2016 WPHA-WALHDAB Annual Conference

Navigating Ethics:
You have the Right, but is it Right?

May 24-26, 2016
Radisson Paper Valley Hotel
Appleton, WI

Register Today! Early Bird Deadline: March 31, 2016
Conference Objectives:
• Understand the ethical dimensions of laws and policies that impact the public’s health.
• Identify how to balance individual rights while protecting the health of your community.
• Examine and apply ethical principles that support health equity.

Intended Audience
The program is designed for all public health professionals and students of public health, including nursing, administration, health education, environmental health, preparedness, epidemiology, and other fields from the local, state and national levels. Attendees from a variety of audiences including state and local health departments, boards of health, community-based organizations, advocacy organizations, health care organizations, colleges, and universities are welcome.

Follow us Online
The WPHA website has robust social networking features built into the layout. Members have the ability to share news articles and other events on their favorite social media sites. Sites such as Facebook and Twitter are becoming increasingly important for sharing events, topics and more. Find WPHA on Facebook or follow WPHA on Twitter now!

CONTINUING EDUCATION
CHES Credits
Application has been made to the National Commission for Health Education Credentialing, Inc. (NCHEC) for CHES Category 1 continuing education contact hours (CECH).

CPH Credits
WPHA has been approved by the National Board of Public Health Examiners to provide CPH credits. 12.25 CPH continuing education credits are available for this conference.

More Information
For additional details regarding the conference, please visit the WPHA website at www.wpha.org.

Navigating Ethics:
You have the Right, but is it Right?
Welcome Event Sponsored By: Early Career Professionals Section
Tuesday, May 24 • 10:00 a.m. -12:00 p.m.
Join your cohort of Early Career Professionals before the start of the conference at the newly created Early Career Professionals Welcome Event!

Who should attend?
This event is geared towards professionals who have worked in public health for less than ten years, early career professionals looking to make lasting connections with peers and those who are interested in learning ways to become more involved in the WPHA.

Event Highlights:
· WPHA 101
· Time to Connect With Peers
· Win a Free Membership!

Be sure to bring some business cards for some activities and the membership drawing!

Business Meetings
WPHA, Tuesday, May 24 • 11:30 a.m.-1:15 p.m.
WALHDAB, Wednesday, May 25 • 4:15-5:00 p.m.
Please make plans to join us to learn more about current Association activities. Lunch will be included with the WPHA business meeting.

Leadership Journey Reception
Tuesday, May 24 • 6:00 p.m.
Take some time to learn how public health practitioners have developed critical leadership skills that support improvements in public health infrastructure through the process of applied action learning and team technical assistance projects. Join us for a reception to learn how public health professionals have used the learning institute model to improve their practice and their agencies.

Network with Conference Attendees & View the Public Health Poster Gallery
Wednesday, May 25 • 5:30-7:00 p.m.
Poster presenters will be available to discuss their posters as well as answer questions during the reception on Wednesday, May 25.

Student Section Social
Wednesday, May 25 • 6:45-7:45 p.m.
Join us after the Public Health Poster Reception for a Student Section Social Event at the Annual Conference! Meeting public health students from across the state, get to your know school’s campus connector and give input to the newly created student section!

When: May 25th at 6:45 PM
Where: Intermezzo Bar, Radisson Paper Valley Hotel
Friends of Public Health Bucket Raffle
Tuesday, May 24 & Wednesday, May 25
We are looking for donations from all members as well as anyone else who may be interested in making a donation. Our goal is to raise $1500 for Friends of Public Health. Donations should be in the $25-$100 range. Donations can be brought to the conference. Past donations have included gift baskets of chocolates, wine, various beers, etc.

