

21ST ANNUAL WSPHA CONFERENCE



Rallying the Public Health Spirit NEW APPROACHES TO HEALTH EQUITY

OCTOBER 12-14, 2014 • WENATCHEE, WASHINGTON • WENATCHEE COAST CONVENTION CENTER

CONFERENCE PROGRAM GUIDE

PRESENTED BY THE

WASHINGTON STATE
PUBLIC HEALTH ASSOCIATION

Presented by ~

Washington State Public Health Association

Our Program Planning partners:

Benton-Franklin Health Department
Eastern Washington AHEC
Evergreen Council on Problem Gambling
Foundation for Healthy Generations
Kitsap Public Health District
Northwest Center for Public Health Practice
Public Health - Seattle & King County
Spokane Regional Health District
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Central Washington University

Welcome to the 21st Annual Conference on Health!

The WSPHA Annual Conference on Health brings together partners from across the statewide public health community—including local public health, providers, healthy community advocates, and policy experts. Through this forum, we aim to advance collective efforts to achieve healthier communities in Washington State.

Health inequities persist across nearly every racial, ethnic, socioeconomic and geographic difference in Washington. Are we — as community members, parents, grandparents, siblings, neighbors, colleagues — willing to accept that:

- A baby born to an African American mother is twice as likely to die before reaching his or her first birthday than a baby born to a Caucasian mother?
- Residents who do not complete high school die five years earlier on average than college graduates?
- Neighborhoods a few miles away can mean a life expectancy gap of five or ten years?

Or do we believe that everyone has have equal opportunity succeed? Do we believe in a fair distribution of health where everyone has the right to pursue and achieve full health potential? Do we believe in leaving behind a better world for the next generation?

I know that we share these fundamental American values, and that's why I am so excited about this year's conference theme: Rallying the Public Health Spirit: New Approaches in Health Equity. Together, we will examine core public health functions and explore ways they can be used to minimize health inequities in our communities.

As your public health association, WSPHA is committed to improving the state public health system by:

- (1) enhancing professional development
- (2) advocating for strong public health policy and financing
- (3) strengthening individual and organizational partnerships

I am also proud to announce our new c3 affiliation with Foundation for Healthy Generations. You can now make a charitable donation to support WSPHA's educational projects designed to further the mission of improving the health and safety of all people in Washington.

WSPHA is confident that Washington's public health community is well-positioned to lead the effort in the fight for health equity. Together, we can take down the barriers to justice and achieve health equity for all!

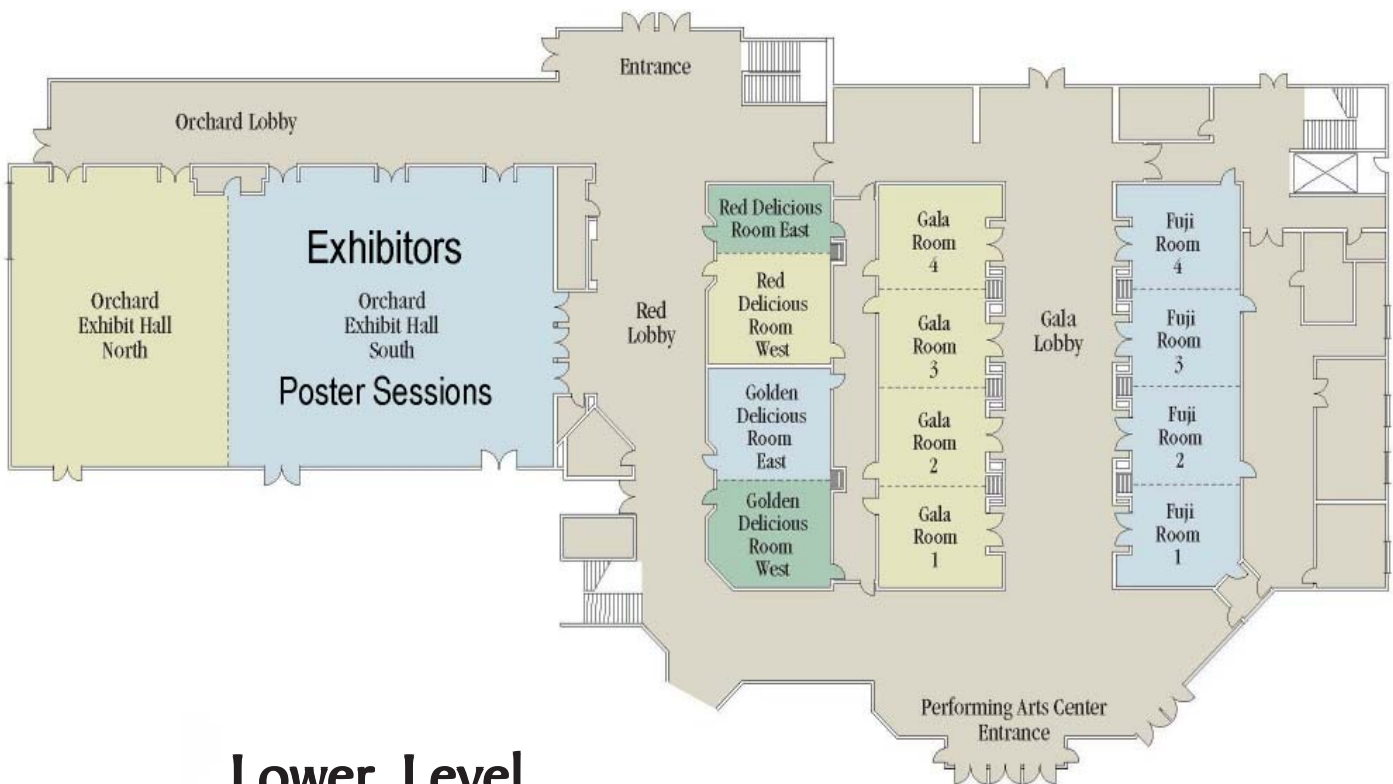
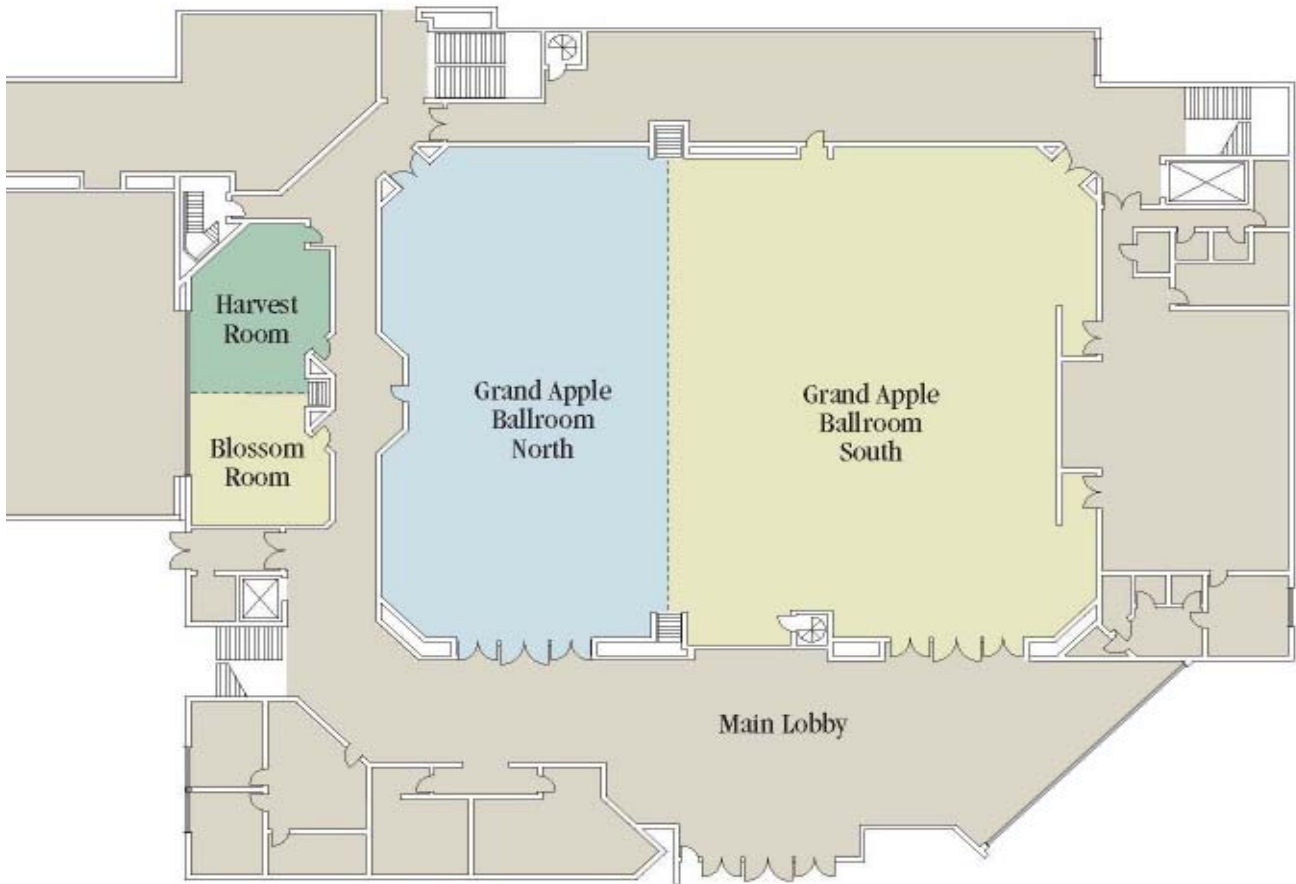
Sincerely,

Anne Tan Piazza
WSPHA President

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Upper Level



Lower Level

Registration Desk - Main Lobby

Sunday 2:00 pm - 5:30 pm
Monday 7:00 am - 5:00 pm
Tuesday 7:00 am - 12:00 pm

Exhibitors - Orchard South

Sunday 3:00 pm - 5:00 pm
Monday 8:00 am - 5:00 pm
Tuesday 8:00 am - 2:00 pm

Meals - Grand Apple Ballroom

Monday Breakfast 7:30 - 8:15 am
Monday Lunch 11:45 - 12:30 pm
Tuesday Breakfast 7:30 - 8:15 am
Tuesday Lunch 12:30 - 1:30 pm

2014 Conference Objectives

Attendees will be able to:

- 1) Gain exposure to community-engaged research that incorporates new methods to reduce health inequities & improve population health outcomes.
- 2) Influence professionals' concepts of communication strategies to refocus the community stakeholders forum on education & engagement.
- 3) Describe the utility of a "health in all policies" approach in program development, support, & implementation to enhance public policy impact.
- 4) Utilize assessment & evaluation functions to investigate ongoing public health challenges to develop mitigation strategies.
- 5) Discuss new & evolving issues related to health system transformation & development.
- 6) Share new knowledge & skills to advance core public health functions like communicable disease, environmental health, & emergency preparedness.

2014 WSPHA Annual Conference Exhibitors

- ~ AnnueSensation
- ~ Bezos Family Foundation
- ~ Eastern Washington University
- ~ Foundation for Healthy Generations
- ~ King County Local Hazardous Waste Program / NW
Product Stewardship Council
- ~ Mitchell & McCormick, Inc.
- ~ Professional and Technical Employees, Local 17
- ~ University of Washington, Bothell
- ~ University of Washington School of Public Health
- ~ Walden University
- ~ Washington Physicians for Social Responsibility
- ~ Washington State Department of Health
- ~ Washington State University College of Nursing

Continuing Education

CE Contact Hour or Credit Computation

Contact hours are determined in a logical and defensible manner, consistent with the objectives, content, teaching/learning strategies and target audience. The CE accrediting bodies for physicians, health educators, nurses, public health professionals and the American Public Health Association Public Health Nursing Section (APHA/PHN) use the 60-minute contact or credit hour, which consists of 60 minutes of organized learning activity, either didactic or clinical experience. After the first contact hour, fractions or portions of the 60-minute hour are calculated. Registration, welcome, introductions, breaks and meals are not included in the calculation of contact or credit hours.

Health Education

The American Public Health Association is accredited by the National Commission for Health Education Credentialing, Inc. to sponsor continuing education for Certified Health Education Specialists (CHES). This program is a designated event for the CHES to receive up to 11 Category I CE contact hours (CHEC).*

Medicine

This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education through the joint sponsorship of the American Public Health Association (APHA) and the Washington State Public Health Association. The APHA is accredited by the ACCME to provide continuing medical education for physicians. **Designation Statement:** The APHA designates this live educational activity for a maximum of 11 *AMA PRA Category I Credit (s)*.

