



**BETTER
TOGETHER**

Public Health
in Practice Conference
Better Together

July 31-August 1, 2018

Holiday Inn Hotel and
Convention Center, Stevens Point, WI

WPHA



Public Health in Practice: *Better Together*

Conference Objectives:

The Public Health in Practice Conference theme is “Better Together.” This NEWLY expanded conference has been grown from the foundation of the previously held Public Health Nursing Conference. This event will target professionals working in both governmental and non-governmental public health positions. Attendees will walk away with specific skills and usable tools to execute strategies to improve community or workplace health through systems change thinking, evidence based practices and capacity building. Professionals that would be interested in this event would include, but are not limited to, Public Health Nurse, Public Health Specialist, Health Educator, Accreditation Coordinator, Community Health Specialist, Prevention Specialist, Public Health Strategist, Coalition Coordinator, Non-Profit Organization Director, Community Benefits Specialists, etc.

By the conclusion, of this conference attendees will be able to:

- Identify the benefits of public health workforce diversity and how it can positively affect population health.
- Describe the evolution of public health practice and what skills are necessary in the workforce to meet the needs of contemporary practice.
- Identify collaborative practices among public health staff and community partners that enhance the delivery of essential PH services.
- Develop the skills necessary to build and lead diverse and equitable inter-professional teams that promote health equity and leverage the unique strengths and training of all sectors of the public health workforce.

More Information

For additional details regarding the conference, please visit the WPHA website at www.wpha.org.

CHES Credits

Application has been made to the National Commission for Health Education Credentialing, Inc. (NCHEC) for CHES Category 1 continuing education contact hours (CECH).

Certified Public Health Credits

7 CPH continuing education credit are available for this conference.



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Lodging & Registration Information

Lodging

Book early as the hotel is projecting to sell out! Rooms are available at the Holiday Inn at the special group rate of \$82. To guarantee this rate, and ensure a room will be available, reservations must be made by June 30, 2018. To make reservations, please call 715-344-0200. When making your reservation, tell the reservation agent that you are booking a room under WI Public Health Association.

Early Bird Discount – June 30, 2018

The early bird deadline is June 30, 2018. Registration and payment must be received by this date to receive the discounted rate.

Registration Policies

Registration fee includes plenary and breakout sessions, conference materials, breaks, breakfast and lunch on Wednesday of the conference. Only one registration per form. You may copy the form as needed, or download from the WPHA website at www.wpha.org. Registration must be received by July 15, 2018, to be guaranteed conference materials. Please keep a copy of your registration form for your records.

Cancellation Policy

All cancellations must be received by July 15, 2018. A \$25 administrative fee will be deducted from your refund. No refunds will be made for cancellations received after July 15. Refunds will not be given for no-shows.

Tax Identification Number

WPHA's Tax ID number is 39-6084243.

Registration Rates:

	Early Bird Rates <i>(before June 30)</i>	Registration Rate
Tuesday, Pre-Conference - All Attendee Types	NA	\$50
Wednesday, Conference - WPHA Student Member:	\$55	\$75
Wednesday, Conference - WPHA Member:	\$75	\$95
Wednesday, Conference - Organizational Member:	\$100	\$120
Wednesday, Conference - Non Member:	\$125	\$145

Conference Schedule At-A-Glance **Schedule is subject to change.*

Tuesday, July 31

11:30 a.m - 1:00 p.m.	Academic Program Continuing Education Event - <i>Lunch Available at 11:30; Session begins at 12 p.m.</i>
1:00 - 4:30 p.m.	Pre-Conference Sessions
4:30 - 6:00 p.m.	Welcome Gathering – Networking with other attendees at the Amber Grill

