

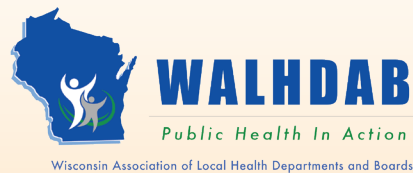
BUILDING BRIDGES

● Policy ● Systems ● Environment
Changes in Action

2019 Annual Public Health Conference

May 21-23, 2019
Glacier Canyon Lodge, Wilderness Resort
Wisconsin Dells, WI

Register by March 29 to save!





2019 WPHA-WALHDAB Annual Conference

Building Bridges: Policy, Systems and Environmental Change in Action

Today in Wisconsin and across the country, so much seems to be dividing us, from political parties to institutional racism to generational differences to geography. In public health, we also see a gap between direct services and the policies, systems, and environments that profoundly impact our ability to deliver effective programs and engage in evidence-based as well as innovative practices to optimize health. Without addressing the broader structural and systemic barriers to health, we risk leaving opportunities on the table to better serve our local communities, our state, and beyond. By building bridges among ourselves as public health professionals and across our work at all levels and throughout all sectors that impact health, we will increase our capacity to create sustainable and systematic changes to further improve health outcomes now and for years to come.

- Determine our role in changing policies at multiple levels to eliminate barriers and create opportunities for optimal health.
- Analyze how systems affect health and examine our role in fostering system changes to achieve health equity.
- Expand our role in advancing changes to the economic, social and physical environment to promote health.

Intended Audience

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

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

12.25 CPH continuing education credits are available for this conference.

Lodging & Registration Information

Glacier Canyon Lodge – Wilderness Resort – Wisconsin Dells, WI

Book early as the hotel is projecting to sell out! Rooms are available at the Glacier Canyon Lodge at the special group rate of \$99 (State Per Diem Rate). To guarantee this rate, and ensure rooms will be available, reservations must be made by April 19, 2019. To make a reservation, please call 800-867-WILD. When making your reservation, tell the reservation agent that you are booking a room under WI Public Health Association - reservation #649971.

Registration Policies

Registration fee includes plenary and breakout sessions, reception, conference materials, breaks, breakfast and lunch on both days 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 April 19, 2019**, to be guaranteed conference materials. Please keep a copy of your registration form for your records.

Cancellation Policy

All cancellations must be received by April 19, 2019. A \$25 administrative fee will be deducted from your refund. No refunds will be made for cancellations received after April 19, 2019. Refunds will not be given for no-shows.

Tax Identification Number

WPHA's Tax ID number is 39-6084243.



Conference Special Events and Activities

Early Career Professional Section – Welcome Event – Tuesday, May 21 · 9:30 a.m. -12:00 p.m.

Who should attend?

- Public health professionals who have worked in public health for less than ten years.
- Early career professionals looking to make lasting connections with peers.
- Early career professionals looking to become more involved in WPHA.

Business Meetings

WPHA, Tuesday, May 21 · 12:00-1:00 p.m. / WALHDAB, Wednesday, May 22 · 4:00-4:45 p.m.

Please make plans to join us to learn more about current Association activities. Lunch will be provided at the WPHA Business Meeting complimentary for members and \$15 for non-members that would like to join.

Student Meet and Greet

Wednesday, May 22 · 4:00-5:00 p.m.

The Annual Public Health Conference can be a busy time and amid the constant rush of sessions and snacks getting to know other students can be difficult. The WPHA Student Section is pleased to take some time to welcome our student members for a brief, informal **Meet and Greet** prior to the Poster Gallery and Reception. Meet with other students to network and get to know your future public health colleagues. Use this time to get to make some connections and even try out your talking points for your poster presentation prior to sharing details with other conference attendees.

Public Health Poster Gallery and Reception

Wednesday, May 22 · 5:00-7:00 p.m.

Poster presenters will be available to discuss their posters as well as answer questions during the reception May 22.

Friends of Public Health Bucket Raffle

Tuesday, May 21 & Wednesday, May 22

We are looking for donations from all members as well as anyone else who may be interested in making a donation. Our goal is to raise \$1500 for Friends of Public Health. Donations should be in the \$25-\$100 range. Donations can be brought to the conference. Past donations have included gift baskets of chocolates, wine, various beers, etc.

