

**2012 Kansas Public Health Association Conference**



**October 1-3, 2012**

**Capitol Plaza Hotel and Convention Center**

**Topeka, Kansas**

Please join us for the 69th Annual Kansas Public Health Association Fall Conference and the Kansas Health Literacy Summit to be held at the Capitol Plaza Hotel and Convention Center, Topeka, October 1-3, 2012. Conference sessions will focus on our theme of “*Healthy Food for a Healthy Kansas*”.

### **MAJOR SPONSORS**

Johnson County Health Department  
Kansas Health Foundation  
Tobacco Free Kansas  
UniCare  
University of Kansas Master of Public Health Program

### **CONFERENCE PLANNING COMMITTEE**

**Ellen Averett**, Conference Chair, President Elect, KPHA, University of Kansas Medical Center (KUMC)  
**Shirley Orr**, President, KPHA, Public Health Consultant  
**Elaine Schwartz**, Executive Director, KPHA  
**Erica Anderson**, Tobacco Free Kansas Coalition  
**Eric Bowles**, Johnson County Health Department  
**Eldonna Chesnut**, APHA Representative, Johnson County Health Department  
**David Cook**, KUMC  
**Greg Crawford**, Kansas Department of Health and Environment (KDHE)  
**Linda Frazee**, Abstract Committee, KDHE  
**John Hamdorf**, KUMC  
**Nicole Heim**, NHPH Consulting  
**Heather Henke**  
**Tanya Honderick**, KUMC  
**Daniel Lassley**, KDHE  
**Richard Morrissey**, Public Health Consultant  
**Brenda Nickel**, KDHE  
**Michelle Peterson**, KDHE  
**Nicole L. Rogers**, Wichita State University  
**Theresa Shireman**, KUMC  
**Mark Thompson**, Kansas Department of Education  
**Becky Tuttle**, Sedgwick County Health Department  
**Ruth Wetta**, KUMC

### **KEYNOTE PRESENTATIONS /SPECIAL GUESTS**



**Tuesday, October 2, 2012**  
**8:45 –9:30 a.m.**  
**American Public Health Association President's Address**  
*Melvin D. Shipp, OD, MPH, DrPH, President, American Public Health Association*

Dr. Melvin D. Shipp, Dean, Ohio State University College of Optometry has been an active APHA member for over 25 years. He is the current APHA President and a member of APHA’s Public Health Fellowship Committee. He is also the Founding Chair of the APHA Education Committee.



**Tuesday, October 2, 2012**  
**9:30 – 10:45 a.m.**  
**Beans and Greens**  
*Gayla Brockman, MS, Executive Director, Menorah Legacy Foundation*

In 2010, Gayla Brockman, along with community leaders, launched and now runs the Kansas City Beans and Greens program. Greens and Beans makes locally grown, fresh produce sold at farmers markets, market stands and a mobile market accessible and affordable for persons receiving food assistance.



**Tuesday, October 2, 2012**  
**1:00 - 1:30 p.m.**  
**Health Care Reform, the Exchange and Where We Are**  
*Sandy Praeger, BS, Kansas Insurance Commissioner*

Commissioner Sandy Praeger is responsible for regulating all insurance sold in Kansas and overseeing the nearly 1,700 insurance companies and more than 98,000 agents licensed to do business in the state.



**Tuesday, October 2, 2012**  
**7:00 – 9:00 p.m.**  
**Dinner Theater/Entertainment**  
**by the Topeka Civic Theatre's**  
**“Senior Class”**

“Senior Class” features Marvin Stottlemire as part of an improvisational comedy company made up of actors over the age of 50. The group will perform original comic sketches and create scenes based on audience suggestions. Don’t miss your opportunity to be part of the fun! Admission fee includes dinner and entertainment. Pre-register for this optional evening event now!



**Wednesday, October 3, 2012**  
**8:30 – 9:15 a.m.**  
**Continuing the Journey to a**  
**Tobacco Free Kansas**  
*(sponsored by Tobacco Free Kansas)*  
*Jeffrey Willett, PhD*  
*Vice President for Programs,*  
*Kansas Health Foundation*

Jeffrey Willett oversees the Kansas Health Foundation’s grant activities. Willett joined the Foundation in 2012 after serving as director of the New York State Tobacco Control Program. He has also served as the director of research and evaluation for the Ohio Tobacco Prevention Foundation.



**Wednesday, October 3, 2012**  
**12:30 – 1:15 p.m.**  
**Leading a Vision for a Healthy**  
**Kansas**  
*Robert Moser, MD, Secretary, Kansas*  
*Department of Health and Environment*

In January 2011, Dr. Moser was appointed by Governor Sam Brownback as the Secretary of the Kansas Department of Health and Environment.

## **CONFERENCE AGENDA**

### **Monday, October 1**

10:00 – 11:30 a.m.	<b>KPHA Board Meeting</b>
12:00 – 5:00 p.m.	<b>Kansas Health Literacy Summit</b>
1:00 – 5:00 p.m.	<b>Pre-Session: Leading Quality in the Kansas Public Health System</b>
1:00 – 5:00 p.m.	<b>Pre-Session: Analytic Tools for Public Health</b>
4:00 - 6:00 p.m.	<b>Exhibitor Set-Up</b>

## **PRECONFERENCE SESSION DESCRIPTIONS**

### **Monday, October 1** **PRE-SESSIONS**

Conference participants will have their choice of attending the Kansas Health Literacy Summit or one of two additional *optional* pre-sessions, which will be offered on Monday, October 1. These sessions require pre-registration and the payment of an additional registration fee. Separate contact hours for professional relicensure will be available.

