



2011

**Public Health in the 21st Century:
Optimism in the Midst
of Challenges**

May 25-27, 2011

Free Workshops May 24, 2011

Hilton Hotel and Convention Center
Jackson, Mississippi

Mississippi State Department of Health (MSDH)
University of Mississippi Medical Center (UMMC)
Mississippi Department of Environmental Quality (MDEQ)
Mississippi Community Health Centers (CHCs)

www.healthmys.com/empowering

CONFERENCE OVERVIEW

KEYNOTE SPEAKERS

Dr. Mary Currier, State Health Officer, Mississippi State Department of Health

Dr. Maxine Hayes, Washington State Health Officer
"Public Health: Incredible Past, Breathtaking Future!"

Kevin Dedner, MPH, Robert Wood Johnson Foundation
"Childhood Obesity"

Mehul P. Dixit, MD, DM (Nephrology) Professor and Chief Medical Director, Pediatric Dialysis & Renal Transplantation, UMMC
"Childhood Obesity"

Cynthia Peurifoy, Region 4 Coordinator, Environmental Protection Agency
"Environmental Justice"

Jennifer L. Shaw, DrPH, MPH, MAP
"Back to Basics: It Begins with You"

Dr. Michael O. Minor, Michael O. Minor Consultants

Linda Fondren, Shape Up Vicksburg

The Honorable Chip Johnson, Mayor of Hernando, Mississippi, Conference Chairman

PURPOSE

The purpose of this conference is to empower the attendees with knowledge, resources and the tools to engage people where they live, learn, work and play to embrace healthy lifestyles for themselves and those they care about.

WHO SHOULD ATTEND?

Physicians, nurses, social workers, healthcare professionals, community-based organizations, public health practitioners, state agencies, dietitians, school administrators, teachers, certified health education specialists, Mayors, local municipal leaders, elected officials and faith-based organizations

MSDH PARTICIPATING PROGRAMS

Heart Disease & Stroke Prevention • Comprehensive Cancer Control • Diabetes Prevention and Control • Injury/ Violence Prevention • STD/HIV • School and Community Health • Tobacco Policy and Prevention • Primary Health Care Association • Arthritis Integration Project • Delta Health Collaborative • Oral Health

PRECONFERENCE WORKSHOPS

May 24, 2011

FREE!

- 8:00 am - 5:00 pm MP3C 5th Annual Conference: Many Faces of Cancer Champions
- 8:30 am - 4:00 pm MS REHDAI: Reducing Childhood Obesity through policy, system and environmental changes
- 9:00 am - 4:00 pm Worksite Wellness in Mississippi
- 9:00 am - 4:00 pm Collaborating for Healthy Environments: Bringing Local Agencies Together
- 9:00 am - 3:00 pm Risky Business: STDs in the 21st Century
- 2:00 pm - 6:30 pm Treating the Constellation of Risk Factors to Goal: A1c (Diabetes Mellitus), High Blood Pressure, Elevated Cholesterol and Smoking Cessation
- 10:00 am - 2:00 pm Be Our Voice Obesity Prevention Advocacy
- 1:00 pm - 4:30 pm The 5 A's: Brief Treatment of the Tobacco Dependent Patient: Working with Clients in Mental Health and Substance Abuse Treatment Settings
- 8:00 am - 5:00 pm LEAP: Lower Extremity Amputation Prevention Certification Training Program

For more information on these pre-conference workshops, visit www.healthmys.com/empowering or www.dreamincevents.org



AGENDA AT-A-GLANCE

BREAKOUT SESSION TRACKS

L – Leadership, P – Prevention, DM – Disease Management, EH – Your Environment & Your Health, HL – Healthy Linkages

TUESDAY, MAY 24, 2011

8:00 am - 6:30 pm

PRECONFERENCE WORKSHOPS

WEDNESDAY, MAY 25, 2011

Registration begins at 7:00 am

8:30 am Opening Plenary, Public Health: Incredible Past, Breathing Future! Keynote Address by Dr. Maxine Hayes

10:45 am Session 1 Breakouts

- L. Servant Leadership in Health
- P. Creating a Healthy Community
- DM. Heart Disease & Stroke
- EH. Green Communities
- HL. Updates from UMMC, MSDH and MS Primary Health Care Association