Nursing

This continuing nursing education activity was approved by APHA/PHN, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation. This program is a designated event for Nurses to receive up to 11 Category I CE contact hours.

Registered Sanitarian

The Washington State Board of Registered Sanitarians has approved a maximum of 1.225 Registered Sanitarian (RS) CEUs. To receive RS credits, complete an RS CEU Form at the Continuing Education table during the conference and mail it to the address provided on the form.

Non-Endorsement and Disclaimer

As an Accredited Provider of Continuing Education (CE) Credits for Health Education (CHES), Nursing (CNE), Medicine (CME), and Public Health (CPH) the American Public Health Association Learning and Professional Development Programs (LPDP) Unit and its respective Continuing Education accrediting organizations do not endorse any products or services that are displayed or referred to in conjunction with this activity and are not responsible for the actual presentation of content during scientific sessions.

Policy on Disclosure

The Washington State Public Health Association strives to ensure balance, independence, objectivity and scientific rigor in all of its educational programs. All planners, faculty members, moderators, discussants, panelist and presenters participating in this program have been required to disclose any real or apparent conflict(s) of interest that may have a direct bearing on the subject matter of this program. This includes relationships with pharmaceutical companies, biomedical device manufacturers or other corporations whose products or services are related to the subject matter of the presentation topic. The intent of this policy is to identify openly any conflict of interest so that the attendees may form their own judgments about the presentation with full disclosure of the facts. In addition, faculty is expected to openly disclose any off-label, experimental and/or investigational uses of drugs or devices in their presentation. Disclosures, Conflict of Interest (COI) and Resolution of COI policies are available via www.apha.org.

This educational program was supported by: Washington State Department of Health, WSALPHO, Foundation for Healthy Generations, Empire Health Foundation, Bezos Family Foundation, University of Washington School of Public Health, American Public Health Association, Eastern Washington University, Washington State Nurses Association, Washington State Health Care Authority, March of Dimes, Seattle Children's, Washington State Hospital Association, GMMB, Group Health Research Institute, WithinReach. These sponsors have had no influence on the planning, implementation or evaluation of this educational activity.

INSTRUCTIONS ON HOW TO RECEIVE CHES, CNE, AND CME CONTINUING EDUCATION CREDITS.

Participants must be registered for the conference and complete the evaluation online in order to earn credit hours and obtain a CE certificate. A link to the online evaluation system will be sent to all registered participants who attend the activity that will contain instructions and a personal ID number for access to the system. All online evaluations must be submitted by December 10, 2014 to receive continuing education credit for this activity.

Please read these instructions carefully.

The deadline to submit CHES, CNE, and CME evaluations is DECEMBER 10, 2014. NO EXCEPTIONS.

Lectures marked with an (*) asterisk, are not eligible for Continuing Education Credits.

Plenary Bios



Dr. David R. Williams is an internationally-recognized social scientist and a professor of public health, African American Studies, and sociology at Harvard University. His research focuses on the complex manner in which race, racial discrimination, socio-economic status, and religion can impact health. Through his work, Dr. Williams has been at the forefront of advancing health equity in the United States.



Dr. Michele Curtis, MD, MPH, MML will discuss epigenetics in the context of public health and social determinants of health. Epigenetics examines the communications between individual DNA and the environment. This breaking field of research is providing new understanding of how disease, heredity and genetics influence health status. Issues being examined, such as the impact of maternal stress and exposure to environmental agents on fetal development, will inform future public health practices and approaches.



John Wiesman, DrPH, MPH was appointed Secretary of Health by Governor Jay Inslee and joined the Department of Health in April 2013. He's an accomplished transformational leader with more than 22 years of local public health experience. John has been passionate about public health since reading a 1983 Time magazine article about disease detectives tracking Legionnaires' Disease, toxic shock syndrome, and HIV. It was the impetus for him to enter the profession. He has worked in four local public health departments in Washington and Connecticut. He started his public health career in Connecticut in 1986 and was in its first group trained to provide HIV counseling and testing.

Sunday, October 12, 2014

3:00 - 5:00 pm

A Conversation about Health Systems Transformation

Introduction by Seth Doyle, WSPHA Board, NW Regional Primary Care Association

**Grand
Apple
South**

Fresh off an informational session with John Wiesman, Secretary of Health, and Dorothy Teeter, Director of the Health Care Authority, participants will work in this session with DOH staff on developing opportunities for public health in health systems transformation and innovation. Additionally, we will discuss what tools and resources are needed for the public health workforce to be proactive participants in communities across the state in this new and transformative era of health. **John Wiesman**, Washington State Department of Health; **Dorothy Teeter** - Washington Health Care Authority; **Sue Grinnell, Caitline Safford, Carrie Comer** - Washington State Department of Health; **Chase Napier**, Health Care Authority. **Track:** Systems Transformation; **Discipline:** Administrative Leadership.

6:30 - 8:30 pm *Movie Preview - Dessert & No Host Bar - Grand Apple North*

The Raising of America Documentary Series-Wounded Places: Confronting Childhood PTSD in America's Shell-Shocked Cities

**Grand
Apple
North**

Dr. David Williams will introduce an 11 minute preview of **The Raising of America - Early Childhood and the Future of our Nation**, followed by the screening of Wounded Places: Confronting Childhood PTSD in America's Shell-Shocked Cities, a 40 minute supporting documentary that explores the effects of concentrated poverty, exposure to adversity, violence, neglect and other forms of trauma found in certain neighborhoods on child development. Children who experience such trauma show symptoms similar to PTSD – except there is no 'post.' Traveling to Philadelphia and Oakland, this episode chronicles the stories of children shook by violence and adversity and asks not "What's wrong with you?" but "What happened to you?" and how can traumatized children and neighborhoods heal. At the conclusion of the film, Dr. Williams will lead a discussion on this subject matter.

Sunday Night at the Movies

***"Raising of America - Early Childhood and the Future of our Nation"
and a conversation with Dr. David Williams***

Sunday, October 12, 6:30 - 8:30 pm

Grand Apple Ballroom North

Dessert and no-host bar

Monday, October 13, 2014

7:30 - 8:15 am **Breakfast (Grand Apple Ballroom)**

8:00 - 8:15 am **Opening Remarks ~ Anne Tan Piazza, WSPHA President, Washington State Nurses Association; Barry Kling, Chelan-Douglas Health District Administrator**

8:30 - 9:15 am ~ **Introduction by: Adrian Dominguez, WSPHA Board, Spokane Regional Health District**
Keys to Effectively Reducing Social Disparities in Health* - Dr. David Williams

Grand Apple Ballroom The talk will discuss how strategies to improve health are different from those needed to reduce inequities in health. It will centrally focus on evidence-based strategies that have been shown to improve the health of vulnerable populations and are likely to play a major role in advancing health equity. The lecture also describes key barriers that need to be addressed to develop the needed political will and consensus to improve the health of disadvantaged racial/ethnic populations in the U.S.

9:45 - 11:45 am **~ Concurrent Skills Workshops ~
(2 hours)**

Washington's Marijuana Landscape*

Introductions by Paj Nandi, WSPHA Board, The Polyclinic

Fuji 1/2 Washington made national history in November 2012 after voters passed Initiative 502, legalizing recreational use of marijuana for adults 21 and over. What is the impact of recreational/retail market on the illegal medical market? Why are medical dispensaries still selling marijuana? How do marijuana-infused food and beverage products impact food safety and public health? What is the state doing to address health disparities and protect youth from using marijuana? In this workshop, participants will explore these and other questions while engaging in lively discussion with presenters and audience members on how their organizations, communities, and stakeholders are responding to this new reality of legalization. **Kristi Weeks, David Gifford, Paul Davis**, Washington State Department of Health. **Track:** Community Health Planning and Evaluation; **Discipline:** Assessment.

Building the Foundations of Lifelong Health in Early Childhood--Applying the Science of Healthy Development to Promote Health and Reduce Disparities

Introductions by Patty Hayes, WSPHA Board, Public Health - Seattle & King County

Gala 1/2 Mounting evidence points to the critical importance of the early childhood period in establishing the foundations for lifelong health and learning. This workshop focuses on public health implications and applications of this emerging science, using a framework from the National Scientific Council on the Developing Child. The session highlights innovative work happening in Washington State through the Institute for Learning and Brain Sciences (I-LABS) at the University of Washington, the Vroom initiative sponsored by the Bezos Family Foundation, and the "Essentials for Childhood" collective impact initiative facilitated by the Washington State Departments of Health and Early Learning. **Astrid Newell**, Whatcom County Health District; **Marissa Kaiser**, Bezos Family Foundation; **Sara Lytle**, University of Washington; **Marilyn Gisser**, Washington State Department of Health. **Track:** Health Across the Lifespan; **Discipline:** Maternal & Child Health.

Developing Lay Community Health Worker (CHW) Pilots for Policy & Systems Change

Introductions by Seth Doyle, WSPHA Board, NW Region Primary Care Association

Golden Delicious In the last year, three CHW pilot programs have been developed or expanded within different regions of Washington State: the programs of the Healthy Living Collaborative of Southwest Washington (HLC SW), the Spokane Regional Health District, and the Salishan Community Health Advocates. In this workshop we will outline how each pilot identified, trained, and supported lay CHWs from low-income communities, the community-based effects of these CHW-led networks on local health equity, and how each illustrates the effectiveness of a CHW program model that provides directed, community-based services in parallel to offering grassroots knowledge and feedback to policy and systems decision-makers. **Kathy Burgoyne**, Foundation for Healthy Generations; **Michael O'Neill**, Cowlitz County Health & Human Services; **Donna Oliver**, Spokane Regional Health District. **Track:** Health Systems Transformation; **Discipline:** Health Planning/Policy Development.

Conducting a Community Health Assessment that Examines the Root Causes of Health Inequities

Introductions by Adrian Dominguez, WSPHA Board, Spokane Regional Health District

Gala 3/4 Health inequity examines the association between social determinants of health and negative health outcomes. Strategies, tools, and techniques for conducting an effective community health assessment will be shared from Kitsap County, Spokane County, and Seattle/King County. Data, reports, and outcomes of each community health assessment will be presented. Participants will be introduced to various data sources, will be taught how to apply assessment methods to different types of social determinants of health, will learn how to engage community partners and establish a common interest in addressing health inequities, and will be given resources to help sustain health inequities work. **Adrian Dominguez**, Spokane Regional Health District; **Beth Lipton, Siri Kushner**, Kitsap Public Health District; **Matias Valenzuela**, Public Health - Seattle & King County. **Track:** Community Health Planning & Evaluation; **Discipline:** Assessment.

Monday, October 13, 2014

**9:45 - 11:45 am, continued . . . ~ Concurrent Skills Workshops ~
(2 hours)**

Policy and Advocacy Workshop: State Legislative Updates*

Introductions by Jennifer Muhm, WSPHA Board, Public Health - Seattle & King County

**Orchard
North**

The Policy/Advocacy Workshop will give an in-depth look at the lay of the land for the 2015 state legislative session—including budget issues and a “speed-dating” style issue orientation to some of the biggest public health policy issues: A panel of state legislators will provide their insights on the 2015 state legislative session. During the second half of this session, a panel of partner organizations will walk through the biggest public health policy issues expected during the 2015 state legislative session. Then during a “speed-dating” round, panelists will each host a table and participants in this session will get to spend time at each table hearing more details about specific policy proposals. **Rep. Laurie Jinkins, Rep. June Robinson**, Washington State Representative; **Sofia Aragon**, Washington State Nurses Association; **Susie Tracy**, Public Health Roundtable/Washington State Medical Association; **Drew Bouton**, Washington State Department of Health; **Christina Peters**, Children’s Alliance; **Annie Kirk**, Public Health - Seattle & King County; **Carrie Glover**, WithinReach; **Jennifer Muhm (Moderator)**, WSPHA Board Member. **Track:** Advocacy through Policy; **Discipline:** Public Health Policy.

11:45 - 12:30 pm Lunch (Grand Apple Ballroom)

12:15 - 1:00 pm

Students Drive Measurable Health Impact*

**Grand
Apple
Ballroom**

Students at The Community School in Spokane Public Schools were spurred into action when they learned that a simple factor - their zip code - is enough to lead to significantly poorer health outcomes and even a shorter life expectancy. Through comprehensive school-wide changes and partnerships with key community agencies including Spokane Regional Health District and Empire Health Foundation, The Community School students led a major systems change that resulted in reduced obesity rates among their peers. **Sarah Lyman**, Empire Health Foundation; **Adrian Dominguez**, Spokane Regional Health District; **Cindy McMahon**, Principal of The Community School; **Amanda Banderman, Eric Gallagher, Roman Gwiazda, Jordan Hime, Michael Hyatt**, Students, The Community School. **Track:** Healthy Eating/Active Living; **Discipline:** Health Education/Promotion.

