

The Chronic Disease Summit is being coordinated by the Chronic Disease Prevention and Control Program within the Division at Public Health at the Nebraska Department of Health and Human Services. This summit features national, state and local speakers who will highlight current efforts toward preventing and controlling heart disease, diabetes and obesity. Work shops will also feature skills building opportunities to support the implementation of public health initiatives.

Agenda At a Glance

Tuesday, June 6, 2017	
7:45 – 8:15	Conference Registration & Light Breakfast
8:15 – 9:30	<p>Opening Remarks Summit Welcome Jamie Hahn (DHHS Chronic Disease Prevention and Control Program)</p> <p>State of the State Dr. Tom Williams (DHHS Chief Medical Officer & Division of Public Health Director)</p> <p>State of the Nation Melissa Fahrenbruch (Centers for Disease Control & Prevention)</p>
9:30 – 10:35	<p>Plenary Session From Pilots to Policy: Trends in Community Design for Chronic Disease Prevention Mark Fenton (Consultant; Tufts University)</p>
10:35 – 10:50	Break
10:50 – NOON	<p>Breakout Sessions</p> <p>A Community Engagement Process to Increase Walking and Walkable Communities in Nebraska Presenters: Mark Fenton (Consultant; Tufts University), Brian Coyle (DHHS Chronic Disease Prevention and Control Program), Andy Wessel (Douglas County Health Department), Jennifer Hansen (Public Health Solutions District Health Department) and Jessica Davies (Panhandle Public Health District)</p> <p>The Reese’s Effect – Public Health and Primary Care Presenter: Sheila Richmeier (Remedy HealthCare Consulting)</p> <p>Putting the Pieces Together: Diabetes Prevention & Control in Nebraska Presenters: Ami Bolles (American Diabetes Association), Julie Chytil & Cassandra Knutson (DHHS Chronic Disease Prevention and Control Program)</p> <p>Starting with the End in Mind: How to Utilize Data for Successful Programming Presenters: Liz Gebhart & Ami Sedani (DHHS Chronic Disease Prevention and Control Program)</p>

Session Descriptions

Tuesday, June 6, 2017

Opening Remarks (8:15 – 9:30 AM)

State of the State

Dr. Tom Williams

Dr. Williams will open the summit with an overview of the status of chronic health diseases in Nebraska and highlight some of the current efforts to address obesity, heart disease, diabetes and stroke.

State of the Nation

Melissa Fahrenbruch

This session will paint a picture of the national landscape in chronic disease prevention and management as well as provide an overview of the public health work being done in Nebraska. Looking through both lenses, summit attendees will be able to start “the conversation” and strategize state initiatives in a synergistic voice.

Plenary Session (9:30 – 10:35 AM)

From Pilots to Policy: Trends in Community Design for Chronic Disease Prevention

Mark Fenton

Health promoters recognize that simply educating and encouraging people to exercise and eat well has been ineffective at combating the rising rates of chronic disease and obesity. Evidence shows, however, that we can design communities where physical activity and affordable, nutritional food is a more routine part of daily life. This thought-provoking presentation will explore recent trends in chronic disease prevention that have health professionals working with an exciting array of new partners and also provide real world examples of concrete steps that health promoters can take to help their communities realize the triple bottom line benefits of healthy planning and design: economic vibrancy, environmental sustainability, and public health.

Breakout Sessions (10:50 AM – Noon)

A Community Engagement Process to Increase Walking and Walkable Communities in Nebraska

Mark Fenton, Brian Coyle, Andy Wessel, Jennifer Hansen and Jessica Davies

This session will highlight the Nebraska Walkable Communities Statewide Initiative and the work of three local health departments as they implement the engagement process. Each speaker will highlight their opportunities, barriers, and outcomes in helping to enhance healthy community design and access to places that promote physical activity.

The Reese’s Effect – Public Health and Primary Care

Sheila Richmeier

The purpose of this session is to identify public health and primary care synergies and provide examples of best practices and factors that promote sustainability between the two fields. We will also discuss how primary care and health departments (state and local) can effectively coordinate and collaborate to improve efforts around chronic disease prevention and the reduction of health disparities, highlighting examples of how that has been implemented in Nebraska.

Putting the Pieces Together: Diabetes Prevention & Control in Nebraska

Ami Bolles, Julie Chytil and Cassandra Knutson

A national, regional, state, and local perspective and overview of diabetes prevention and control efforts will be explored during this session. Speakers will share the current landscape of their respective work and also highlight opportunities for collaboration and potential partnerships. This session will highlight work being done to build more sustainable evidence-based programs throughout Nebraska, with a focus on the National Diabetes Prevention Program (National DPP), Living Well with Diabetes (DSMP), and Diabetes Self-Management Education (DSME).

