

# **2009 Florida Public Health/Southern Health Association Joint Annual Educational Meeting**

***Theme - The Public Health Puzzle: Putting the Pieces  
Together***

## **TUESDAY – August 4, 2009**

### **FPHA Meetings**

#### **10:00 AM – 12:00 PM – FPHA Committee Meetings**

Annual Educational Conference Committee  
Academic Committee  
Membership Committee  
Legislative Committee

#### **12:00 PM – 4:00 PM – FPHA Board of Directors Meeting**

**2:00 PM – 5:00 PM - Exhibitor Set-Up**

**2:00 PM – 5:00 PM**

Registration

### **SHA Meetings**

**8:30 AM – 5 PM – Governing Council Meeting**

**Come and meet your Southern Health Constituents this evening,  
time and location to be announced later.**

## **WEDNESDAY – August 5, 2009**

**7:00 AM – 4:00 PM**

Registration  
Silent Auction

**7:30 AM – 8:45 AM**

**Breakfast with the Exhibitors** - Continental Breakfast – sponsored by Gen Probe

### **GENERAL SESSION**

**8:45 AM – 9:15 AM**

**Welcome & Opening Remarks**

**9:00 AM – 9:15 AM – APHA President**

**9:15 AM - 10:15 AM**

**Public Health & Technology: An Overview of Popular Technologies and How We Can Adopt Them for Prevention Efforts** Rachel Kachur, MPH

Behavioral Interventions & Research Branch

Division of STD Prevention

National Center for HIV/AIDS, Viral Hepatitis, STD and TB Prevention

*This session will provide an overview of popular technologies (the Internet, social networking sites, mobile phones), describe the ways in which people are using them and explore how the field of public health can embrace and use technology to better reach target populations for prevention, education and communication efforts.*

**10:15 AM – 11:00 AM – Networking Break – visit Exhibits and Silent Auction**

**11:00 AM – 12:00 PM – “Putting the Puzzle Together in Your Everyday Life - Fructose, Sugar and the Obesity Epidemic”**

Dr. Richard Johnson MD, FACP

*Over the last 100 years we have witnessed an incredible increase in obesity, diabetes and high blood pressure. This epidemic is being seen throughout the world and often affects minorities to a greater extent. It appears to correlate with the introduction of western diet and culture. The classical teaching is that obesity is due to overeating and not enough exercise. However, there is increasing evidence that there may be specific foods that may be important as well. In this regard, recent studies have implicated sugar and high fructose corn syrup in the obesity epidemic. In this lecture we will discuss the clinical and experimental studies that have examined this hypothesis. We will present a compelling case that the epidemic is being driven by excessive fructose intake that is primarily found in sugar and high fructose corn syrup. We will present evidence that fructose is more than just calories, but rather has hormonal effects that may predispose us to becoming obese, hypertensive and diabetic. We will conclude by providing suggestions for public health measures that we believe could provide great health benefit to the American people and great financial benefit to the state of Florida and the US government.*

**12:00 PM – 1:30 PM**

**USF College of Public Health Luncheon – 25 year Anniversary Celebration**

**AFTERNOON EDUCATIONAL TRACKS –**

**1:45- 2:45 PM**

**Track One: “Enhancing and Revitalizing Environmental Health”**

Rob Blake, MPH, REHA, Chief, Environmental Health Services Branch, CDC

*Sponsored by Environmental Health & Engineering Section*

*This session will provide an overview of the CDC's Environmental Health Services Branch (EHSB) goal to strengthen the role of state, local, and national environmental health programs and professionals to anticipate, identify, and respond to adverse environmental exposures and the consequences of these exposures for human health.*

**Track Two: “Sex and Technology” –**

Rachel Kachur, MPH

Behavioral Interventions & Research Branch

Division of STD Prevention

National Center for HIV/AIDS, Viral Hepatitis, STD and TB Prevention

*Sponsored by the STD Section*

*This session will discuss how the internet and now mobile phones are being used as an avenue for sex seeking, including the implications for STD/HIV rates, and how public health professionals can use these same technologies for STD/HIV prevention efforts.*

