

Past, Present & Future of Public Health

Presented by

Missouri Public Health Association,
Missouri Association of Local Public Health Agencies,
Missouri Center for Public Health Excellence,
Missouri Institute for Community Health,
Missouri Department of Health and Senior Services,
and the
University of Missouri - Sinclair School of Nursing

September 22-24, 2021

Holiday Inn Executive Center
Columbia, MO

CONFERENCE OBJECTIVES

Education. Networking. Involvement

- ◆ Provide information for public health professionals and governing body members, and partnership efforts to enhance the coordination of health and human services for Missourians.
- ◆ Provide an environment for information exchange among individuals involved in and impacted by the provision, support and use of public health services.
- ◆ Increase individuals' involvement in associations with a commitment to improving the health of all Missourians.

SESSION SPEAKERS

Dr. Rex Archer, KCMO Health Department

Dr. Kaye Bender, President-Elect, APHA

Adam Crumbliss, MODHSS

Sandra Ford, MD, MBA, FAAP, President, NACCHO

Dr. Joseph Hulgus

Dr. Nat Kendall-Taylor, CEO, FrameWorks Institute

Casey Parnell, #HealthierMO

Dr. Lynn Rossy

Maria Salm, Lindenwood University

Catherine Shoff, PhD, MPH, Lindenwood University

Denise Strehlow, BJC School Outreach-Youth Development

John Thomas, MODHSS

Wednesday, September 22, 2021

1:00 - 4:00 pm

Pre-Conference

Poverty Simulation as a Tool to Increase Cultural Competency

Poverty is one of the most significant disparities in the United States, placing individuals and families at risk for a myriad of health problems. The future generation of healthcare workers and public health practitioners need to enhance their cultural competence and gain skills to address poverty-related issues. Poverty simulations are an effective experiential learning tool to help participants understand the realities of living in poverty. This research examines the impact of the Community Action Poverty Simulation (CAPS) on undergraduate students' opinions on poverty and equity. This presentation speaks to the potential for simulation and experience-based educational programs in delivering changes in perceptions, knowledge and understanding of those in poverty.

Health is affected by many determinants, such as zip code, age, education, and income. In order to assure equitable public health capabilities and areas of expertise, public health professionals must understand the influence of poverty on health.

Speakers: Catherine Shoff, PhD, MPH, Lindenwood University; Maria Salm, Lindenwood University



4:30 pm

MoALPHA Session for New Administrators

4:30 pm

MPHA Board Meeting

Thursday, September 23, 2021

8:00 am

Registration Opens

8:00 am

Exhibitor Set-Up

8:00 am

Poster Competition Set-Up

9:00 - 9:30 am

WELCOME

**Adam Crumbliss, Missouri Department of Health & Senior Services;
Association President's**

NACCHO & APHA

Speaker: Sandra Ford, MD, MBA, FAAP, President, National Association of County and City Health Officials (NACCHO); Dr. Kaye Bender, President-Elect, American Public Health Association (APHA)

9:30 - 10:30 am

OPENING SESSION

TBD

TBD

Speaker: Governor Mike Parson (invited)

10:30 - 11:00 am BREAK

11:00 - 12:00 noon **BREAKOUT WORKSHOPS**

Verbal Judo: Introduction to Tactical Communication

This course will teach you how to achieve a professional purpose and to do so with real power and empathy. It will teach you techniques to de-escalate tense situations and will explain the difference between sympathy and empathy. This course will give you the tools to be a successful communicator. It will help you to have a more open and satisfying relationship with your family, colleagues, employees, customers and friends.

Speaker: Chad Stieferman, Advanced Tactical, LLC

Public Health Nurses-Essential Role Before, During and After COVID

TBD

Speaker: Lynelle Philips, RN, MPH, Department of Public Health/School of Health Professionals, University of Missouri-Columbia

Student Forum

TBD

Moderator: Dr. Dalen Duitsman, MSU

12:00 - 1:30 pm Awards Luncheon

1:30 - 2:30 pm **ROUNDTABLE DISCUSSIONS**

The roundtable discussions will be held in a constructive conference format where small groups will unleash the expertise of professionals in a friendly discussion allowing everyone the right to contribute. We will bring together several professionals who aim to solve a problem by providing equal inputs into strategy development.

TOPICS:

1. Current Issues and Nurses
2. Environmental Controls in COVID

Moderator: Larry Jones

2:30 - 3:00 pm BREAK

3:00 - 4:00 pm **GENERAL SESSION**

Communication and Messaging

Successful communication depends on an agency's ability to clearly articulate public health messages and education, ensuring information is accessible, understandable, and actionable for all audiences.

Speaker: Dr. Nat Kendall-Taylor, CEO, FrameWorks Institute

4:00 pm MPHA General Membership Meeting

5:00 pm MoALPHA Board Meeting

6:00 pm MICH Board Meeting



Friday, September 24, 2021

7:30 am

Registration

7:30 am

MoALPHA General Membership Meeting

8:30 - 9:30 am

GENERAL SESSION

HealthierMO ReBoot

TBD

Speaker: Casey Parnell, #HealthierMO

9:30 - 10:30 am

GENERAL SESSION

Public Health Initiative Saves Lives Act

Missouri's Foundational Public Health Services model identifies a minimum set of capabilities and public health areas of expertise that must be available in every community in order for the whole public health system to function. Assuring foundational public health services prepares local public health agencies to begin the journey toward accountability, quality improvements, and meeting accreditation standards.