Wednesday, August 1

8:00 – 8:45 a.m.	Continental Breakfast/View Exhibits and Posters
8:45 - 9:00 a.m.	Conference Welcome
9:00 - 10:00 a.m.	Keynote Presentation: <i>Kirsten Johnson, MPH – Washington Ozaukee Public Health Department</i>
10:00 - 10:30 a.m.	Break to Visit Exhibits
10:30 - 11:30 a.m.	Breakout Presentations - Block 1
11:30 - 11:45 a.m.	Break to Visit Exhibits
11:45 a.m. - 12:15 p.m.	Breakout Presentations - Block 2
12:15 - 1:00 p.m.	Lunch and Award Presentations
1:00 - 1:45 p.m.	Section Meetings and WPHA Association Update
1:45 – 2:45 p.m.	Breakout Presentations – Block 3
2:45 – 3:00 p.m.	Break to Visit Exhibits
3:00 - 4:00 p.m.	Keynote Presentation: <i>Paul Schmitz – Leading Inside Out</i>
4:00 p.m.	Wrap-up

Keynote Speakers *(More information available at www.wpha.org.)*

August 1 | 9:00-10:00 a.m.

The Ins and Outs of Merging a Local Health Department

In January 2015 the Washington and Ozaukee County Health Departments began the process of merging all of their services. Since July 2016 an Intergovernmental Agreement has been in place and as of January 2017 they are the Washington Ozaukee Public Health Department. Leadership and staff will share their stories, challenges and successes.



Kirsten Johnson, MPH, Director, Washington Ozaukee Public Health Department

Kirsten Johnson is the Director of the Washington Ozaukee Public Health Department. Since joining the Washington Ozaukee Public Health Department, Kirsten has merged two county health departments, established and led community health coalitions, advocated for public health programs and led local accreditation efforts. Prior to joining Ozaukee County in 2010, she was the program manager for the Healthy Wisconsin Leadership Institute at the Medical College of Wisconsin and worked for the National Center of Excellence in Women's Health in New Orleans. Kirsten has a Masters Degree in Public Health from Tulane University and an undergraduate degree from the University of Wisconsin, Madison. Kirsten first became interested in public health while serving as a Peace Corps volunteer in Mali, West Africa.

August 1 | 3:00 - 4:00 p.m.

Everyone Leads: Building the Culture for Collective Impact

For collective impact to be successful, groups must be as rigorous about building culture as they are about building their impact strategies. To do this work well requires leadership that is collaborative, inclusive, asset-based, adaptive, and accountable. Paul will share stories and engage the audience in a few activities that illustrate how to build the leadership and culture necessary to achieve greater impact.



Paul Schmitz, Consultant, Leading Inside Out

Paul Schmitz builds the collective leadership of organizations and communities to achieve greater social impact through his roles as Senior Advisor at The Collective Impact Forum and CEO of Leading Inside Out. He is also the author of *Everyone Leads: Building Leadership from the Community Up*, and the former CEO of Public Allies, where he helped more than 5,000 diverse young adults begin careers working for community and social change. Paul is a faculty member of The Asset-Based Community Development Institute, was a social innovation advisor to the Obama White House, and has been named three separate years to The Nonprofit Times list of the 50 most influential nonprofit leaders in America. He lives in Milwaukee, Wisconsin with his wife and five children.

Pre-Conference Sessions - Tuesday, July 31 • 1:00 - 4:30 p.m.

Pre-Conference 1. Interprofessional Workshop - Better Together!

Olivia Anderson, PhD, RD - School of Public Health, University of Michigan

Interprofessional education occurs when professionals from two or more professions learn about, from, and with each other to enable effective collaboration and improve health outcomes. Once professionals understand how to work interprofessionally, they are ready to improve their organization and community as a member of the collaborative practice team. This is a key step in moving public health from fragmentation to a position of strength.

By the conclusion of this session, attendees will be able to:

- Discuss the history, competencies and needed emphasis of interprofessional work within public health.
- Describe the challenges faced by public health and the need for strong interprofessional work within public health.
- Identify some case study examples showing interprofessional work success.

Pre-Conference 2. Health in All Policies 101

Victoria Faust, MPA - University of Wisconsin Population Health Institute

Paula Tran Inzeo, MPH - University of Wisconsin Population Health Institute

Many of the factors that influence a person's health and well-being, such as their education level, income, housing and work conditions are determined by social, environmental and economic policies beyond the direct influence of the health sector. Thus, government policies made in all sectors and at all levels of government can have a significant impact on the health of the population. Health in All Policies (HiAP) is an approach that promotes collaboration between government sectors and non-government stakeholders to maximize the health benefits of government policies and reduce health inequalities such as differences in life expectancy. With the growing problem of chronic diseases and the increasing costs of health care, a healthy population is an important goal with benefits for all: healthy children are better able to learn; a fit workforce is more productive; and a country with good health is more stable politically and economically. HiAP promotes co-benefits and win-win situations. This session will increase understanding of and share tools that support the implementation of an HiAP approach.