**Track Three: Diets Involving a Reduction in Sugar or Fructose – What Works**

Richard Johnson, MD, FACP

*Sponsored by the Nutrition Section*

*We will briefly review how excessive fructose intake can affect various body systems including effects on the liver, kidney, fat cells, and blood pressure. We will discuss how fructose works and the natural and pharmacological antidotes. We will also discuss the use of low carbohydrate and low fructose diets in both the prevention and treatment of obesity. We will leave time for a vigorous question and answer period.*

**Special Meeting: MLC Collaborative Group (invitation only)**

Cathy Montgomery

**2:45 PM – 3:30 PM – Networking Break –** Visit Exhibits and Silent Auction

**3:30 PM - 4:30 PM**

**Track One: – Climate Change, Sustainable Actions, and Public Health.**

Charles H. Henry, R.S., M.P.A., Environmental Administrator, Sarasota County Health Department

*Sponsored by the Environmental Health & Engineering Section*

*The session will address should local public health play a role in climate change or sustainable actions? If so, what are those roles and how do they impact public health? This presentation discusses sustainable actions that benefit individual and community health while also educating and preparing communities for climate change. The presentation is intended to provoke thought and stimulate discussion about the local public health role related to climate change and sustainability.*

**Track Two: Disaster Preparations for the Presidential Inauguration: Looking at all the Puzzle Pieces**

Clint Sperber, MPA Region 5 Public Health Preparedness Coordinator  
David R. Crowe

*Several Florida Emergency Preparedness staff were invited to participate in the disaster preparations for the Presidential Inauguration. This work had to be comprehensive and take multiple possibilities in to consideration. Additionally they had to prepare for and respond to the huge crowds attending. This session will share with attendees what had to go into preparing for any “catastrophe” that could occur and how a vast number of agencies had to work together for a successful outcome.*

**Track Three: Making the Public Health Connection: Putting the Pieces Together**

Cindy Krosky, CSP, LCSW  
Achieving Corporate Excellence, Inc.

*Sponsored by the Nursing Section and the Florida Association of Public Health Nurses*

*Professionals who choose to be in nursing understand that it is what we stand for, and what we do that drives our purpose. Healthcare is about treating the whole person, yet it is very easy for us to become focused on our specific responsibilities. Nurses know how to put together the pieces needed to properly assess, evaluate, and care for patients. But in assuring that all the pieces fit together we sometimes overlook how we as professionals fit into the bigger picture. Everyone has a part of being responsible and it can't just rest on a few departments, it must pervade every part of nursing. It has to influence how we operate, innovate, and develop our industry. Without an understanding of how we are all connected, we don't stand a chance of making the difference we want.*

**Track Four: Dental Program**

Speakers TBD

*Sponsored by the Dental Section*

**Special Meeting: MLC Collaborative Group (invitation only)**

Cathy Montgomery

**4:30 PM – 5:00 PM**

**Section Business Meetings**

**DENTAL**

## **ENVIRONMENTAL HEALTH & ENGINEERING**

### **“Using the National Environmental Public Health Performance Standards to Improve Environmental Health Services”**

Keith Keene, BA, CHM, CEHP, Environmental Administrator, DeSoto County Health Department

*This session will introduce participants to the National Environmental Public Health Performance Standards and how the companion assessment tool can be used to improve environmental health services. The use of the tool in a local county health department will be featured. Following the presentation, the Business Meeting will be held.*

## **HEALTH PROMOTION**

### **NURSING**

### **NUTRITION**

## **PUBLIC HEALTH ADMINISTRATION and BUSINESS MANAGERS**

### **STD**

**6:00 PM – 7:30 PM Immunization Update Dinner  
(for Nurses, Physicians and Laboratorians – must be registered for meeting)**