Please provide the WPHA office with the following by April 22, 2016:
1. A short description of what you will donate
2. The total value of your donation
3. Contact name and information

Join the Mentoring Movement!
WPHA is proud to roll out its new and improved mentoring program. New features include a comprehensive mentor and mentee profile form, quick and easy enrollment, and sample mentoring activities to be completed through the year. It doesn’t take a lot of time and effort to become a mentor and the return on the investment is considerable. Mentor/Mentee pairs will be invited to meet in-person at the 2016 Public Health Conference. Enroll today!
## Conference Schedule At-A-Glance

*Schedule is subject to change.*

### Tuesday, May 24

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>9:00 a.m.–7:00 p.m.</td>
<td>Conference Registration</td>
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<tr>
<td>10:00 a.m.–12:00 p.m.</td>
<td>Early Career Professionals Welcome Event</td>
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<tr>
<td>11:30 a.m.–1:15 p.m.</td>
<td>Lunch and WPHA Business Meeting</td>
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<tr>
<td>1:30–5:00 p.m.</td>
<td>Pre-Conference Sessions</td>
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<td>6:00–7:00 p.m.</td>
<td>Leadership Journey Reception</td>
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### Wednesday, May 25

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<th>Time</th>
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<tr>
<td>7:30–8:30 a.m.</td>
<td>Continental Breakfast &amp; Visit Exhibits</td>
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<tr>
<td>8:30–9:00 a.m.</td>
<td>Welcome &amp; Award Presentations</td>
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<tr>
<td>9:30–10:30 a.m.</td>
<td>WALHDAB Lab Section Meeting</td>
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<td>9:00–10:00 a.m.</td>
<td>Keynote</td>
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<td>10:00–10:30 a.m.</td>
<td>Break to Visit Exhibits</td>
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<tr>
<td>10:30–11:30 a.m.</td>
<td>Breakout Presentations - Block 1</td>
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<tr>
<td>11:30 a.m.–12:15 p.m.</td>
<td>Lunch and Award Presentations</td>
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<tr>
<td>12:15–1:15 p.m.</td>
<td>Keynote</td>
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<td>1:15–1:45 p.m.</td>
<td>Break to Visit Exhibits</td>
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<tr>
<td>1:45–2:45 p.m.</td>
<td>Breakout Presentations - Block 2</td>
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</table>
Conference Schedule At-A-Glance

*Schedule is subject to change.

Thursday, May 26

7:00–8:00 a.m.    Continental Breakfast and Visit Exhibits
7:00–8:00 a.m.    WPHA Climate and Health Section Meeting
7:00–8:00 a.m.    WPHA MCH Section Meeting
7:30–8:30 a.m.    WPHA PHN Section Meeting
8:00–8:30 a.m.    Welcome & Award Presentations
8:30–9:30 a.m.    Keynote
9:30–10:00 a.m.   Break to Visit Exhibits
10:00–11:00 a.m.  Breakout Presentations - Block 4
11:00–11:15 a.m.  Break to Visit Exhibits
11:15 a.m.–12:30 p.m.  Breakout Presentations - Block 5
12:30–1:30 p.m.  Lunch and Award Presentations
1:30–2:30 p.m.    Keynote
2:30 p.m.        Adjourn
Keynote Speakers

May 25 | 9:00-10:00 a.m.
More information coming soon!

May 26 | 8:30-9:30 a.m.
Lisa M Lee, PhD, MS
Executive Director
Presidential Commission for the Study of Bioethical Issues

May 25 | 12:15-1:15 p.m.
Edward Ehlinger, MD, MSPH
Commissioner Minnesota Department of Public Health

May 26 | 1:30-2:30 p.m.
Linda Rae Murray, MD, MPH, FACP
Chief Medical Officer, Cook County Department of Public Health: Cook County Health & Hospital System
Pre-Conference Sessions – Tuesday, May 24 • 1:30-5:00 p.m.

Pre-Conference 1 - Data to Action: Getting Your Data Off the Shelf and Into the Community
Terry Brandenburg, MPH, CPH - Medical College of WI
David Nelson, PhD, MS - Medical College of Wisconsin
Cortney Draxler, CHES, BS - Eau Claire City-County Health Department
Gina Schemenauer, CHES, BS - Eau Claire City-County Health Department

The Code of Public Health Ethics, adopted and endorsed by APHA and other national organizations, specifically directs public health organizations to provide communities with the information they have that is needed for decisions on policies or programs. Data on the health of a population is critical for planning, implementing, and evaluating efforts to improve the public’s health. Public health system partners spend an inordinate amount of time and resources to gather data on the health of the community, yet that data is often underutilized by key stakeholders such as policymakers. Assuring the accessibility, validity and confidentiality of the data can be the key for data to be trusted and used by key constituent groups in the community.