12:00 pm Lunch Plenary, Legislative Panel

1:45 pm Session 2 Breakouts

- L. Identifying Employee Qualities & Skills
- P. Eight Keys to Strong Policy
- DM. Community Health Worker Certification Models
- EH. Empowering Your Community: Getting Stronger Together
- HL. Transforming Systems for Better Health

3:30 pm Session 3 Breakouts

- L. Health Information Technology Leadership
- P. The Art of Designing Friendly Places
- DM. Mississippi Health First: Diabetes Management
- EH. Disaster Recovery: Bouncing Back
- HL. Patient Centered Medical Home Model

THURSDAY, MAY 26, 2011

Registration begins at 7:00 am

8:30 am Opening Plenary, Childhood Obesity, Keynote address by Kevin Dedner & Dr. Mehul Dixit

10:45 am Session 1 Breakouts

- L. Public Health Leadership Competencies
- P. Using New Forms of Technology to Reach Youth
- DM. Mental Health & Disease Management
- EH. Community Redevelopment: Love How You Look
- HL. Using Technology in Healthcare

12:00 pm Lunch Plenary: Tribute to Dr. F.E. "Ed" Thompson Mississippi Public Health Administration

1:45 pm Session 2 Breakouts

- L. Got Vision?
- P. Chronic Illness in the Community
- DM. Statewide Stroke System of Care
- EH. Empowering Your Community: This Is Why We Do It
- HL. MississippiCAN (Coordinated Access Network)

3:30 pm Session 3 Breakouts

- P. Cavity-Free Kids
- P. Childcare Settings, Beginning to Ending
- DM. The Epidemiology of HIV in the South
- EH. Looking Good, Feeling Good
- HL. Prevention & Wellness

5:30 pm – 8:30 pm Networking Reception "Go Green, Live Serene," Come Enjoy Live Entertainment.

FRIDAY, MAY 27, 2011

Registration begins at 8:00 am

8:30 am Opening Plenary, Environmental Justice, Keynote Address by Cynthia Peurifoy

10:45 am Session 1 Breakouts

- L. Out of the Shadows: Public Health Nursing Leadership
- P. Access to Healthy Foods in the Community
- DM. Community Health Worker Movement in MS
- P. Dispelling Myths about Joint Use Agreements
- HL. Controlling Infectious Diseases

12:00 pm Lunch Plenary, Back to Basics: It Begins with You Keynote Address by Dr. Jennifer Shaw

LOCATION & LODGING

Jackson Hilton Hotel and Convention Center

1001 East County Line Road

601.957.2800

Guest rates available May 23-27, 2011

You must mention the Mississippi State Department of Health Conference in order to receive the conference rate of \$99.00 per night. Please book before April 25, 2011. Check-in is at 3:00 p.m.

REGISTRATION

Complete the attached form and return with payment or register and pay online at www.dreamincevents.org or www.healthyms.com/empowering by May 11, 2011.

CONTINUING EDUCATION

Application has been made to the National Commission for Health Education Credentialing, Inc. (NCHEC) for CHES Category I continuing education contact hours (CECH).

Application has also been made for the following continuing education contact hours: Dietetic CPEU, Physical Therapist/Assistant CE, Social Work CE, School Administrator and Teacher CE.

Municipal elected officials will receive two CMO elective credits.

The Mississippi State Department of Health is an approved provider of continuing nursing education by the Mississippi Nurses Foundation and accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

The Mississippi Association of Public Health Physicians designates this live activity for a maximum of 8.75 credits AMA PRA Category 1 Credit(s). Physicians should claim only the credit commensurate with the extent of their participation in the activity.

REGISTRATION FORM

REGISTRATION & PAYMENT OPTIONS:

- ONLINE: Pay online at www.dreamincevents.org or www.healthyms.com/empowering
- BY MAIL: Complete the attached form & return with payment to DREAM, Inc, 310 Airport Road, Jackson, MS 39208

Name: _____

Organization: _____

Street/P.O. Box: _____

Apt. No. _____ City: _____

State: _____ Zip: _____

Telephone: () _____

Fax: () _____

Email: _____

PLEASE CHECK ONE OF THE FOLLOWING:

- Empowering Communities for a Healthy Mississippi Conference** May 25-27, 2011: \$85 (early Registration), after May 11, 2011: \$105
- All Students** \$45 (valid student ID required at check-in)