## **THURSDAY - August 6, 2009**

**7:30 AM – 3:00 PM**

Registration

Silent Auction

Exhibits open – continental breakfast 7:30 AM – 8:15 AM

**8:30 AM – 9:15 AM – “FPHA Business Meeting”**

## **EDUCATIONAL SESSIONS (all day)**

**9:15 AM -10:15 AM**

### **Track One: Communications Strategies: How to Build Your Message to the Specific Population You are Trying to Reach – Part 1**

Jessica Love

Spitfire Strategies

*If knowledge alone was enough to inspire action, the world would already be a better place. Real change requires action, and the key to moving people from knowledge to action is persuasion. The Activation Point builds focuses specifically on strategies for mobilizing concerned people to supportive action by identifying and leveraging their activation points. The result is a collection of best practices that can help social change organizations plan to persuade.*

## **Track Two: Chronic Disease and Climate Change: Common Causes, Common Solutions: Why Low Carbon Living Is Good For Your Health**

Jill Stein, MD

Greater Boston Physicians for Social Responsibility

*Chronic disease and climate change pose monumental challenges to our health, economy and communities. While chronic diseases - like diabetes, obesity, and metabolic syndrome - are long standing problems, their prevalence is now rising at an alarming rate, threatening to overwhelm our health care system and strain families and communities to the breaking point. This burden is intensified by the growth of chronic disease in ever younger age groups, even as the aging population as a whole becomes more vulnerable.*

*To this daunting burden, the health impacts of climate change must now be added. Though currently sporadic, these impacts are anticipated to be more far-reaching and occur sooner than previously expected. According to the prestigious medical journal, Lancet, climate change is “the biggest global health threat of the 21st Century” and its impacts are likely in near-term decades. The effects on water, food security and extreme weather in particular are expected to fall on most populations – increasing the risks to billions of people.*

*While chronic disease and climate change are generally thought of as unrelated problems, in reality both arise largely from the same environmental factors – including the industrial food system, sedentary automobile-centered lifestyles, and fossil-fuel pollution. There-in lies a silver lining in this double-edged threat – namely that chronic disease and climate change both can be profoundly reduced by addressing these environmental drivers. This can be accomplished through practical measures to “green” our communities and personal lives, and interventions at the policy level. Adopting more sustainable healthy food production and diet, more active transportation, clean renewable energy and safer chemical policies can dramatically reduce the epidemic of chronic disease and simultaneously relieve the climate crisis – restoring the imperiled health of both people and the planet.*

*Drawing on the Environmental Threats to Healthy Aging report, this session will clarify how these environmental factors alter biological pathways, affecting oxidative stress, inflammation, and disrupted insulin signaling that underlie metabolic syndrome, diabetes, obesity, cardiovascular disease, Alzheimer' and other chronic diseases. This session will also offer a spectrum of cross-cutting low-carbon solutions that optimize these biological pathways, prevent chronic illness and markedly improve health while mitigating climate change.*

### **Learning Objectives:**

*At the conclusion of this session, the participant will be able to:*

- 1. Articulate the connections between environmental drivers and chronic diseases and the magnitude of the growing chronic disease burden.*
- 2. Recognize key mechanisms mediating the effects of environmental factors on chronic disease.*
- 3. Describe key environmental factors that are driving both chronic disease and the climate crisis*

## **Track Three: Infant Mortality: Scope, Social Impact, Solution; Putting the Pieces Together**

Karen E. Wint, MPA, BCABA, Director, Office of Minority Health, Orange CHD

[\*Sponsored by the Diversity Section\*](#)

**10:15 AM – 11:00 AM**

**Networking Break – Visit Exhibits & Silent Auction**

## 11:00 AM – 12:00 PM – Educational Sessions Continued

### **Track One: Communications Strategies: How to Build Your Message to the Specific Population You are Trying to Reach – Part 2**

