

# Wisconsin Health Education Network Annual Meeting Learning Objectives

**Participants will:**

- Recognize the major impacts and insights derived from the COVID-19 Pandemic.
- Project opportunities to learn from the Pandemic in order to realistically prepare for future public health challenges.
- Develop a greater sense of realization that good health status is everyone’s responsibility.
- Explore opportunities to contribute to health equity personally and professionally in an ongoing basis.
- Draw insights from the shared stories that can enrich the quality of life and living, individually and collectively.
- Contribute to incentivizing health promotion across the lifespan.
- Network with colleagues and new contacts near and far through the 35th Annual Meeting.
- Recognize those receiving the 2021 Barbara A. Lange Memorial Award.



**ONLINE INSTRUCTION BENEFITS**

In the interest of Public Health, the WHEN Annual Meeting will be offered through internet-based technology. You will collaborate and engage—in real time—with presenters and participants to learn, explore, and share.

- No travel or associated travel costs
- Live/synchronous video instruction
- Valid, diverse and meaningful resources
- Virtually interact with a diverse participant group—potentially from around the nation
- CECHs for CHES/MCHES or UWL CEUs

**ONLINE REGISTRATION FEES:**

<b>*Both Days</b>		
<b>October 6, 2021:</b> Wisconsin Rural Health Promotion Workshop		
<b>October 7, 2021:</b> WHEN 35th Annual Meeting		
<b>Register by July 30</b>	<b>Register July 31 or after</b>	<b>Students or Seniors*</b>
\$199	\$249	\$190
<b>Single Day</b>		
<b>October 6, 2021:</b> Wisconsin Rural Health Promotion Workshop		
<b>Register by July 30</b>	<b>Register July 31 or after</b>	<b>Students or Seniors*</b>
\$119	\$139	\$95
<b>Single Day</b>		
<b>October 7, 2021:</b> WHEN 35th Annual Meeting		
<b>Register by July 30</b>	<b>Register July 31 or after</b>	<b>Students or Seniors*</b>
\$119	\$139	\$95

**Fees include:** registration, online course access, CEUs or CECHs for CHES/MCHES and access to recorded sessions through October 21, 2021.

*\*Full-time students or Seniors 65+*

**Continuing Education Hours/Units:**

**UW-La Crosse Continuing Education Units (CEUs)**  
 Wisconsin Rural Health Promotion Workshop: .5 CEUs/5 Contact Hours  
 WHEN 35th Annual Meeting: .5 CEUs/5 Contact Hours

**Continuing Education Contact Hours for CHES/MCHES (CECHs)**  
 Wisconsin Rural Health Promotion Workshop: 5 (Category 1) CECHs  
 WHEN 35th Annual Meeting: 5 (Category 1) CECHs

**QUESTIONS:**

**For questions about the program contact:**

Gary D. Gilmore, M.P.H., Ph.D., MCHES  
 608.785.8163 or ggilmore@uwlax.edu.

**For questions regarding registration contact:**

UW-La Crosse Extended Learning  
 608.785.6500 or ex@uwlax.edu

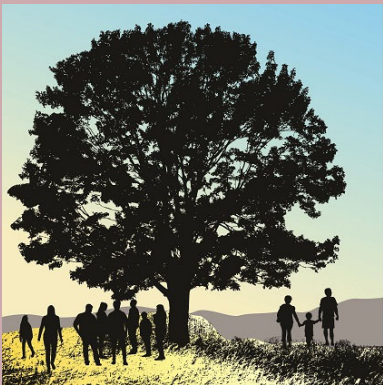
Register Today!  
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**WISCONSIN HEALTH EDUCATION NETWORK**

2021 Virtual Learning Opportunities

*Celebrating 35 years making a difference in population health in Wisconsin through health education and health promotion.*

**Wisconsin Rural Health Promotion Workshop**



*Social Wellbeing & Mental Health Matter*

**9 a.m.–4 p.m. Central Time  
 October 6, 2021**

**WHEN 35th Annual Meeting**



*Incentivizing Health Promotion Across the Lifespan*

**9 a.m.–3:45 p.m. Central Time  
 October 7, 2021**

University of Wisconsin-La Crosse Community Health  
 University of Wisconsin-La Crosse Extended Learning

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# Wisconsin Rural Health Promotion Workshop Learning Objectives

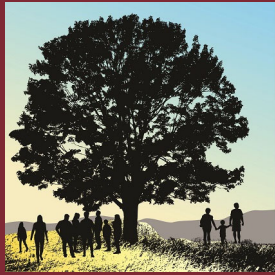
**Participants will:**

- Gain a sense of the various perspectives on the meaning of “Rural” in our society.
- Examine mental health issues in rural settings.
- Explore meaningful mental health enhancement avenues coupled with success stories.
- Review challenges to social connectedness in rural settings.
- Explore meaningful social support enhancement avenues coupled with success stories.
- Review options and opportunities for heightening protective factors in one’s life.
- Gain brief insights regarding selected health-related impactors (i.e., suicide prevention; emergency medical services; telehealth connectivity).
- Network virtually with other workshop participants from around the region and the nation.