Please provide the WPHA office with the following by April 19, 2019:

1. A short description of what you will donate
2. The total value of your donation
3. Contact name and information

Conference Schedule At-A-Glance

**Schedule is subject to change.*

Tuesday, May 21

9:00 a.m.–7:00 p.m.	Conference Registration
9:30 a.m. –12:00 p.m.	Early Career Professionals Welcome Event
11:30 a.m.–1:00 p.m.	Lunch and WPHA Business Meeting - Lunch will be available starting at 11:30 a.m.
1:30–5:00 p.m.	Pre-Conference Sessions

Wednesday, May 22

7:00–8:30 a.m.	Continental Breakfast & Exhibits
8:30–9:00 a.m.	Conference Welcome & Award Presentations
9:00–10:00 a.m.	Keynote
10:00–10:15 a.m.	Break to Visit Exhibits
10:15–10:45 a.m.	Breakout Presentations - Block 1
10:45–11:00 a.m.	Break to Visit Exhibits
11:00–11:45 a.m.	Breakout Presentations - Block 2
11:45 a.m.–12:00 p.m.	Grab and Go Lunch Available
12:00–1:00 p.m.	Section and Committee Meetings -----
1:00–1:15 p.m.	Break to Visit Exhibits
1:15–2:15 p.m.	Breakout Presentations - Block 3
2:15–2:45 p.m.	Break to Visit Exhibits
2:45–3:45 p.m.	Breakout Presentations - Block 4
4:00–4:45 p.m.	WALHDAB Business Meeting
4:00–5:00 p.m.	Student Meet and Greet
5:00–7:00 p.m.	Poster Reception

Not a member of a section or committee, don't worry. You are welcome to attend a meeting as a new section member or you use this time to network with vendors and other attendees.

Thursday, May 23

7:00–8:00 a.m.	Continental Breakfast, Exhibits and Poster Gallery
8:00–8:30 a.m.	Morning Welcome & Award Presentations
8:30–9:30 a.m.	Keynote
9:30–10:00 a.m.	Break to Visit Exhibits
10:00–11:00 a.m.	Breakout Presentations - Block 5
11:00–11:15 a.m.	Break to Visit Exhibits
11:15 a.m.–12:15 p.m.	Breakout Presentations - Block 6
12:15–1:00 p.m.	Lunch and Award Presentations
1:00–2:00 p.m.	Keynote
2:00 p.m.	Closing Announcements and Final Awards

Keynote Speakers

More information available at www.wpha.org.

May 22 | 9:00-10:00 a.m.



JACQUELINE PATTERSON | *NAACP Environmental and Climate Justice Program*

Jacqueline Patterson is the Director of the NAACP Environmental and Climate Justice Program. Since 2007 Patterson has served as coordinator co-founder of Women of Color United. Jacqui Patterson has worked as a researcher, program manager, coordinator, advocate and activist working on women's rights, violence against women, HIV&AIDS, racial justice, economic justice, and environmental and climate justice. Patterson served as a Senior Women's Rights Policy Analyst for ActionAid where she integrated a women's rights lens for the issues of food rights, macroeconomics, and climate change as well as the intersection of violence against women and HIV AIDS. Previously, she served as Assistant Vice-President of HIV/AIDS Programs for IMA World Health providing management and technical assistance to medical facilities and programs in 23 countries in Africa and the Caribbean. Patterson served as the Outreach Project Associate for the Center on Budget and Policy Priorities, and Research Coordinator for Johns Hopkins University. She also served as a U.S. Peace Corps Volunteer in Jamaica, West Indies.

Patterson holds a master's degree in social work from the University of Maryland and a master's degree in public health from Johns Hopkins University. She currently serves on the International Committee of the US Social Forum, the Steering Committee for Interfaith Moral Action on Climate, Advisory Board for Center for Earth Ethics as well as on the Boards of Directors for the Institute of the Black World, Center for Story Based Strategy and the US Climate Action Network.

May 23 | 8:30-9:30 a.m.



GLYNIS SHEA | *University of Minnesota, Medical School, Department of Pediatrics*

Glynis Shea is the Communications Director for the Konopka Institute for Best Practices in Adolescent Health and the Healthy Youth Development • Prevention Research Center at the University of Minnesota.

As a former Vice President at Saatchi & Saatchi Advertising San Francisco, Ms. Shea crafted communication plans and advertising strategies, fielded national market research efforts, and managed the production of TV, print, and radio advertising. Her client list included Hewlett-Packard, US West, and the Blue Diamond Almond Growers.

At the University of Minnesota, Ms. Shea collaborates with a host of youth-serving professionals and students. Her expertise is used to translate scholarly literature, develop communications strategies, and create publications, reports, web sites, newsletters, and fact sheets. She is a nationally recognized speaker and trainer. Her workshops focus on effectively communicating about young people and the resources required to support their well-being and health.

May 23 | 1:00-2:00 p.m.