Jessica Love

Spitfire Strategies

*If knowledge alone was enough to inspire action, the world would already be a better place. Real change requires action, and the key to moving people from knowledge to action is persuasion. The Activation Point builds focuses specifically on strategies for mobilizing concerned people to supportive action by identifying and leveraging their activation points. The result is a collection of best practices that can help social change organizations plan to persuade.*

### **Track Two: Promoting Quality and Sustainability through Best Practices in Financial Management -**

Peggy Honore, DHA, MHA

Director of Public Health System Finance, and Quality Program

Office of Public Health and Science

US Department of Health and Human Services

*Peggy Honore is leading national efforts to develop fields of study in public health finance, public health quality, and public health systems research. Dr. Honoré organized and moderated the first national conferences on public health systems research and public health finance convened in 2006 and 2007 funded by the Robert Wood Johnson Foundation. Her accomplishments in public health quality include coordinating the development of the HHS Consensus Statement on Quality in the Public Health System.*

*This session will showcase the work the Department of Health is doing on ratio analysis as a best practice in addition to several others. The speaker will include information on the Consensus Statement on Quality in the Public Health System that was developed by HHS last year. The DOH ratio analysis fits perfectly under the quality aim for Transparency. There will also be some discussion on the relevance of these practices and others during periods of economic distress.*

### **Track Three: Disney’s Public Health Programs**

Jennifer Walker

[Sponsored by the Epi/Lab Section](#)

## 12:00 PM – 1:30 PM – FPHA/SHA Awards Luncheon

## EDUCATIONAL SESSIONS CONTINUED

1:45 PM – 2:45 PM

### **Track One: “Grant Writing – Part 1”**

Cynthia Seaborn, Office of Minority Health

*During tight economic times, funding opportunities through grants become increasingly important. How do you make your grant application stand out from the rest? This workshop will give you information and hands on skills in grant writing. Program details include:*

**Meeting Outline:**

*Define the SMART Proposal Method*

- *Define Evidence Based Interventions- EBI*
- *Know the five important elements of a proposal*
- *Know how to use a needs assessment to develop program goals and objectives*
- *Describe steps needed to adapt EBI to fit an audience*
- *Describe the two types of evaluation plan*

**Meeting Activities**

- ✚ *Case Study Application*
- ✚ *Adaptation Practice Letter.*

**Track Two: PDCA and EVAL are NOT 4-letter Words – Part 1**

Grace Duffy, Public Health Foundation  
Management and Performance Systems  
CMQ/OE, LSSMBB, CQA, CQIA

**Track Three: National Accreditation Process – What is Really Involved.**

William Riley, PhD., Associate Dean, School of Public Health  
Public Health Accreditation Board  
NC CHD Participant

*In order to improve the health of the public, the Public Health Accreditation Board (PHAB) has developed and will soon be implementing a national voluntary accreditation program for state, local, territorial and tribal public health departments. The goal of the accreditation program is to improve and protect the health of every community by advancing the quality and performance of public health departments. Find out more about the outcome of the vetting process, preparing for national accreditation, upcoming events and other valuable information to help you in your quest for accreditation.*

**2:45 PM – 3:30 PM**

**Networking Break** – Visit the Exhibits

**3:30 PM – 4:30 PM – Educational Sessions Continued**

**Track One: “Grant Writing” – Part 2”**

Cynthia Seaborn, Office of Minority Health

*During tight economic times, funding opportunities through grants become increasingly important. How do you make your grant application stand out from the rest? This workshop will give you information and hands on skills in grant writing. Program details include:*

**Meeting Outline:**

*Define the SMART Proposal Method*

- *Define Evidence Based Interventions- EBI*
- *Know the five important elements of a proposal*
- *Know how to use a needs assessment to develop program goals and objectives*
- *Describe steps needed to adapt EBI to fit an audience*
- *Describe the two types of evaluation plan*

**Meeting Activities**

- ✚ *Case Study Application*
- ✚ *Adaptation Practice Letter.*

**Track Two: PDCA and EVAL are NOT 4-letter Words – Part 2**

Grace Duffy, Public Health Foundation  
Management and Performance Systems  
CMQ/OE, LSSMBB, CQA, CQIA

**Track Three: “Prescription Drug Overdose Mortality and Morbidity; and Emerging Public Health Epidemic”**

JoAnn Chambers-Emerson, RN, BSN, CSPI, Certified Specialist in Poison Information, Educator, FL Poison Information  
Johanna York, Operation PAR, Inc.