Speaker: Dr. Rex Archer, KCMO Health Department;

Denise Strehlow, MICH Presiden, BJC School Outreach-Youth Development



10:30 - 11:00 am

BREAK

11:00 - 12:00 noon

GENERAL SESSION

Mindful Meditation: Changing How You Work and Live

Dr. Rossy will define mindfulness and identify three key elements of mindfulness. Attendees will learn formal and informal mindfulness practices, learn how to give up all your troubles and cares and how to cultivate happiness.

Speaker: Dr. Lynn Rossy

12:00 - 1:00 pm

GENERAL SESSION

Emotional Intelligence and its Role in the Workplace

In 2019, high Emotional Intelligence (EQ) in an employee was seen as more beneficial to an organization than high Intellectual Intelligence (IQ). Those with high EQ were more likely to promote, become change leaders and develop superior rapport with team members and colleagues. How can we build or strengthen our Emotional Intelligence? This session will identify key elements that help lead us to a better understanding of EQ and its role in the workplace.

Speaker: Dr. Joseph Hulgus

1:00 - 1:30 pm

Luncheon

1:30 pm

CLOSING SESSION

You're Making a Difference: Unleashing the Hero Inside

Every human makes a difference. In this session, those attending will be inspired to unlock the hero hidden inside. Practical ways to make a positive impact will be examined. Unleashing the hero inside can be realized and it's simpler than you think.

Speaker: John Thomas, Chief Personnel Officer, Office of Human Resources, Missouri Department of Health & Senior Services

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COVID 19 PANDEMIC SAFETY PRECAUTIONS: The Conference co-sponsors are working to provide a safe environment for all attendees, vendors and staff. As the conference dates approach, the current CDC recommendations for large gatherings as well as the current Columbia-Boone County guidance/regulations will be reviewed and conference protocols established. These protocols could include social distancing, masking, hand sanitizing stations, limitations to the number of people in meeting rooms, vendor exhibits, restrooms, and limited meal and beverage options, etc. All attendees, vendors and staff will be notified in advance of any established protocols.

Conference Information



HOTEL

ACCOMMODATIONS

The Holiday Inn Executive Center is the site for the 2021 Joint Conference. A room rate of \$105.00 for single/double occupancy is available until August 23, 2021 by calling 573-445-8531.

Holiday Inn Executive Center
2200 I-70 Drive SW
Columbia, MO 65203

CONTINUING EDUCATION

Continuing Education is pending at this time.

CANCELLATION POLICY

Cancellations can be made anytime, all cancellations will be charged a \$25 processing fee. **No Refunds will be given after September 13, 2021.**

EXHIBITS

Exhibiting at the Conference is a great way to target hundreds of professionals interested in your products and services. The exhibit hall will be open throughout the show and several breaks are scheduled with the exhibitors. Booth space is \$350 for a for-profit and \$225 for a non-profit groups, and can be reserved by calling MPHA at 573-634-7977.

There are also several sponsorship opportunities throughout the Conference. Call MPHA for more information on sponsorships.

Deadline for this application is September 13, 2021.

SPONSORS

Gold Sponsor- \$3,000
Silver Sponsor - \$1,000
Keynote Speaker - \$2,000

CONFERENCE ATTIRE

The dress for the conference is business casual. Men's business casual: jacket optional, casual pants (khakis) with a collared shirt or golf shirt. Women's business casual: slacks, skirts, dress shorts or Capri's with coordinating top or jacket. Meeting rooms tend to be cool, so bring a jacket or a sweater to ensure your comfort.

REGISTRATION DEADLINE

Please complete a registration form for each individual attending the conference. In order to receive pre-registration rates your registration form must be received at the MPHA office by September 13, 2021.

Mail form with payment to
MPHA
722 E. Capitol Avenue
Jefferson City, MO 65101
or fax the registration form to
573-635-7823.

If you have questions contact MPHA directly at 573-634-7977.

Registration Form

Please Print

Name _____

Agency _____

Address _____

City, State _____ Zip _____

Phone _____ Email _____

Two day registration includes 2 breakfasts, 2 lunches, breaks and conference materials.

	Before 9/13	After 9/13
<input type="checkbox"/> Pre-Conference - Wednesday (9/22)	\$75	\$100
<input type="checkbox"/> Member - Two Days (9/23-24)	\$175	\$200
<input type="checkbox"/> Member - Thursday	\$100	\$125
<input type="checkbox"/> Member - Friday	\$100	\$125
<input type="checkbox"/> Non-Member - Two Days (9/23-24)	\$325	\$350
<input type="checkbox"/> Non-Member - Thursday	\$175	\$225
<input type="checkbox"/> Non-Member - Friday	\$175	\$225
<input type="checkbox"/> Full Time Student - Both Days	\$70*	\$70*
<input type="checkbox"/> Full Time Student - Thursday Only	\$35	\$35
<input type="checkbox"/> Full Time Student - Friday Only	\$35	\$35
<input type="checkbox"/> Retiree - Two Days (must be retired)	\$75	\$100
Total \$ _____		

**Must be a FULL-TIME student currently enrolled in a Missouri Institution of higher education*

I am/My Agency is Currently a Member of the following groups.

(Check only the ones that apply)

- MoALPHA
- MPHA
- MoCPHE

Breakout Sessions

(Check only one for each breakout)

Thursday Only

- Verbal Judo
- Compassion Fatigue

COVID-19 Questionnaire

Have you been fully
vaccinated?

- Yes
- No

PAYMENT OPTIONS

- MasterCard/Visa/Discover/American Express
- Check
- Invoice my Agency

Credit Card # _____

Exp. Date _____ V-Code _____

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Fax registration form to 573-635-7823 or for questions call 573-634-7977

Missouri Public Health Association

722 E. Capitol Avenue

Jefferson City, MO 65109

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