1:00 - 1:15 pm Break

**1:15 - 2:15 pm ~ Concurrent Sessions ~
(60 minutes)**

Making Immunization Data Available for Use at the Local Level

**Red
Delicious**

The Department of Health is making Washington State Immunization Information System (IIS) data more available to local health. By improving access and usability, we gain a more complete picture of local under-immunized populations, allowing for more targeted interventions. Currently, the project maps data at the state, county, or zip code level. A long-term goal is to develop better processes to pull and map IIS data in formats that are easy to use at the local level. We want to know the type and format of data that would be most useful to locals. **Chris Halsell**, Washington State Department of Health; **Isaiah Berg**, University of Washington; **Todd Faubion**, WithinReach. **Track:** Communicable Disease & Other Health Threats; **Discipline:** Immunization.

The Journey Forward: Pulling Together for Wellness

**Golden
Delicious**

American Indians/Alaska Natives suffer dramatic health disparities compared to other racial, ethnic, and disadvantaged populations in Washington. Pulling Together for Wellness is a framework designed to reduce chronic disease among American Indians/Alaska Natives and addresses health across the lifespan. This culturally-grounded approach integrates traditional public health practice with Native epistemology and emphasizes values using Native-based participatory practices. Presenters will share the developmental process and next steps, reflect on the partnership between the American Indian Health Commission for Washington State and the Washington State Department of Health, and expand upon Native epistemology and its relevance to advancing health equity. **Jan Olmstead**, American Indian Health Commission for Washington State; **Stephen Kutz**, American Indian Health Commission for Washington State and the Cowlitz Tribe; **Marilyn Scott**, American Indian Health Commission for Washington State and the Upper Skagit Tribe; **Frances Limtiaco**, Washington State Department of Health. **Track:** Health Across the Lifespan; **Discipline:** Diversity/Minority Health.

Monday, October 13, 2014

1:15 - 2:15 pm, continued . . . ~ Concurrent Sessions ~
(60 minutes)

Youth Community Kitchens: Successful Peer to Peer Health Education & Leadership

Gala 1/2

This presentation will describe how the Salishan Community Health Advocates utilize the talents, skills and knowledge of their younger advocates to successfully design and implement a peer to peer health education model. These Youth Community Kitchens are lead by teens who provide demonstrations and information on nutrition, healthy options for snacks and food safety. In addition, they are mentoring the participants and fostering leadership skills. This is one project the CHAs have developed to address the lack of healthy food sources in their neighborhood and to establish healthy eating as a norm amongst their peer group. **Gretchen Hansen**, Foundation for Healthy Generations; **Sirena Strout**, Community Health Care; **Taliesha Edwards**, Salishan Community Health Advocates. **Track:** Healthy Eating, Active Living; **Discipline:** Nutrition/Healthy Eating.

Dental Therapists: Bringing Care into the Community

Gala 3/4

Washington's low-income, rural communities are experiencing access barriers to quality oral healthcare services. A community-grown solution has been implemented in other states to help transform the care delivery system. The transformation is centered on using mid-level dental providers known as "dental therapists". These providers are recruited from local communities and from specific population groups to help ensure culturally-competent, patient-centered care for clients. Additionally, this model has proven to be fiscally sound, increase access to oral healthcare, and improve oral health outcomes. This model could successfully improve access in our under-served communities resulting in decreased health inequities. **Christina Peters - Moderator**, Children's Alliance; **Ruth Ballweg**, University of Washington; **Stephanie Woods**, Maniilaq Health Center; **John Stephens**, Swinomish Indian Tribal Community. **Track:** Health Systems Transformation; **Discipline:** Oral Health.

Beyond Food Deserts – Exploring the Nutrition Environment in Washington State

Fuji 1/2

Geographic Information System (GIS) analysis of food resources finds no evidence of widespread food deserts in Washington State. Healthy eating is associated with food insecurity – defined as being worried or stressed about not having enough money to buy nutritious food. Food insecurity is strongly associated with housing insecurity, and other social determinants of health. Public health interventions need to move past mere proximate access or physical distance to healthy food and address the more difficult problem of food insecurity. **Dennis McDermot**, **Brigid Igoe**, Washington State Department of Health. **Track:** Community Health Planning; **Discipline:** Nutrition/Healthy Eating.

Policy & Advocacy 101*

Orchard
North

This is a first level basic overview of how state and federal governments function and affect public health. This session will explore several concepts: Why does what happens in Olympia or Washington, D.C. matter to a public health employee? How are local health departments funded? How did local health departments end up in the current financial strain (federal, state, local budget cuts)? How are state and federal budgets structured? What are potential impacts of the sequester? How does the legislature impact public health policy? How does rulemaking impact public health policy? How are they different? **John Wiesman**, Washington State Department of Health; **Rep. June Robinson**, Public Health - Seattle & King County; **Don Sloma**, Thurston County Public Health & Social Services; **Moderator - Adrienne Thompson**, Professional & Technical Employees, Local 17 **Track:** Advocacy through Policy; **Discipline:** Public Health Policy.

Meeting Your Audience: Information Design and Audience Engagement

Fuji 3/4

What if your child got sick, but you couldn't understand the information you got from the doctor's office? Lack of access to health information about prevention, treatment, and emergencies contributes to health inequities. Improving access can improve health, yet we often develop health promotion materials that don't have the impact we want. This session will explore best practices for engaging your audience in developing health promotion materials and will discuss the principles of good information design. We will share examples of best practices used in recent projects, and discuss ways to advance health equity through material development. **Lindsay Herendeen**, **Vonda Witley**, Washington State Department of Health. **Track:** Public Health Communications & Social Media; **Discipline:** Health Education/Promotion.

Leadership Development in Washington State

Harvest/
Blossom

This session will explore the area of public health leadership and leadership development by featuring a panel of 3 state and local health department leaders who have participated in the Northwest Public Health Leadership Institute (NWPHLI) from recent years moderated by NWPHLI faculty. The panel will explore the individual and organizational need for leadership development. Why did these leaders pursue leadership training? What were the lessons they learned? What were the agency benefits in having managers involved in leadership training? What are the current hot topics in leadership? What more can be done to promote the development of public health leaders? **Bud Nicola**, University of Washington; **Todd Phillips**, Grant County Health District; **Julie West**, Public Health-Seattle and King County; **Paj Nandi**, The Polyclinic. **Track:** Public Health Leadership; **Discipline:** Administrative Leadership.

Monday, October 13, 2014

2:15 - 2:30 pm **Break**

2:30 - 3:30 pm **~ Concurrent Sessions ~
(60 minutes)**

Preventing Opioid-Related Overdose Deaths Using Harm Reduction Strategies

**Red
Delicious**

Opioid-related deaths and hospitalizations have been increasing dramatically over the last several years. Clark County Public Health's Harm Reduction Center/Syringe Services Program is initiating an Overdose Prevention Program in an effort to reduce opioid-related deaths through overdose management education and distribution of naloxone, a medication that reverses opioid-related overdoses. Presenters will share an overview of Harm Reduction Center services, and discuss the implementation of the overdose prevention program. This will include development of a standing order to prescribe and distribute naloxone and designing a training curriculum, as well as evaluation methods, results, and associated challenges of monitoring overdose reversals and related deaths. **Adiba Ali, Sandra Kendrick**, Clark County Public Health. **Track:** Communicable Disease & Other Health Threats; **Discipline:** Injury Prevention.

Funding Asthma Equity: Innovations in Partnerships Between Hospitals and Public Health

**Golden
Delicious**

Background: Funding for addressing asthma inequities is in crisis. Hospital-based funding sources may provide new opportunities for public health. Purpose: A coalition effort to source hospital funding for public health programs and research. Partners: Physicians, Nurses, LHJ, DOH, and Universities. Results: Over \$50,000 raised for start-up funding for outreach and research programs such as community health worker, photovoice, community cafes, and text-based asthma management. Conclusions: new funding streams as a result of the Affordable Care Act present opportunities for advancing public health and partnering with primary care. **Robin Evans-Agnew**, University of Washington Tacoma; **Julie Postma**, University of Washington; **Judy Olsen**, Tacoma-Pierce County Health Department. **Track:** Health Across the Lifespan; **Discipline:** Chronic Disease Prevention & Management.

GROW Healthy Kids and Communities in Rural Washington Communities

Gala 1/2

Rural residency is a risk factor for obesity and chronic disease. Attributes of the rural environment make it difficult to access and eat healthy, or to be active. Rural communities have unique challenges in addressing health compared to more metropolitan settings. Applying Community Based Participatory Research principles through Healthy Eating Active Living Mapping Attributes using Participatory Photographic Survey (HEAL MAPPS™), four rural Washington communities assessed features of rural communities and survey community resources and readiness to support environmentally-based obesity prevention efforts. Results provide community-informed approaches to address obesity and disease prevention in rural communities. **Shirley Calodich, Lizann Powers-Hammond, Gary Fredricks, Dori Babcock**, Washington State University Extension. **Track:** Healthy Eating, Active Living; **Discipline:** Chronic Disease Prevention & Management.

Transforming Southwest Washington through Grassroots Collective Impact

Gala 3/4

The Healthy Living Collaborative of Southwest Washington is an innovative network of 41 partner organizations working collectively to promote healthy living for everyone across Clark, Cowlitz, Skamania, and Wahkiakum counties. The collaborative realizes that where a person lives, learns, works, and plays has a huge impact on a person's health. The collaborative promotes health in all policies, systems, and services. It also promotes community-based prevention strategies in neighborhoods facing the largest health disparities in southwest Washington. The Collaborative has achieved commitments from a diverse group of financial supporters. **Kachina Inman**, Healthy Living Collaborative of SW Washington; **Robbi Kay Norman**, Uncommon Solutions. **Track:** Health Systems Transformation; **Discipline:** Health Planning/Policy Development.

Emerging Issues in Public Health

Fuji 1/2

The term "emerging issues" is used quite often in public health, but rarely is it defined. What are the criteria to determine if an issue is emerging or just a statistical anomaly? How do we identify emerging issues in a manner that is timely enough to allow for intervention? How do we determine if intervention is required or even desirable? Which partners might help determine an emerging issue for a county or a state? Is timely anecdotal evidence better for detecting such issues than historical data? This presentation will examine these and other issues around identifying and addressing emerging issues. **Mark Serafin, Carrie McLachlan**, Snohomish Health District; **Michael Smyser**, Public Health - Seattle & King County. Co-Author: **Robin Fenn**. **Track:** Community Health Planning & Evaluation; **Discipline:** Assessment.

Health Equity in Policies: Health Impact Reviews of State Legislation

**Orchard
North**

The Governor's Interagency Council on Health Disparities and the State Board of Health conduct health impact reviews (HIR). An HIR is an analysis of how a legislative/budgetary proposal will likely impact health disparities. Only the Governor or a state legislator can request a review. This presentation will provide an outline of the HIR framework and outreach approaches that have been effective in informing legislators about HIRs and increasing use of the tool. This interactive presentation will provide opportunities to leverage the expertise in the room and discuss ways to ensure that HIRs have the greatest possible impact on decreasing disparities. **Sierra Rotakhina, Christy Hoff**, Washington State Board of Health/Governor's Interagency Council on Health Disparities. **Track:** Advocacy through Policy; **Discipline:** Health Planning/Policy Development.

Monday, October 13, 2014

2:30 - 3:30 pm, continued... ~ Concurrent Sessions ~
(60 minutes)

Navigating Social Media Channels for Public Health Communication

Fuji 3/4

Health communication through traditional outlets, such as print media and television, is still alive and well but is competing with the ever-evolving landscape of social media technology. This presentation offers insights into how to use key social media outlets for public health messaging, including Facebook, Twitter, Pinterest, Instagram, Flickr, and LinkedIn. We will explore best practices for using social media within public health, including developing social media policies and communication plans in addition to methods to measure and evaluate the effectiveness of social media. **Alexandra Hayes**, Spokane Regional Health District. **Track:** Public Health Communications & Social Media; **Discipline:** Health Education/Promotion.