# Gratitude extended to: Wisconsin Rural Health Promotion Cooperating Sponsors







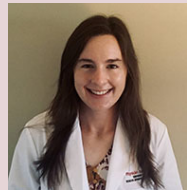
## Wisconsin Rural Health Promotion Workshop | October 6, 2021

### *Social Wellbeing and Mental Health Matter*

#### PRESENTERS:

##### **Kimberly Breunig, M.P.H., M.P.A.S.**

Interprofessional Liaison, Student Academy of the American Academy of Physician Assistants (SAAAPA)  
UW-Madison Chapter, UW School of Medicine and Public Health



##### **John Eich**

Director, Wisconsin Office of Rural Health



##### **Ryan A. McKelley, Ph.D., LP, HSP**

Professor, Department of Psychology,  
University of Wisconsin-La Crosse



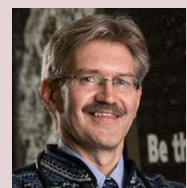
##### **Jason Sumontha, Ph.D.**

Assistant Professor,  
Department of Psychology,  
University of Wisconsin-La Crosse



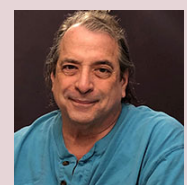
##### **Jonathan Temte, M.D., Ph.D., M.S.**

Associate Dean for Public Health and  
Community Engagement, University of  
Wisconsin School of Medicine & Public  
Health



##### **Michael Wikovsky, M.D., M.S.**

State of Wisconsin Department of Health  
Services



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**608.785.6500**

#### AGENDA:

##### **Wisconsin Rural Health Promotion Workshop**

9 a.m.–4 p.m., Central Time

9–9:10 a.m.	<b>Welcome and Introduction</b> –Gary D. Gilmore, M.P.H., Ph.D., MCHES
9:10–9:50 a.m.	<b>What is Rural? Putting Matters into Context</b> –John Eich
9:55–10:10 a.m.	<b>15-Minute Insight: Suicide Prevention</b> –Kimberly Breunig, M.P.H., M.P.A.S.
10:15–11 a.m.	<b>Why Mental Health Matters</b> –Ryan A. McKelley, Ph.D., LP, HSP According to the National Institute of Mental Health, almost two-thirds of rural Americans live in areas with shortages of mental health professionals. This leaves rural communities in need of better advocacy and education regarding mental well-being. We will explore ways to make mental health matter.
11:05–11:55 a.m.	<b>Success Stories from Rural Health Settings</b> –Ryan A. McKelley, Ph.D., LP, HSP Rural mental health deserves the same robust criteria for evidence that we expect in physical health programs. Using the model from the Rural Health Information Hub to assess promising interventions, we will review several successful rural health projects ranging from telepsychology, to mental health first aid, to building resilience in rural youth.
11:55 a.m.–12:25 p.m.	<b>Lunch Break</b>
12:25–12:40 p.m.	<b>15-Minute Insight: Rural EMS Distribution and Constraints</b> –John Eich
12:45–1:30 p.m.	<b>Why Social Connectedness Matters</b> –Jason Sumontha, Ph.D. When strong ties connect us to the people and places in our communities, we thrive. Health care providers and community leaders may benefit from exploring how social determinants of health, such as social connectedness, may affect the unique health care needs of individuals living in rural settings.
1:35–2:35 p.m.	<b>Success Stories from Rural Health Settings</b> –Jason Sumontha, Ph.D. Healthy development is supported by our connection to a network of social contexts and ecological systems. Using data from community-based interventions, we will examine the success of rural health initiatives ranging from asset-based community development to independence and interdependence among older adults.
2:40–2:55 p.m.	<b>15-Minute Insight: TeleHealth Connectivity</b> –Michael Wikovsky, M.D., M.S.
3–3:45 p.m.	<b>Prioritizing Protective Factors</b> –Jonathan Temte, M.D., Ph.D., M.S.
3:45–4 p.m.	<b>Reflections on the Day</b> –John Eich –Ryan A. McKelley, Ph.D., LP, HSP –Jason Sumontha, Ph.D. –Jonathan Temte, M.D., Ph.D., M.S.