### **SESSION ONE (includes lunch)**

- **Kansas Health Literacy Summit, held in conjunction with the Kansas Public Health Association's Annual Conference**  
*Deborah Boulware O’Neal, PhD, Project Director*  
*"Healthier Kansans through Improved Health Literacy"*

This Summit will bring together healthcare providers, educators, policymakers, researchers, and others who have developed programs and best practices to address the low health literacy challenge. Presenters will discuss the National Action Plan to Improve Health Literacy, identify “promising practices” currently in place, and provide participants the opportunity to help shape a health literacy plan for Kansas.

**Learning Objectives:**  
**Participants who attend this session will be able to:**

1. Describe the health literacy challenge from a

- national perspective.
2. Discuss with the National Action Plan to Improve Health Literacy.
  3. Describe the importance of health literacy and its impact on health issues for Kansas.
  4. Recognize the impact of low health literacy on high medical costs.
  5. Identify “promising practices” currently in place in Kansas.

**SESSION TWO – 1:00-5:00 p.m. (does not include lunch)**

**Leading Quality in the Kansas Public Health System: Quality Improvement, Performance Management, and Accreditation Readiness**

Session Facilitator: *Shirley Orr, KPHA President, Public Health Consultant, and RWJ Executive Nurse Fellow*

Is your agency exploring the next steps to excellence in performance and accountability through national public health accreditation? This KPHA Conference Pre-session will provide an update on efforts that are underway to advance system-wide quality improvement and accreditation of local, state, and tribal health departments. Session participants will have the opportunity to inform the Kansas strategy for public health system transformation. Don’t miss the opportunity to dialogue with local, regional, state, and national experts in the field to gain practical information and resources to support your agency’s work and shape the state plan for quality improvement, performance management, and accreditation readiness.

**Learning Objectives:**

**Participants who attend this session will be able to:**

1. Advance a culture of quality in the Kansas public health system.
2. Share best practices for quality improvement and performance management in public health practice.
3. Increase the capacity of Kansas’ public health agencies to meet national standards and attain accreditation.

**SESSION THREE – 1:00-5:00 p.m. (does not include lunch)**

**Analytic Tools for Public Health**

*This is a two part pre-session.*

**Part One**

- **Cost Analyses for Public Health Interventions**  
*Theresa I. Shireman, PhD, RPh, Professor, Departments of Preventive Medicine & Public Health and Health Policy & Management, University of Kansas Medical Center, School of Medicine*

Scarce resources dictate greater accountability for expenditures within public health. A key factor that should be used in determining the optimal allocation of public health dollars is the idea of efficiency. Dollars should be spent where they will generate the greatest good: e.g., the most bang for our buck. Cost-effectiveness analysis has emerged as a tool to help us sort through efficiency questions. This pre-session will provide an introduction to the principles of cost-effectiveness analyses as they apply to public health. The session will include an overview of key principles followed by examples of the application to public health interventions.

**Learning Objectives:**

**Participants who attend this session will be able to:**

1. Explain how different perspectives effect cost-effectiveness calculations.
2. Differentiate between different types of cost-effectiveness ratios.
3. Select the most appropriate cost-effectiveness ratio for a given project.
4. Specify how to identify, measure and value inputs for a given public health intervention.
5. Specify primary and secondary outcomes for determining the effect of a public health intervention.
6. Compute the cost-effectiveness of a given public health intervention using two or more different ratios.
7. Discuss the implications of findings from a cost-effectiveness analysis of a public health intervention.

**Part Two**

- **An Introduction to Statistical Methods to Support Evidence-Based Public Health**

Jo A. Wick, PhD, Assistant Professor, Department of Biostatistics, University of Kansas Medical Center, School of Medicine

Evidence-based practice in public health involves gathering evidence in the form of scientific data and applying the scientific method to inform policy development and the establishment or development of new programs aimed at improving public health. This pre-session will provide an introduction to the concept of evidence-based public health, an overview of common analytic tools used by public health researchers to report the effects of an intervention, program or policy, and motivating examples from the public health literature to demonstrate the proper evaluation of competing evidence.

**Learning Objectives:**

**Participants who attend this session will be able to:**

1. Describe the history and role of evidence-based practice in public health.
2. Calculate and interpret epidemiologic measures of disease occurrence.
3. Calculate and interpret measures of effect used to compare the risk of disease between populations and subgroups.
4. Recognize features, strengths and limitations of the various types of study designs.
5. Differentiate between different levels of scientific evidence.
6. Identify the roles of chance, bias and confounding in the evaluation of literature.