Training the Next Generation of Public Health Managers

Harvest/
Blossom

Join staff from the Northwest Center for Public Health Practice to learn about their Public Health Management Certificate program's evolution and to review evaluation results from the first year's class. **Luann D'Ambrosio, Janell Blackmer**, Northwest Center for Public Health Practice. **Track:** Public Health Leadership; **Discipline:** Administrative Leadership.

3:30 - 4:15 pm **Poster Sessions (Orchard South)**

Engaging Epigenetics: An Educational Video on DNA Methylation (A-1)

Lorelei Walker, University of Washington School of Public Health, Institute for Public Health Genetics

Strengthen Your Skills, Strengthen Your Agency: New Trainings for Public Health (A-2)

Barbara Rose, Northwest Center for Public Health Practice

Essentials for Childhood: Evaluating Work of a Statewide Collective Impact Team (A-3)

Teresa Vollan, Washington State Department of Health; Co-Authors: Marilyn Gisser, Kathy Chapman, Riley Peters

BRFSS Cell Phone Interviews: Do They Improve Measurement of Inequities? (A-4)

Marnie Boardman, Dennis McDermot, Alicia Zagel, Washington State Department of Health

Same Sex Marriage in Washington State (A-5)

Alicia Zagel, Washington State Department of Health

Promoting Population Health Practice in Medical Education (A-6)

Toby Keys, University of Washington School of Medicine; Co-Authors: Laurel Desnick, David Evans, Roger Rosenblatt

SOARING: Investigating the Health Information Needs & Practices of Older Adults (B-1)

Anne Turner, Katie Osterhage, Northwest Center for Public Health Practice; Co-Authors: Andrea Hartzler, George Demiris

Public Health and Community Development: A Roadmap to a Better Built Environment (B-2)

Danielle Schaeffner, Katie Eilers, Kitsap Public Health District

New Approaches to Tobacco Screening: A Closer Look at Inpatient Rehabilitation (B-3)

Michael Nguyen, University of Washington School of Medicine; Co-Authors: Anjali Truitt, Joel Mansfield, Chris Greer, Douglas Weeks, Gregory Carter

Conducting a Food Program Needs Assessment for Community Teen Center in Seattle (B-4)

Alexandra Kaufman, University of Washington School of Public Health

Naloxone Overdose Kits in Community Pharmacy, Saves Lives, Creates Awareness (B-5)

Shannon Panther, Elizabeth Rankos, Washington State University College of Pharmacy

Enlisting Code Enforcement in Health Equity: Addressing Substandard Housing in King County (B-6)

Sigolene Ortega, University of Washington

WIC Outreach Meets "Stages of Change" Theory (B-7)

Lindsay Herendeen, Janet Charles, Washington State Department of Health

Critical Issues on Thyroid Cancer Screenings Due to the 2011 Nuclear Accident (B-8)

Mitsuko Nakata, Pacific Rim Disease Prevention Center

Racial Bullying and Youth Substance Use (C-1)

Andrea Stone, Shauna Carlisle, University of Washington Bothell

Monday, October 13, 2014

3:30 - 4:15 pm, continued . . . Poster Sessions (Orchard South)

Perceived Discrimination and the Health of Foreign-Born Populations: Implications for Public Health (C-2)

Shauna Carlisle, Andrea Stone, University of Washington Bothell

Why QI? Kitsap Public Health District's Quality Improvement Journey (C-3)

Jessica Guidry, Keith Grellner, Kitsap Public Health District

Using Quality Improvement Techniques for Strategic Planning (C-4)

Robin Read, Kittitas County Public Health Department

Reduction of Radiation Exposure in the Diagnosis of Pediatric Appendicitis (C-5)

Morgan Richards, University of Washington; Co-Authors: Meera Kotagal, Rebekah Burns, John Matheson, Bessie McCann, Shawna Laursen, Edward Walkley, David Flum

A Tool for Evaluating Nonprofits' Intent to Sustain Health Promotion Policies (C-6)

Eleanor Marsh, Washington Center for Nursing; Co-Author: Dr. Doris Boutain

Public Housing No-Smoking Policies for Health Equity (C-7)

Andrew Taylor, Washington State Department of Health

Assessing Post-Incarceration Treatment Adherence Among County Jail Inmates (C-8)

Ryan Kuhar, University of Washington School of Public Health

**4:30 - 5:30 pm ~ Concurrent Sessions ~
(60 minutes)**

Mobilizing Parents to Advocate for Immunization: The Immunity Community Program

**Red
Delicious**

To address vaccine-hesitancy and the high vaccine exemption rate in Washington State, Vax Northwest implemented and tested a three-year community engagement intervention, called the "Immunity Community." The intervention mobilizes parents who value immunization and provides them with tools to engage in positive dialogue about immunizations in their communities. The evaluation, conducted by the Center for Community Health and Evaluation, uses qualitative and quantitative methods to describe acceptance of campaign materials, assess facilitators and barriers to success, and track intermediate outcomes such as parental knowledge and attitudes. The presentation will describe the intervention and evaluation findings from the three-year intervention. **Jennie Schoeppe, Clarissa Hsu**, Group Health Research Institute: Center for Community Health and Evaluation. Co-Authors: **Mackenzie Melton, Joseph Turcotte**. **Track:** Communicable Disease & Other Health Threats; **Discipline:** Immunization.

Going Beyond Programs and Education: Tobacco and Marijuana Are Social Justice Issues

**Golden
Delicious**

Seventeen percent of adults overall in Washington identify themselves as "current smokers" but significantly more people in some populations are still smoking. These tobacco-related disparities reflect the larger patterns of economic and social inequities and are matters of social justice. This interactive session allows panelists and participants to engage in a dialogue about disparities in tobacco use and exposure to secondhand smoke, explore implications for marijuana use prevention, and discuss approaches to engaging and mobilizing communities. Panelists include community-based organizations representing African American, Asian, Pacific Islander, and Lesbian/Gay/Bisexual communities, and a Tribal/Urban Indian organization. **Frances Limtiaco**, Washington State Department of Health; **Amber Tejada**, Gay City Health Project; **Elaine Ishihara**, APICAT for Healthy Communities; **Jan Olmstead**, American Indian Health Commission for Washington State; **Janelle Okorogu**, Center for MultiCultural Health. Co-Authors: **Julia Dilley, Cristal Connelly**. **Track:** Health Across the Lifespan; **Discipline:** Alcohol/Tobacco & Other Drugs.

Exploring Community Kitchen Impacts: A Responsive Evaluation Approach

Gala 1/2

Food insecurity is a significant problem in the county in which this study took place. A community member took action to mobilize the community around food security and health promotion. This session discusses the methods used to evaluate food security, food and nutrition, and psychosocial-related impacts of a community-driven intervention from the perspectives of participants over time. A responsive evaluation approach facilitated depth of data collection and analysis needed to explore and understand kitchen impacts from the perspectives of kitchen participants. The study generated a wealth of descriptive data that could not have been obtained with an alternative approach. **Kala Mayer**, University of Portland. **Track:** Healthy Eating, Active Living; **Discipline:** Assessment.

Syringe Service Programs as Community Health Access Points for the Underserved

Gala 3/4

People who inject drugs represent an underserved population that often experiences acute stigma and health inequity. Syringe Service Programs (SSPs) serve as an important access point to larger systems of care for vulnerable populations that might otherwise not have access to until emergency services are needed. In this session, the Washington State Department of Health and Point Defiance AIDS Project (PDAP) will share the innovative work underway to meet the needs of this vulnerable population to ensure access to quality health care and disease prevention is available and provided without judgment and regardless of financial situation. **Anne Brenner**, Washington State Department of Health; **Alisa Solberg**, Point Defiance AIDS Project/NASEN. **Track:** Health Systems Transformation; **Discipline:** Infection Disease/HIV/STDs.

Monday, October 13, 2014

4:30 - 5:30 pm, continued . . . ~ Concurrent Sessions ~
(60 minutes)

An Inequity-Aware CHIP: One Health Department's Adaptation

Fuji 1/2

How can health departments innovate to incorporate health inequity into their Community Health Improvement Planning (CHIP) processes? The Walla Walla County Health Department adapted their CHIP process to include health equity at each step of the process, from data collection to issue prioritization. Concurrently, more emphasis was placed on upstream thinking in terms of root causes of health outcomes, further contributing to inclusion of equity in issue consideration. This adapted approach will lead to a stronger CHIP product with high-level, high-impact interventions for all populations. **Janene Michaelis**, Walla Walla County Health Department. **Track:** Community Health Planning & Evaluation; **Discipline:** Assessment.

Policy & Advocacy 201*

Orchard
North

This is a second level overview of how public health can impact what happens in the state legislature and Congress. This session will explore several concepts: How to build relationships with legislators (coffee, town halls, letter writing, etc.)? Is it necessary to be part of a coalition? What are the benefits? How do you introduce legislation? What is the feasibility of moving it forward? Who should sponsor? Who should you talk to and what should you do? What is the most effective way to move a policy idea forward? How do you best communicate with legislators when trying to move a bill? How should you react to bad legislation? **Patty Hayes**, Public Health - Seattle & King County; **Rep. Laurie Jenkins**, Washington State Representative; **Vic Colman**, Childhood Obesity Prevention Coalition; **Susie Tracy**, Public Health Roundtable; **Sofia Aragon**, Washington State Nurses Association. **Track:** Advocacy through Policy; **Discipline:** Public Health Policy.

PHAST: A Translation Tool to Address Language Disparities via Collaboration

Fuji 3/4

The burdens of time and cost prevent many public health agencies (PHAs) from translating health education materials. Based on our prior research on public health translation practices and needs, we designed a collaborative, web-based machine translation tool called PHAST. We tested PHAST with two PHAs to gather feedback on its application and usability. Preliminary results indicate that a novel machine translation tool such as PHAST holds the potential to save time and money, in addition to streamlining the translation process. This session will provide an overview of the potential for such a tool to be incorporated in current public health practice and address language disparities. There will also be a demonstration of PHAST. **Kristin Dew**, **Anne Turner**, University of Washington; Co-Authors: **Katrin Kirchhoff**, **Loma Desai**, **Nathalie Martin**. **Track:** Public Health Communications & Social Media; **Discipline:** Data Methods & Technologies/Informatics.

Creating a Culture of Health – the State Health Improvement Plan (SHIP)

Harvest/
Blossom

The session will present the State Health Improvement Plan (SHIP) and describe bold new priorities to create a culture of health for Washington, focusing on what influences health rather than on a specific areas of poor health. The three priorities are to: invest in the health and well-being of our youngest children and families, support development of healthy neighborhoods and communities, and broaden health care to promote health outside the medical system. **Torney Smith**, Spokane Regional Health District; **Astrid Newell**, Whatcom County Health Department; **Pam Lovinger**, Washington State Department of Health; Co-Author: **Jane C. Lee**. **Track:** Public Health Leadership; **Discipline:** Administrative Leadership.