Starting with the End in Mind: How to Utilize Data for Successful Programming

Liz Gebhart and Ami Sedani

As a result of the chronic diseases burden continuing to increase nationwide, greater efforts are being made to identify and implement sustainable interventions that successfully reduce disease risk as well as ultimately improve health status and the quality of life. Data is becoming an increasingly important accountability tool and is considered a necessary component of decision making. This session will explore the role of data in public health programs and the assessment process of quality data and dissemination. Examples from the DHHS Chronic Disease Control & Prevention Program and other public health agencies across the nation will help highlight how organizations can use data effectively to support and improve programs.

Skills Building Sessions (1:00 – 2:30 PM)

50% of Your Communication Efforts are Wasted

Steve Maly

You might have the best intentions of setting up a communications plan and following through. You might even be semi-consistent in your delivery. However, on average more than 50% of marketing communication goes wasted. Why? Wrong target market, wrong planning, and not being able to track results. Learn how to hone in on your exact market early in the process, identify the language patterns you can use to craft your message, and set-up tracking to discover what truly works. This hands-on workshop will lead you through all of these segments to help you stop wasting some of your marketing efforts.

Influence Style Indicator: What's Your Style?

Kathleen (Katie) Brandert

Each person has his or her own unique style for influencing others. This session will describe "influence" as it relates to power and policy-making and illustrate five common influence styles. Participants will take a self-assessment to discover their preference for influencing others. The strengths and blind spots for each of the five influence styles will be discussed, and participants will learn ways to use all the styles effectively.

Bridging the Generation Gap at Work

Steph Vanous

There are now four distinct generations intermixing in today's social environments. Each of these generations has different ideals, social attitudes, and mindsets on effective communication -- and yet, all generations are bound by common threads. During this session, participants will work with these learning objectives to uncover the commonalities that connect your generation with others: 1) Build an awareness of each generation and its associated personality traits; 2) Gain a deeper understanding of each generation's communication styles, perceptions and differences; 3) Brainstorm strategies to bridge the gap between generations.

Tips and Tricks for Effective Data Visualization

Cole Boyle

Being able to effectively showcase data in charts and graphs will help your stakeholders easily understand and retain the information you want them to know. In this skills-building session, participants will learn, step-by-step, how to choose the right chart type and build upon Excel's default settings to create well designed charts and graphs. The principles of data visualization, reporting, and slideshow design best practices will also be highlighted throughout the session.

Plenary Session (2:45 – 3:50 PM)

Improving Health through Effective, Sustainable Community Health Worker Programs

Jill Feldstein

The Penn Center for Community Health Workers developed IMPaCT, a scientifically proven, nationally-recognized model in which Community Health Workers (CHWs) help low-income patients address life challenges and achieve better health. This session will explore how the IMPaCT model creates an effective, standardized and sustainable CHW program. The program has been shown to improve patients' mental health and access to primary care, while reducing avoidable hospitalizations, readmissions and emergency department visits, translating into an annual return on investment of \$2 for every \$1 invested.

Breakout Sessions (3:50 – 5:00 PM)

The Community's Role in Promoting the Nebraska Department of Education's New Physical Education Standards

Julane Hill and Melissa Fahrenbruch

This session will provide an overview of the new Nebraska Department of Education's Physical Education Standards, which were finalized last year. The speakers will highlight the importance of physical education on increasing physical activity in Nebraska youth and what role the community plays to support the standards both in and out of school time.

Medication Assessment and Reconciliation for Patients and Families

Brian Isetts

What do you do and where do you start when you see that a person's medications fill up a kitchen table? Medication reconciliation as a check-box activity is not enough to help individuals and families confidently manage their medications. This session will provide participants with a systematic, shared decision-making approach to ensure that all of a patient's medications are appropriately indicated, effective, safe and can be taken as intended.

Behavioral Health Integration and Chronic Care Management

Tim McNeill

Payment reform efforts are causing a shift in payment models from volume to value. Value-based payment models require population health approaches to managing chronic disease. A particularly challenging group includes members of the community with chronic physical health conditions and behavioral health disorders. To address this prevalent co-morbidity, Centers for Medicare and Medicaid Services (CMS) has authorized an expansion of reimbursement to include behavioral health integration and chronic care management services. These new billing codes and services can be provided by third-party organizations supporting physicians in meeting the needs of this population. This session will provide an overview of the changing payment models, describe the current state of Medicare payment reform and the impact of chronic disease on successful participation, and highlight a sample process model to support clinical integration between health system providers and community-based organizations to achieve defined objectives.

