlekar**, MPH, Epidemiologist and Surveillance Coordinator, Sedgwick County Health Department

Sexual Violence and Its Relation to Mental Health and Selected Adverse Health Behaviors in Kansas Female Adults, 2017 Kansas Behavioral Risk Factor Surveillance System

Authors: **Jennifer Laliberte**, MPH, BRFSS Coordinator/Advanced Epidemiologist, Bureau of Epidemiology and Public Health Informatics, Kansas Department of Health and Environment; **Pratik Pandya**, MPH, Advanced Epidemiologist, Bureau of Epidemiology and Public Health Informatics, Kansas Department of Health and Environment; **Belle Federman**, ScD, Senior Epidemiologist, Bureau of Epidemiology and Public Health Informatics, Kansas Department of Health and Environment

The Use of the Health Belief Model to Assess Predictors of Caregiver's Intent to Vaccinate Themselves and Their Children Against Measles, Mumps, and Rubella (MMR)

Authors: **Yibo Liu**, BS, MPH, Student Researcher, Kansas Lipidomics Research Center, Kansas State University; **Jeremy Williams**, AS, MA, Graduate Teaching Assistant, Kansas State University; **Nancy Muturi**, PhD, Professor, A.Q. Miller School of Journalism and Mass Communications, Kansas State University

Measuring Arthropod Bite Exposure in Kansas, New Perspectives for Evaluating Vector- Host Interactions

Author: **Berlin Londono**, PhD, Assistant Professor, Kansas State University

Prenatal Care Access Among Kansas Mothers: Insights from the 2017 Cycle of Kansas PRAMS

Authors: **Brandi Markert**, MS, Epidemiologist, Kansas Department of Health and Environment; **Lisa Williams**, BA, Director of Vital and Health Statistics Data Analysis Section, PRAMS Program Coordinator, Kansas Department of Health and Environment; **Greg Crawford**, BA, Director of Vital and Health Statistics Data Analysis Section, Kansas Department of Health and Environment

Barriers to Accessing Applied Behavior Analysis for Children with Autism Spectrum Disorder in Kansas

Authors: **Sydney McClendon**, BA, Analyst, Kansas Health Institute; **Madison Hoover**, MS, Analyst, Kansas Health Institute; **Steve Corbett**, PhD, Senior Analyst, Kansas Health Institute; **Wen-Chieh Lin**, PhD, Director of Research, Kansas Health Institute

Attitudes and Perceptions of Opioid Use within the Kansas State University Community

Author: **Patty McKenna**, RN, Student, Master of Public Health Program, Kansas State University

We KanCare: Advocating for Health Care Access for Vulnerable Kansans

Authors: **Taylor Mitchell**, Associate, Community Engagement Institute, Center for Public Health Initiatives, Wichita State University; **Sonja Armbruster**, MA, Health Sciences Educator, College of Health Professions, Wichita State University

Spotlight Healthy Living for Adults with IDD

Authors: **Dot Nary**, PhD, Access and Physical Activity Coordinator, Kansas Disability and Health Program; **Kim Bruns**, MEd, Project Coordinator, Kansas Disability and Health Program, University of Kansas; **Jean Hall**, PhD, Director, Kansas Disability and Health Program, University of Kansas

Bi-State Coordination of Produce Safety Extension Programs in Kansas and Missouri

Authors: **Londa Nwadike**, PhD, State Extension Food Safety Specialist, Kansas State University; **Paula Peters**, PhD, RD, Associate Director for Extension Programs, Kansas State University

Investigation into the Need of Low Cost Veterinary Services in Riley County

Authors: **Ron Orchard**, RVT, CAWA, Masters of Public Health Student, Specialty Veterinary Technician, Kansas State University; **Katherine KuKanich**, DVM, PhD, DACVIM (SAIM), Associate Professor, Small Animal Internal Medicine Director, Veterinary Research Scholars Program, College of Veterinary Medicine, Kansas State University

Violent Deaths Surveillance among Kansas Residents, 2015 and 2016 Kansas Violent Death Reporting System