WSPHA Social Hour

Socialize and network with your colleagues from around the state

Monday, October 13

6:00 - 7:00 pm

10 Below Bar

(behind the Convention Center)

29 N. Columbia

Light hors d'oeuvres and no-host bar

1:15 - 2:15 pm (60 min)	at the Local Level ~ C. Haisell, I. Berg, T. Faubion	Wellness ~ J. Olmstead, S. Kutz, M. Scott, F. Limitiaco	TO REEF HEALTH EDUCATION & Leadership ~ G. Hansen, S. Strout, T. Edwards	Community ~ C. Peters, R. Ballweg, S. Woods, J. Stephens	ENVIRONMENT IN Washington State ~ D. McDermot, B. Igoe	J. Wiesman, Rep. Robinson, A. Thompson, D. Sloma	Audience Engagement ~ L. Herendeen, V. Witley	in Washington State ~ B. Nicola, T. Phillips, J. West, P. Nandi
2:15 - 2:30 pm	Break							
2:30 - 3:30 pm (60 min)	Communicable Disease Red Delicious Preventing Opioid- Related Overdose Deaths Using Harm Reduction Strategies ~ A. Ali, S. Kendrick	Health Across Lifespan Golden Delicious Funding Asthma Equity: Innovations in Partnerships between Hospitals & Public Health ~ R. Evans-Agnew, J. Postma, J. Olsen	Healthy Eating Gala 1/2 GROW Healthy Kids & Communities in Rural WA Communities ~ S. Calodich, L. Powers-Hammond, G. Fredricks, D. Babcock	Systems Transformation Gala 3/4 Transforming Southwest Washington through Grassroots Collective Impact ~ K. Inman, R. Norman	Health Planning Fuji 1/2 Emerging Issues in Public Health ~ M. Serafin, C. McLachlan, M. Smyser	Advocacy/Policy Orchard North Health Equity in Policies: Health Impact Reviews of State Legislation ~ S. Rotakina, C. Hoff	Communications Fuji 3/4 Navigating Social Media Channels for Public Health Communication ~ A. Hayes	Leadership Harvest/Blossom Training the Next Generation of Public Health Managers ~ L. D'Ambrosio, J. Blackmer
3:30 - 4:15 pm	Poster Sessions - break with snack - Orchard South							
4:30 - 5:30 pm (60 min)	Communicable Disease Red Delicious Mobilizing Parents to Advocate for Immunization: The Immunity Community Program ~ J. Schoeppe, C. Hsu	Health Across Lifespan Golden Delicious Going Beyond Programs & Education: Why Tobacco & Marijuana Use is a Social Justice Issue F. Limitiaco, A. Tejada, E. Ishihara, J. Olmstead, J. Okorogu	Healthy Eating Gala 1/2 Exploring Community Kitchen Impacts: A Responsive Evaluation Approach ~ K. Mayer	Systems Transformation Gala 3/4 Syringe Service Programs as Community Health Access Points for the Underserved ~ A. Brenner, A. Solberg	Health Planning Fuji 1/2 An Inequity-Aware CHIP: One Health Department's Adaptation ~ J. Michaelis	Advocacy/Policy Orchard North Policy & Advocacy 201 ~ P. Hayes, Rep. Jinkins, V. Colman, S. Tracy, S. Aragon	Communications Fuji 3/4 PHAST: A Translation Tool to Address Language Disparities via Collaboration ~ K. Dew, A. Turner	Leadership Harvest/Blossom Creating a Culture of Health - the State Health Improvement Plan (SHIP) ~ T. Smith, A. Newell, P. Lovinger
6:00 PM	WSPHA Social Hour - 10 Below Bar							

	<i>C. Jackson</i>	<i>A. Hasan, L. Lawyer</i>	<i>W. Williams</i>	<i>V. Caldwell</i>	<i>J. Parker</i>	<i>J. Tebaldi</i>	<i>M. Roberts</i>	<i>T. Dang</i>
11:30 - 11:45 am	Break							
	Communicable Disease Red Delicious	Health Across Lifespan Golden Delicious	Food Safety & Security Gala 1/2	Systems Transformation Gala 3/4	Health Planning Fuji 1/2	Advocacy/Policy Orchard North	Communications Fuji 3/4	Leadership Harvest/Blossom
11:45 - 12:30 pm (45 min)	Discovery of Coccidioides Immitis (Valley Fever) in Washington ~ <i>N. Marsden-Haug,</i> <i>H. Hill</i>	Weaving Community Strengths & Partner Collaboration to Support Young Families ~ <i>A. Daquiz, D. Espinoza</i>	"Forming" Better Foodborne Outbreak Investigations ~ <i>J. Anderberg,</i> <i>C. Sherman</i>	Children with Special Health Care Needs & Medicaid Managed Care: An Action Learning Collaborative <i>E. Silverman, C. Moore,</i> <i>S. Heinle, C. Jones</i>	Improving the Quality of Opioid-Related Mortality Data in Washington State ~ <i>A. Poel,</i> <i>J. Sabel</i>	Deep Dive on Policy: e-Cigarettes ~ <i>D. Bouton, P. Davis,</i> <i>L. Hovind, M. McHale,</i> <i>J. Peterson</i>	We've Got an App for That! It's About Two: Baby & You iPad Application Evaluation ~ <i>J. Dotson, R. Pineda</i> <i>H. Cylkowski</i>	Distributions & Impact of LHI Services: Findings from Washington LHI Service Data ~ <i>B. Bekemeier,</i> <i>B. Kling, M. Ro</i>
12:30 - 1:45 pm	LUNCH & WSPHA Business Meeting (Open to All) & WSPHA Awards							
1:45 - 2:45 pm	A Roadmap for Washington's Governmental Public Health Network - John Wiesman & Closing remarks from incoming WSPHA President							

Tuesday, October 14, 2014

9:15 - 10:15 am, continued . . .

~ Concurrent Sessions ~
(60 minutes)

Federal Legislative Update*

Orchard
North

This session will give an overview of current budget and policy issues being considered in Washington, D.C., and will include some information on how to better connect with congressional offices and federal partners. **Melanie Rainer**, Office of Senator Patty Murray; **David Reeploeg**, Office of Senator Marie Cantwell; **Julie Peterson (Moderator)**, Foundation for Healthy Generations. **Track:** Advocacy through Policy; **Discipline:** Public Health Policy.

Mobilizing Gay/Bisexual Men to Reduce Harms Associated with HIV/STD Infection

Fuji 3/4

The Washington State Department of Health, Public Health Seattle and King County and five community-based organizations in Seattle/King have joined together to implement a cutting-edge community mobilization effort aimed at reducing new HIV/STD infections. The collaborative effort – My HIV Moment – mobilizes the gay/bisexual community to take collective action over their sexual health and wellness. Mobilization activities reach a diverse audience of men and spread messages aimed at leveraging new opportunities available through the ACA, advancements in HIV science and social justice for gay/bisexual men, including gay marriage. Activities promote healthcare utilization, “treatment as prevention” and pre-exposure prophylaxis (PrEP). **David Kern**, Washington State Department of Health; **Fred Swanson**, Gay City Health Project. **Track:** Public Health Communications & Social Media; **Discipline:** Communicable Disease.

Strategic Thinking to Infuse Health Equity into Health Department Planning

Harvest/
Blossom

The Washington State Department of Health is taking a bold step forward to achieve health equity. Action planning focuses on the three core public health functions. Session presenters will facilitate discussions with participants organized into small groups of 10 each. Participants will be asked to respond to a series of questions intended to identify current department efforts that are working well, specific practices, policies or processes that create health inequities, the kind of leadership needed to advance health equity and address structural racism, and how to use data more effectively to document, monitor and better understand health inequities. **Gail Brandt**, **Frances Limtiaco**, **Dennis Worsham**, Washington State Department of Health. **Track:** Public Health Leadership; **Discipline:** Administrative Leadership.

10:15 - 10:30 am

Break

10:30 - 11:30 am

~ Concurrent Sessions ~
(60 minutes)

Community Resilience: Reducing Disparities through Emergency Preparedness

Red
Delicious

The Vulnerable Populations Action Team at Public Health - Seattle & King County was established to address health disparities in emergency response – disparities that were so clearly displayed during Hurricane Katrina. This session will provide a framework for integrating equity and social justice principles into emergency planning and will identify key resources and tools that can be helpful to local health jurisdictions throughout the state. **Robin Pfohman**, **Candace Jackson**, Public Health - Seattle & King County. **Track:** Communicable Disease and Other Health Threats; **Discipline:** Emergency Preparedness.

Black Infant Health Program: Improving Life Course through Engaging African American Churches

Golden
Delicious

Infant Mortality Rates are higher for African Americans (AA) than whites, both in Pierce County and in Washington. AAs have a higher rate of pre-term births. AA women were less likely to access WIC and Maternity Support Services prenatally. In 2009, a Public Health Nurse began collaborating with AA churches for the purpose of building a network of Health Ministers to target AA women early in pregnancy for the purpose of improving birth outcomes. The Public Health Nurse and Health Ministers will present on their partnership. **Lea Johnson**, Tacoma-Pierce County Health Department; **Anne Mumford**, Keepers of the Flame NW; **Ameedah Hasan**, Roosevelt Heights Church; **Laminda Lawyer**, True Vine Community Church. **Track:** Health Across the Lifespan; **Discipline:** Maternal & Child Health.

Strengthening Health Equity in Food Safety Inspection Processes Using Kaizen

Gala1/2

The WCHD Food Safety program frequently interacts with food service operators who do not speak English or who have limited English proficiency. Our Performance Management and Health Equity teams identified improving services to this population as a top quality improvement priority. Our mission was to increase food safety program efficiencies and improve effectiveness with non-English and ESL food service operators. Our principle methodology was a 1-1/2 day Kaizen event. We brought to the event quality quantitative data and “voice of the customer” data from our target population. We present the Kaizen methodology, event processes and outcomes, and overall findings. **Susan Sloan**, Whatcom County Health Department; **Wanda Williams**, Tacoma-Pierce County Health Department **Track:** Environmental Health: Food Safety & Security; **Discipline:** Environmental Health.

Tuesday, October 14, 2014

10:30 - 11:30 am, continued . . .

~ Concurrent Sessions ~
(60 minutes)

Disparities in Care: How Medicaid Enrollees are Receiving Care in Washington

Gala 3/4

Reviewing the Washington Health Alliance's 2014 Disparities in Care Report which examines Medicaid claims data stratified by race, ethnicity and language, participants will learn key findings about Washington State. Disparities in Care is a critical issue, with evidence showing ethnic minorities experiencing higher burdens of disability, injury, illness, and mortality. Through the Disparities in Care report, health care providers and community partners are able to learn where gaps and opportunities may exist. Participants will also learn more about the Washington Health Alliance as a partner for health system transformation and population health efforts. **Teresa Litton**, Washington Health Alliance; **Vazaskia Caldwell**, Health Care Authority. **Track:** Health Systems Transformation; **Discipline:** Data Methods & Technologies/Informatics.

Planning to Action - Tools and Techniques to Help Move CHIPs Out in a Community

Fuji 1/2

This session will present various methods and tools that can be used to engage community members in community health improvement planning. It will provide frameworks for group sessions that helped newly-formed groups make recommendations on key strategies. Use of technology being utilized to share data, map strategic actions and document community efforts in the areas of youth physical abuse, obesity and suicide will be shared. Numerous strategies are being implemented including policy recommendations, social marketing and social media campaigns and community education. Presenters will share early successes, challenges and lessons learned from this very fast-paced, expansive CHIP process. **Carrie McLachlan**, **Jamaal Parker**, Snohomish Health District. **Track:** Community Health Planning & Evaluation; **Discipline:** Assessment.

A Long-Term Strategy for Funding Foundational Public Health Services Statewide

Orchard
North

This session will explore Washington State's nationally-recognized effort to create a sustainable statewide system of foundational public health services (FPHS). It will describe various scenarios being explored by the policy workgroup such as options for: using current funding differently, changes in the delivery model, new revenue, and adjusting what is included in the FPHS package. Estimates on current FPHS spending and funding gaps will be presented. Co-chairs of the FPHS Policy Workgroup: **John Wiesman**, Washington State Department of Health; **Todd Mielke**, Commissioner Spokane County, Dist 1; **Marilyn Scott**, Upper Skagit Indian Tribe; with **Barry Kling**, Chelan-Douglas Health District, and **Jennifer Tebaldi**, Washington State Department of Health. **Track:** Advocacy through Policy; **Discipline:** Administrative Leadership.

The Silence Whooping Cough Campaign - Responding to the 2012 Epidemic

Fuji 3/4

In 2012 Washington State experienced a whooping cough epidemic. The Group Health Foundation in partnership with the Washington State Department of Health and local health jurisdictions from across the state launched a public awareness campaign to raise awareness about pertussis, the serious health risks for young children and the need to vaccinate to protect them. The session will cover the development of public-private partnerships, campaign strategy and tactics and program evaluation and outcomes. **Michele Roberts**, Washington State Department of Health. Co-Author: **Joseph Turcotte**. **Track:** Public Health Communications & Social Media; **Discipline:** Health Education/Promotion.

Onboarding - Orienting New Employees to Public Health

Harvest/
Blossom

Washington State Department of Health is moving forward with a new employee onboarding process. Workforce data indicates not all employees who work in the public health field have a public health background. Through the onboarding process the agency is able to expose staff to health equity as public health and empower each employee to take a leadership role with their newly hired position. Session presenters will lead a discussion that supports participants' intent to strengthen or develop their new employee orientation and describes the importance of agency leadership participation in the onboarding process. **Annie Merritt**, **Gail Brandt**, **Tam Dang**, Washington State Department of Health.. **Track:** Public Health Leadership; **Discipline:** Administrative Leadership.

