

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 28-29, 2021

Virtual Conference

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, MPH, Former KCMO Director of Health

Dr. Kaye Bender, President-Elect, APHA

Adam Crumbliss, MODHSS

Karen DeSalvo, MD, MPH, MSC, Chief Health Officer, Google

Lisa Macon Harrison, President, NACCHO

Dr. Joseph Hulgus, Missouri State University

Donald Kauerauf, Director, MODHSS

Casey Parnell, #HealthierMO

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

Dr. Lynn Rossy

Chad Stiefferman, Advanced Tactical

Denise Strehlow, RD, LD, MPH, MSW, RD, BJC Healthcare School Outreach

John Thomas, MODHSS

Tuesday, September 28, 2021

9:00 am

WELCOME by Missouri Governor Mike Parson

Moderator: Kristi Campbell, Cole County Health Department

Speakers: Donald Kauerauf, Director, Missouri Department of Health & Senior Services; Adam Crumbliss, Missouri Department of Health & Senior Services; Dr. Kaye Bender, President-Elect, American Public Health Association (APHA); Lisa Macon Harrison, President, National Association of County and City Health Officials (NACCHO)

10:00 - 11:00 am

OPENING SESSION

COVID-19 Sector Impact Assessments: Common Challenges and Next Steps

Moderator: Kristi Campbell, Cole County Health Department

Speaker: Karen DeSalvo, MD, MPH, MSC, Chief Health Officer, Google; Dr. Rex Archer, MD, MPH, Director, Population and Public Health, Professor, Curriculum and Integrated Learning, College of Osteopathic Medicine, Former KCMO Director of Health, Chair, Public Health Accreditation Board (PHAB)

11:00 - 11:30 am

BREAK

11:30 am

GENERAL SESSION

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.

Moderator: Kristi Campbell, Cole County Health Department

Speaker: Chad Stieferman, Advanced Tactical, LLC

12:30 pm

GENERAL SESSION

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

Public health nurses have been the front line unsung heroes during the pandemic! For instance, we know people are most influenced in their decisions about vaccination from their one-one-one conversations with their nurses and doctors. Misconceptions abound, leading to tremendously challenging interactions, especially in rural areas. Rapidly changing science and disease control strategies, the emergence of variants, and other factors only add to the ongoing challenges. The purpose of this session is to share best communication practices, strategies and resources to support our public health nurses.

Moderator: Scott Clardy, Columbia/Boone County Public Health & Human Services

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

1:30 - 2:00 pm

BREAK

2:00 - 3:00 pm

GENERAL SESSION

Student Forum

Designed for public health students and those in the public health field, the student forum presents a panel of current public health professionals practicing in a variety of non-traditional public health careers. The panelists represent areas beyond local public health agencies and government that will showcase the expansive and diverse opportunities offered within the field. In this session, you will learn about the trajectories, experiences, and contributions made by the panelists towards Missouri's collective public health efforts, as well as have the opportunity to ask your own questions.

Moderator: Scott Clardy, Columbia/Boone County Public Health & Human Services; Session Moderator: Emily Fessler, Ozarks Public Health Institute
Panelists: Denise Strehlow, RD, LD, MPH, MSW, RD, MICH President, Interim Director, BJC Healthcare School Outreach and Youth Development; Nick Collins, MPH, BSN, MCHES, Health Engagement Consultant, UnitedHealthcare; Dr. Ram Raghavan, PhD, MS, PG Diploma, BSc, Assistant Professor, Veterinary Pathobiology, University of Missouri; Jaci McReynolds, MHA, Impact Advantage LLC

3:00 - 4:00 pm

GENERAL SESSION

A Health Equity Conversation: Accelerating Transformation Through a Culture of Belonging

Health equity is at the core of our public health mission – and our transformational work through our Foundational Public Health Services model. Many LPHA's around the state are successfully tailoring services to provide fair opportunities for every person in their communities to be as healthy as possible (can live their healthiest lives). But while we strive for health equity, the reality is that some groups in our communities are not doing as well as others. This interactive session outlines our plans for collaborating with state-wide LPHA leaders to build on health equity for public health transformation and improve population health by leading a culture of belonging. We'll also get your guidance on this work and invite you to shape it moving forward.

Moderator: Casey Parnell, #HealthierMO

Speaker: Traci Simpson, Co-Founder, Consilience Group; Cheryl Dickson, MD, MPH, Senior Advisor, Consilience Group; Juanita Ortiz, MBA, Senior Manager, Consilience Group

4:00 pm

Adjourn

Wednesday, September 29, 2021

8:30 - 9:30 am

GENERAL SESSION

HealthierMO ReBoot

#HealthierMO will be sharing updates about the ongoing public health system transformation initiative, including the latest on the refinement of the Foundational Public Health Services (FPHS) Model. We will also share the latest analysis from the FPHS capacity assessment and future plans for the initiative.

Moderator: Bert Malone

Speaker: Casey Parnell, #HealthierMO

9:30 - 10:30 am

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.

Moderator: Bert Malone

Speaker: Dr. Lynn Rossy

10:30 - 11:00 am

BREAK

11:00 - 12:00 noon

GENERAL SESSION

Public Health Infrastructure 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.

Moderator: Bert Malone

Speakers: Dr. Rex Archer, MD, MPH, Director, Population and Public Health, Professor, Curriculum and Integrated Learning, College of Osteopathic Medicine, Former KCMO Director of Health, Chair, Public Health Accreditation Board (PHAB); Denise Strehlow, RD, LD, MPH, MSW, RD, MICH President, Interim Director, BJC Healthcare School Outreach and Youth Development

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.

Moderator: Faisal Khan, Saint Louis County Department of Public Health

Speaker: Dr. Joseph Hulgus, Missouri State University

1:00 - 2:00 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.

Moderator: Faisal Khan, Saint Louis County Department of Public Health

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

Registration Form

Please Print

Name _____

Agency _____

Address _____

City, State _____ Zip _____

Phone _____ Email _____

Registration

| | |
|---|--------------|
| <input type="checkbox"/> MEMBER—Two Days (9/28-29) | \$150 |
| <input type="checkbox"/> Tuesday ONLY | \$75 |
| <input type="checkbox"/> Wednesday ONLY | \$75 |
| <input type="checkbox"/> NON-MEMBER—Two Days (9/28-29) | \$300 |
| <input type="checkbox"/> Tuesday ONLY | \$150 |
| <input type="checkbox"/> Wednesday ONLY | \$150 |
| <input type="checkbox"/> FULL TIME STUDENT—Two Days (9/28-29)* | \$70 |
| <input type="checkbox"/> Full Time Student - Tuesday Only | \$35 |
| <input type="checkbox"/> Full Time Student - Wednesday Only | \$35 |
| <input type="checkbox"/> RETIREE—Two Days (9/28-29) | \$70 |
| <input type="checkbox"/> Retiree - Tuesday Only | \$35 |
| <input type="checkbox"/> Retiree - Wednesday Only | \$35 |

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

PAYMENT OPTIONS

MasterCard/Visa/Discover/American Express

Check Invoice my Agency

Credit Card # _____

Exp. Date _____ V-Code _____

The registration deadline is September 21, 2021 - no refunds will be given after this date.

Please complete a registration form for each individual attending.

Mail registration form with payment to MPHA, 722 E. Capitol Avenue, Jefferson City, MO 65101

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