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**CONFERENCE AGENDA**

**Day One – General Conference**

**Tuesday, October 2, 2012**

- 6:30 - 7:30 a.m.      **Exhibitor Setup**
- 7:30 - 8:30 a.m.      **Registration/Breakfast/  
Visit Exhibitors**
- 8:30 – 8:45 a.m.      **Welcome, Conference  
Overview, Video**  
*Shirley Orr, KPHA President,*

*Public Health Consultant and  
RWJ Executive Nurse Fellow*

- 8:45 –9:30 a.m.      **Keynote Presentation**  
APHA President's Address  
*Melvin D. Shipp, OD, MPH,  
DrPH, President, American  
Public Health Association*
- 9:30 – 10:45 a.m.      **Keynote Presentations**
  - Impact of Food Systems on Public Health  
*TBA*
  - Beans and Greens  
*Gayla Brockman, MS, Executive  
Director, Menorah Legacy  
Foundation*
- 10:45-11:15 a.m.      **Beverage Break - Visit Exhibits  
– Poster Setup**
- 11:15-12:15 p.m.      **Breakouts – Session 1**
  - 1.1      **Employment as a Health Determinant in a  
Medicaid Population with Disabilities**  
Working age individuals with disabilities are a health disparity population characterized by increased risk factors such as smoking and obesity, lower overall health status, and greater health care costs. This presentation will discuss a study to determine the moderating effects of employment on health and health behaviors in this group.  
*Presenter: Jean Hall, PhD*
  - 1.2a      **A Current Overview and Analysis of the 21<sup>st</sup>  
Century Kansas Farmers Markets from a  
Social Enterprise Perspective**  
This overview of the current Kansas Farmers Markets will include leveraging 21st century public health and food safety practices in a more efficient, safe, sustainable, and profitable manner and how technology and improved social enterprise mechanisms can be a win-win outcome for both farmer and consumer within the state, county, and local communities that the Farmers Markets serve.  
*Presenter: Skylar Joyner, MSW, MPA, LCC*

- 1.2b **Market to Table: Farmers Markets & Concurrent Cooking Demonstrations at Riley County Health Department**  
 This presentation will share an effective methodology for increasing WIC client access to and education on preparation of fresh fruits and vegetables, provide a model of effective strategies for other WIC programs and provide information on trends/problems encountered.  
*Presenter: Katherine Vaughan*
- 1.3 **Connecting the Dots: Bullying, Teen Dating Violence – Where Are the Disconnects & Opportunities for Prevention**  
 This session will focus on disconnects associated with the importance of romantic relationships in middle school, the role of adults in prevention & intervention, and when prevention/intervention should optimally occur. Implications will be drawn from locally collected qualitative and quantitative data and experiences in implementing prevention strategies.  
*Presenters: Jodie Hertzog, PhD; Rochelle Rowley, PhD; Nancy Carroll, LCSW*
- 1.4a **Narrowing the Gap: Health Literacy as an Approach to Health Disparities**  
 This session will describe health disparities, the evolution of health literacy (its definition, assessment methods and relevance to population health outcomes) and provide some suggestions for methods to improve health literacy, and thus health disparities, through the community and clinical setting.  
*Presenter: Amy Chesser, PhD*
- 1.4b **Exploring Social Determinants of Birth Outcomes Among Young Women to Inform Community Change**  
 This presentation will focus on a formative research methodology used to describe health literacy and environmental factors related to birth outcomes in a local community that identified several specific strategies to improve health outcomes for those most at-risk.  
*Presenter: Nikki Keene Woods, PhD*
- 1.4c **A Community Adolescent Breastfeeding Study – Lessons Learned**  
 This session will describe three different health literacy assessment tools used with adolescents, the relationship between health literacy and breastfeeding outcomes among adolescents and identify different strategies for recruiting adolescent mothers.  
*Presenter: Nikki Keene Woods, PhD*
- 1.5a **Building a Global Public Health Game (and Course) at K-State**  
 “Where in the World is Dr. Salus ‘Dynamica’ Mundi?” An adventuresome global health doctor travels the world to address issues of global health while an intrepid reporter, Nina Novus, is in hot pursuit for the scoop of her career. This presentation will address the public health backstory of the game’s design, the uses of narrative, the creative application of chroma-keying and videography, for an engaging game, which went live in late 2011.  
*Presenter: Shalin Hai-Jew, EdD*
- 1.5b **Food Insecurity on Campus: A Model Initiative for Universities**  
 College students may be among those who are food insecure due to lack of resources. This session highlights the Wichita State University Hunger Awareness Initiative, a college campus hunger awareness model, built upon four pillars: collaborators, media, events and research. The model enables other universities to foster their own initiative, while foregoing the trial-and-error process.  
*Presenter: Pamela O’Neal, MA*
- 12:15 – 12:30 p.m. **Break – Visit Exhibits**
- 12:30 - 1:00 p.m. **Lunch**
- 1:00 – 1:30 P.M. **Keynote Presentation**  
 “Health Care Reform, the Exchange and Where We Are”  
*Sandy Praeger, BS, Kansas Insurance Commissioner*
- 1:30 - 2:30 p.m. **KPHA Annual Business Meeting**
- 2:30 – 2:45 p.m. **Beverage Break – Visit Exhibits**

2:45– 3:45 p.m.