#### PRESENTERS:

##### **Christa Cupp, M.P.H., MCHES**

Western Region Director, Office of Policy  
and Practice Alignment, Division of Public  
Health, Wisconsin Department of Health  
Services



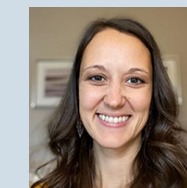
##### **Sandro Galea, M.D., M.P.H., Dr.PH.**

Dean and Robert A. Knox Professor,  
Boston University School of Public Health;  
Professor, Family Medicine, Boston  
University School of Medicine



##### **Rachel King, M.P.H., MCHES**

Health Educator and Data Program Area  
Coordinator, La Crosse County Health  
Department



##### **Michael T. Osterholm, Ph.D., M.P.H.**

Member, President Biden's Transition  
COVID-19 Advisory Board; and Director of  
the Center for Infectious Disease  
Research and Policy (CIDRAP) and  
Regents Professor at the University of  
Minnesota



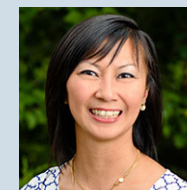
##### **Rhonda Strebel, M.B.A.**

Executive Director, Rural Health Initiative  
Inc., Wisconsin, and City Council Member,  
Shawano



##### **Paula Tran Inzeo, M.P.H.**

Group Director, Mobilizing Action Toward  
Community Health (MATCH), University of  
Wisconsin Population Health Institute



**Register Today!**

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## WHEN 35th Annual Meeting | October 7, 2021

### *Incentivizing Health Promotion Across the Lifespan*



#### AGENDA:

##### **WHEN 35th Annual Meeting**

9 a.m.–3:45 p.m., Central Time

9–9:10 a.m.	<b>Welcome and Introductory Remarks</b> –Gary D. Gilmore, M.P.H., Ph.D., MCHES, Chair, WHEN
9:15–10 a.m.	<b>Thriving Together During and Following the COVID-19 Pandemic</b> –Michael T. Osterholm, Ph.D., M.P.H.
10–10:15 a.m.	<b>Mid-Morning Break</b>
10:15–11 a.m.	<b>Making Health a Priority in Everything We Do</b> –Sandro Galea, M.D., M.P.H., Dr.PH.
11:05–11:30 a.m.	<b>Panel with Dr. Michael T. Osterholm and Dr. Sandro Galea</b> <b>Moderator:</b> Rachel King, M.P.H., MCHES
11:30 a.m.–12:05 p.m.	<b>Lunch on Your Own</b>
12:05–12:50 p.m.	<b>Barbara A. Lange Memorial Award Ceremony</b> <b>Hosted by:</b> Dr. Gilmore
1–1:15 p.m.	<b>Introduction to the Afternoon World Café Experience</b> <b>Moderator:</b> Christa Cupp, M.P.H., MCHES
1:15–2:25 p.m.	<b>Sharing Stories that Make a Difference</b> Three story-tellers share their stories sequentially regarding the community members they interact with, and the ways they incentivize health promotion across the lifespan, so that the entire audience of participants can hear all three in sequence. After the third story-teller has finished, there will be a brief 5-minute break as each story-teller prepares to facilitate discussion with their respective group. <b>Beyond Incentives: How to Engage Youth in Health</b> –Rachel King, M.P.H., MCHES What really motivates youth? A story about youth engagement, advocacy, and the impact of one health promotion program. Explore the deeper meaning of incentives and how to create healthier lives through youth mentorship. <b>Kitchen Wellness</b> –Rhonda Strebel, M.B.A. A community-supported program designed to address the growing concerns and barriers related to the health and safety of today's farm families. Lack of adequate insurance coupled with a self-reliant spirit among farmers have hindered many from accessing much-needed health resources. Our staff members provide convenient, complimentary, and confidential Kitchen Wellness to adults in The Kitchen (n)-a trusted place where farm families meet, feel comfortable, and discuss important topics. <b>Centering Equity in COVID-19 Response Efforts</b> –Paula Tran Inzeo, M.P.H. COVID-19 has shined a bright light on inequitable conditions and structures that pre-dated and have been exacerbated by the pandemic. In Wisconsin, these inequities are felt where individuals live, work, learn, and play. To support a more equitable response, a just recovery and long-term community resilience, Paula will share her experiences to center equity in COVID-19 Response efforts.
2:30–2:50 p.m.	<b>Exploring the Meaningfulness and Opportunities that Prevail</b> Each storyteller facilitates discussion for 20 minutes simultaneously in their respective small group related to their area of focus. There will be a scribe in each group to take notes. At the end of the 20-minute discussion, a brief break of 10 minutes occurs so that the scribes can review/revise/clarify their notes.
2:50–3 p.m.	<b>Break</b>
3–3:30 p.m.	<b>Sharing the Collective Wisdom</b> Each of the three scribes from the previous session shares their respective small group summary for 10 minutes each (to include Q&A) with the entire audience, along with additional ideas from the participants in attendance.
3:30–3:45 p.m.	<b>Reflections and Concluding Remarks</b> Christa Cupp provides closure to the afternoon session regarding key summary points of agreement heard across the three groups, plus possibilities for next steps.