KIRK HARRIS | *Urban Planning, University of Wisconsin – Milwaukee*

Dr. Kirk E. Harris is a faculty member in the Department of Urban Planning, in the School of Architecture and Urban Planning at the University of Wisconsin at Milwaukee. Dr. Harris' academic interests are focused on racial and economic equity, the pedagogy of social justice, constitutional issues in planning law and mediation and negotiation. Dr. Harris leads a research, practice and policy initiative in Chicago, Fathers, Families and Healthy Communities (FFHC). This family strengthening and community development initiative seeks to support and promote the engagement of low-income African-American fathers in the lives of their children, families and communities.

Over the course of his career, Dr. Harris has sought to aggressively advance policies that more effectively support vulnerable families and communities. For four years, Dr. Harris served as the national facilitator for the National Fatherhood Leaders Group, a consortium of the country's leading fatherhood organizations. In addition to that role, Dr. Harris worked closely with White House staff of the Obama administration and other national leaders on issues related to fathers and family strengthening. Dr. Harris has also testified before Congress on the intersecting issues of poverty, family strengthening and community development. Dr. Harris is a proponent of youth development. For his leadership in that area, The Wisconsin Daily Reporter named Dr. Harris Architectural Leader and Newsmaker of the Year for his groundbreaking work related to the development of a charter public high school focused on serving vulnerable urban youth.

Dr. Harris possesses a Bachelor's of Arts degree from Rutgers University, a Master of Public Administration degree from the Martin School of Public Policy and Public Administration at the University of Kentucky, a Juris Doctor degree from Thomas Jefferson Law School and a Ph.D. from Cornell University. Dr. Harris is also a member of the Georgia, Washington, DC and US Supreme Court Bars.

Pre-Conference Sessions - Tuesday, May 21 • 1:30-5:00 p.m.

More details available at www.wpha.org.

Pre-Conference 1: Systems Thinking to Foster System Changes and Address Health Equity

*Maureen Busalacchi-Advancing a Healthier Wisconsin Endowment | Tracy Wilson-Advancing a Healthier Wisconsin Endowment
Christina Ellis-Advancing a Healthier Wisconsin Endowment*

Presentation Summary:

To successfully improve population-level health and health equity, many in public health have turned to policy, systems and environmental (PSE) change approaches as a sustainable way to effectively improve health and achieve greater impact. PSE change efforts make healthy choices practical and available to all community members, break down silos to make our work more efficient and effective, and allow us to look upstream to address root causes to improve the environments where our community members live, work, learn, play and receive health care. However, implementing an effective PSE change effort is challenging.

During this session, participants will learn about a systems thinking framework and a diverse set of tools to apply systems thinking skills to create change and improve community health. The session will include interactive activities to gain hands-on experience with a variety of tools and resources and discussion time to engage in peer-learning with other attendees. Participants can expect to leave the session having built on their existing systems change experience and skills and access to resources and tools to share with colleagues and partners to enhance their systems change efforts to improve the health of their communities.

Objectives:

1. Build confidence to apply systems thinking to community health improvement and community change efforts.
2. Explore tools and resources to incorporate systems thinking into collaborative community health work.
3. Obtain models, examples, resources, and interactive activities to share with colleagues, partners, and coalitions to collectively engage in systems thinking and systems change work.

Pre-Conference 2: Coalition Building Strategies for Policy Change

Darcie Warren-American Lung Association | Carleigh Olson-UW-Population Health Institute | Amanda Dederich-Wisconsin Department of Health Services | Sandy Bernier-Fond du Lac County Health Department

Presentation Summary:

A team of Wisconsin-based tobacco control partners will share coalition-building tools that have built the foundation for policy change in local municipalities and statewide. Some of these coalition-building tools include community organizing strategies that are crosscutting competencies valuable to many tobacco control professionals who may not have experience or education in this area. Presenters will detail strategic planning and implementation steps to strengthen a coalition. Specifically, presenters will address: assessing and auditing current membership (engagement pyramid), mapping coalition members' networks in relation to decision makers (circles of influence), identifying opportunities to grow, prioritizing secondary targets to build the coalition, the 1-on-1 recruitment or engagement meeting, and developing tracking systems for volunteer engagement. The audience will leave ready to put these community organizing tools into practice and build their capacity for policy change.

Objectives:

1. Recognize lobbying communication. Classify activities and communications as direct lobbying or grassroots lobbying, and identify effective, non-lobbying activities effective in coalition recruitment and engagement that influence policymakers.
2. Identify and explain concrete coalition building strategies and processes.
3. Execute strategic plan to strengthen your coalition to lead to strong policy.