## Breakouts – Session 2

- 2.1 **Breaking down the Silos through Primary Care and Public Health Integration: Successes from a Health Department – University Collaboration**  
As national partnerships are emerging and modeling the integration of primary care and public health, the importance of such integration at the local level continues to increase. This presentation describes the importance of fostering such partnerships, successes and lessons learned from a local collaboration (the Sedgwick County Health Department and the University of Kansas School of Medicine – Wichita), and steps to create primary care-public health collaborations in new communities across Kansas.  
*Presenter: Nikki Keene Woods, PhD*
- 2.2a **Growing Food, Growing Health: School Garden Model in Lawrence, Kansas**  
Establishing school gardens is one highly effective tool towards increasing physical activity and encouraging healthy eating. Growing Food, Growing Health is a dynamic and multifaceted school garden project created by the Community Mercantile Education Foundation in Lawrence, Kansas, involving three on-site school gardens, cared for by student gardeners. Produce is sold to raise money for the project and used in the cafeteria while school is in session.  
*Presenter: Nancy O'Connor, MEd*
- 2.2b **Kansas School Gardening Coalition: Collaborating to Grow Healthy Kansas Kids**  
The Kansas School Gardening Coalition is a partnership of agencies, organizations, community leaders, educators, and gardening experts who support and build capacity for school gardening and related efforts across Kansas. Join coalition members to explore how the Kansas School Garden Curriculum, Farm to School Initiatives, Fresh Fruit and Vegetable Programs, School Health & Wellness Initiatives and other related programs promote healthy food for a healthy Kansas.  
*Presenters: Melissa Arthur; Barb Depew, RD, LD; Julie Mettenburg*

2.3 **Partnerships between Private and Nonprofit Organizations to Improve Safe Sleep in One Community**

Sudden Infant Death Syndrome accounts for 6.22 deaths per 1000 live births in the United States each year, and is the 3rd leading cause of infant death in Sedgwick County. Appropriate sleep position and environment help reduce the risk of infant mortality. This presentation highlights community initiatives begun in Sedgwick County to target all infant caregivers, in multiple locations, using varied educational techniques while presenting a consistent message.

*Presenters: Carolyn Ahlers-Schmidt; PhD, Brooke Mason, MD, FAAP; Stephanie Kuhlmann, DO; Shalae Harris, RN, BSN, MPW; Christy Schunn, LSCSW*

2.4 **Understanding Public Health Accreditation Domain 6: Public Health Laws**

This presentation will start with a discussion of the existing public health law framework and the importance of law within the field of public health. Then the presentation will provide an interpretation of the standards, measures and documentation related to PHAB Domain 6, including an in-depth discussion of the three Domain 6 standards which health departments must address in the accreditation process.

*Presenter: Jennifer Bernstein, JD, MPH*

2.5 **Health Literacy 101: An Introduction to Health Literacy and an Update on Current Activities of Health Literacy Kansas**

*Presenter: Deborah Boulware O'Neal, Ph.D.*

3:45 – 4:45 p.m. **Break-Visit Exhibits** (Exhibitor Drawings will be held at 4:45 in the Shawnee Ballroom)

4:00 – 4:30 p.m. **Section Meetings**

4:30 – 4:45 p.m. **Break – Visit Exhibits**

4:45 – 6:30 p.m. **Poster Session/Vendor Drawings/Cash Bar/Hors d'oeuvres**

7:00 – 9:00 p.m. **Dinner and Improv Comedy by Topeka Civic Theatre's "Senior Class"** (*Optional Event, Pre-registration and payment required*)

## **CONFERENCE AGENDA**

### **Day Two – General Conference**

**Wednesday, October 3, 2012**

7:30 - 8:30 a.m. **Breakfast**

8:30 - 9:15 a.m. **Keynote Presentation**  
Continuing the Journey to  
"Tobacco Free Kansas"  
*Jeffrey Willett, PhD*  
*Vice President for Programs*  
*Kansas Health Foundation*

9:15 – 9:30 a.m. **Break**

9:30 - 10:30 a.m. **Breakouts - Session 3**

3.1 **Social Network Analysis as a Tool for Evaluating Collaborations for Trail Building**  
Trails can help increase community physical activity levels but little is known about the role that collaborations play in trail building. Social network analysis is useful to examine these collaborations. This session will detail a project to examine collaborations among organizations funded by the Sunflower Foundation to build community trails in the state of Kansas and discuss the conclusions.  
*Presenters: Katie Heinrich; Joey Lightner*

3.2a **Bringing Community-Supported Agriculture (CSA) to the University of Kansas Medical Center**  
Community Supported Agriculture (CSA) refers to a network of individuals who support local farms for food with superior flavor and nutritional value, to endorse the local economy, and steward the environment. This presentation highlights the details of implementing a student-led CSA at the University of Kansas Medical Center in order to promote healthy living.  
*Presenter: Marlies Ozias, MS*

3.2b **Farmers and Farmers Markets as Community Health Educators**  
This session will describe the dynamics at farmers markets that allow for public health education, give examples of ways in which farmers and the markets can work in concert with public health professionals, and describe useful strategies to foster healthy eating and promote health.  
*Presenters: Katherine Kelly, Jane Mosley, PhD, Nozella Brown, EdD,*

3.3 **Survey and Analysis of Wyandotte County Students in Relation to Establishment of School-Based Health Center**  
In Wyandotte County, Kansas, the need for access to healthcare is particularly glaring. This session will present a model School-Based Health Center (SBHC), an analysis of a multi-question survey to assess patient and community needs, use of resources, demographic information and an ongoing plan for further resource development that can be modeled by other SBHCs.  
*Presenter: Hilda Audardottir-Goulay, BS*

