Improving Health
Neighborhood by Neighborhood

WPHA-WALHDAB 2017 Annual Conference

May 23-25 • Wilderness Resort
Glacier Canyon Lodge, Wisconsin Dells, WI

Register Today! Early Bird Deadline: March 31, 2017

#improvinghealth17
2017 WPHA-WALHDAB Annual Conference
Improving Health Neighborhood by Neighborhood

Conference Objectives:
• Examine public health’s responsibility and opportunities to address the social determinants of health.
• Appreciate the health impacts of adverse events in order to move towards more resilient communities.
• Identify the environmental factors that impact individual and community health.
• Recognize the benefits of translating data into action through visualization and communication.

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.

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

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).

Certified Public Health Credits
12.25 CPH continuing education credit are available for this conference.

Conference Special Events and Activities

Early Career Professional Section – Welcome Event – Tuesday, May 23 · 9:30 a.m. -12:00 p.m.

Who should attend?
• Public health professionals who have worked in public health for less than ten years.
• Early career professionals looking to make lasting connections with peers.
• Early career professionals looking to become more involved in the WPHA.

Session to Include:
9:30 a.m. - Breakfast/WPHA 101
10:00 a.m. – Welcome
• WPHA President Welcome
• Public Affairs Committee
• Resource Sharing

How do I register?
When you are completing your registration on the WPHA website for the conference, choose the pre-conference ECP event.

• Networking
• & more!
Conference Special Events and Activities

Business Meetings

WPHA, Tuesday, May 23 • 12:00-1:00 p.m. / WALHDAB, Wednesday, May 24 • 4:00-4:45 p.m.
Please note the WPHA 2017 Business Meeting will be held Tuesday, May 23 from 12:00-1:00 p.m. The WALHDAB Business Meeting will be held on Wednesday, May 24 from 4:00-4:45 p.m. Please make plans to join us to learn more about current Association activities.

Future of Public Health Reception

Tuesday, May 24 • 6:00-8:00 p.m.
This reception is targeted towards early career professional section members, mentors, mentees, students, board members, and general conference attendees.

WI-HIPP Townhall

Tuesday, May 23 • 5:00-6:00 p.m.
Join leadership from the Department of Health Services, Division of Public Health to hear about updates to the Wisconsin Health Improvement Planning Process and learn about progress towards the top priorities. More information coming soon!

Join the Mentoring Movement!

WPHA is proud to continue its mentoring program. New features include a 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 2017 Public Health Conference. Enroll today!

Public Health Poster Gallery and Reception

Wednesday, May 24 • 5:00-7:00 p.m.
Poster presenters will be available to discuss their posters as well as answer questions during the reception May 24.

2017 Academic Program Spirit Competition

NEW THIS YEAR! Show your school pride and help support your favorite WI Public Health academic program. This will be a chance for alumni, faculty, staff, students and preceptors to show your school pride on Thursday, May 25 at the Annual Conference. Wear your school colors and gear on Thursday and help your program win! The program voted to have the “most spirit” as decided by the WPHA and WALHDAB boards will win a traveling trophy. Details coming soon!

Friends of Public Health Bucket Raffle

Tuesday, May 23 & Wednesday, May 24
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 21, 2017:
1. A short description of what you will donate
2. The total value of your donation
3. Contact name and information
**Conference Schedule At-A-Glance**

*Schedule is subject to change.*

**Tuesday, May 23**

9:00 a.m.–7:00 p.m.  Conference Registration

9:30 a.m. -12:00 p.m.  Early Career Professionals Welcome Event - Breakfast will be available starting at 9:30 a.m.

11:30 a.m.–1:00 p.m.  Lunch and WPHA Business Meeting - Lunch will be available starting at 11:30 a.m.