Evaluating Health & Resource Impact of Community Health Workers

Jill Feldstein and Denise Zwiener

Jill Feldstein will share information on both process and outcome measures the Penn Center for Community Health Workers (CHW) tracks to assess CHWs performance and demonstrate the effectiveness of their IMPaCT program. The Center's data collection and evaluation systems have enabled them to quantify how its programs improve the cost and quality of care while improving health outcomes, demonstrating a return on investment of \$2 for every \$1 invested in the program. The session will also feature the process and outcomes of a pilot project done in a Nebraska community by Buffalo County Community Health Partners to showcase the value of community health workers.

Wednesday, June 7, 2017

Opening Remarks (8:15 – 9:20 AM)

The Role of the Community-Based Organization in Supporting Hospital and Physician Medicare Payment Reform Requirements

Tim McNeill

Community-based organizations can play an integral role in the challenging population health arena. Health systems and physicians are increasingly participating in value-based contracts. As providers accept more risk in their payment models, the greater the importance in managing chronic disease. Evidence-based programs targeting individuals with two or more chronic conditions have increasing importance to success with the new payment models. This plenary will provide an overview of alternative payment models impacting the state, outline quality and cost containment requirements for successful participation in alternative payment models and define how community-based organizations can actively participate in alternative payment models to support risk-based contracts with mitigating the risk of participation.

Skills Building Sessions (9:25 – 10:55 AM)

It's All in the Details...Academic Detailing: Your Best Referral Friend

Julie Chytil, Denise Zwiener and Ariane Arensdorf

What do we all want? Referrals to our programs! It sounds intimidating but it's not! Academic Detailing is a tool you can use when working with providers to gain referrals to your programs. The CDC defines Academic Detailing as “structured visits by trained personnel to health care practices (including pharmacies and dental practices, mental health and substance abuse providers) for the purpose of delivering tailored training and technical assistance to health care provider to help them use best practices and evidence-based programming.” It's also called educational outreach, education detailing or education visiting. In this session participants will learn the tools and skills necessary to conduct academic detailing visits as well as practice the new skills in this interactive workshop.

Motivational Interviewing: A Tool for Evoking and Tipping the Balance Toward Change

Kate Speck

This basic introduction to Motivational Interviewing will provide a description of an evidence based communication style that has the potential to turn difficult dialogue about change into a more guiding style of conversation. The foundational elements that underlie the process of change will be covered along with the usefulness of Motivational Interviewing in addressing individuals with chronic disease. Strategies for evoking change and responding to low readiness to change will provide participants with tools to guide discussions toward change. A brief action planning adaptation that is used in health care venues will be presented.

Let's Make an Action Plan! A Roadmap to Communication, Collaboration and Partnerships

Melissa Fahrenbruch

During this skills building session, participants will walk through a template that will allow them to better discuss opportunities for collaboration and partnerships in their community, develop and implement strategies to engage key community stakeholders, and review resources and tools discussed in summit sessions that can enhance partnerships between public health, education, primary care and any local, state and national organizations. This process will allow participants to walk away with an action plan that can be implemented following the summit.

Life is Just One Big PDSA – A Short Course on Continuous Quality Improvement

Colleen Svoboda

During this interactive session, participants will learn about quality improvement frameworks that can be used for improving programs, with a key focus on the PDSA (Plan-Do-Study-Act) cycle. By expanding on some of the examples presented in the “Starting with the End in Mind” session, participants will learn about the tools available and how they are applied to public health programs and activities.

Breakout Sessions (11:10 – 12:20)

Choose Healthy Here: Maximizing Your Neighborhood's Potential

Kayla Brandt, Vanessa Wielenga and Amy Roberts

Choose Healthy Here is a Healthy Food Retail Recognition Program that helps increase access and affordability to healthy food options to many Nebraskans, including SNAP participants. It strives to reduce barriers found across four food system categories: find, afford, choose and use. This session will be toolkit guided and provide education regarding resources available in Nebraska along with sharing of implementation successes. Data will also be shared regarding the pilot program for Choose Healthy Here launched last fall, with two local health departments sharing their experiences with the program.

Nebraska Prescription Drug Overdose Prevention Efforts

Amy Reynoldson and Felicia Quintana-Zinn

An overview of the current efforts of the Prescription Drug Overdose Prevention program includes a summary of the statewide drug overdose trends, Prescription Drug Monitoring Program (PDMP) enhancements and access, Drug Safety Advisory Group efforts, agency coordination on development of statewide Pain Management guidelines, and increase awareness of Naloxone access and use. This session will conclude with information on resources available to the public and a question and answer session.

Building the Business Case for Diabetes Prevention & Control in the Workplace

Lisa Henning, Kathy Helmink, and Sheila Cole

Prediabetes and diabetes are growing health concerns for the Nebraska workforce, affecting not only the health of employees, but also costing employers and insurers millions of dollars each year in medical expenses and lost productivity. In this session, speakers will share what work is being done at the state and local level in relation to building the business case for promoting, covering, and/or offering evidence-based programs for diabetes prevention, control and self-management.