3.4 **Utilizing Community Partnerships to Conduct a Community Health Assessment for Public Health Accreditation**  
The Lawrence-Douglas County Health Department (LDCHD) began a community health assessment process in Fall 2011 using Mobilizing for Action through Planning and Partnerships (MAPP) as the framework. Presenters will share lessons learned, including adaptation of planning frameworks, optimizing community partnerships to support community engagement, and assuring community participation through all phases of the assessment process.  
*Presenters: Vicki Collie-Akers, PhD, MPH; Charlotte Marthaler*

3.5 **The Fast & Furious 2012 KPHA Healthy Homes Project**  
The KPHA Healthy Homes Network Intern Program 2012 is intended to build a resource network for priority regional sites to initiate a local healthy homes program. It has been a long-term plan of the Kansas Healthy Homes and Lead Hazard Prevention Program to establish

local coalitions to advocate and provide services to their own communities in lieu of the state program funding staff for these efforts. The results of the intern project will be summarized and shared.

*Presenters: Eric Bowles; Major Theresa Brown; Danae Wells; Alexandria McChesney; Tricia Dunlap; Sarah Webb; Ethan Vogelsang and Elaine Schwartz*

10:30 – 10:45 a.m. **Beverage Break**

10:45 - 11:45 a.m. **Breakouts - Session #4**

4.1 **University-Public Health Collaboration: Lessons Learned**

For health agencies to be accredited they need to document that they can contribute to and apply the evidence base of public health. An important component to documenting this is working with academic institutions, research centers, and institutes. This session will explore three public health/university collaborations and identify some benefits and pitfalls of collaboration between multiple institutions

*Presenters: Greg Crawford, BA; V. James Guillory, DO, MPH, FACPM; Suzanne Hawley, PhD, MPH; Susan Wilson, BGS*

4.2a **Access to Healthy Foods: Food Insecurity and Hunger in Kansas**

This session will describe what is currently known about prevalence of food insecurity and hunger in Kansas, key characteristics of households at highest risk for food insecurity, and the far-reaching health and economic consequences of food insecurity.

*Presenter: Barbara LaClair*

4.2b **Farms, Food and Health: Connecting the Dots**

Few Kansans imagine that many of our rural areas are considered “food deserts” by the USDA, defined as areas with limited access to affordable and nutritious food, and particularly those areas composed of predominantly lower-income neighborhoods and communities. This session will describe and explore the many ways in which agricultural policy and practices intersect with the health of individuals, the population, and the environment, with an eye

toward stimulating dialogue about how our farm policy can better support our health policy.

*Presenters: Barbara LaClair; Julie Mettenburg*

4.3 **UMHMF KPHA Grant: Breastfeeding Promotion and Support**

This session will focus on successful two year grant strategies connecting breastfeeding to overall health and wellness. Breastfeeding support to mothers and babies, training healthcare professionals, marketing the benefits of breastfeeding to businesses and collaboration with the healthcare community will be discussed as well as the development of support groups, community coalitions, and the delivery of public education and incentive strategies.

*Presenters: Ramandeep Kaur, MPH, RN; Susan Henning, Brenda Bandy; Martha Hagen, MS, RD, LD, IBCLC; Elaine Schwartz*

4.4a **Rise in Measles Cases...Unpredictable?**

This presentation will focus on the rise in measles cases that are occurring in our state. A brief background to understanding measles as a disease and how to recognize it and properly diagnose the disease will be provided. The Johnson County Outbreak 2011 will be discussed along with what went wrong and what went right during the outbreak investigation. An update and summary of the Finney County 2012 outbreak will be reported. Recommendations for Health Care Providers and how to report a communicable disease will be reviewed.

*Presenters: Jena Callen; Tiffany Geiger*

4.4b **A Multi-State Listeriosis Outbreak Linked to Cantaloupe from Jensen Farms in Colorado**

In 2011, Kansas collaborated with the Centers for Disease Control and Prevention (CDC), 27 state health departments, and the Food and Drug Administration to investigate an outbreak of listeriosis first identified in Colorado. This session will describe Kansas’ historical perspective for listeriosis, identify the number of Kansas residents associated with this outbreak and describe the environmental factors at the packing facility that contributed to this outbreak.

*Presenter: Jamie DeMent*

4.5a **The Kansas Comprehensive Resource Management and Credentialing System (CRMCS)**

This session will provide information on the Comprehensive Resource Management and Credentialing System (CRMCS), a new resource management tool being developed by the Kansas Division of Emergency Management that allows local emergency managers / responders the ability to credential personnel, provide information on assets and personnel, track those assets on scene, and entire incident visibility via the internet. Presenters will explain the status and goals for the project, emphasize the importance of the system and showcase capabilities

*Presenters: Richelle Stewart; Emily Nickel*

4.5b **Dispense Assist: Free Online Influenza and Mass Dispensing Screening Tool**

Dispense Assist is a free online screening tool designed to support medical screening during widespread and life threatening disease outbreaks and improve dispensing and vaccination operations. This presentation will provide participants with information on how they might incorporate Dispense Assist into local plans and utilize it for influenza vaccine administration and client records database management in a mass dispensing scenario.