11:30 - 11:45 am

Break

Tuesday, October 14, 2014

11:45 - 12:30 pm

~ Concurrent Sessions ~
(45 minutes)

Discovery of *Coccidioides Immitis* (Valley Fever) in Washington

Red
Delicious

An investigation of 3 coccidioidomycosis (Valley fever) cases among residents of Walla Walla, Benton, and Franklin counties concluded they were most likely acquired locally. However, Washington is far north of the known endemic areas. Testing of soil samples from likely exposure sites in Benton County confirmed the presence of *C. immitis*. We are launching an enhanced surveillance program for coccidioidomycosis to learn more about the extent of the disease and public health risk in Washington. **Nicola Marsden-Haug**, Washington State Department of Health; **Heather Hill**, Benton-Franklin Health District. Co-Authors: **Ron Wohrle**, **Marcia Goldoft**, **Harvey Crowder**, **Anastasia Litvinseva**, **Tom Chiller**, **Mary Brandt**. **Track:** Communicable Disease & Other Health Threats; **Discipline:** Communicable Disease.

Weaving Community Strengths and Partner Collaboration to Support Young Families

Golden
Delicious

Expectant and parenting teens and young families often experience poor educational, social, and health outcomes due to unique structural barriers they face in accessing resources and services. This is especially true for the majority Latino/a populations and rural communities in our target counties in central and eastern Washington. By partnering with various service providers at state and local levels, we seek to weave together a more integrated support system for these families. Moreover, our community-engaged and culturally-grounded approaches seek to ensure that resources and services provided are relevant and accessible to the population being served. **Aubrey Daquiz**, Washington State Department of Health. Co-Authors: **Damarys Espinoza**, **Katie Hutchinson**. **Track:** Health Across the Lifespan; **Discipline:** Reproductive & Sexual Health.

“Forming” Better Foodborne Outbreak Investigations

Gala 1/2

A new investigation approach levels the playing field for Environmental Health professionals to perform outbreak investigations—regardless of their field experience or local resources. DOH partnered with local health agencies to create new investigation forms, guidelines and resources. The new tools guide the field investigations and also document the contributing factors and antecedents that caused the outbreak in the first place. Stories of recent outbreaks are used to share the details about how the new investigation tools benefit investigations. **Janet Anderberg**, Washington State Health Department; **Christina Sherman**, Tacoma-Pierce County Health Department. **Track:** Food Safety & Security; **Discipline:** Environmental Health.

Children with Special Health Care Needs and Medicaid-Managed Care: An Action Learning Collaborative

Gala 3/4

This panel will share information focusing on building the capacity of Washington to ensure that the unique needs of children with special health care needs and their families are addressed as Washington Medicaid serves and transitions this population of children into Medicaid-managed care. Areas to focus our efforts to improve coordination between systems for continuity of care and local access are in communication, data, and administrative simplification. **Ellen Silverman**, Washington State Department of Health; **Callie Moore**, Adams County Health Department; **Stacy Heinle**, Community Health Plan of WA; **Colette Jones**, Health Care Authority - Medicaid Program. **Track:** Health Systems Transformation; **Discipline:** Maternal & Child Health.

Improving the Quality of Opioid-Related Mortality Data in Washington State

Fuji 1/2

Death certificates are a valuable source of population-based data on opioid-related deaths. In addition to ICD-10 codes, the literal cause of death is an important source of information on specific opioids and well as other types of drugs involved with opioid deaths. Further information about opioid deaths can be obtained from medical examiners and coroners. **Amy Poel**, **Jennifer Sabel**, Washington State Department of Health. Co-Author: **Caleb Banta-Green**. **Track:** Community Health Planning & Evaluation; **Discipline:** Epidemiology.

Deep Dive on Policy: e-Cigarettes*

Orchard
North

This session will provide space for a policy deep-dive on e-cigarettes. With much legislative and public health interest surrounding these devices, this session will provide an opportunity to hear the latest regarding an executive branch legislative proposal, and to learn the ways in which local public health departments, partners, and individuals can help move e-cigarette policy forward during 2015 state legislative session. **Drew Bouton**, **Paul Davis**, Washington State Department of Health, **Lindsay Hovind**, American Heart Association; **Mary McHale**, **Julie Peterson (Moderator)**, Foundation for Healthy Generations. **Track:** Advocacy through Policy; **Discipline:** Public Health Policy.

We've Got An App For That! It's About Two: Baby & You iPad Application Evaluation

Fuji 3/4

Recent advances in mobile communications and technology have resulted in a plethora of health promotion and education tools. Health professionals and agencies have a responsibility to assure that materials they develop and/or promote provide sound, evidence-based information to client users. We will present findings of a March of Dimes funded evaluation of the It's About Two: Baby and You iPad project. Results from client surveys and provider focus groups will be presented, along with implications for agencies' evaluations of health resources and future plans for creation and dissemination of additional iPad modules. **Jo Ann Dotson**, Washington State University College of Nursing; **Rowena Pineda**, Spokane Regional Health District; **Hannah Cylkowski**, Eastern Washington University. **Track:** Public Health Communications & Social Media; **Discipline:** Health Education/Promotion.

Tuesday, October 14, 2014

11:45 - 12:30 pm, continued...

~ Concurrent Sessions ~
(45 minutes)

Distributions and Impact of LHJ Services: Findings from WA LHJ Service Data

**Harvest/
Blossom**

Leaders of local health jurisdictions (LHJ) lack adequate evidence and support regarding the contribution of their public health system services and investments to the health of disadvantaged populations. A partnership between WA State's Public Health Practice-Based Research Network (PBRN) and the Public Health Activities and Services Tracking (PHAST) study team from the University of Washington is actively working with public health practice leaders to contribute to an evidence-base that can be used for directing policy and practice in support of effective public health service delivery models that meet local need. **Betty Bekemeier**, University of Washington School of Nursing; **Barry Kling**, Chelan-Douglas Health District; **Marguerite Ro**, Public Health - Seattle & King County.
Track: Public Health Leadership; **Discipline:** Health Planning/Policy Development.

12:30 - 1:45 pm **Lunch - WSPHA Membership Business Meeting & Awards**
(Grand Apple Ballroom)

1:45 - 2:45 pm

Introduction by Anne Piazza, WSPHA Board, Washington State Nurses Association

A Roadmap for Washington's Governmental Public Health Network* - John Wiesman, Secretary of Washington State Department of Health

**Grand
Apple
Ballroom**

Ebola, accountable communities of health, smart watches, diabetes, accreditation, toxic stress, health inequities, pre-exposure HIV prophylaxis, climate change, Diarrhetic Shellfish Poisoning, obesity, big data — the world in which we are working is both rapidly and slowly changing. Secretary Wiesman will outline a roadmap forward for public health in Washington State.

Closing Remarks - Incoming WSPHA President - Jack Thompson

Presentations Listed by Track

Advocacy Through Policy

Policy Workshop	Monday, 9:45 am
Policy & Advocacy 101	Monday, 1:15 pm
Health Equity in Policies: Health Impact Reviews of State Legislation	Monday, 2:30 pm
Policy & Advocacy 201	Monday, 4:30 pm
Federal Legislative Update	Tuesday, 9:15 am
A Long Term Strategy for Funding Foundational Public Health Services Statewide	Tuesday, 10:30 am
Deep Dive on Policy: e-Cigarettes	Tuesday, 11:45 am

Communicable Disease & Other Health Threats

Making Immunization Data Available for Use at the Local Level	Monday, 1:15 pm
Preventing Opioid-Related Overdose Deaths Using Harm Reduction Strategies	Monday, 2:30 pm
Mobilizing Parents to Advocate for Immunization: The Immunity Community Program	Monday, 4:30 pm
Lessons from a Disaster: The SR 530 Flooding & Mudslide Incident	Tuesday, 9:15 am
Community Resilience: Reducing Disparities through Emergency Preparedness	Tuesday, 10:30 am
Discovery of <i>Coccidioides Immitis</i> (Valley Fever) in Washington	Tuesday, 11:45 am

Community Health Planning & Evaluation

Conducting a Community Health Assessment that Examines the Root Causes of Health Inequities.....	Monday, 9:45 am
Beyond Food Deserts – Exploring the Nutrition Environment in Washington State	Monday, 1:15 pm
Emerging Issues in Public Health	Monday, 2:30 pm
An Inequity-Aware CHIP: One Health Department's Adaptation	Monday, 4:30 pm
Planning to Action - Tools and Techniques to Help Move CHIPs Out in a Community	Tuesday, 9:15 am
Improving the Quality of Opioid-Related Mortality Data in Washington State	Tuesday, 10:30 am
Thurston Thrives Engages the Community to Address Social Determinants of Health	Tuesday, 11:45 am

Environmental Health: Food Safety & Security

Employing an Interdisciplinary Approach to Food Security and Indigenous Health.....	Tuesday, 9:15 am
Strengthening Health Equity in Food Safety Inspection Processes Using Kaizen.....	Tuesday, 10:30 am
“Forming” Better Foodborne Outbreak Investigations	Tuesday, 11:45 am

Health Across the Lifespan

Building the Foundations of Lifelong Health in Early Childhood--Applying the Science of Healthy Development to Promote Health and Reduce	Monday, 9:45 am
Washington's Marijuana Landscape	Monday, 9:45 am
The Journey Forward: Pulling Together for Wellness	Monday, 1:15 pm
Funding Asthma Equity: Innovations in Partnerships Between Hospitals and Public Health	Monday, 2:30 pm
Going Beyond Programs and Education: Tobacco and Marijuana Are Social Justice Issues	Monday, 4:30 pm
Pregnancy in the Context of a Woman's Life, Genes, and Environment	Tuesday, 8:05 am
Power of Possibility: Unintended Pregnancy, Teen Pregnancy, and Health Equity	Tuesday, 9:15 am
Black Infant Health Program: Improving Life Course through Engaging African American Churches	Tuesday, 10:30 am
Weaving Community Strengths and Partner Collaboration to Support Young Families	Tuesday, 11:45 am

Presentations Listed by Track

Health Systems Transformation

A Conversation about Health Systems Transformation	Sunday, 3:00 pm
Developing Lay Community Health Worker (CHW) Pilots for Policy & Systems Change	Monday, 9:45 am
Dental Therapists: Bringing Care into the Community	Monday, 1:15 pm
Transforming Southwest Washington through Grassroots Collective Impact	Monday, 2:30 pm
Syringe Service Programs as Community Health Access Points for the Underserved.....	Monday, 4:30 pm
Introduction to the Washington State Community Health Worker Training Program	Tuesday, 9:15 am
Disparities in Care: How Medicaid Enrollees are Receiving Care in Washington	Tuesday, 10:30 am
Children with Special Health Care Needs and Medicaid Managed Care: An Action Learning Collaborative	Tuesday, 11:45 am

Healthy Eating, Active Living

Students Drive Measurable Health Impact	Monday, 12:15 pm
Youth Community Kitchens: Successful Peer to Peer Health Education & Leadership	Monday, 1:15 pm
GROW Healthy Kids and Communities in Rural Washington Communities	Monday, 2:30 pm
Exploring Community Kitchen Impacts: A Responsive Evaluation Approach	Monday, 4:30 pm

Public Health Communications & Social Media

Meeting Your Audience: Information Design and Audience Engagement	Monday, 1:15 pm
Communication & Social Media Technology: Opportunities & Implications for a Client-Based Nutrition Program	Monday, 2:30 pm
PHAST: A Translation Tool to Address Language Disparities via Collaboration	Monday, 4:30 pm
Mobilizing Gay/Bisexual Men to Reduce Harms Associated with HIV/STD Infection	Tuesday, 9:15 am
The Silence Whooping Cough Campaign - Responding to the 2012 Epidemic	Tuesday, 10:30 am
We've Got An App For That! It's About Two: Baby & You iPad Application Evaluation	Tuesday, 11:45 am

Public Health Leadership

Leadership Development in Washington State	Monday, 1:15 pm
Training the Next Generation of Public Health Managers	Monday, 2:30 pm
Creating a Culture of Health – the State Health Improvement Plan (SHIP)	Monday, 4:30 pm
Strategic Thinking to Infuse Health Equity into Health Department Planning.....	Tuesday, 9:15 am
Onboarding - Orienting New Employees to Public Health	Tuesday, 10:30 am
Distributions and Impact of LHJ Services: Findings from WA LHJ Service Data	Tuesday, 11:45 am
The State of Washington's Health	Tuesday, 1:30 pm

Presenters

**Speakers had nothing to disclose*

Adiba Ali, MPH, MS

Monday 2:30 pm
Preventing Opioid-Related Overdose Deaths Using Harm Reduction Strategies

Janet Anderberg, BS

Tuesday 11:45 am
"Forming" Better Foodborne Outbreak Investigations

Sofia Aragon, JD, BSN, RN

Monday 9:45 am
Policy & Advocacy Workshop: State Legislative Updates
Monday 4:30 pm
Policy & Advocacy 201

Dori Babcock, MS

Monday 2:30 pm
GROW Healthy Kids and Communities in Rural Washington Communities

Ruth Ballweg, MPA, PA-C

Monday 1:15 pm
Dental Therapists: Bringing Care into the Community

Amanda Banderman, Student

Tuesday 12:15 pm
Students Drive Measurable Health Impact

Betty Bekemeier, PhD, MPH, RN

Tuesday 11:45 am
Distributions and Impact of LHJ Services: Findings from WA LHJ Service Data

Isaiah Berg, MPAC

Monday 1:15 pm
Making Immunization Data Available for Use at the Local Level

Janell Blackmer, BA

Monday 2:30 pm
Training the Next Generation of Public Health Managers

Marnie Boardman, MPH

Monday 3:30 pm
BRFSS Cell Phone Interviews: Do They Improve Measurement of Inequities?