1:30–5:00 p.m.  Pre-Conference Sessions

5:00–6:00 p.m.  WI-HIPP Town Hall

6:00-8:00 p.m.  Future of Public Health Reception

**Wednesday, May 24**

7:00–8:30 a.m.  Continental Breakfast & Exhibits

8:30–9:00 a.m.  Conference Welcome & Award Presentations

9:00–10:00 a.m.  Keynote

10:00–10:15 a.m.  Break to Visit Exhibits

10:15–10:45 a.m.  Breakout Presentations - Block 1

10:45–11:00 a.m.  Break to Visit Exhibits

11:00–11:30 a.m.  Breakout Presentations - Block 2

11:30 a.m.–12:00 p.m.  Lunch Available

12:00–1:00 p.m.  Section and Committee Meetings

1:00–1:30 p.m.  Vendor Showcase Break

1:30–2:30 p.m.  Breakout Presentations - Block 3

2:30–2:45 p.m.  Break to Visit Exhibits

2:45–3:45 p.m.  Breakout Presentations - Block 4

4:00–4:45 p.m.  WALHDAB Business Meeting

5:00–7:00 p.m.  Poster Reception

**Thursday, May 25**

7:00–8:00 a.m.  Continental Breakfast, Exhibits and Poster Gallery

8:00–8:30 a.m.  Morning Welcome & Award Presentations

8:30–9:00 a.m.  Keynote

9:30–10:00 a.m.  Break to Visit Exhibits and Poster Gallery

10:00–11:00 a.m.  Breakout Presentations - Block 5

11:00–11:15 a.m.  Break to Visit Exhibits and Poster Gallery

11:15 a.m.–12:15 p.m.  Breakout Presentations - Block 6

12:15–1:00 p.m.  Lunch and Award Presentations

1:00–2:00 p.m.  Keynote

2:00 p.m.  Bucket Raffle Drawing, Academic Program Spirit Award and Adjourn
Keynote Speakers


May 24 | 9:00-10:00 a.m.
Renée Branch Canady, PhD, MPA
Chief Executive Officer, Michigan Public Health Institute

Renée Branch Canady is a nationally recognized thought leader in health disparities and inequities, cultural competence, and social justice. She came to MPHI from the Ingham County Health Department, the state’s first public entity local health department and federally qualified health center, where she served as the appointed health officer. She is also an assistant professor at Michigan State University’s College of Human Medicine’s Program for Public Health.

Dr. Canady earned her PhD in Medical Sociology from Michigan State University, a master’s degree in Public Administration from Western Michigan University, and a bachelor’s degree in Public Health Nutrition from the University of North Carolina at Chapel Hill.

May 25 | 8:30-9:30 a.m.
Mary M. Lee, Esq.
Deputy Director, PolicyLink

Mary M. Lee is Deputy Director at PolicyLink, a national advocacy organization working to advance racial and economic equity. Her work focuses on policy strategies that facilitate healthy communities. A graduate of Boalt Hall School of Law, UC Berkeley, Mary is a practicing attorney with more than 30 years of experience using civil rights, land use, and economic development strategies to revitalize neighborhoods and enhance public participation in the policy arena. At PolicyLink she has co-authored reports on access to healthy food, the built environment, and the impact of place and race on health. She also teaches courses on law, public policy, and civil rights.

May 25 | 1:30-2:30 p.m.

More information coming soon!
Pre-Conference Sessions – Tuesday, May 23 • 1:30 – 5:00 p.m.

Pre-Conference 1 - Prioritizing Local Health Issues: Community Engagement in Public Health Practice
Colleen Moran - Wisconsin Department of Health Services
Megan Christenson - Wisconsin Department of Health Services
Ashley Kraybill - UW Population Health Service Fellow, Wisconsin Department of Health Services

This workshop, sponsored by the WPHA Climate and Health Section, will provide: 1) an overview of the Wisconsin Climate and Health Community Engagement Toolkit process; 2) interactive small group activities that engage all participants in completing Step One (prioritizing health concerns) and Step Two (creating locally relevant strategies to address health concerns) of the toolkit through a local case study scenario; and 3) a large group discussion and question and answer session regarding implementation of the toolkit for public health issues other than climate.

Pre-Conference 2 - Promoting Health Online
Alana Erickson, MPH - Winnebago County Health Department
Kate Ebert, MPH, CHES - University of Wisconsin - LaCrosse

Join those working in the field for a review of best practices for online media use and application in public health. The presentation will include an opportunity to learn from the presenter’s research of using online media resources to promote sexual health education (among UW - La Crosse students). In addition, specific examples and tools/resources for making the process less time consuming for staff will be highlighted. This session will be applicable to all public health settings! The presenters are looking forward to engaging attendees by networking/sharing of experience. This session will provide attendees with a new network of resources gained from both the presenters as well as others in attendance.