SELECT ONE, if you plan to attend a free preconference workshop

- MP3C 5th Annual Conference: Many Faces of Cancer Champions
- MS REHDAI: Reducing Childhood Obesity through policy, system and environment changes
- Worksite Wellness in Mississippi
- Collaborating for Healthy Environments: Bringing Local Agencies Together
- Risky Business: STDs in the 21st Century
- Treating the Constellation of Risk Factors to Goal: A1c (Diabetes Mellitus), High Blood Pressure, Elevated Cholesterol and Smoking Cessation
- Be Our Voice Obesity Advocacy Session
- The 5 A's: Brief Treatment of the Tobacco Dependent Patient
- LEAP: Lower Extremity Amputation Prevention

QUESTIONS? Contact Paige Haven at 601.985.8727 or phaven@dreaminc.org for more information.

This form must be returned with payment by May 11, 2011.



time, and nutrition.

Disease Management: The Epidemiology of HIV in the South

Objectives: Summarize data on the HIV epidemic in the South. Describe the disparities in HIV among disenfranchised communities in the South.

Your Environment & Your Health: “Looking Good, Feeling Good”

Objectives: List ways increased or decreased air pollution can protect or threaten your health. Identify activities on jobs and at home that can potentially expose you to a wide range of harmful substances.

Healthy Linkages: Prevention & Wellness

Objectives: Describe methods for preventing and controlling the spread of bacterial infections in the hospital setting. Describe methods of preventing injuries among patients and staff in the hospital setting.

Friday, May 27, 2011

SESSION 1 BREAKOUTS

Leadership: Out of the Shadows: Public Health Nursing Leadership

Objectives: Differentiate the roles of public health nurses in the 21st century. Describe the current and future roles of public health nurses.

Prevention: Access to Health Foods in the Community

Objectives: Recognize “food deserts” in local communities as well as larger areas of the state and outline their impact on health. Outline ways to increase access to healthy foods in order to improve overall health within the community.

Disease Management: Community Health Workers Movement in MS

Objectives: List some community health worker initiatives currently present or being developed in Mississippi. Determine the best model to train and utilize community health workers in your area of the state.

Prevention: Who Holds the Key-Myth of Unlocking the Door . . . Joint Use Agreements

Objectives: Describe steps for instituting a joint use agreement between schools and communities for use of school property after school hours. Describe methods for engaging community leaders and elected officials to support establishment of joint use agreements.

Healthy Linkages: Controlling Infectious Diseases

Objectives: Summarize some current projects regarding the control of infectious diseases in Mississippi. Partner with current projects or construct individual projects to improve the control of infectious diseases in the state.

BREAKOUT SESSION OBJECTIVES



Wednesday, May 25, 2011

SESSION 1 BREAKOUTS

Leadership: Back to the Basics: Servant Leadership in Health

Objectives: Define servant leadership and discuss how it impacts healthcare. Utilize servant leadership in your job or position to increase morale and productivity in the workplace.

Prevention: Creating a Healthy Community: One Block at a Time

Objectives: Define the components of a healthy community. Devise strategies that encourage healthy community practices.

Disease Management: Heart Disease & Stroke

Objectives: Describe the burden of heart disease and stroke in the US and Mississippi. Develop a plan to help decrease heart disease and strokes in your community.

Your Environment & Your Health: Green Communities: Simple Ways to a Better Life

Objectives: Identify how Green Communities encourage residents to reduce energy use and their carbon footprint on the journey toward healthier communities. Discover how reducing emissions of greenhouse gases through better transport, food and energy-use choices can result in improved health.

Healthy Linkages: Agency Update

Objectives: Identify the purpose of and partners involved in the Healthy Linkages partnership. Explain past, current and future initiatives developed by Healthy Linkages to improve patient care in Mississippi.

SESSION 2 BREAKOUTS

Leadership: Developmental Leadership: Identifying Employee Qualities & Skills

Objectives: Identify employees with the necessary competencies to move into leadership positions. Formulate personal development plans with employees and staff.

Prevention: Eight Keys to Strong Policy

Objectives: Recognize the need for public health policies, especially as they relate to childhood obesity. Summarize keys to developing strong public health policies and programs.