*Presenter: Liz Ticer, BS EAM*

11:45 a.m.– 12:00 p.m. **Break**

12:00 – 1:15 p.m. **Lunch and Keynote Presentation**

Leading the Vision for a Healthy Kansas

*Robert Moser, MD, Secretary, Kansas Department of Health and Environment*

1:15 - 2:00 p.m. **Awards Ceremony**

2:00 p.m. **Conference Adjourns**

## **CONFERENCE OBJECTIVES**

### **General Conference**

At the conference conclusion participants should be able to:

1. Describe the impact of food policy and our food system on public health; highlight food-related public health prevention and intervention strategies.
2. Share best practices that promote system partnerships in public health.
3. Support the attainment of core competencies among the Kansas public health workforce.
4. Describe challenges and opportunities for public health and health care system collaboration in a rapidly changing health system.
5. Showcase health promotion and prevention strategies that improve the health and safety of children, adults, and elders in Kansas.

## **CONTINUING EDUCATION FOR NURSES**

### **Nurses**

The Johnson County Department of Health and Environment is an approved provider of continuing education by the Kansas State Board of Nursing. Kansas CNE Provider No. LT0204-0605. These course offerings are approved for (6.0) contact hours for Day One of the Conference; (4.8) for Day Two of the conference and (5.0 or 4.0) for those nurses who attend one of the optional pre-sessions all for RN,LPN, LMHT re-licensure.

### **CERTIFICATES**

Certificates will be available through KS-TRAIN. Certificates of attendance can be used by other professions for professional re-licensure. Please consult your professional organization regarding the applicability for re-licensure.

## REGISTRATION AND PAYMENT

### Registration and Payment Process

Register and pay online at:

[www.wichita.edu/conferences/kpha](http://www.wichita.edu/conferences/kpha)

By registering for the conference you agree that your contact information can be provided to the Exhibitors. If you wish not to have your contact information shared please indicate so on the registration form.

### Registration Fees – (includes instructional materials, meals and breaks)

#### KPHA Member Registration

Rec'd by	Rec'd after	At Door
9/14/12	9/14/12	
Full Conference		
\$225	\$245	\$280

Single Day Registration—Day One or Day Two		
\$170	\$190	\$200

#### Non KPHA Member Registration – Fee includes a 1 year KPHA Membership

Rec'd by	Rec'd after	At Door
9/14/12	9/14/12	
Full Conference		
\$320	\$340	\$375

Single Day Registration—Day One or Day Two		
\$240	\$260	\$270

#### Student Registration – KPHA Member

Rec'd by	Rec'd after	At Door
9/14/12	9/14/12	
Full Conference		
\$150	\$150	\$150

Single Day Registration—Day One or Day Two		
\$100	\$100	\$100

#### Student Registration – Non KPHA Member – Fee includes a 1 year KPHA Membership

Rec'd by	Rec'd after	At Door
9/14/12	9/14/12	
Full Conference		
\$180	\$180	\$180

Single Day Registration—Day One or Day Two		
\$130	\$130	\$130

## OPTIONAL PRE-CONFERENCE SESSION REGISTRATION

### Kansas Health Literacy Summit (includes instructional materials, lunch and a p.m. break)

Rec'd by	Rec'd after	At Door
9/14/12	9/14/12	
\$75	\$85	\$95

### Leading Quality in the Kansas Public Health Care System (includes instructional materials and a p.m. break. Lunch is not included)

Rec'd by	Rec'd after	At Door
9/14/12	9/14/12	
\$50	\$60	\$70

### Analytic Tools for Public Health (includes instructional materials and a p.m. break. Lunch is not included)

Rec'd by	Rec'd after	At Door
9/14/12	9/14/12	
\$50	\$60	\$70

### Tuesday Evening Dinner and Entertainment- (Optional Event)

Rec'd by	Rec'd after	At Door
9/14/12	9/14/12	
\$30	\$35	N/A

## CANCELLATIONS AND REFUNDS

Once an online registration is entered, the registrant will be responsible for payment unless cancellation is received in writing by email to [jana.henderson@wichita.edu](mailto:jana.henderson@wichita.edu). (Please do not register unless you plan to attend.) A \$25.00 cancellation fee will be assessed on all cancellations (this includes unpaid purchase orders). There will be no refunds or cancellations accepted after September 14, 2012.

## STUDENTS

Students in public health or related health fields are eligible for a free scholarship for conference fees if they become a member of KPHA. All scholarship students will be asked to serve in a minor support role at the conference. Please email [jana.henderson@wichita.edu](mailto:jana.henderson@wichita.edu) for a scholarship application. A limited number of scholarships are available to qualified applicants.

## ***ACCOMMODATIONS***

### **Room Rate**

Special rates for conference attendees have been arranged with the Capitol Plaza Hotel and Convention Center, 1717 SW Topeka Blvd., Topeka, Kansas. A limited number of hotel rooms have been reserved at the special rate of \$99.00 + tax per night single or double occupancy.