*Sponsored by the Community Injury Prevention & Control Section and the Public Health Social Workers Section*

*JoAnn Chambers-Emerson from the Poison Control Center in Tampa will frame the magnitude of the problem based on data and actual experiences in Tampa area. Learn from Johanna York, with Operation PAR, about the linkage to rehabilitation and the contributing factors that perpetuate the problem. .*

*We will be having door prizes.*

*We know that this issue crosses all disciplines and Florida families so ALL ARE WELCOME!*

*We hope to see you there!*

**Track Four: Public Health as a Career, Now and in the Future** C. Earl Fox, MD, MPH

*Sponsored by the Student Section*

**4:30 PM – 5:00 PM**

**Section Business Meetings**

**COMMUNITY INJURY PREVENTION & CONTROL**

**DIVERSITY**

**EPI/LAB**

**HIV/AIDS**

**PUBLIC HEALTH PHYSICIANS**

**PUBLIC HEALTH SOCIAL WORKERS**

**STUDENT SECTION**

**3:30 PM – 5:00 PM**

**SHA Business Meeting and Governance Council Meeting**

**5:00 PM - 6:00 PM**

**New Member and Student Orientation**

**5:00 PM** – Silent Auction closes. Please be prepared to pick up items.

**6:30 PM – 8:00 PM**

**President’s Reception** (all attendees invited)

**Poster Presentations**

**FRIDAY, AUGUST 7, 2009**

**7:45 AM – 9 AM**

Registration

Last pick up of Silent Auction Items

**General Session –**

**8:15 am – 8:30 AM** – Welcome/Announcements

**8:30 – 10:30 AM**

**BRUMBACK LECTURE –**

**“Quit Smoking Now: A Statewide Tobacco Program Making a Difference at the Local Level”**

*This session provides details on how one program met the challenges, and delivered the successes, involved in a statewide tobacco training and cessation initiative.*

*When the Florida AHEC Network was awarded funding in 2007 to begin its tobacco program, the marching orders were to “hit the ground running.” With only two years to prove its worth, the Network quickly hired and trained tobacco cessation specialists and staff and began its efforts to ensure that both practicing and future healthcare providers knew how to offer (either directly or through referral) tobacco prevention and cessation services to their patients; that certain*

*populations, such as pregnant women and youth, would be targeted in the initiative; and that cessation services would be offered in all 67 of Florida's counties. It was a tall order, and not one without its obstacles. The four speakers for this session represent the enthusiasm and talents of the AHEC Network as they convey practical strategies that helped make the tobacco program a success.*

**8:30 am** – Moderator: Barbara Richardson; Speakers: Kathy Nichols and Julia Strnad

- Introduction and Overview of the Florida AHEC Network's Tobacco Training and Cessation Program
- Tobacco Training Activities
- Tobacco Cessation Activities

**9:30 am** – Moderator: Barbara Richardson; Speakers: Deirdre Dingman, Karen Nutter

- *Quit Smoking Now*: Nova Southeastern University Program Area
- *Quit Smoking Now*: University of South Florida Program Area
- *Quit Smoking Now*: University of Florida Program Area

**11:00 AM – 12:00 PM - State of the State Address**

Ana M. Viamonte Ros, MD, MPH, Florida Surgeon General, Florida Department of Health

Annual Educational Conference Adjourned

**12:15 PM – 1:00 PM** – 2009-10 Board Meeting