Pre-Conference 3 - The Nuts and Bolts of Program Planning: Improving Neighborhood Health through Strategic Design
Rose Hennessy, MPH - University of Wisconsin-Milwaukee
Darren Rausch, MS, CPH - Greenfield Health Department

Do you lead or work with community health programs? Do you often feel lost in the complexity of program planning? Or, do you just need a good refresher and grounding in public health program planning? If you can answer Yes to any of the above, then this is the pre-conference session for you. This crash course will expose public health professionals to the nuts of bolts of program planning. Participants will discuss strategy and options when planning public health programs, gain access to resources to assist with research-based and evidence-informed decision making, and walk through a collaborative process to build logic models that link program activities to intended outcomes. Resources and ideas to increase program accessibility will be shared and time will be allocated for discussion on some of the common barriers and challenges of designing and implementing successful programs. This session is designed for public health professionals who are tasked with program planning but who may not have been exposed to formal graduate level coursework on this topic. Professionals across areas of public health are welcome.

Pre-Conference 4 - Planting Seeds of Kindness: A State Health Departments Trauma Informed Journey, Public Health Workforce
Robin Matthies, MSW - Wisconsin Department of Health Services - Tobacco Prevention and Control Program
Theresa Kuehl - Wisconsin Department of Health Services - AIDS/HIV Program

Have you ever wondered what a trauma informed workplace looks like for an organization that does not provide direct services? Wisconsin’s Division of Public Health (DPH) asked the same question as part of the First Lady, Tonette Walker’s Fostering Futures Initiative. Now, half-way through our two year journey in this initiative, DPH staff are eager to share videos, activities and resources that have been planting seeds of kindness throughout the state health department. This skill building session will provide different tools, and interactive dialogue to help participants learn how to adapt trauma informed resources for any type of organization.
Breakout Presentations – Block 1
Wednesday, May 24 • 10:15 – 10:45 a.m.

   Kathryn Hatchell, BS - County Rankings and Roadmaps
   Keith Gennuso, PhD - County Rankings and Roadmaps

1.2. Translating Evidence on Adverse Childhood Experiences into Action
   Joshua Mersky, PhD - Institute for Child and Family Well-being, University of Wisconsin-Milwaukee
   James Topitzes, PhD, LCSW - Institute for Child and Family Well-being, University of Wisconsin-Milwaukee
   Jeffrey Langlieb, RN, BSN, MPH - Central Racine County Health Department
   Margaret Gesner, MS, BSN, RN - Central Racine County Health Department

1.3. Lessons Learned: Conducting Urban HIA’s in Community Development Projects
   Audrey Boerner, MS - Eau Claire City-County Health Department

1.4. Sub-County Life Expectancy Estimation in Wisconsin: Results of the Sub-County Assessment of Life Expectancy (SCALE) Project
   Paul Creswell, PhD - Wisconsin Environmental Public Health Tracking Program
   Mark Werner, PhD - Wisconsin Bureau of Environmental and Occupational Health
   Henry Anderson, MD - University of Wisconsin-Madison, Department of Population Health Sciences
   Jon Meiman, MD - Wisconsin Bureau of Environmental and Occupational Health

1.5. Using Free, Open-Source Software, to Visualize Community Identified Health Priorities in the City of Milwaukee
   Michael Stevenson, MPH - City of Milwaukee Health Department
   Angie Hagy, MSPH - City of Milwaukee Health Department
   Ali Reed - City of Milwaukee Health Department
   Kim Whitmore, MSN, RN, CPN - Ujima United LLC

Breakout Presentations – Block 2
Wednesday, May 24 • 11:00 – 11:30 a.m.

   Kathryn Hatchell, BS - County Rankings and Roadmaps
   Keith Gennuso, PhD - County Rankings and Roadmaps

2.2. Viewing Poverty and Privilege through a Geographic Lens: Lessons Learned from the Madison Neighborhood Indicators Project
   David Long, Associate Director - University of Wisconsin – Madison, Applied Population Lab

2.3. Concentrated Animal Feeding Operation Air Emissions & Respiratory Health
   Amy Schultz, MS - Department of Population Health Sciences, University of Wisconsin - Madison
   Kristen Malecki, MPH, PhD - Department of Population Health Sciences, University of Wisconsin - Madison

2.4. Addressing Racial Disparities in Suicidal Ideation and Death by Suicide in Wisconsin
   Sara Kohlbeck, MPH - Injury Research Center - Medical College of Wisconsin

2.5. Tobacco Point of Sale Advertising: Associations with Neighborhood Demographics
   Nina Gregerson, MPH, CHES - Public Health - Madison & Dane County
Breakout Presentations – Block 3
Wednesday, May 24 · 1:30 – 2:30 p.m.

