



**BETTER
TOGETHER**

**Public Health
in Practice Conference**
WORKFORCE EVOLUTION

August 6-7, 2019

Holiday Inn Hotel and
Convention Center, Stevens Point, WI

WPHA



The Public Health in Practice Conference theme is “Better Together: Workforce Evolution.” This conference will challenge public health professionals to look closely at our evolution from a previously simple to a more complex form. 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, etc.



Conference Objectives:

- 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.
- Describe projects that involve collaborations with a broad array of allies- including those at the neighborhood level and the non-health sectors.
- Develop a personal strategic plan using a holistic approach to strengthen individual talents to enrich public health professional practice.

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.

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 July 1, 2019. 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 – July 12, 2019

The early bird deadline is July 12, 2019. 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 12, 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 July 12, 2019. 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.

Early

Bird Rates (before July 12)

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, August 6

- 1:00 - 4:30 p.m. Pre-Conference Sessions
- 5:00 - 7:00 p.m. Welcome Gathering – Networking with other attendees at the Amber Grill

Wednesday, August 7

- 8:00 - 8:30 a.m. Continental Breakfast/View Exhibits and Posters
- 8:30 - 8:45 a.m. Conference Welcome and State of WPHA
- 8:45 - 10:00 a.m. Keynote Presentation
- 10:00 - 10:30 a.m. Break to View Exhibits and Posters
- 10:30 - 11:30 a.m. Breakout Block 1
- 11:30 - 11:45 a.m. Break
- 11:45 a.m. - 12:30 p.m. Breakout Block 2
- 12:30 - 12:45 p.m. Lunch to be Served
- 12:45 - 1:45 p.m. Keynote Presentation
- 1:45 - 2:15 p.m. Section Meetings or Break to View Exhibits and Posters
- 2:15 - 3:15 p.m. Breakout Block 3
- 3:15 - 4:00 p.m. Awards and Vendor Appreciation Celebration

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

August 7 | 8:45 - 10:00 a.m.



Public Health 3.0 Era: Gathering Around the Table to Improve the Health of Our Communities

Joan Theurer, RN, MSN

Health Officer

Marathon County Health Department

Joan Theurer will share the evolution of public health practice and the positive impacts to being plugged into the public health 3.0 era. Gathering around the table with community partners, partners will share examples of community initiatives, including the benefits and challenges in creating inclusive partnerships to address the social determinants of health. Strategies along with stories will spark everyone's passion to further their practice to improve the health of their communities.

12:45 - 1:45 p.m.



SESSION TITLE COMING SOON!

Michelle Spencer, MS

Associate Director

Bloomberg American Health Initiative

Associate Scientist

Department of Health Policy and Management, Johns Hopkins Bloomberg School of Public Health

Michelle Spencer is the Associate Director of the Bloomberg American Health Initiative and an Associate Scientist in the Department of Health Policy and Management. She provides programmatic and strategic oversight for the implementation of the Bloomberg American Health Initiative.

Community Partners: Corrie Norrbom, MD, Medical College of WI-Central WI / Wisconsin Institute of Public Policy and Service | Jeff Sargent, Executive Director, United Way of Marathon County | Tara Draeger, Manager, Director of Systems Community Health, Aspirus

Learning Objectives:

- Understand the evolution of public health practice and how to plug into the public health 3.0 era
- State strengths and opportunities to further individual and organizational capacity to leverage influences and resources to change the conditions of your community
- Identify one action to take to further one's talent and practice.

Spencer has over 20 year of experience in public health management and leadership and a wealth of experience in administrative and operational management, strategic planning, resource management, and policy development. Prior to joining the Bloomberg School of Public Health, Spencer served as the Director of the Prevention and Health Promotion Administration at the Maryland Department of Health and Mental Hygiene (DHMH), where she worked to address the preventable nature of public health challenges through integrated, evidence-based approaches. Spencer oversaw DHMH's core public health programs, including Maternal and Child Health, Infectious Disease Epidemiology and Outbreak Response, Infectious Disease Prevention and Health Services, Environmental Health, Primary Care and Community Health, and led the Maryland Health Enterprise Zones initiative, a place-based initiative focused on designing and implementing strategies to reduce and eliminate health disparities. Spencer served as Chief of Staff of the Baltimore City Health Department from 2004 – 2012.

Pre-Conference Sessions

Tuesday, August 6 | 1:00 - 4:30 p.m.

Pre-Conference 1. Public Health Residency Program

Deborah L. Heim, PhD, MN, RN, PHNA-BC, CNL - Southeastern Region Division of Public Health | Julianna Manske, MSN, RN, OCN - Franklin Health Department

Are you interested in being at the forefront of workforce development for public health 3.0? Engage in a national movement and participate in the groundbreaking development of a public health residency program. The Southeast Wisconsin Public Health Nurse (PHN) Residency Program has been successfully implemented in an urban region, and resulted in increases in self-assessed perceived competency for public health practice. A related Toolkit was developed for the purpose of disseminating the program. The goal of this workshop is to support implementation of the toolkit in rural health departments, and expand the content to public health professionals from disciplines other than nursing. This is an interactive workshop to learn what has been developed, contribute to the curriculum, and bring deliverables back to your community.

Pre-Conference 2. Evaluation for Non-evaluators

Disa Patel, MPH - Wisconsin Department of Health Services | Nicole Robinson - jMilwaukee Evaluation! Inc.

Evaluations are useful to help us improve our programs, which is especially important in the changing public health environment. An increasing number of grant applications are calling for evaluations, and many of us are at a loss as to where to begin. Many times these evaluations become a checkbox to complete and are never reviewed to genuinely improve our programs. In this workshop, we'll review what your program needs to consider prior to evaluations. Participants will also leave with a draft logic model and evaluation plan for their program.