By the conclusion of this session, attendees will be able to:

- Describe a Health in All Policies Framework.
- Describe Health in All Policies tools.
- Practice the use of one Health in All Policies tool.

Block 1 | Wednesday, August 1 • 10:30 - 11:30 a.m.

1.1. Operationalizing Equity Using Coalition Best Practices

Salma Abadin - Healthy Wisconsin Leadership Institute

Stephanie Richards - Healthy Wisconsin Leadership Institute

1.2. Community Health Worker Community of Practice: Building Relationships and Sharing Knowledge to Improve Children's Mental Health

Leah Jepson - Milwaukee Coalition for Children's Mental Health, Mental Health America of Wisconsin

Joelisa Castillo - CORE/EI Centro and United Voices

Ida Winters - Medical College of Wisconsin

Sherri Ohly - Department of Health Services, Division of Public Health, Chronic Disease Prevention Unit

1.3. Dealing With Denial and Resistance: Addressing High Rates of Tobacco Use in the Wisconsin LGBTQ Community

Jen Murray – University of Wisconsin – Milwaukee LGBT Resource Center

Anthony Harris - Diverse and Resilient

Hui Xie - University of Wisconsin – Milwaukee

Anneke Mohr - Community Advocates

1.4. Ripple Effects Mapping - A Tool for Evaluating the Impact of Collaborative Public Health Efforts

Mari Gasiorowicz - Public Health Madison Dane County

Stephanie Lindsley - Public Health Madison Dane County

Lisa Peyton-Caire - The Foundation for Black Womens Wellness

1.5. Public Health's Place in Health Insurance Policy

Rene Walk - WI Department of Employee Trust Funds

Block 2 | Wednesday, August 1 • 11:45 a.m.-12:15 p.m.

2.1. The Role of TeleHealth in Public Health: Improving Access and Outcomes for Populations

Nina Antoniotti - SIU Medicine

2.2. Maximizing the Oral Health Workforce

Matt Crespin - Children's Health Alliance of Wisconsin

Robyn Kibler - St. Elizabeth Ann Seton Dental Clinic

2.3. 5210 Healthy Habits. Healthy Lives. Community Campaign

Melissa Heitzman - Edgewood College/Healthy Kids Collaborative of Dane County

Shelly Shaw - Healthy Kids Collaborative of Dane County

Julia Stanley - Healthy Kids Collaborative of Dane County

2.4. Want Community Buy-In? Host a Conversation!

Lesley Wolf - Healthy Wisconsin Leadership Institute

Maria Schirmer - Healthy Wisconsin Leadership Institute

2.5. Make Your Message Heard

Alan Talaga - Healthy Wisconsin Leadership Institute

Stephanie Richards - Healthy Wisconsin Leadership Institute

Block 3 | Wednesday, August 1 • 1:45-2:45 p.m.

3.1. Finding Common Ground: Public Health & Healthcare Working Together to Improve Community Health

Allison Gosbin - Eau Claire City-County Health Department

Ann Slifka - Oakleaf Surgical Hospital

3.2. Retaining a Diverse Workforce: Tools for Sustaining Diversity and Inclusion

Naomi Takahashi - YWCA Madison

3.3. Youth Advocates for Community Health: Leveraging a Non-Traditional Perspective in Support of Healthier Communities in Wisconsin

Rissa Lane - FoodWise, UW Cooperative Extension

Josset Gauley - FoodWise, UW Cooperative Extension

3.4. Advocacy 101 for Public Health Professionals

Speaker details coming soon!

3.5. The 7th step of HIA: What to do Once it's Complete

Audrey Boerner - Eau Claire City-County Health Department



Register today on th WPHA website at www.wpha.org