3.1. Board of Health Training

3.2. Collaborating Across a Community to Promote Equity in Sexual and Reproductive Health Outcomes
   Jami Crespo, JD, MPA - Public Health Madison Dane County
   Meghan Benson, MPH, CHES - Planned Parenthood of Wisconsin

3.3 Tools for Understanding and Addressing Alcohol Outlet Density in Your Community
   Julia Sherman - Wisconsin Alcohol Policy Project
   Sara Jesse - Wisconsin Association of Local Health Departments and Boards

3.4 Creating Dementia Friendly Communities in Wisconsin: A Priority for All and Music & Memory Program In the Home: A Unique Intergenerational Approach
   Katelyn Marschall - WI Office on Aging
   Trisha Bailkey - Aging and Disability Resource Center of Barron, Rusk and Washburn Counties
   Joy Schmidt - Aging and Disability Resource Center of Dane County
   Kristin Waukau - Menominee Department of Aging and Long Term Care
   Janet Piltz - Aging and Disability Resource Center of Barron, Rusk & Washburn Counties

3.5. A Deeper Dive into the Fraser Shipyard Lead Poisoning Event: Lessons Learned at the State and Local Level
   Jenny Camponeschi, MS - Wisconsin Environmental Public Health Tracking Program
   Kathy Ronchi, RN, BSN - Douglas County Department of Health and Human Services
   Benjamin James, BS - City of Milwaukee Health Department
   Sara Wartman, BSN, RN - Bayfield County Health Department

Breakout Presentations – Block 4
Wednesday, May 24 · 2:45 – 3:45 p.m.

4.1. Joint Public Affairs Committee Town Hall and Advocacy Training
   WPHA and WALHDAB PA Committee Co-Chairs

4.2. Planning Rural Communities for Active Living and Healthy Eating: A Comprehensive Plan Assessment Tool
   Lisa Charron - University of Wisconsin – Madison, Population Health

4.3. Using an HIA to Address Health Inequities Caused by Mass Incarceration
   Geoffrey Swain, MD, MPH - University of Wisconsin – Madison, School of Medicine & Public Health
   Cynthia Johnson, RN, MEd - Kenosha County Division of Health
   Jerome Dillard - Dane County Department of Human Services
   Victoria Faust, MPA - University of Wisconsin – Madison, School of Human Ecology

4.4. Authentic Engagement: What Public Health Can Learn from Community Development Partners
   Justin Rivas, MPH, MIPA - University of Wisconsin – Madison, Population Health Institute
   Astra Iheukumere, MPA, MBA - University of Wisconsin – Madison, Population Health Institute

4.5. Building a Community School Partnership to Improve Neighborhood Health
   Yaribel Rodriguez, BS, MA - Milwaukee Public Schools, Lincoln Avenue School
   Kevin Engstrom, BS, MA - Sixteenth Street Community Health Centers, Inc.
   Ryan Hurley, BS, MA - United Way of Greater Milwaukee and Waukesha County
Breakout Presentations – Block 5
Thursday, May 25 ∙ 10:00 – 11:00 a.m.

5.1. Aligning Pain Care in Our Communities: A Public-Private Health Partnership to Address the Opioid Crisis
Cheri Olson, MD - La Crosse-Mayo Family Medicine Residency
Al Bliss, BS - La Crosse County Health Department

5.2. It Takes Two to Make a Thing Go Right: Health and Planning and Picture This: Maps & Stats
Tom Baron - East Central WI Regional Planning Commission
Kim Biedermann - East Central WI Regional Planning Commission
Ashley Tracy, CHES Certified - East Central WI Regional Planning Commission
Lauren Clark - East Central Wisconsin Regional Planning Commission
Tyler DeBruin - East Central Wisconsin Regional Planning Commission
Melissa Kraemer Badtke - East Central Wisconsin Regional Planning Commission

5.3. New Partnership to Create a Healthier Nutrition Environment for Children in Restaurants
Ellie Nelson - Winnebago County Health Department
Susan Quam - Wisconsin Restaurant Association

5.4. Understanding and Improving Adolescent Mental Health Outcomes
Meghan Benson, MPH, CHES - Planned Parenthood of Wisconsin
Brian Koenig - K12 Associates

5.5. Milwaukee’s Community Service Provider Homicide Reviews - Building Resiliency in Neighborhoods through Equity, Partnerships, and Data
Salmafatima Abadin, MPH - City of Milwaukee Health Department

Breakout Presentations – Block 6
Thursday, May 25 ∙ 11:15 a.m. – 12:15 p.m.

