

Creating a Healthier MISSOURI

For Science. For Action. For Health.

September 24-26, 2019
Holiday Inn Executive Center
2200 I-70 SW
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.

PRESENTED BY

Missouri Public Health Association,
Missouri Association of Local Public Health Agencies,
Missouri Institute for Community Health
and the
Missouri Department of Health and Senior Services

GENERAL SESSION SPEAKERS

Bob Hughes, Missouri Foundation for Health
Lindsey Baker, PhD, Missouri Budget Project
Kim Becking, Motivational Speaker, Change & Leadership Expert
Casey Parnell, #HealthierMO

Tuesday, September 24, 2019

- 12:30 pm Registration
- 1:00-4:00 pm **Conflict Resolution**
The training session will focus on how professionals in the public health field can better understand and manage the conflicts they experience in their work. Topics addressed will include the following: The causes and dynamics of conflict; The role of perceptions and needs in conflict; Understanding and managing emotions in conflict; De-escalating emotions in conflict; Conflict styles and their role in interactions; Strategies for managing conflicts effectively; The use of mediation and conflict coaching in conflict management. The training will include interactive activities to engage learners in the material, including large group discussion, small group work, role play, and/or fishbowl demonstrations.
Speaker: Dr. Charlene Berquist, Director, Center for Dispute Resolution, Professor, Department of Communication, Missouri State University; Heather Blades, Associate Director, Center for Dispute Resolution
- 4:30-6:30 pm MoALPHA Session for New Administrators
- 5:00-6:30 pm MPHA Board Meeting (Off-Site)

Wednesday, September 25, 2019

- 7:00 am Exhibitor Set-Up and Continental Breakfast
- 8:00-10:00 am Registration and Poster Competition Set-Up
- 9:00-10:00 am MPHA General Membership Meeting
- 10:00-11:30 am **WELCOME**
Speaker: Dr. Randall Williams, Director, MODHSS (invited); Andrew Warlen, MPHA President; Kelley Vollmar, MoALPHA President
- TRANSFORMING THE FUTURE OF PUBLIC HEALTH- A #HEALTHIERMO UPDATE**
A quick overview of Phase I and an update on the progress of Phase II of the HealthierMO initiative along with plans for the future.
Speaker: Casey Parnell, #HealthierMO
- OPENING SESSION**
The Past, Present, and Future of Public Health in Missouri: Coming to Grips
Public health is a vital function for the health of all Missourians, but there is a widely recognized need for significant change to bring it up to 21st century standards. We'll take a brief look at the past and present state of public health in Missouri to understand the current status and how we got here. Then we'll explore ways that Missouri public health can move toward a more effective future that better meets the need of Missourians.
Speaker: Bob Hughes, PhD, President & CEO, Missouri Foundation for Health
- 11:30-1:00 pm Awards Luncheon
- 11:30-1:00 pm Poster Competition
- 1:00 pm **BREAKOUT WORKSHOPS**
Standardizing the Non-Medical Exemption Process Across Missouri
Currently no federal vaccination law exists in the United States. The State of Missouri is one of 47 states that allows parents/guardians to obtain non-medical vaccine exemptions for their child. There is currently no standardized process for how parents/guardians can obtain non-medical exemptions. The need for a standardized non-medical exemption process in Missouri gained momentum due to a steady decline in vaccination rates among school-aged children and documented vaccine preventable illness outbreaks across the country. In March of 2019, representatives from Missouri Center for Public Health Excellence (MOCPE) came together to form a non-medical exemption workgroup. The goal of the group was to create a standardized

process for obtaining non-medical exemptions within the MOCPE Local Public Health Agencies (LPHA). The workgroup created a standardized process that includes a required consent form, a questionnaire, and a clinical standard operating procedure. The MOCPE workgroup proposes that they provide a presentation via a facilitated panel discussion on the topic have vaccine exemptions. The panel will represent LPHA's from across the state participating in the MOCPE workgroup to improve and standardize the exemption process. The moderated panel will explore the challenges associated with vaccination exemptions, and the various components of the standardized exemption process. The panel participants will also explore the process for building consensus and resolving the differing opinions. The presentation will include resources for those in attendance that are interested in adopting the approach developed by the workgroup.

Moderator: Larry Jones, Springfield-Greene County Health Department; Panelists: Sara Evers, Tiffany Wilkinson, Stephanie Woehl, Trina Teacutter

Addressing the Epidemic of Youth Use of Juul and Other Electronic Smoking Devices

Learn about e-cigarettes, including Juul and the next generation products and their addiction potential. We will discuss the prevalence of this growing trend and perceptions of harm. Participants will have the opportunity to learn about interventions for prevention and treatment for those trying to quit.

Speaker: Dr. Kevin Everett; Jenna Wintemberg; Ginny Chadwick

Newborn Screening-Public Health Impacting Lives from Birth

Public Health touches every Missouri citizen within their first few days of life with the Newborn Screening Program. This breakout session will provide an overview of Newborn Screening performed in the State of Missouri, impacts of screening and public health interventions. Learn what new testing is on the horizon and how Newborn Screening is "Creating a Healthier Missouri"!