Pre-Conference 3: Bridging the Gap: Quality Improvement in Perinatal Public Health

Kyle Mounts-Wisconsin Association for Perinatal Care | Nina Menda-(1) UnityPoint Health-Meriter NICU and (2) University of Wisconsin School of Medicine and Public Health, Department of Pediatrics, Division of Neonatology | Sue Kannenberg-Wisconsin Association for Perinatal Care/Perinatal Foundation

Presentation Summary:

How do you know when things could be better? How do you plan for improvement? How do you bridge the gap between reality and the ideal? In answering these questions, this interactive session will provide a foundation for understanding and applying quality improvement principles and strategies in perinatal public health. The process of quality improvement can serve as a bridge between stakeholders through a process of collaboration, systematic analysis of existing practices and outcomes, and identification and implementation of evidence-informed strategies focused on achieving ideal outcomes and equity.

continued on next page...



Pre-Conference Sessions - Tuesday, May 21 • 1:30-5:00 p.m.

More details available at www.wpha.org.

Pre-Conference 3: continued from previous page

The speakers will describe tools and strategies for planning and applying a quality improvement framework to public health during the perinatal period, provide examples of successful approaches, and outline opportunities in Wisconsin to participate in collaborative quality improvement initiatives. In addition, participants will practice what they learn by applying quality improvement strategies with each other and the instructors. Finally, participants will hear about existing perinatal quality improvement efforts already underway in Wisconsin.

Objectives:

1. Describe a strategy for applying quality improvement in practice.
2. Describe the use of the PDSA cycle in quality improvement.



Breakout Presentations – Block 1

Wednesday, May 22 • 10:15-10:45 a.m.

1.1 Health in Planning: Considering Land Use Decisions on Social Isolation in contrast to Social Loneliness

Sarah Reed-Winnebago County Public Health Department

Objectives:

1. Describe the relationship between housing, land use, policy, and social/mental wellbeing in terms of social loneliness and social isolation.
2. Identify how land use decisions impact the quality and quantity/accessibility of individual social relationships regarding family, friends, and neighborhood ties.
3. Explain the role of public health organizations to create preventative measures through a multi-level response.

1.2 Client Discomfort with an Adverse Childhood Experiences Questionnaire

Ross Gilbert-University of Wisconsin School of Medicine and Public Health, University of Wisconsin-Milwaukee

Objectives:

1. Discuss the public health implications of childhood adversity.
2. Describe a gap between principles of trauma-informed care and their application into direct care settings.
3. Identify evidence in support of asking sensitive questions regarding childhood adversity in health and human service settings.
4. Describe the general implications of this research and describe an example of its application to a universal home visiting program in Racine County.

1.3 Communicating Nitrate Risks in Rock County: Making GIS Modeling Data Usable and Understandable

Nick Zupan-Rock County Public Health

Objectives:

1. Identify the methods used to construct the nitrate risk assessment tool in Rock County.
2. Describe strategies for creating a publicly accessible data platform like ArcGIS online.
3. Discuss communication techniques for communicating environmental health risks.

1.4 Stressful-life Events Among African-American Breast Cancer Survivors and Their Influence on Weight Loss During a Behavioral Intervention

Jamila Kwarteng-Medical College of Wisconsin

Objectives:

1. Describe the influence of stressful life events on weight-loss during a weight-loss intervention for African American Breast Cancer Survivors.
2. Explain differences in weight-loss for intervention participants by the number of stressful life events.

1.5 Bike Day - Community Health in Motion

Holly Nannis-Sixteenth Street Community Health Centers

Objectives:

1. Discuss the timeline and stages to plan, collaborate, coordinate and implement a community event that complements the social change and community engagement model supporting healthy lifestyles.
2. Describe the results of a Sixteenth Street Bike Day evaluation survey informing the impact of such an event on the commitment to lifestyle changes.
3. Identify partnership enhancements to participation in the Sixteenth Street Bike Day event.

1.6 Public Affairs Legislative Priority Session - Early Childhood Education

More details coming soon!



Breakout Presentations – Block 2

Wednesday, May 22 • 11:00-11:45 a.m.

2.1 Working Across Government to Create Local PSE Change: Conducting a Rapid Health Impact Assessment (HIA) on a Low-Income Senior Housing Development

Niki Euhardy-Wood County Health Department | Madelin Petz-City of Wisconsin Rapids

Objectives:

1. Review the Rapid Health Impact Assessment process.
2. Identify how to plan and implement a community input workshop to support community participation, enhance transparency in government processes, and ensure plans, policies, and projects have diverse perspectives involved in the decision-making process.
3. Discuss how the City of Wisconsin Rapids and Wood County Health Department partnered to create an HIA matrix tool to ensure health is systematically considered in future policies, plans, and projects.