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

- Learn how to develop evaluation plans to aid in strategic planning or show return on investments
- Identify ways to incorporate an equity lens in evaluations
- Gain skills in storytelling to share evaluation results

Pre-Conference 3. Communicating with Policymakers

Alan Talaga - COACH Program Lead, Healthy Wisconsin Leadership Institute

State and local policymakers want to know - and need to know - about your work as a public health professional in Wisconsin! In this session, participants will learn: the differences between education, advocacy and lobbying; methods for getting in touch with policymakers; how to keep track of what policymakers are passionate about; and how to craft a message that will resonate with policymakers. Participants will have hands-on time to practice these concepts.

Block 1 | Wednesday, August 7 • 10:30 - 11:30 a.m.

1.1 Maximizing Partnerships and Systems to Impact Substance Misuse in Eau Claire County

Sarah Dillivan-Pospsil - Eau Claire City-County Health Department | Lilliam Piñero, Certified Prevention Specialist - Eau Claire City-County Health Department

Through this session, attendees will be able to:

- Apply best practice strategies to implement safe medication disposal methods and environmental change.
- Analyze barriers and opportunities to raise public safety awareness among parents, youth, patients, and health care providers around prescription misuse.

1.2 Partnering to Improve Oral Health of Pregnant Women and Young Children

Dana Fischer, CHES - Children's Health Alliance of WI | Tara Skar, RDH - NorthLakes Community Health Center | Catherine Therrien - N.E.W. Dental Clinic

Through this session, attendees will be able to:

- Describe the three integrated models of care to provide preventive oral health services to pregnant women and young children in public health programs.
- Describe how to engage with community oral health providers to improve maternal and child health programs within health departments.
- Increase participants knowledge of what works to increase oral health referrals and completed dental appointments for pregnant women.
- Increase participants knowledge of what works to increase fluoride varnish applications for children.

1.3 Implementing a Mentoring Model for Workforce Development and Capacity Building: Lessons Learned from the Nutrition Consultant Network

Peggy Helm-Quest, MEd., MHA-PH - Wisconsin Department of Health Services, Children and Youth with Special Health Care Needs Program | Anne Harris, PhD, MPH, RD - Waisman Center, University of Wisconsin | Jennifer Johnson RDN, CD - Wisconsin Department of Health Services, Division of Public Health/WIC Program

Through this session, attendees will be able to:

- Identify mentoring as a method for Leadership Development.
- Identify the key components of the mentoring model for work force development.
- Understand how to use mentoring and the development of workforce competency work plans to address MCH National Performance Measures.

Block 2 | Wednesday, August 7 • 11:45 a.m. -12:30 p.m.

2.1 Centering Community Voices in Public Health Nursing Practice

Rachel Azanleko-Akouete, RN BSN - Public Health Madison & Dane County | Hannah Huset, RN, BSN, Public Health Madison & Dane County | Kimberley Neuschel, RN, BSN, - Public Health Madison & Dane County

Through this session, attendees will be able to:

- Identify two to three components of building sustainable initiatives that address the root causes of a wide range of community health challenges.
- Identify the importance of incorporating strong evaluation planning from the beginning of program development.

2.2 Advancing Health Equity through Evidence-Based Public Health: Finding the Evidence

Derek Johnson - National Network of Libraries of Medicine Greater Midwest Region

Through this session, attendees will be able to:

- Define and describe evidence-based public health.
- Utilize the PICO framework to develop a researchable question.
- Identify two free resources that can be used to find high-quality research on public health interventions.

2.3 The Rise of the E-Cigarette: An Epidemic

Wendy Vander Zanden, MPA - Community Action for Healthy Living, Inc. | Hannah Wilz, BS - Community Action for Healthy Living, Inc

Through this session, attendees will be able to:

- Identify and understand the health dangers and risks associated with e-cigarettes.
- Discuss the public health impact of e-cigarettes.
- Describe the role you can play in curbing the e-cigarette epidemic.

Block 3 | Wednesday, August 7 • 2:15 -3:15 p.m.

3.1 Great Rivers Hub: A Collaborative Community-based Health Hub to Address Social Determinants of Health

Melissa DeNornie, MS - Medical College of Wisconsin | Lindsey Schwarz-Nichols - La Crosse County Health Department | Jen Rombalski - La Crosse County Health Department

Through this session, attendees will be able to:

- Describe the Pathways Community Hub model, a nationally standardized model for care coordination.
- Describe the role of community care coordinators (CCCs) and community health workers (CHWs) in navigating Great Rivers Hub clients.
- Describe the multi-sector partnership supporting the work of the Great Rivers Hub.

3.2 A Foundation for Equity: Applying the Foundational Public Health Service Model to Practice

Deborah Heim, PhD, MN, RN, PHNA-BC - Department of Health Services/Division of Public Health | Ashley Palen, MPH - City of West Allis Health Department

Through this session, attendees will be able to:

- Describe how the foundational public health services model can be applied to front-line staff performance and activities.
- Learn about specific workforce development trainings that can improve the application of foundational capabilities, including health equity, to public health practice.

3.3 Bump! Set! Spike! A Communications Workshop... With Balls!

Darcie Warren, MPA - American Lung Association

Through this session, attendees will be able to:

- Learn how the skill - acknowledge, answer, and redirect - relates to public health practice.
- Memorize talking points that align with typical questions from potential partners.
- Demonstrate active listening and asking powerful questions.
- Practice the skill that can improve one-on-one meetings, talking to the media, engaging partners, and learning about diverse stakeholders.



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