Speaker: Tracy Klug, Newborn Screening Laboratory Manager, MODHSS; Lori Swartz, Newborn Screening Follow-Up Manager, MODHSS

Developing a Communication Plan

A hepatitis A outbreak, a rabies exposure, a severe flu season, or an education campaign on immunizations - all demand the right message for the right audience at the right time. A well-planned message informs, educates, motivates, responds and persuades. Learn the basic components of a strong communication plan and techniques to focus messages and multiply resources. Communication planning prepares LPHAs to anticipate communication opportunities, create engaging messages, proactively allocate resources and effectively connect with audiences.

Speaker: Jaci McReynolds, MHA, Owner, Impact Advantage, LLC

2:30 pm

Break with Exhibitors

3:15 pm

BREAKOUT WORKSHOPS

Opioid Vulnerability Assessment Project

The Missouri Department of Health and Senior Services (DHSS) received supplemental opioid crisis funding from the CDC to develop and disseminate vulnerability assessments that identify counties at high risk for 1) opioid overdoses and 2) bloodborne infections associated with nonsterile drug injection. DHSS staff will describe the process used to develop a draft document and partner with local public health agencies to gather feedback from a variety of stakeholders. The assessment methodology will be reviewed and preliminary findings shared. DHSS staff will also discuss next steps based on this work and provide suggestions of ways local partners could use the findings to address the opioid epidemic and related health concerns in their communities.

Speaker: Becca Mickels, MODHSS

HealthTran-Improving Rural Community Health by Reducing Transportation Barriers

HealthTran began in 2013 with a grant from the Missouri Foundation for Health with the intent of gathering data to improve health outcomes by reducing transportation barriers. HealthTran continues to grow in success as a program providing health access for patients in rural areas of Missouri.

Speaker: Melissa VanDyne, Executive Director, Missouri Rural Health Association; Mary Gordon, Project Manager, HealthTran

Academic/Public Health Partnerships Forum

Brainstorming the expansion of academic healthier partnerships into Missouri.

Moderator: Lynelle Phillips, RN, MPH, University of Missouri-Columbia

Missouri 2020 Census & Vote: Getting Out the Count and the Vote

In early 2020, there will be intense preparations for two critical events that will shape the future of Missouri's political life and its democracy. This session will address how LPHAs have an essential role in integrating efforts to mobilize residents for Census 2020 participation and exercising their right to vote, highlighting best practices and pitfalls.

Panelists: TBD

4:30 pm

MoALPHA Board Meeting

6:00 pm

MICH Board Meeting with Dinner

Thursday, September 26, 2019

7:30 am

Registration and Continental Breakfast

7:30 am

MoALPHA General Membership Meeting

8:30 am

GENERAL SESSION

Missouri Budget Project: How Missouri Stacks Up

When Missourians have access to the resources that help them succeed in life, such as quality health care, education, and childcare, we are all stronger as communities, and as a state. Yet Missouri is falling behind. Decades of poor tax policy decisions now mean that Missouri doesn't invest in its communities like most of the nation, or surrounding states. This session will discuss common-sense changes to our tax code that will bring tax fairness for Missourians, as well as the resources our communities need to prosper.

Speakers: Lindsey Baker, Ph.D., Research Director, Missouri Budget Project

9:45 am

Break with Exhibitors

10:15 am

BREAKOUT WORKSHOPS

Medical Marijuana

In November of 2018 the Missouri Voters approved Constitutional Amendment 2 legalizing Medical Marijuana. Status of the implementation and its impact on public health will be discussed.

Speaker: Lyndall Fraker, Medical Marijuana Director, MODHSS

Communication and Marketing

In an environment that is saturated with complex and often contradictory messages and information about health, clear communication in areas such as health promotion, disease prevention, public health directives, and health policy is of critical importance. Health literacy offers public health professionals a variety of practical, actionable strategies for improving communication with diverse public audiences, peer organizations, and allied practitioners in fields such as medicine, emergency management, and news media. Attendees will learn about strategies such as plain language and teach-back, and ways to apply them in a wide variety of communication channels, from email to social media.

Speaker: Christopher Casey, MPH, Senior Health Communication Coordinator, Health Literacy Media

How to Have Difficult Conversations

An interactive session where attendees will discuss the importance of having difficult conversations with staff and how to handle emotions during these conversations.

Speaker: Julie Herigon, BS, English Education, Staff Development and Training Coordinator, MODHSS

11:15 am

Break with Exhibitors

11:30 am

BREAKOUT WORKSHOPS

Exploring the Communications Echo Chamber and Ways to Escape

Do you ever feel like you talk about Public Health but are not getting through to your audience? This session will provide concepts, tools and resources to help you and your department become part of the public conversation.