This session will provide practitioners with the skills necessary to make community health data not only available but used in the community to improve health. One of the products developed by the project team is a tool-kit that incorporates the methods used to recruit and train key constituents on using community health data in their work, and the methods used to evaluate the use of health data by those constituents. This How To workshop will provide communities with the requisite skills to replicate the efforts developing in Eau Claire County. The workshop will include an interactive session where participants will discuss opportunities and challenges to move data to action in their respective communities.

Pre-Conference 2 - Wisconsin Health Improvement Planning Process (WI-HIPP)
Division of Public Health, Wisconsin Department of Health Services Leadership

This session will include an overview of Wisconsin Health Improvement Planning Process (WI-HIPP), an overview of HW2020, and Wisconsin’s work related to accreditation. Leaders from the Department of Health Services will also share an update on WI-HIPP priorities as well as plans for the future related to stakeholder engagement and measuring success.
Pre-Conference 3 – Public Health Preparedness from Anthrax to Zika a Refresher on Preparedness and Response

Staff from the Wisconsin Division of Public Health’s Office of Preparedness and Emergency Health Care will provide an overview and refresher of public health preparedness.

Public Health Preparedness has been funded by the federal government for 14 years. Through the years there have been many changes from Focus Areas to Capabilities. This session will provide a historical perspective of where preparedness started and where it’s going. This session covers some of the main concepts of public health preparedness and provides an overview of public health preparedness grant, preparedness information technology systems.

By the conclusion of this session, attendees will be able to understand:

• Who the Office of Preparedness and Emergency Health Care are and what they do
• The roles and responsibilities of state agencies in preparedness
• Legal authorities for public health to act
• Preparedness grant funding and deliverables
• Healthcare coalitions
1.1. Board of Health Session - Navigating a Changing Landscape: Partnership for Population Health
Margaret Brink, Four Corners Board of Health, Past President, National Association of Local Boards of Health

1.2. Transforming Eau Claire: Designing a Healthy Community
Terry Brandenburg, MPH, CPH - Medical College of Wisconsin
Audrey Boerner, MS - Eau Claire City-County Health Department
Cortney Draxler, CHES, BS - Eau Claire City-County Health Department

1.3. Piloting a Process at the Local Level to Advance Health Equity and Improve Access to Transportation
Susan Garcia-Franz - Winnebago County Health Department
Stephanie Gyldenvand - ESTHER
Melissa Kraemer Badtke - East Central WI Regional Planning Commission
Victoria Faust - University of Wisconsin - Madison

1.4. Making Wisconsin the Healthiest State: Community by Community
Karen Timberlake, JD - University of Wisconsin Population Health Institute

1.5. HPV Vaccine Education-Parents to Providers, It Takes Both
Laura Pettersen, MS - Scenic Rivers AHEC
Aubrey Stetter-Hesselberg, MS - Scenic Rivers AHEC
Bryany Weigel, RN, BSN - La Crosse County Health Department/Coulee Region Immunization Coalition
Northeast WI Immunization Coalition, TBD - Northeast WI Immunization Coalition
2.1. Board of Health Session – Resources for Board of Health Members
   More information coming soon!

2.2. Leadership Succession Planning in Public Health: A Resource Toolkit
   Laura Conklin, MPH - City of Wauwatosa Health Department
   Cindy Draws, RN, BSN - Winnebago County Health Department
   Courtney Saxler, MPH - University of Wisconsin School of Medicine and Public Health; AHEC
   Traici Brockman, MPH - Wisconsin Division of Public Health; Office of Policy and Practice Alignment

2.3. Public Health Role in Navigating the Challenges of Multi-generational Parenting
   SPONSORED BY WPHA RETIREE SECTION
   Ruth Lindegarde, PhD, MSM, BSN, RN – WPHA Retiree Section

2.4. Community Health Workers as Public Health Social Determinants Experts in the Home
   Sherri Ohly, BSW - DHS DPH Chronic Disease Prevention Program