### **Making a Reservation**

Reservations must be received by September 9. **When you make your reservation, please identify yourself as a Kansas Public Health Association Conference participant or use the group code KPHA.** To make reservations call the Capitol Plaza at (800) 579-7937 or click on the following link:

<https://booking.ihotelier.com/istay/istay.jsp?groupID=794906&hotelID=13576>

### **Check-in/Check-out**

Check-in time is 3:00 p.m. Room assignments prior to that time are based upon availability. Checkout time is 12:00 p.m.

## ***PRIZES***

**Poster Winners**- A prize of conference registration and travel expenses to APHA will be awarded to poster winners in the following categories: Student, Practitioner and Researcher.

**Special Drawings**- Prize drawings will be held throughout the conference. The grand prize will be drawn for during the annual business meeting. You won't want to miss out on the fun, so please plan to attend!

## ***CONFERENCE ETIQUETTE***

Please put your cell phone on "silent" or turn off your cell phone during all presentations in respect for the presenter and conference participants.

## ***EMERGENCIES***

In case of emergency, you can be reached by calling (785) 431-7200. The person calling should tell the hotel that you are with the Kansas Public Health Association Conference and that it is an emergency. Someone from the registration staff will locate you in the sessions that you have pre-registered for.

## ***CONFERENCE LOGO***

The KPHA Conference logo was designed by Sike Style. His website is [sikestyle.com](http://sikestyle.com)

### **Right of Termination for Cause**

This agreement and the University's obligations hereunder regarding this conference and the presentation of any or all associated sessions and optional entertainment events are subject to acts of God, war, terrorism, government regulations, disaster, fire, strikes, civil disorder, curtailment of transportation facilities, or other similar cause beyond the control of the parties making it inadvisable, illegal, or impossible to hold the event or provide the facility. If the conference or any associated event is cancelled due to one of the aforementioned occurrences, the liability of the University shall be limited to refunding the conference registration fee or a portion thereof. The University shall not be responsible for consequential damages, including, but not limited to, any losses incurred by registrants including, but not limited to, airline cancellation charges, hotel deposits and other associated travel costs.

### **Special Accommodations**

The Kansas Public Health Association is committed to making programs accessible to people with disabilities. If you wish to volunteer information regarding any special assistance you may need, please contact the Office of University Conferences at (316) 978-6493.

### **Notice of Non-Discrimination**

Notice of Nondiscrimination: Wichita State University does not discriminate in its programs and activities on the basis of race, religion, color, national origin, gender, age, sexual orientation, marital status, political affiliation, status as a veteran, genetic information or disability. The following person has been designated to handle inquiries regarding nondiscrimination policies: Director, Office of Equal Employment Opportunity, Wichita State University, 1845 Fairmount, Wichita KS 67260-0205; telephone (316) 978-6791.

**Sixty-Ninth Annual Kansas Public Health Association Fall Conference Registration – October 1-3, 2012**

Early Registration must be received by: September 14, 2012

**Please type or print clearly.**

Name (as it appears on your nursing license) \_\_\_\_\_

Home address: \_\_\_\_\_ City: \_\_\_\_\_, KS Zip \_\_\_\_\_

Home Phone: \_\_\_\_\_ Business Phone: \_\_\_\_\_

Badge Name \_\_\_\_\_ E-mail address: \_\_\_\_\_

Organization/County Health Dept. \_\_\_\_\_

Business/or Billing Address: \_\_\_\_\_

City: \_\_\_\_\_, KS Zip \_\_\_\_\_

Nursing License # (required) \_\_\_\_\_

\_\_\_ Check if you don't want your contact information shared with the companies exhibiting.

**Please check all that apply:**

- \_\_\_ Full Conference fee for current KPHA members \$225.00 (\$245.00 after 9/14, \$280 at door) \$ \_\_\_\_\_
- \_\_\_ Full Conference fee for non-members of KPHA \$320.00 (\$340.00 after 9/14, \$375 at door) \$ \_\_\_\_\_
- \_\_\_ Full Conference fee for Student KPHA members \$150 \$ \_\_\_\_\_
- \_\_\_ Full Conference fee for Student non-members of KPHA \$180 \$ \_\_\_\_\_
- \_\_\_ Single Day Conference fee for current KPHA members \$170.00 (\$190.00 after 9/14, \$200 at door) \$ \_\_\_\_\_
- \_\_\_ Single Day Conference fee for non-members of KPHA \$240.00 (\$260.00 after 9/14, \$270 at door) \$ \_\_\_\_\_
- \_\_\_ Single Day Conference fee for Student KPHA members \$100 \$ \_\_\_\_\_
- \_\_\_ Single Day Conference fee for Student non-members of KPHA \$130 \$ \_\_\_\_\_

If you are attending one day only please indicate which day: \_\_\_ I will attend Tuesday \_\_\_ I will attend Wednesday

\_\_\_ I plan to attend the Optional Tuesday Evening Dinner Theater/Entertainment \$30 (\$35 after 9/14) \$ \_\_\_\_\_

\_\_\_ I require vegetarian meals

**OPTIONAL PRE-CONFERENCE SESSION REGISTRATION**

- \_\_\_ SESSION 1 - Kansas Health Literacy Summit, held in conjunction with the Kansas Public Health Association's Annual Conference \$75.00 (\$85.00 after 9/14, \$95 at door) \$ \_\_\_\_\_
- \_\_\_ SESSION 2 - Leading Quality in the Kansas Public Health System: Quality Improvement, Performance Management, and Accreditation Readiness \$50.00 (\$60.00 after 9/14, \$70 at door) \$ \_\_\_\_\_
- \_\_\_ SESSION 3 - Analytic Tools for Public Health \$50.00 (\$60.00 after 9/14, \$70 at door) \$ \_\_\_\_\_