Authors: **Yidan Pei**, MPH, Injury and Violence Prevention Epidemiologist, Bureau of Epidemiology and Public Health Informatics, Kansas Department of Health and Environment; **Belle Federman**, ScD, Senior Epidemiologist, Bureau of Epidemiology and Public Health Informatics, Kansas Department of Health and Environment; **Daina Zolck**, BS, Section Director, Bureau of Health Promotion, Kansas Department of Health and Environment

Perceptions of Caffeine Use among Kansas Crossfit Participants

Authors: **Melitza Ramirez**, BS, Master of Public Health Student, Kansas State University; **Jesse Stein**, MEd, PhD Candidate, Kansas State University; **Katie Heinrich**, Associate Professor, Kansas State University

Health and Awareness of Breast and Cervical Cancer Screening and Follow-up among African American Women

Authors: **Sharla Smith**, PhD, MPH, Assistant Professor, University of Kansas School of Medicine-Wichita; **Jeanette Berkley-Patton**, MA, PhD, Associate Professor, University of Kansas School of Medicine; **Megha Ramaswamy**, PhD, MPH, Associate Professor, University of Kansas School of Medicine; **Joi Wickliffe**, MPH, Project Director, University of Kansas School of Medicine

The Role of the Community Delivery System in Improving the Health and Well-Being in Justice-Involved Women

Authors: **Sharla Smith**, PhD, MPH, Assistant Professor, University of Kansas School of Medicine-Wichita; **Megha Ramaswamy**, PhD, MPH, Associate Professor, University of Kansas School of Medicine; **Joi Wickliffe**, MPH, Project Director, University of Kansas School of Medicine

Local Health Department Planning for Implementation of Screening, Brief Intervention, and Referral to Treatment (SBIRT) for Substance Use Prevention at a Wichita Federally Qualified Health Center (FQHC) Clinic

Authors: **Christine Steward**, MPH, Health Protection Director, Sedgwick County Health Department; **Fatima Rahman**, MPH, Drug Misuse Data Coordinator, Sedgwick County Health Department; **Dulcinea Rakestraw**, MPH, Drug Misuse Researcher, Sedgwick County Health Department; **Eyinade Kila**, MPH, MPH, CPH, Public Health Performance Manager, Sedgwick County Health Department

Observational Study Data Inform the Development of Clinic-specific Recommendations for Implementation of Screening, Brief Intervention, and Referral to Treatment (SBIRT)

Authors: **Christine Steward**, MPH, Health Protection Director, Sedgwick County Health Department; **Fatima Rahman**, MPH, Drug Misuse Data Coordinator, Sedgwick County Health Department; **Dulcinea Rakestraw**, MPH, Drug Misuse Researcher, Sedgwick County Health Department; **Eyinade Kila**, MPH, CPH, Public Health Performance Manager, Sedgwick County Health Department

Women's Health Network: An Evaluation of a Community Program

Authors: **Inneké L. Vargas**, Research Assistant, Wichita State University; **Amy K. Chessser**, PhD, Associate Professor, Wichita State University; **Melody McCray-Miller**, Community Member, Wichita State University; **Nikki Keene Woods**, PhD, MPH, Associate Professor, Wichita State University

Improving the Usability and Accessibility of Veterinary Hospitals for Clients with Mobility Disabilities

Authors: **Emma Winkley**, MPH, Senior Veterinary Student, College of Veterinary Medicine, Kansas State University; **Katherine KuKanich**, DVM, PhD, DACVIM (SAIM), Associate Professor, Small Animal Internal Medicine Director, Veterinary Research Scholars Program, College of Veterinary Medicine, Kansas State University; **Dot Nary**, PhD, Access and Physical Activity Coordinator, Kansas Disability and Health Program; **Joe Fakler**, DVM, Veterinarian, Concordia Small Animal Clinic

Healthy Food and Beverage Stages of Change by Gender

Author: **Naaima Zaidi**, MPH, Research Assistant, University of Kansas School of Medicine-Wichita

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 is 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 9.9 contact hours for the General Session for RN, LPN, or LMHT 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 is approved by the Kansas Behavioral Sciences Regulatory Board for continuing education for social workers. These course offerings are approved for 8.25 contact hours for the General Conference applicable for re-licensure. (BSRB approval #05-001)

Dietitians

This program is pending approval by the Kansas Department for Aging and Disability Services, Health Occupation Credentialing for 6 hours. Prior Approval #: pending approval.