Drew Bouton

Monday 9:45 am
Policy & Advocacy Workshop: State Legislative Updates
Tuesday 11:45 am
Deep Dive on Policy: e-Cigarettes

Gail Brandt, EdD, MPH, BS

Tuesday 9:15 am
Strategic Thinking to Infuse Health Equity into Health Department Planning
Tuesday 10:30 am
Onboarding - Orienting New Employees to Public Health

Anne Brenner, BS

Monday 4:30 pm
Syringe Service Programs as Community Health Access Points for the Underserved

Kathy Burgoyne, PhD

Monday 9:45 am
Developing Lay Community Health Workers (CHW) Pilots for Policy & Systems Change

Vazaskia Caldwell, MAc, BA

Tuesday 10:30 am
Disparities in Care: How Medicaid Enrollees are Receiving Care in Washington

Shirley Calodich, MPH, RD, CD

Monday 2:30 pm
GROW Healthy Kids and Communities in Rural Washington Communities

Shauna Carlisle, PhD

Monday 3:30 pm
Race and Ethnicity in Chronic Health Conditions: Implications for Public Health
Racial Bullying and Youth Substance Use

Scott Carlson, BA

Tuesday 9:15 am
Introduction to the Washington State Community Health Worker Training Program

Janet Charles, MSW

Monday 3:30 pm
WIC Outreach Meets "Stages of Change" Theory

Vic Colman, JD, BA

Monday 4:30 pm
Policy & Advocacy 201

Carri Comer

Sunday 3:00 pm
A Conversation about Health Systems Transformation

Michele Curtis, MD, MPH, MML

Tuesday , 8:05 am
Pregnancy in the Context of a Woman's Life, Genes & Environment

Hannah Cylkowski

Tuesday 11:45 am
We've Got An App For That! It's About Two: Baby & You iPad Application Evaluation

Luann D'Ambrosio, MEd

Monday 2:30 pm
Training the Next Generation of Public Health Managers

Tam Dang, MBA, BA

Tuesday 10:30 am
Onboarding - Orienting New Employees to Public Health

Aubrey Daquiz, MPH

Tuesday 11:45 am
Weaving Community Strengths and Partner Collaboration to Support Young Families

Paul Davis, MS

Monday 9:45 am
Washington's Marijuana Landscape
Tuesday 11:45 am
Deep Dive on Policy: e-Cigarettes

Kristin Dew, MS, BS

Monday 4:30 pm
PHAST: A Translation Tool to Address Language Disparities via Collaboration

Adrian Dominguez, MS, BA

Monday 9:45 am
Conducting a Community Health Assessment that Examines the Root Causes of Health Inequities

Presenters

Adrian Dominguez, MS, BA

Monday 12:15 pm
Students Drive Measurable Health Impact

Jo Ann Dotson, PhD, MSN, BSN, RN

Tuesday 11:45 am
We've Got An App For That! It's About Two: Baby & You iPad Application Evaluation

Taleshia Edwards

Monday 1:15 pm
Youth Community Kitchens: Successful Peer to Peer Health Education & Leadership

Katie Eilers, MPH, MSN, RN

Monday 3:30 pm
Public Health and Community Development: A Roadmap to a Better Built Environment

Robin Evans-Agnew, PhD, RN

Monday 2:30 pm
Funding Asthma Equity: Innovations in Partnerships Between Hospitals and Public Health

Todd Faubion, PhD

Monday 1:15 pm
Making Immunization Data Available for Use at the Local Level

Angela Fernandez, MSW, LICSW

Tuesday 9:15 am
Employing an Interdisciplinary Approach to Food Security and Indigenous Health

Gary Fredricks, MS

Monday 2:30 pm
GROW Healthy Kids and Communities in Rural Washington Communities

Nancy Furness, MSN, RN

Tuesday 9:15 am
Lessons from a Disaster: The SR 530 Flooding & Mudslide Incident

Eric Gallagher, Student

Monday 12:15 pm
Students Drive Measurable Health Impact

David Gifford, BS

Monday 9:45 am
Washington's Marijuana Landscape

Marilyn Gisser, MHSA, MA

Monday 9:45 am
Building the Foundation of Lifelong Health in Early Childhood

Gary Goldbaum, MD, MPH

Tuesday 9:15 am
Lessons from a Disaster: The SR 530 Flooding & Mudslide Incident

Keith Grellner, RS

Monday 3:30 pm
Why QI? Kitsap Public Health District's Quality Improvement Journey

Sue Grinnell, MPH

Sunday 3:00 pm
A Conversation about Health Systems Transformation

Jessica Guidry, MPH, CHES

Monday 3:30 pm
Why QI? Kitsap Public Health District's Quality Improvement Journey

Roman Gwiazda, Student

Monday 12:15 pm
Students Drive Measurable Health Impact

Chris Halsell, PhD, MPH

Monday 1:15 pm
Making Immunization Data Available for Use at the Local Level

Gretchen Hansen, BA

Monday 1:15 pm
Youth Community Kitchens: Successful Peer to Peer Health Education & Leadership

Cynthia Harris, CPH, BS

Tuesday 9:15 am
Power of Possibility: Unintended Pregnancy, Teen Pregnancy, and Health Equity

Ameedah Hasan, LPN, Retired

Tuesday 10:30 am
Black Infant Health Program: Improving Life Course through Engaging African American Churches

Chris Hawkins, MA

Tuesday 9:15 am
Thurston Thrives Engages the Community to Address Social Determinants of Health

Alexandra Hayes, MA

Monday 2:30 pm
Communication and Social Media Technology: Opportunities and Implications for a Client-Based Nutrition Program

Patty Hayes, MN, BSN

Monday 4:30 pm
Policy & Advocacy 201

Stacy Heine, LICSW

Tuesday 11:45 am
Children with Special Health Care Needs and Medicaid Managed Care: An Action Learning Collaborative

Lindsay Herendeen, MPH, MCRP

Monday 1:15 pm
Meeting Your Audience: Information Design and Audience Engagement

Monday 3:30 pm

WIC Outreach Meets "Stages of Change" Theory

Heather Hill, PHN, BSN, RN

Tuesday 11:45 am
Discovery of Coccidioides Immitis (Valley Fever) in Washington

Jordan Himes, Student

Monday 12:15 pm
Students Drive Measurable Health Impact

Christy Hoff, MPH

Monday 2:30 pm
Health Equity in Policies: Health Impact Reviews of State Legislation

Lindsay Hovind

Tuesday 11:45 am
Deep Dive on Policy: e-Cigarettes

Clarissa Hsu, PhD

Monday 4:30 pm
Mobilizing Parents to Advocate for Immunization: The Immunity Community Program

Michael Hyatt, Student

Monday 12:15 pm
Students Drive Measurable Health Impact

Presenters

Brigid Igoe, MPH, RD

Monday 1:15 pm
Beyond Food Deserts – Exploring the Nutrition Environment in Washington State

Kachina Inman, MPH

Monday 2:30 pm
Transforming Southwest Washington through Grassroots Collective Impact

Elaine Ishihara, MPA, BA

Monday 4:30 pm
Going Beyond Programs and Education: Tobacco and Marijuana Are Social Justice Issues

Candace Jackson

Tuesday 10:30 am
Community Resilience: Reducing Disparities through Emergency Preparedness

Rep. Laurie Jinkins, JD, MA, BBC

Monday 9:45 am
Policy & Advocacy Workshop: State Legislative Updates

Monday 4:30 pm
Policy & Advocacy 201

Lea Johnson, BSN, RN

Tuesday 10:30 am
Black Infant Health Program: Improving Life Course through Engaging African American Churches

Colette Jones, MSN, RN

Tuesday 11:45 am
Children with Special Health Care Needs and Medicaid Managed Care: An Action Learning Collaborative

Marissa Kaiser

Monday 9:45 am
Building the Foundation of Lifelong Health in Early Childhood

Alexandra Kaufman, BS

Monday 3:30 pm
Conducting a Food Program Needs Assessment for Community Teen Center in Seattle

Sandi Kendrick, BA

Monday 2:30 pm
Preventing Opioid-Related Overdose Deaths Using Harm Reduction Strategies

Dave Kern, BA

Tuesday 9:15 am
Mobilizing Gay/Bisexual Men to Reduce Harms Associated with HIV/STD Infection

Toby Keys, MPH, MA

Monday 3:30 pm
Promoting Population Health Practice in Medical Education

Annie Kirk

Monday 9:45 am
Policy & Advocacy Workshop: State Legislative Updates

Barry Kling, MSPH

Tuesday 10:30 am
A Long Term Strategy for Funding Foundational Public Health Services Statewide

Tuesday 11:45 am
Distributions and Impact of LHI Services: Findings from WA LHI Service Data

Ryan Kuhar, MPHc

Monday 3:30 pm
Assessing Post-Incarceration Treatment Adherence Among County Jail Inmates

Siri Kushner, MPH

Monday 9:45 am
Conducting a Community Health Assessment that Examines the Root Causes of Health

Stephen Kutz, MPH, BS

Monday 1:15 pm
The Journey Forward: Pulling Together for Wellness

Laminda Lawyer

Tuesday 10:30 am
Black Infant Health Program: Improving Life Course through Engaging African American

Marion Lee, BS

Tuesday 9:15 am
Introduction to the Washington State Community Health Worker Training Program

Clarita Lefthand-Begay, PhD, MS

Tuesday 9:15 am
Employing an Interdisciplinary Approach to Food Security and Indigenous Health

Frances Limtiaco, MPH, BA

Monday 1:15 pm
The Journey Forward: Pulling Together for Wellness
Monday 4:30 pm
Going Beyond Programs and Education: Tobacco and Marijuana Are Social Justice Issues

Tuesday 9:15 am
Strategic Thinking to Infuse Health Equity into Health Department Planning

Beth Lipton, DVM, MPH, CPH

Monday 9:45 am
Conducting a Community Health Assessment that Examines the Root Causes of Health

Teresa Litton, MPH, CPH

Tuesday 10:30 am
Disparities in Care: How Medicaid Enrollees are Receiving Care in Washington

Pam Lovinger, MPA

Monday 4:30 pm
Creating a Culture of Health – the State Health Improvement Plan (SHIP)

Sarah Lyman, MBA

Monday 12:15 pm
Students Drive Measurable Health Impact

Sarah Lytle, PhD

Monday 9:45 am
Building the Foundation of Lifelong Health in Early Childhood

Nicola Marsden-Haug, MPH

Tuesday 11:45 am
*Discovery of *Coccidioides Immitis* (Valley Fever) in Washington*

Eleanor Marsh, BSN, RN

Monday 3:30 pm
A Tool for Evaluating Nonprofits' Intent to Sustain Health Promotion Policies

Presenters

Kala Mayer, PhD, MPHc

Monday 4:30 pm
Exploring Community Kitchen Impacts: A Responsive Evaluation Approach

Peter Mayer, MS

Tuesday 9:15 am
Lessons from a Disaster: The SR 530 Flooding & Mudslide Incident

Dennis McDermot, PhD, MS, BS

Monday, 1:15 pm
Beyond Food Deserts – Exploring the Nutrition Environment in Washington State

Monday 3:30 pm
BRFSS Cell Phone Interviews: Do They Improve Measurement of Inequities?