2.2 Public Health 3.0: Do You Have What it Takes to be a Chief Health Strategist?

Terry Brandenburg-Medical College of Wisconsin | Barbara Duerst-University of Wisconsin - Madison | Kim Contardi-Medical College of Wisconsin

Objectives:

1. Describe the role and function of the Chief Health Strategist.
2. Identify competencies, tools, and methodologies for self-assessment of capacity to perform as a Chief Health Strategist.
3. Learn and apply strategies from peers toward becoming an effective Chief Health Strategist within their jurisdiction.

2.3 One Wisconsin City's Exploration of Community Health Worker Impact on Chronic Disease Prevention

Morgan Krhin-Wisconsin Population Health Institute | Lena Swander-Wisconsin Division of Public Health

Objectives:

1. Identify successful elements of CHW-engaged interventions to improve social determinants of health and health outcomes.
2. Discuss the Pathways Community HUB Model and the ways in which Community Health Workers collect data to track and measure the social determinants of health that impact health outcomes.
3. Explore ways in which CHW-led interventions impact policy, systems change, and environmental levels that contribute to health outcomes in Wisconsin.

2.4 Building Bridges: Growing Children's Health through Youth Gardens and Wellness Policies

Stefanie Bugasch Scopoline-Community GroundWorks and the Wisconsin School Garden Network

Objectives:

1. Learn the importance of gardening-based education, how it connects to children's health, and can lead to better nutrition education.
2. Discuss the importance of wellness policies in school districts and how including school garden language can increase the access to school gardens and nutrition education across the district.

2.5 Building a School-Based Mental Health Consortium in Marathon County

Hannah Schommer-Marathon County Health Department

Objectives:

1. Describe how the Marathon County School-Based Counseling Consortium was developed, organized, and is implementing onsite mental health counseling services in schools.
2. Learn how onsite mental health counseling in schools is being evaluated.
3. Identify opportunities, resources, and barriers to developing a county-wide school-based mental health counseling initiative.

2.6 Public Affairs Legislative Priority Session - Housing

More details coming soon!



Breakout Presentations – Block 3

Wednesday, May 22 • 1:15-2:15 p.m.

3.1 Beyond Translation: Adapting Public Health Messages for Spanish-Speaking Audiences

Dominic Ledesma-UW-Extension | Erin Agesen-UW-Extension

Objectives:

1. List three reasons for ensuring that public health materials and campaigns designed for Limited English Proficiency (LEP) audiences are culturally responsive and linguistically appropriate.
2. List three strategies for adapting English language materials and campaigns for Spanish-speaking audiences.
3. Describe the process used by the FNV campaign in Wisconsin to ensure that the FNV campaign provided equal benefit to Spanish-speaking audiences.

3.2 Using Partnerships to Increase Extreme Heat Preparedness in Milwaukee

Colleen Moran-Wisconsin Department of Health Services | Megan Christenson-Wisconsin Department of Health Services | Bria Grant-UniteMKE | Nick Tomaro-City of Milwaukee Health Department

Objectives:

1. Recognize how CASPER data can inform changes to policies, procedures and communication practices.
2. Assess how building partnerships with community partners can bridge the divide between state-level public health programs and local needs.
3. Understand how the CASPER methodology can be used to assess household vulnerabilities.

3.3 The Wisconsin Health Atlas: Local Data for Action

Hilary Joyner-UW-Madison Obesity Prevention Initiative | Lisa Charron-UW-Madison Obesity Prevention Initiative

Objectives:

1. Access and utilize resources available through the Wisconsin Health Atlas, including local data and guides for creating change in policies, systems, and environments.
2. Identify at least one way they can use the current features of the Wisconsin Health Atlas in their work.
3. Identify future directions for the Wisconsin Health Atlas, including data needs and user features.

3.4 Improved Public Health Service Delivery Through Collaboration: The Story of Greenfield, Wisconsin

Darren Rausch-Greenfield Health Department | Megan Noggle-Greenfield Health Department | Daniel Weber-Greenfield Fire Department

Objectives:

1. Outline the current scope of public health practice, including Public Health 3.0.
2. Describe bridges built within the City of Greenfield to increase cooperation and public health service delivery within the community.
3. Identify opportunities for collaborative engagement within your community for public health service delivery.

3.5 Taking the Temperature of Sexual Violence Prevention Efforts in Wisconsin: Results of the RPE Needs Assessment

Kara Mathewson-Wisconsin Department of Health Services | Mariah Geiger-Wisconsin Department of Health Services

Objectives:

1. Learn about the cultural environment surrounding sexual violence and prevention in Wisconsin.
2. Discuss how economic, social, and physical environmental factors influence sexual violence prevention.
3. Share best practices and lessons learned for involving community voice, especially youth, in the RPE grant planning process.

3.6 Public Affairs Legislative Priority Session - Income Stability

More details coming soon!