Adult Care Home Administrators

This program is pending approval by the Kansas Department for Aging and Disability Services, Health Occupation Credentialing for 6 elective hours. Prior Approval #: pending approval.

Certificates

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KPHA Member Registration

- ➔ Early Bird \$250.00 (rec'd by 9/3)
- ➔ Regular \$285.00 (rec'd after 9/3)
- ➔ At Door \$320.00

KPHA Non-Member Registration

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- ➔ One Day \$60.00
- ➔ Two Day \$90.00

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TO PAY AND REGISTER

- ➔ www.wichita.edu/conferences/kpha
- ➔ 316-978-6493

CONFERENCE INFORMATION



CONFERENCE LOCATION

Ramada Hotel & Convention Center
420 SE 6th Ave
Topeka, KS 66607

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Reservations must be received by September 1, 2019. When you make your reservation, please identify yourself as a Kansas Public Health Association Conference participant. To make reservations call the Ramada at 785-234-5400 or 1-800-432-2424. There is no charge for parking.

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Room Rate

Special rates for conference attendees have been arranged with the Ramada Hotel and Convention Center Downtown Topeka. Single and double occupancy rates are \$95.00 + tax per night.

Check In & Check Out

Check in time is 4:00 p.m. If you arrive before 4:00 p.m. the hotel will accommodate as rooms become available. Check out time is 12:00 p.m. The hotel bell captain can store your luggage if you arrive early and your room is not available.

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SPECIAL DRAWING

Free registrations for the 2020 KPHA Annual Conference will be awarded to the top 3 poster presentations as determined by the review committee.

CONFERENCE INFORMATION

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76th Annual Kansas Public Health Association Conference

September 24-25, 2019

Early Registration must be postmarked by September 3

Please type or print clearly

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

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Badge Name: _____ E-mail address: _____

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<input type="checkbox"/> KPHA Member Early Bird Registration Fee (prior to 9/3)	\$250.00	\$ _____
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<input type="checkbox"/> One Day KPHA Student Member Registration	\$60.00	\$ _____
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TOTAL AMOUNT ENCLOSED OR NOTED ON PURCHASE ORDER \$ _____

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Please pre-register for Concurrent Breakout Sessions on the Back of this Form

(Please see pages 5 - 14 for detailed descriptions. For planning purposes only; does not guarantee seating.)

REGISTRATION FORM



Tuesday, September 24: 11:15 a.m. – 12:15 p.m.

- 1.1 Health Equity in Local Public Health Practice: Learning to Walk the Walk
- 1.2 Building Bridges to Prevent Measles in Kansas
- 1.3 Building Bridges to Improve Diabetes Prevention & Management in Underserved Populations
- 1.4 Strategic Collaborations to Address an Emerging Public Health Issue: Housing
- 1.5 “LIVE on Facebook:” An Online Program to Increase Access to Education, Resources and Support for Rural Reproductive-Age Women

Tuesday, September 24: 2:45 – 3:45 p.m. (Sunflower Spotlights)

- 2.1 Strategic Partnerships
- 2.2 Timely and Locally Relevant Data, Metric and Analytics
- 2.3 Flexible & Sustainable Funding
- 2.4 Foundational Infrastructure
- 2.5 Access to Tobacco and Food Retailers in Wyandotte and Johnson Counties, 2017

Tuesday, September 24: 4:00 – 5:00 p.m. (Repeat of Sunflower Spotlights)

- 3.1 Strategic Partnerships
- 3.2 Timely and Locally Relevant Data, Metric and Analytics
- 3.3 Flexible & Sustainable Funding
- 3.4 Foundational Infrastructure
- 3.5 Building Bridges through Coalitions

Wednesday, September 25: 11:05 a.m. – 12:05 p.m.

- 4.1 Black Butterflyz: A Physical Activity Intervention to Improve the Health of Black Women; Physical Activity Perceptions in Rural Kansas Community
- 4.2 Kansas ESSENCE Learning Collaborative
- 4.3 Partnerships are Critical to Progress
- 4.4 Using Data to Paint the Picture of Community-Based Trauma
- 4.5 Behavioral Health is Public Health: The Relationship Between Mental Illness, Substance Abuse and the Impact on the Public Health System

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