Mary McHale

Tuesday 11:45 am
Deep Dive on Policy: e-Cigarettes

Carrie McLachlan, MPA

Monday 2:30 pm
Emerging Issues in Public Health
Tuesday 10:30 am
Planning to Action - Tools and Techniques to Help Move CHIPs Out in a Community

Cindy McMahan, PhD

Monday 12:15 pm
Students Drive Measurable Health Impact

Annie Merritt, MSOD

Tuesday 10:30 am
Onboarding - Orienting New Employees to Public Health

Janene Michaelis, MS

Monday 4:30 pm
An Inequity-Aware CHIP: One Health Department's Adaptation

Todd Mielke

Tuesday 10:30 am
A Long Term Strategy for Funding Foundational Public Health Services Statewide

Callie Moore, BSN, RN

Tuesday 11:45 am
Children with Special Health Care Needs and Medicaid Managed Care: An Action Learning Collaborative

Jennifer Muhm

Monday 9:45 am
Policy & Advocacy Workshop: State Legislative Updates

Anne Mumford

Tuesday 10:30 am
Black Infant Health Program: Improving Life Course through Engaging African American

Mitsuko Nakata, BS

Monday 3:30 pm
Critical Issues on Thyroid Cancer Screenings Due to the 2011 Nuclear Accident

Paj Nandi, MPH

Monday, 1:15 pm
Leadership Development in Washington State

Chase Napier

Sunday, 3:00 pm
A Conversation about Health Systems Transformation

Astrid Newell, MD

Monday 9:45 am
Building the Foundation of Lifelong Health in Early Childhood
Monday 4:30 pm
Creating a Culture of Health – the State Health Improvement Plan (SHIP)

Michael Nguyen, MPH

Monday 3:30 pm
New Approaches to Tobacco Screening: A Closer Look at Inpatient Rehabilitation

Bud Nicola, MD, MHSA

Monday, 1:15 pm
Leadership Development in Washington State

Robbi Kay Norman

Monday 4:30 pm
Transforming Southwest Washington through Grassroots Collective Impact

Mary Ann O'Garro, BA, BS

Tuesday 9:15 am
Thurston Thrives Engages the Community to Address Social Determinants of Health

Janelle Okorogu, MPH

Monday 4:30 pm
Going Beyond Programs and Education: Tobacco and Marijuana Are Social Justice Issues

Donna Oliver, MS, CN

Monday 9:45 am
Developing Lay Community Health Workers (CHW) Pilots for Policy & Systems Change

Jan Olmstead, MPA, BA

Monday 1:15 pm
The Journey Forward: Pulling Together for Wellness
Monday 4:30 pm
Going Beyond Programs and Education: Tobacco and Marijuana Are Social Justice Issues

Judy Olsen, MPH

Monday 2:30 pm
Funding Asthma Equity: Innovations in Partnerships Between Hospitals and Public Health

Michael O'Neill, BA

Monday 9:45 am
Developing Lay Community Health Workers (CHW) Pilots for Policy & Systems Change

Sigolene Ortega, MPHc

Monday 3:30 pm
Enlisting Code Enforcement in Health Equity: Addressing Substandard Housing in King County

Katie Osterhage, MS

Monday 3:30 pm
SOARING: Investigating the Health Information Needs & Practices of Older Adults

Shannon Panther, PharmD

Monday 3:30 pm
Naloxone Overdose Kits in Community Pharmacy, Saves Lives, Creates Awareness

Presenters

Mandy Paradise, MEd

Tuesday 9:15 am

Power of Possibility: Unintended Pregnancy, Teen Pregnancy, and Health Equity

Jamaal Parker, MPH

Tuesday 10:30 am

Planning to Action - Tools and Techniques to Help Move CHIPs Out in a Community

Christina Peters, BS

Monday 9:45 am

Policy & Advocacy Workshop: State Legislative Updates

Monday 1:15 pm

Dental Therapists: Bringing Care into the Community

Julie Peterson

Tuesday 9:15 am

Federal Legislative Update

Tuesday 11:45 am

Deep Dive on Policy: e-Cigarettes

Robin Pfohman, MPA

Tuesday 10:30 am

Community Resilience: Reducing Disparities through Emergency Preparedness

Todd Phillips, RS

Monday, 1:15 pm

Leadership Development in Washington State

Rowena Pineda, MEd

Tuesday 11:45 am

We've Got An App For That! It's About Two: Baby & You iPad

Application Evaluation

Amy Poel, MPH

Tuesday 11:45 am

Improving the Quality of Opioid-Related Mortality Data in Washington State

Julie Postma, PhD, RN

Monday 2:30 pm

Funding Asthma Equity: Innovations in Partnerships Between Hospitals and Public Health

Lizann Powers-Hammond, MS

Monday 2:30 pm

GROW Healthy Kids and Communities in Rural Washington Communities

Melanie Rainer

Tuesday 9:15 am

Federal Legislative Update

Elizabeth Rankos, PharmDc

Monday 3:30 pm

Naloxone Overdose Kits in Community Pharmacy, Saves Lives, Creates Awareness

Robin Read, MPH, BA

Monday 3:30 pm

Using Quality Improvement Techniques for Strategic Planning

David Reeploeg

Tuesday 9:15 am

Federal Legislative Update

Morgan Richards, MD

Monday 3:30 pm

Reduction of Radiation Exposure in the Diagnosis of Pediatric Appendicitis

Marguerite Ro, DrPH

Tuesday 11:45 am

Distributions and Impact of LHJ Services: Findings from WA LHJ Service Data

Michele Roberts, MPH, MCHES

Tuesday 10:30 am

The Silence Whooping Cough Campaign - Responding to the 2012 Epidemic

Rep. June Robinson, MPH

Monday 9:45 am

Policy & Advocacy Workshop: State Legislative Updates

Monday, 1:15 pm

Policy & Advocacy 101

Barbara Rose, MPH

Monday 3:30 pm

Strengthen Your Skills, Strengthen Your Agency: New Trainings for Public Health

Sierra Rotakhina, MPH

Monday 2:30 pm

Health Equity in Policies: Health Impact Reviews of State Legislation

Jennifer Sabel, PhD

Tuesday 11:45 am

Improving the Quality of Opioid-Related Mortality Data in Washington State

Caitlin Safford, MPHc

Sunday 3:00 pm

A Conversation about Health Systems Transformation

Danielle Schaeffner, MPH

Monday 3:30 pm

Public Health and Community Development: A Roadmap to a Better Built Environment

Jennie Schoeppe, MPH, MS

Monday 4:30 pm

Mobilizing Parents to Advocate for Immunization: The Immunity Community Program

Marilyn Scott

Monday 1:15 pm

The Journey Forward: Pulling Together for Wellness

Tuesday 10:30 am

A Long Term Strategy for Funding Foundational Public Health Services Statewide

Mark Serafin, MA, MS

Monday 2:30 pm

Emerging Issues in Public Health

Christina Sherman, BS

Tuesday 11:45 am

"Forming" Better Foodborne Outbreak Investigations

Ellen Silverman, PhD, RN

Tuesday 11:45 am

Children with Special Health Care Needs and Medicaid Managed Care: An Action Learning Collaborative

Susan Sloan, MA, BA

Tuesday 10:30 am

Strengthening Health Equity in Food Safety Inspection Processes Using Kaizen

Don Sloma

Monday, 1:15 pm

Policy & Advocacy 101

Presenters

Torney Smith, MS, BS

Monday 4:30 pm
Creating a Culture of Health – the State Health Improvement Plan (SHIP)

Michael, Smyser, MPH

Monday 2:30 pm
Emerging Issues in Public Health

Alisa Solberg, MPH

Monday 4:30 pm
Syringe Service Programs as Community Health Access Points for the Underserved

John Stephens

Monday 1:15 pm
Dental Therapists: Bringing Care into the Community

Andrea Stone, PhD

Monday 3:30 pm
Racial Bullying and Youth Substance Use
Monday 3:30 pm
Perceived Discrimination and the Health of Foreign-Born Populations: Implications for Public Health

Sirena Strout, MN, BSN, RN

Monday 1:15 pm
Youth Community Kitchens: Successful Peer to Peer Health Education & Leadership

Fred Swanson, MA

Tuesday 9:15 am
Mobilizing Gay/Bisexual Men to Reduce Harms Associated with HIV/STD Infection

Andrew Taylor, BA

Monday 3:30 pm
Public Housing No-Smoking Policies for Health Equity

Jennifer Tebaldi, MBA, BS

Tuesday 10:30 am
A Long Term Strategy for Funding Foundational Public Health Services Statewide

Dorothy Teeter

Sunday 3:00 pm
A Conversation about Health Systems Transformation

Amber Tejada, BA

Monday 4:30 pm
Going Beyond Programs and Education: Tobacco and Marijuana Are Social Justice Issues

Adrienne Thompson

Monday, 1:15 pm
Policy & Advocacy 101

Susie Tracy, BA

Monday 9:45 am
Policy & Advocacy Workshop: State Legislative Updates
Monday 4:30 pm
Policy & Advocacy 201

Anne Turner, MD, MLIS, MPH, BS

Monday 3:30 pm
SOARING: Investigating the Health Information Needs & Practices of Older Adults
Monday 4:30 pm
PHAST: A Translation Tool to Address Language Disparities via Collaboration

Matias Valenzuela, PhD, MA

Monday 9:45 am
Conducting a Community Health Assessment that Examines the Root Causes of Health

Teresa Vollan, MPH

Monday 3:30 pm
Essentials for Childhood: Evaluating Work of a Statewide Collective Impact Team

Lorelei Walker, MPH, PhDc

Monday 3:30 pm
Engaging Epigenetics: An Educational Video on DNA Methylation

Kristi Weeks, JD

Monday 9:45 am
Washington's Marijuana Landscape

Julie West, MPH

Monday, 1:15 pm
Leadership Development in Washington State

John Wiesman, DrPH, MPH

Sunday 3:00 pm
A Conversation about Health Systems Transformation
Monday, 1:15 pm
Policy & Advocacy 101

Tuesday 10:30 am

A Long Term Strategy for Funding Foundational Public Health Services Statewide

Tuesday 1:30 pm

A Roadmap for Washington's Governmental Public Health Network

David Williams, PhD

Monday 8:15 am
Keys to Effectively Reducing Social Disparities in Health

Wanda Williams, BA

Tuesday 10:30 am
Strengthening Health Equity in Food Safety Inspection Processes Using Kaizen

Vonda Witley, BA

Monday 1:15 pm
Meeting Your Audience: Information Design and Audience Engagement

Stephanie Woods, DHAT

Monday 1:15 pm
Dental Therapists: Bringing Care into the Community

Dennis Worsham

Tuesday 9:15 am
Strategic Thinking to Infuse Health Equity into Health Department Planning

Alicia Zage

Monday 3:30 pm
Same Sex Marriage in Washington State
Monday 3:30 pm
BRFSS Cell Phone Interviews: Do They Improve Measurement of Inequities?

2014 WSPHA Annual Conference Planning Committee

**No Planning Committee Members had anything to disclose*

Conference Co-Chairs:

Paj Nandi

Director of Chronic Disease Program
The Polyclinic

Alexandra Hayes

Immunization Outreach Coordinator
Spokane Regional Health District

Conference Coordinator: **Laura Nalbandian**

Program Planning Committee:

Terry Bergener, Executive Assistant, Office of the Secretary, Washington State Department of Health

Melanie Gillespie, Executive Director, Foundation for Healthy Generations

Maureen Greeley, Evergreen Council on Problem Gambling

Jessica Guidry, Emergency Response Coordinator, Kitsap Public Health District

Julie Harper, Evergreen Council on Problem Gambling

Whitney Johnson, Foundation for Healthy Generations

Melissa Lantz, Public Health Educator, Benton-Franklin Health District

Jennifer Muhm, WSPHA Board Member, Legislative Affairs Officer, Public Health - Seattle & King County

Astrid Newell, Community Health Manager, Whatcom County Health Department

Nico Patel, Area Health Education Center of Eastern Washington, WSU Extension

Barbara Rose, Outreach & Training Specialist, Northwest Center for Public Health Practice

Betsy Skoda, Washington State Public Health Association

Education:

Jessica Guidry, Chair, Kitsap Public Health District

Marketing:

Jasmine Hutchinson, Managing Director, Washington State Public Health Association

Logistics:

Terry Bergener, Washington State Department of Health

Jill Edgin, Washington State Department of Health.

We thank **Betsy Skoda**, outgoing Managing Director of WSPHA, for her many years of leadership, dedication, and service to this organization! We wish Betsy and her family a bright and healthy future.

Please join us in welcoming **Jasmine Hutchinson**, WSPHA's new Managing Director. Jasmine's expertise and energy will be a great asset to WSPHA and public health community.

Notes



SAY GOODBYE TO FAX,
HELLO TO KNO2.

Achieve interoperability in about an hour.

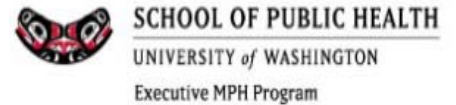
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