Breakout Presentations – Block 4

Wednesday, May 22 • 2:45-3:45 p.m.

4.1 Understanding Injection Drug Use in Rural Wisconsin: Early Experiences from a Multi-site National Study

Sarah Krechel-AIDS Resource Center of Wisconsin | Ryan Westergaard-University of Wisconsin-Madison, Department of Medicine

Objectives:

1. Describe demographics associated with injection drug use in our sample.
2. Describe the risk of Hepatitis C, HIV, and syphilis in this subpopulation.
3. Identify the barriers to essential services for people who inject drugs in rural WI using survey and qualitative data.
4. Identify community partners to engage in change to improve the healthcare and service access for PWID in rural WI.
5. Describe evidence-based models for prevention services for PWID in rural WI.

4.2 Poverty, Food Insecurity and Health: Indicators of Health and Social Needs at Friedens Food Pantry

Geeta Wadhvani-Children's Health Alliance of Wisconsin | Catherine Draeger-Peterson-Friedens Community Ministries | Matthew Weber-Medical College of Wisconsin | David Nelson-Medical College of Wisconsin

Objectives:

1. Describe a qualitative methodology to evaluate the feasibility of data collection in a community-based food pantry setting.
2. Describe the indicators identified and methods utilized to develop a survey tool that can assess the health status of populations seeking food assistance.
3. Discuss Frieden's role in assessing the health of the populations they serve.

4.3 Building Bridges Between Data and Action: A Look at Local Strategies for Addressing Environmental Health Topics

Christy Vogt-Wisconsin Department of Health Services | Jenny Camponeschi-Wisconsin Department of Health Services | Megan Christenson-Wisconsin Department of Health Services | Meredith Mueller-Wisconsin Department of Health Services

Objectives:

1. List three lessons learned from panelists for bridging the gap between environmental public health data and public health action.
2. Describe two ways to incorporate recommendations from panelists into their own community projects.
3. List three resources for developing and implementing local environmental health projects.

4.4 Using a Customer Relationship Management (CRM) System as a Tool For Data Collection, Demonstrating Value of Partnerships, and Equitable Outreach

Martin Brubaker-University of Wisconsin-Madison | Robert Fontella-healthTIDE | Jari Xiong-healthTIDE | Charles Rojas-Population Health Institute

Objectives:

1. Identify the potential uses of customer relationship management tools.
2. Gain understanding on the process of implementation and barriers to using a CRM as a small public health team.
3. Understand how a CRM can be used to document outreach, illustrate progress toward evaluation goals, and be used as a tool for equitable outreach.

4.5 A Contextual Model of Suicide for Suicide Prevention

Sara Kohlbeck-Comprehensive Injury Center at the Medical College of Wisconsin

Objectives:

1. Discuss the biopsychosocial aspects of suicide.
2. Understand how suicide is an embodiment of injustice.
3. Articulate a context-based model for suicide.
4. Consider policy, systems, and environment-based strategies for suicide prevention.

4.6 Public Affairs Legislative Priority Session - Criminal Justice Reform

More details coming soon!

Breakout Presentations – Block 5

Thursday, May 23 • 10:00-11:00 a.m.

5.1 Practitioner Tools for Pursuing Policy Change that Addresses the Social and Economic Factors Influencing Health

Justin Rivas-County Health Rankings & Roadmaps | Karen Odegaard-County Health Rankings & Roadmaps

Objectives:

1. Discuss new County Health Rankings action resources and evidence products for pursuing policy, systems and environment change.
2. Gain policy change fundamentals through a skills-building workshop that utilizes the new CHR&R policy change module product.
3. Learn specific guidance and strategies for local application that use systems and environment approaches for improving social and economic opportunities.

5.2 Building Bridges Between Services, Sectors, and Families: A Strengths-Based Approach to Preventing Child Maltreatment

Sandra Bogar-Medical College of Wisconsin | Ron Rogers-Kenosha County | Rebecca Mather-Wisconsin Child Abuse and Neglect Prevention Board | Alison Zinnen-Prevention Services Network

Objectives:

1. Illustrate how a multi-sector collaboration is working towards systems change by embedding a strengths-based approach to addressing child maltreatment in their public health workforce.
2. Evaluate compliance to the strength-based framework through discussion of County contracts, pre and post knowledge and intentions surveys, and website transformations.