Disease Management: Community Health Workers Certification Models

Objectives: Describe the concept and function of community health workers. Explain Community Health Worker Certification models that are used in other states in the US.

Your Environment & Your Health: Empowering Your Community: Getting Stronger Together



Objectives: Identify various community enterprises and programs that work toward improving the health of the citizens. Formulate a plan to develop programs in your own community to improve public health.

Healthy Linkages: Healthcare Reform

Objectives: Explain the goals of healthcare reform. Describe how healthcare reform can influence the adoption of healthier lifestyles and decrease the incidence of chronic disease.

SESSION 3 BREAKOUTS

Leadership: Health Information Technology

Objectives: Identify types of health information technology. Discuss how leaders of healthcare technology can utilize health information.

Prevention: The Art of Designing Friendly Places: Bike, Hike and Play

Objectives: Explain the concept of the built environment and complete streets. Identify key stakeholders to organize and conduct a community needs assessment. Develop strategies to implement a sustainable built environment.

Disease Management: Disease Management & Chronic Disease, Mississippi Health First

Objectives: Explain the concept of patient self-management education for chronic diseases, especially diabetes mellitus. Develop patient self-management education in your healthcare setting or community.

Your Environment & Your Health:

Disaster Recovery: Bouncing Back

Objectives: Describe the effects of natural and man-influenced disasters on physical and mental health. Identify the steps in planning prior to a disaster event to prevent and decrease the effects on individuals and the community after an event.

Healthy Linkages: Patient Centered Medical Home Model

Objectives: Define the patient centered medical home model. Influence the creation of patient centered medical homes in your community to improve patient care and outcomes.

Thursday, May 26, 2011

SESSION 1 BREAKOUTS

Leadership: Public Health, Leadership Competencies

Objectives: List and explain the public health leadership competencies. Utilize public health leadership competencies to improve relationships with the public and individual health outcomes.

Prevention: Youth & Technology: Using New Forms of Technology to Reach Youth

Objectives: Identify new forms of communication technology used by youth today. Devise strategies to utilize these technologies to reach people, especially young people, with strong health messages.

Disease Management: Mental Health & Disease Management

Objectives: Discuss how mental health influences disease

management. Propose strategies to recognize mental health issues and develop action plans for disease management.

Your Environment & Your Health: Community

Redevelopment: You Are Going to Love How You Look

Objectives: Discuss how redeveloping brownfields is good public health practice, prevents exposure to hazardous substances, eliminates physical hazards and improves the overall quality of life for the surrounding community. Explain how communities and other stakeholders can be empowered to work together to prevent, assess, safely clean up, and sustainably reuse properties that at one time may have been considered unusable.

Healthy Linkages: Using Technology in Healthcare

Objectives: Describe newer technologies being used in the provision of healthcare today. Relate how these could be applicable and incorporated into the healthcare system in your community.

SESSION 2 BREAKOUTS

Leadership: Visions for the Future: Got Vision? Evidence-Based Public Health

Objectives: Explain evidence-based medicine and public health. Analyze community programs to determine if they are evidence-based.

Prevention: What Are You Doing in the Community to Prevent Chronic Illness?

Objectives: Identify programs in a community that are directed toward improving chronic disease management. Incorporate strategies by others to improve chronic disease management in your community.

Disease Management: Statewide Stroke System of Care

Objectives: Describe the current statewide stroke system of care. Encourage education and universal use of this plan to improve outcomes of victims of stroke.

Your Environment & Your Health: Empowering Your Community: This Is Why We Do It

Objectives: List specific environmental rules and regulations which protect your health and the health of your community. List methods for proposing and supporting policies to decrease the impact of the environment on individual and public health.

Healthy Linkages: MississippiCAN (Coordinated Access Network)

Objectives: Describe the components of the Mississippi CAN network. Advise patients and consumers regarding their best choices for individual healthcare plans.

SESSION 3 BREAKOUTS

Prevention: Cavity-Free Kids

Objectives: Identify the most effective way for young children to brush their teeth. Identify 5 foods that help build strong teeth. Recognize that children will benefit by seeing the dentist beginning as early as one year old, and be able to identify at least one way preventive dental care protects children's teeth.

Prevention: Childcare Settings, Beginning to Ending

Objectives: Describe the current childcare regulations in Mississippi. Review best practices for child care including physical activity, screen