Speaker: William D. Snook, M.S., Ed. Senior Information and Policy Officer, Kansas City Health Department; Jaci McReynolds, MHA, Owner, Impact Advantage, LLC

Working With Your County Commissioners

Learn how to collaborate with your County Commissioners, even if you have a local Board of Health. There are many mutual needs between the health department/board of health and the county commission. A panel will explain how to use these mutual needs to expand opportunities to work together.

Speaker: Charles Herbst, Association Commissioner, 2nd District (Cape Girardeau), President, County Commissioners Association of Missouri; Jane Wernsman, Director, Cape Girardeau County Public Health Center; JoAnn Martin, Administrator, Pettis County Health Center

Evaluation Based on the Foundational Public Health Services

This training session will highlight the importance of evaluating processes and systems in Public Health organizations improvement journey. Adopting evaluation and performance improvement standards and measures provided through the Missouri Institute for Community Health provides the framework necessary in this journey. Effectively using proven quality improvement principals and tools aimed at reducing variations within processes will be critical in building a good foundation for a sound QI Plan. *This session will seek to provide answers to basic questions about a program's effectiveness while helping the audience to understand how data can be used to improve program services.*

Speaker: Stephen Njenga, MPH, MHA,, CPHQ, CPPS, Director of Performance Measurement Compliance, Missouri Hospital Association

12:30 pm

Luncheon

1:00 pm

CLOSING SESSION

Building a Momentum Mindset: How to Conquer Change, Boost Resilience and Accelerate Your Success No Matter What Hits the Fan

Unexpected changes. "Stuff" hitting the fan. Business is tougher, more competitive and more unpredictable than ever. Doing more with less. Constant innovation. Regulatory, legal or policy changes being thrust upon you and your organization. Add to that dealing with tough issues at home and at work and life can become overwhelming. Change, uncertainty and disruption are guaranteed. But growth and progress are not. How you deal with this ever-changing high stress world is completely up to you. You have a choice. Your people have a choice. Your organization has a choice. To stay stuck or to develop a Momentum Mindset® so that you can move forward and grow with grit. Kim doesn't want you to just bounce back after change and adversity. She wants you to bounce higher and propel you forward - faster, further and stronger than ever before - no matter what work or life throws at you. Buckle up and hold on, because Kim is going to show you how to build a "Momentum Mindset®" where you push past limited thinking, get unstuck and use the challenges, change and adversity in your life as the fuel you need to accelerate success. Kim shares her own stories of resilience in life and business with healthy doses of vulnerability, humor and motivation. Leave this program equipped with the tools you need to transform your mindset, conquer change and challenges and create the everyday resilience required in this ever-changing complex world to build momentum and accelerate your success no matter what.

Speaker: Kim Becking, Motivational Speaker, Change & Leadership Expert

Conference Information



HOTEL

ACCOMMODATIONS

The Holiday Inn Executive Center is the site for the 2019 Joint Conference. A room rate of \$99.95 for single/double occupancy is available until September 3, 2019 by calling 573-445-8531.

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

CONTINUING EDUCATION

Continuing Education will be available for Health Educators.

CANCELLATION POLICY

Cancellations can be made anytime on or before September 15, 2019 but will be charged a \$25 processing fee. **No Refunds will be given after September 15, 2019.**

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 \$400 for a for-profit and \$275 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 15, 2019.

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 15, 2019. Mail form with payment to **MPHA, 722 E. Capitol Ave., Jefferson City, MO 65102** 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.

I am/My Agency is Currently a Member of

MoALPHA or MPHA

	Before 9/15	After 9/15
<input type="checkbox"/> Pre-Conference - Tuesday (9/24)	\$75	\$100
<input type="checkbox"/> Member - Two Days (9/25-26)	\$175	\$200
<input type="checkbox"/> Member - Wednesday	\$100	\$125
<input type="checkbox"/> Member - Thursday	\$100	\$125
<input type="checkbox"/> Non-Member - Two Days (9/25-26)	\$325	\$350
<input type="checkbox"/> Non-Member - Wednesday	\$175	\$225
<input type="checkbox"/> Non-Member - Thursday	\$175	\$225
<input type="checkbox"/> Full Time Student - Both Days	\$70*	\$70*
<input type="checkbox"/> Full Time Student - Wednesday Only	\$35	\$35
<input type="checkbox"/> Full Time Student - Thursday 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*

Breakout Sessions

(check only one for each breakout)

Wednesday - Breakout Workshop

- Non-Medical Exemption Process
- Electronic Smoking Devices
- Newborn Screening
- Communication Plan

Wednesday - Breakout Workshop

- Opioid Vulnerability
- HealthTran
- Public Health Partnerships
- 2020 Census

Thursday - Breakout Workshop

- Medical Marijuana
- Communication and Marketing
- Difficult Conversations

Thursday - Breakout Workshop

- Communications Echo Chamber
- County Commissioners
- Foundational Public Health Services

PAYMENT OPTIONS

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

Credit Card # _____

Exp. Date _____ V-Code _____

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Missouri Public Health Association

722 E. Capitol Avenue

Jefferson City, MO 65109

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