**TOTAL AMOUNT ENCLOSED OR NOTED ON PURCHASE ORDER** \$ \_\_\_\_\_

**Payment method:** \_\_\_ Check \_\_\_ Purchase Order \_\_\_ Visa \_\_\_ MasterCard \_\_\_ American Express \_\_\_ Discover

CC#: \_\_\_\_\_ Security Code: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name as printed on the card: \_\_\_\_\_

Signature: \_\_\_\_\_

**PLEASE FILL OUT YOUR SELECTIONS FOR BREAKOUT SESSIONS ON THE BACK OF THIS FORM!**

**Please pre-register for Tuesday, October 2 and Wednesday, October 3 Concurrent Breakout Sessions: (For planning purposes only, DOES NOT guarantee seating.)**

**Tue. October 2- 11:15 A.M. – 12:15 P.M. (Please indicate the session you plan to attend)**

- \_\_\_ 1.1 Employment as a Health Determinant in a Medicaid Population with Disabilities
- \_\_\_ 1.2a A Current Overview and Analysis of the 21<sup>st</sup> Century Kansas Farmers Markets from a Social Enterprise Perspective
- \_\_\_ 1.2b Market to Table: Farmers Markets & Concurrent Cooking Demonstrations at Riley County Health Department
- \_\_\_ 1.3 Connecting the Dots: Bullying, Teen Dating Violence – Where Are the Disconnects & Opportunities for Prevention
- \_\_\_ 1.4a Narrowing the Gap: Health Literacy as an Approach to Health Disparities
- \_\_\_ 1.4b Exploring Social Determinants of Birth Outcomes Among Young Women to Inform Community Change
- \_\_\_ 1.4c A Community Adolescent Breastfeeding Study – Lessons Learned
- \_\_\_ 1.5a Building a Global Public Health Game (and Course) at K-State
- \_\_\_ 1.5b Food Insecurity on Campus: A Model Initiative for Universities

**Tue. October 2- 2:45 P.M. – 3:45 P.M. (Please indicate the session you plan to attend)**

- \_\_\_ 2.1 Breaking down the Silos through Primary Care and Public Health Integration: Successes from a Health Department – University Collaboration
- \_\_\_ 2.2a Growing Food, Growing Health: School Garden Model in Lawrence, Kansas
- \_\_\_ 2.2b Kansas School Gardening Coalition: Collaborating to Grow Healthy Kansas Kids
- \_\_\_ 2.3 Partnerships between Private and Nonprofit Organizations to Improve Safe Sleep in One Community
- \_\_\_ 2.4 Understanding Public Health Accreditation Domain 6: Public Health Laws
- \_\_\_ 2.5 Health Literacy 101: An Introduction to Health Literacy and an Update on Current Activities of Health Literacy Kansas

**Wed. October 3 - 9:30 A.M. - 10:30 A.M. (Please indicate the session you plan to attend)**

- \_\_\_ 3.1 Social Network Analysis as a Tool for Evaluating Collaborations for Trail Building
- \_\_\_ 3.2a Bringing Community-Supported Agriculture (CSA) to the University of Kansas Medical Center
- \_\_\_ 3.2b Farmers and Farmers Markets as Community Health Educators
- \_\_\_ 3.3 Survey and Analysis of Wyandotte County Students in Relation to Establishment of School-Based Health Center
- \_\_\_ 3.4 Utilizing Community Partnerships to Conduct a Community Health Assessment for Public Health Accreditation
- \_\_\_ 3.5 The Fast & Furious 2012 KPHA Healthy Homes Project

**Wed. October 3 - 10:45 A.M. - 11:45 A.M. (Please indicate the session you plan to attend)**

- \_\_\_ 4.1 University-Public Health Collaboration: Lessons Learned
- \_\_\_ 4.2a Access to Healthy Foods: Food Insecurity and Hunger in Kansas
- \_\_\_ 4.2b Farms, Food and Health: Connecting the Dots
- \_\_\_ 4.3 UMHMF KPHA Grant: Breastfeeding Promotion and Support
- \_\_\_ 4.4a Rise in Measles Cases... Unpredictable?
- \_\_\_ 4.4b A Multi-State Listeriosis Outbreak Linked to Cantaloupe from Jensen Farms in Colorado
- \_\_\_ 4.5a The Kansas Comprehensive Resource Management and Credentialing System (CRMCS)
- \_\_\_ 4.5b Dispense Assist: Free Online Influenza and Mass Dispensing Screening Tool

**Please return this form along with payment information or purchase order to:**

Office of University Conferences  
Wichita State University  
1845 Fairmount, Campus Box 136  
Wichita, Kansas 67260-0136  
or fax to: (316) 978-3064

For questions regarding your registration, please contact Jana E. Henderson at (316) 978-6493;  
or e-mail: [jana.henderson@wichita.edu](mailto:jana.henderson@wichita.edu)