2.5. Healthy Smiles for Mom and Baby
   Diane Flanagan, RDH - Children’s Health Alliance of Wisconsin
   Dana Fischer, CHES - Children’s Health Alliance of Wisconsin
3.1. Joint Public Affairs Town Hall  
Kristen Grimes, MAOM, MCHES - Children’s Health Alliance of Wisconsin  
Mary Rosner - Marinette County Health Department

3.2. Diversity Matters: Using Social Marketing to Diversify the Public Health Workforce in Wisconsin  
Ashley Monson, CHES - Wisconsin Public Health Association  
Lauren Banks - Creative Marketing Resources, INC.

3.3. Challenges to and Best Practices for Public Health Responses to Childhood Lead Exposure  
Kristi Tennie, BS, MPH - Asbestos and Lead Certification Unit, Division of Public Health  
Reghan O. Walsh, BS - Wisconsin Childhood Lead Poisoning Prevention Program, Division of Public Health, Department of Health Services

3.4. Overcoming Communication Barriers During the Investigation of a Blastomycosis Outbreak Occurring Among Recreational Tubers on the Little Wolf River, Waupaca County, WI, 2015  
Jordan Dieckman, DVM, MPH - Division of Public Health, Wisconsin Department of Health Services  
Sarah Koske, DVM, MPH - Division of Public Health, Wisconsin Department of Health Services  
Anna Kocharian, MS - Division of Public Health, Wisconsin Department of Health Services  
Suzanne Gibbons-Burgener, DVM, PhD - Division of Public Health, Wisconsin Department of Health Services  
Jeffery P Davis, MD - Division of Public Health, Wisconsin Department of Health Services

3.5. High School SBIRT: Using Universal Screening to Benefit Youth While Protecting Student Confidentiality  
Julie Whelan Capell, MS, CPH - IMPACT  
Erik Kirkstein - Citizen Action Wisconsin
Breakout Block 4 - Thursday, May 26 • 10:00-11:00 a.m.

4.1. Addressing Climate and Health Impacts at the Local Level
   Colleen Moran, MPH, MS - Wisconsin Department of Health Services
   Gary Garske, RS, MPH - Portage County Health and Human Services
   Shane Sanderson, MS, JD, REHS - Eau Claire City-County Health Department
   Al Bliss, BS - La Crosse County Health Department

4.2. Gun Violence
   More information coming soon!

4.3. Mind the Gaps: Engaging Communities Through the County Health Rankings & Roadmaps
   Health Gaps Report
   Marjory Givens, PHD - County Health Rankings & Roadmaps
   Jan O’Neill, MPA - County Health Rankings & Roadmaps

4.4. Refugees – The Real Story
   Jayne Tebon - Winnebago County Health Department
   Kathy Schultz - World Relief Fox Valley
   Sonja Jensen - Appleton City Health Department

4.5. Skill-building to Demystify Qualitative Analysis for Evaluation
   Rose Hennessy, MPH, PhD-Student - University of Wisconsin-Milwaukee
5.1. Ethical Issues in Vaccine Hesitancy
Alyson Capp, PhD(c) - Columbia St. Mary’s Health System
Alice Brewer, MPH - Columbia St. Mary’s Health System
Paul Hunter, MD - City of Milwaukee Health Department and University of Wisconsin School of Medicine and Public Health

5.2. Building a Culture of Health: What Does It Take?
Carrie Carroll, MPA - University of Wisconsin Population Health Institute
Jerry Waukau - Menominee Indian Tribe of Wisconsin
David G. Poupart, RN - Peter Christensen Health Center, Lac du Flambeau Tribe

5.3. Geographic Information Systems and Public Health: Applications and Approaches to Promote Health Equity
Malia Jones, PhD, MPH - UW-Madison Applied Population Laboratory
William R. Buckingham, PhD - UW-Madison Applied Population Laboratory

5.4. CHIPP for Change: Municipal Alcohol Policy
Sara Jesse - Wisconsin Association of Local Health Departments and Boards
Julia Sherman - University of Wisconsin Law School

5.5. Taking Action with Environmental Public Health Data
Christy Vogt, MPH, CHES - Wisconsin Department of Health Services
Paul Creswell, PhD - Wisconsin Department of Health Services
Megan Christenson, MS, MPH - Wisconsin Department of Health Services
Jenny Camponeschi, MS - Wisconsin Department of Health Services
**Lodging**
A block of rooms has been reserved at the Radisson Paper Valley at rate of $82 single/$113 double occupancy. To guarantee this rate, reservations must be made by April 25, 2016. To make reservations, call the Radisson Paper Valley at 920-733-8000 and request the WI Public Health Association room block. You must furnish documentation at check-in when registering for tax exemption.