6.1. Gathering Resources and Aligning Community Engagement (GRACE) to Address Social Determinants of Health
Nathan Fleming, MD, MPH - Population Health Underground
Jen Rombalski, RN, MPH - La Crosse County Health Department
Lucas Zellmer, BS - St. Clare Health Mission

6.2. A Participatory Approach to Improve Prenatal Care Coordination (PNCC) Service Delivery in Dane County
Melissa Dabel, DNP, RN – Edgewood College School of Nursing
Kimberley Neuschel, RN BSN - Public Health Madison and Dane County
Daniel Stattelman-Scanlan, RN BSN - Public Health Madison Dane County

6.3. Using Participatory Photomapping to Meaningfully Engage Diverse Stakeholders in Public Health Practice and Policy Development
Ed Miller, PhD - University of Wisconsin Oshkosh
Stephanie Gyldenvand - Winnebago County Health Department
Connie Kanitz - ESTHER - Fox Valley
Cassy Berg - Outagamie County Public Health Division

6.4. United Way ALICE and 2-1-1 as Tools to Improve Community Health
Charlene Mouille - United Way of Wisconsin

6.5. Reducing Rural Cancer Disparities Together: Using a Social Ecological Framework to Address Health Disparities
Mary Ann Schilling - Waushara County – UW Extension
Cody Fredrick, MPH - UW Carbone Cancer Center
Lodging & Registration Information

Lodging
Book early as the hotel is projecting to sell out! Rooms are available at the Glacier Canyon Lodge at the special group rate of $89. To guarantee this rate, and to ensure a room will be available, reservations must be made by April 21, 2017.

To make a reservation, please call 800-867-WILD. When making your reservation, tell the reservation agent that you are booking a room under WI Public Health Association - reservation #535207.

Early Bird Discount - March 31, 2017
The early bird discount deadline is March 31, 2017. 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 21, 2017, 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 21, 2017. A $25 administrative fee will be deducted from your refund. No refunds will be made for cancellations received after April 21. Refunds will not be given for no-shows.

Tax Identification Number
WPHA’s Tax ID number is 39-6084243.
WPHA-WALHDAB 2017 Conference Registration
Wilderness Resort – Glacier Canyon Lodge, Wisconsin Dells, WI • May 23-25, 2017

Information provided for:  □ Work  □ Home
Name (preferred for badge): ________________________________________________
Employer/School: ___________________________________________________________
Mailing Address: ____________________________________________________________
City: __________________________ State: __________ ZIP: _______________________
Phone: _________________________ Email: ________________________________

___ I am new to Public Health and would like to be a MENTEE (and meet with a mentor at the 2017 Conference).
___ I am willing to serve as a MENTOR at the 2017 Conference.

Session Selections:

Please circle your preferred session(s). Session information is available at www.wpha.org.

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<th>Welcome Event</th>
<th>9:30am-12:00 p.m.</th>
<th>11:30-1:00 p.m.</th>
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Attendees are not required to attend based on their selections, nor will attendees be guaranteed space based on the information provided.

Additional options and payment information on next page
WPHA-WALHDAB 2017 Conference Registration continued...
Wilderness Resort – Glacier Canyon Lodge, Wisconsin Dells, WI • May 23-25, 2017

REGISTRATION FEES
Check all the appropriate registration fees.

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<tr>
<th>Pre-Conference ONLY</th>
<th>Full Conference (Pre-Conference included)</th>
<th>One-Day Conference Pass</th>
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<td>May 23 • 1:30-5:00 p.m.</td>
<td>May 23-25 Early Bird Pricing/Regular Pricing</td>
<td>May 24 or May 25 Early Bird Pricing/Regular Pricing</td>
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<td>Member</td>
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<td>Are you a ☐ WPHA Member or ☐ WALHDAB Member?</td>
<td>$50</td>
<td>$250/$275</td>
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<td>Non-member</td>
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☐ 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 or WALHDAB depending on membership status)
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 21, 2017 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