5.3 Bringing the Immunization Neighborhood Together, Showcasing Evaluation Plans of a Project to Decrease Barriers to Immunization Provision in Community Pharmacies

Sarah Sorum-Pharmacy Society of Wisconsin | Rebecca Bernstein-Medical College of Wisconsin | Kenneth Schellhase, Children's Community Health Plan | Paul Hunter-City of Milwaukee Health Department

Objectives:

1. Describe the evaluation plan of a statewide effort, funded by Advancing a Healthier Wisconsin, to expand immunization provision in Wisconsin community pharmacies.
2. Discuss baseline data on immunization location from the Wisconsin Immunization Registry (WIR), including factors that drive pharmacy or non-pharmacy immunization location.
3. Share survey data on pharmacist-identified barriers/attitudes towards immunization and healthcare provider perceptions about pharmacists' roles in vaccination.

5.4 Building Power and Trust: Youth-Led Dialogues to Learn from Youth of Color

Lynnsey Erickson-Winnebago County Health Department | Corey Sagehorn-Winnebago County Health Department | Marijke van Roojen-Fit Oshkosh, Inc., Because Race Matters | Caprice Swanks-Oshkosh West High School

Objectives:

1. Explore how to build trust and meaningful relationships with people and groups directly impacted by health policy.
2. Articulate the importance of authentic stakeholder engagement in research design and development.
3. Identify the benefits and challenges of holding community conversations that are led by and centered around Youth of Color.

5.5 Perceptions About Cigarettes Among Disparate Populations in Wisconsin

Jeffrey Engelmann-Medical College of Wisconsin | Lorraine Lathen-Wisconsin African American Tobacco Prevention Network | Anneke Mohr-City of Milwaukee Tobacco-Free Alliance

Objectives:

1. Discuss the history behind targeted marketing of mentholated cigarettes to African Americans, Hispanics, youth, and the LGBT community.
2. Identify perceptions of menthol tobacco use among African Americans, Hispanics, youth and the LGBT community living in greater Milwaukee.

Breakout Presentations – Block 5 continued...

5.5 Perceptions About Cigarettes Among Disparate Populations in Wisconsin continued...

Objectives:

3. Learn how the tobacco industry has applied the 4 Ps of social marketing to capture low income persons of color and how they have extended these same practices to appeal to the LGBT community and youth populations.
4. Explore policy options and initiatives to reduce Milwaukee's tobacco burden in disparate populations.

5.6 Community-Led Systems Change Approaches to Support Health Outcomes for Formerly Incarcerated Populations

Geoffrey R. Swain, MD, MPH, Department of Family Medicine & Community Health, University of Wisconsin School of Medicine and Public Health | Courtney Saxler, MPH-Wisconsin Partnership Program | Andrea Dearlove-University of Wisconsin Population Health Institute | David Liners-WISDOM | Catoya Roberts-WISDOM | Sarah Ferber-WISDOM | Victoria Faust-University of Wisconsin Population Health Institute | Melissa Ludin-WISDOM | Jerome Dillard-WISDOM

Objectives:

1. Discuss how the collaborations among the community-led organizations and a statewide health equity funder seek to impact the broader structural and systemic barriers to health.
2. Identify how these groups are looking to engage local health departments and what local health departments can do to engage in this work.
3. Recognize how these initiatives, led by the communities most impacted and supported by public health funders, researchers, and practitioners, are both addressing policies that affect health and addressing systems that impact health.

Breakout Presentations – Block 6

Thursday, May 23 • 11:15 a.m.-12:15 p.m.

6.1 Shifting the Power: How Public Health Madison & Dane County is making their CHA/CHIP a Truly Community-Owned Process

Nina Gregerson-Public Health Madison & Dane County | Sarah Hughes-Public Health Madison & Dane County | Brittany Grogan-Public Health Madison & Dane County

Objectives:

1. Describe how to use the CHA/CHIP and MAPP framework in a holistic way to identify and prioritize health issues.
2. Understand the utility of recruiting steering committee members who will elevate the voices of communities most affected by health inequities.
3. Apply health equity principles to CHA/CHIP processes.
4. Learn unique ways to engage community.
5. Use quantitative data in innovative ways to prioritize root causes.

6.2 Supporting a Healthy School Community through Direct Education and PSE Change

Danielle Nabak-UW-Extension Milwaukee County | Francie Dekker-UW-Extension Milwaukee County

Objectives:

1. Discuss the role of UW-Extension Milwaukee County FoodWise in supporting healthy schools.
2. Identify how direct nutrition education programming and PSE change can complement each other in a school setting.
3. Describe how to build a strong school wellness policy through assessment and community engagement.
4. Identify what resources exist to assist schools in developing healthy environments.



Breakout Presentations – Block 6 continued...