**Early Bird Discount - March 31, 2016**
The early bird discount deadline is March 31, 2016. Registration and payment must be received by this date to receive the discounted rate.

**Registration Policies**
Registration fee includes plenary and breakout sessions, reception, conference materials, breaks, breakfast and lunch on both days of the conference. Only one registration per form. You may copy the form as needed, or download from the WPHA website at www.wpha.org. Registration must be received by April 25, 2016, to be guaranteed conference materials. Please keep a copy of your registration form for your records.

**Cancellation Policy**
All cancellations must be received by April 25, 2016. A $25 administrative fee will be deducted from your refund. No refunds will be made for cancellations received after April 25. Refunds will not be given for no-shows.

**Tax Identification Number**
WPHA’s Tax ID number is 39-6084243.
**WPHA-WALHDAB 2016 Conference Registration**

Information provided for:  
☐ Work  ☐ Home

Name (preferred for badge): ________________________________________________

Agency/Employer: ________________________________________________________

Mailing Address: __________________________________________________________

City: ___________________________ State: ____________ ZIP: ____________

Phone: ___________________________ Email: ____________________________

☐ I am willing to serve as a MENTOR at the 2016 Conference.

**SELECTIONS:**

Please circle your preferred session(s). Session information is available at [www.wpha.org](http://www.wpha.org).

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<th>Welcome Event</th>
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<td>Lunch</td>
<td>May 24</td>
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<td>Pre-Conference</td>
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<td>1. Data to Action</td>
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<td>2. WI-HIPP</td>
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<td>Breakouts</td>
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Attendees are not required to attend based on their selections, nor will attendees be guaranted space based on the information provided.
# Registration Fees

<table>
<thead>
<tr>
<th>Pre-Conference ONLY</th>
<th>Full Conference (Pre-Conference included)</th>
<th>One-Day Conference Pass</th>
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<tbody>
<tr>
<td>May 24 • 1:30-5:00 p.m.</td>
<td>May 24-26 Early Bird Pricing/Regular Pricing</td>
<td>May 25 or May 26 Early Bird Pricing/Regular Pricing</td>
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- **Member**
  - Are you a ☐ WPHA Member or ☐ WALHDAB Member?
  - $50
  - $250/$275
  - $175

- **Non-member**
  - $100
  - $400/$425
  - $325

- **Retired/Student Member**
  - I am registering as a ☐ Retired Member or ☐ Student Member
  - $25
  - $100
  - $75

☐ Check here if you require a vegetarian lunch or have another dietary restriction.  Please explain: ________________

☐ Check here if you have special needs (i.e. physical). WPHA will contact you.

## Method of Payment

(Payment or purchase order must be included at the time of registration.)

**Total**: $____________________

- **Check (made payable to WPHA)**
  - Check #: _________ for: $ ____________ Purchase Order #_________ for $ ______

- **VISA**
- **MASTERCARD**
- **DISCOVER**

- **Credit Card #: _____________________________________________**
  - **Expiration Date:** _________
  - **Security Code:** __________

- **Address on Billing Statement:** ________________________________________________________________________________

- **Name on Card:** ________________________________________________
  - **Signature:** ________________________________

Return this form with payment by April 25, 2016 to:
Wisconsin Public Health Association • 563 Carter Court, Suite B • Kimberly, WI 54136
Phone 920-882-3650 • Fax 920-882-3655 • Email: wpha@badgerbay.co • Website: www.wpha.org
Navigating Ethics: You have the Right, but is it Right?

Scan the QR to visit the WPHA website to view the most up-to-date conference session information.