6.3 Alcohol Policy for Public Health Professionals

Julia Sherman-Wisconsin Alcohol Policy Project

Objectives:

1. Discuss how to move beyond drunk driving, and why alcohol issues are public health issues.
2. Identify how to view alcohol policy as a system with local health and safety consequences.
3. Recognize the specific factors that create our hostile alcohol environment.
4. Distinguish how public health professionals identify alcohol-related problems and select evidence-based placing alcohol policy within the community health and safety system.
5. Characterize the role of the alcohol industry in alcohol policy development or change.

6.4 Using PRAMS Data to Measure Social Determinants of Health and Evaluate Policy Effects

Fiona Weeks-Wisconsin Department of Health Services | Kara Mathewson-Wisconsin Department of Health Services

Objectives:

1. Discuss prevalence estimates of social risk and protective factors among Wisconsin mothers of infants.
2. Learn how PRAMS data highlights the importance of social determinants and how this data can be leveraged to inform policies and programs.

6.5 Engaging Residents in Tactical Urbanism to make a Crosswalk “Pop”

Paige Swanson-HealthCorps member serving with re:TH!NK | Tyler DeBruin-East Central WI Regional Planning Commission

Objectives:

1. Identify what a pop-up demonstration project is and what resources are needed to conduct a pop-up demonstration in your community.
2. Discuss why getting community members involved in the planning and implementing is crucial to a pop-up demonstration project's success.
3. Determine how a pop-up demonstration project can lead to improvements in the built environment.



2019 Annual Public Health Conference

May 21-23, 2019
 Glacier Canyon Lodge, Wilderness Resort
 Wisconsin Dells, WI

WPHA-WALHDAB 2019 Annual Conference Registration

Name (preferred for badge): _____
 Employer/School: _____
 Mailing Address: _____
 City: _____ State: _____ ZIP: _____
 Phone: _____ Email: _____

Are you a first-time attendee? We will follow-up with extra event details.

Session Selections:

Please circle your preferred session(s). Session information is available at www.wpha.org.

Welcome Event	May 21	9:30am-12:00 p.m.	<input type="checkbox"/> Check here if you will be attending the ECP Welcome Event					
Lunch		11:30-1:00 p.m.	<input type="checkbox"/> Check here if you will be attending the Lunch Business Meeting <small>Note: \$15 non-member lunch ticket applies.</small>					
Pre-Conference		1:30-5:00 p.m.	1. Systems Thinking		3. Coalition Building		2. Quality Improvement	
Breakouts	May 22	10:15 a.m.	1.1	1.2	1.3	1.4	1.5	1.6
		11:00 a.m.	2.1	2.2	2.3	2.4	2.5	2.6
		1:15 p.m.	3.1	3.2	3.3	3.4	3.5	3.6
		2:45 p.m.	4.1	4.2	4.3	4.4	4.5	4.6
	May 23	10:00 a.m.	5.1	5.2	5.3	5.4	5.5	
		11:15 a.m.	6.1	6.2	6.3	6.4	6.5	

Attendees are not required to attend based on their selections, nor will attendees be guaranteed space based on the information provided.

Additional options and payment information on next page.

WPHA-WALHDAB 2019 Annual Conference Registration

Glacier Canyon Lodge, Wilderness Resort • Wisconsin Dells, WI - May 21-23, 2019

Early bird deadline March 29, 2019.

REGISTRATION FEES Check all the appropriate registration fees.	Pre-Conference ONLY May 21 • 1:30-5:00 p.m.	Full Conference <i>(Pre-Conference included)</i> May 22-23 Early Bird Pricing/Regular Pricing	One-Day Conference Pass <input type="checkbox"/> May 22 or <input type="checkbox"/> May 23 Regular Pricing
Member Are you a <input type="checkbox"/> WPHA Member or <input type="checkbox"/> WALHDAB Member?	\$50	\$250/\$300	\$175
Non-member <input type="checkbox"/> Check here to add \$15 Tuesday Business Meeting Lunch Ticket.	\$100	\$400/\$450	\$325
Retired/Student Member <input type="checkbox"/> I am registering as a <input type="checkbox"/> Retired Member or <input type="checkbox"/> Student Member	\$25	\$75/\$125	\$75

Check here if you require a vegetarian lunch or have another dietary restriction.

Please explain: _____

Check here if you have special needs (i.e. physical). WPHA will contact you.

Method Of Payment

(Payment or purchase order must be included at the time of registration.)

Total \$ _____

Check *(made payable to WPHA or WALHDAB depending on membership status)*

Check #: _____ for: \$ _____ Purchase Order # _____ for \$ _____

VISA MASTERCARD DISCOVER

Credit Card #: _____ Expiration Date: _____ Security Code: _____

Address on Billing Statement: _____

Name on Card: _____ Signature: _____

Return this form with payment by April 19, 2019 to:

Wisconsin Public Health Association or

Wisconsin Association of Local Health Departments and Boards

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