Efforts to Reduce Chronic Disease Health Disparities

Josie Rodriguez, Christian Correa and Ashleen Marr

According to 2014 estimates, Minorities represented 19.5% of the total Nebraska population. Although health indicators such as life expectancy and infant mortality have improved for most Americans, many minority populations experience a disproportionate burden of preventable disease, death, and disability compared to non-minorities. In this session, participants will hear what the DHSS Office of Health Disparities & Health Equity, South Omaha Medical Associates (SOMA) health care clinic, and the Omaha Tribe are doing to address chronic diseases in minority populations. Speakers will discuss the challenges they've faced as well as the initial outcomes and lessons learned from their efforts. Participants will also learn about efforts to increase the data collection of health disparities and Minority Health Initiative Projects in Nebraska to enhance opportunities to partner within communities across the state.

Plenary & Panel Discussion (1:00 – 2:30 PM)

Plenary: Aligning Medication Use with Public Health Aims – Engaging Pharmacists as a Missing Link in Value-based Healthcare Delivery and Financing

Brian Isetts

The ineffective and unfortunate use of medications is a \$300 billion annual burden in the United States. Up until now, there have been few health system incentives for decreasing drug-related readmissions, ineffective medication use, and adverse drug events. Over 20 years of research has established evidence that pharmacist integration in team-based medication management improves clinical, economic and humanistic outcomes of care. Now that the Centers for Medicare & Medicaid Services is aggressively advancing payment progression in support of the Medicare Access and CHIP Reauthorization Act (MACRA) financing provisions, pharmacists are stepping up to collaborate with community care teams in achieving public aims for individuals with chronic diseases.

Panel Discussion: Advancing Ways Community Pharmacists Provide Care – Supporting Patients in Self-care and Team Care

Kimberly Galt and Sharon Leners

As part of the panel discussion, Dr. Galt will describe different pharmacy models for advancing self-care for patients with chronic diseases and highlight the community pharmacies engaged in the two CDC grants through the Chronic Disease Prevention and Control Program. She will also discuss the care processes community pharmacists engage in to participate in the larger care team for patients with chronic diseases. Sharon Leners will address the importance of utilizing community health extenders to improve chronic disease management from a public health department perspective. By working with local pharmacies as a health care extender, the pharmacy can make faster improvements in the patients' blood pressure by providing blood pressure checks, education, self-measured blood pressure, community health worker support, and pharmacist involvement.

Closing Remarks & Next Steps (2:30 – 3:30 PM)

Coming Full Circle: Four Perspectives and Dialogue about Chronic Disease Efforts

Brian Isetts, Melissa Fahrenbruch, Tim McNeill and Judy Martin

During this final town-hall style session, panelists will be asked questions collected throughout the summit to offer their expertise and perspective on where chronic disease efforts are headed.

12:00 – 1:00	Lunch
1:00 – 2:30	<p>Skills Building Sessions 50% of Your Communication Efforts are Wasted Presenter: Steve Maly (Maly Communications)</p> <p>Influence Style Indicator: What’s Your Style? Presenter: Kathleen Brandert (UNMC College of Public Health)</p> <p>Bridging the Generation Gap at Work Presenter: Steph Vanous (Zelle HR)</p> <p>Tips and Tricks for Effective Data Visualization Presenter: Cole Boyle (UNL’s Social and Behavioral Sciences Research Consortium)</p>
2:30 – 2:45	Break
2:45 – 3:50	<p>Plenary Session Improving Health through Effective, Sustainable Community Health Worker Programs Jill Feldstein (Penn Center for Community Health Workers)</p>
3:50 – 5:00	<p>Breakout Sessions The Community’s Role in Promoting the Nebraska Department of Education’s New Physical Education Standards Presenters: Julane Hill (Nebraska Department of Education) and Melissa Fahrenbruch (Centers for Disease Control and Prevention)</p> <p>Medication Assessment and Reconciliation for Patients and Families Presenter: Brian Isetts (University of Minnesota)</p> <p>Behavioral Health Integration and Chronic Care Management Presenter: Tim McNeill (Independent Health Consultant)</p> <p>Evaluating Health & Resource Impact of Community Health Workers Presenters: Jill Feldstein (Penn Center for Community Health Workers) and Denise Zwiener (Buffalo County Community Health Partners)</p>

Wednesday, June 7, 2017	
7:30 – 8:15	Light Breakfast
8:15 – 9:20	<p>Opening Plenary The Role of the Community-Based Organization in Supporting Hospital and Physician Medicare Payment Reform Requirements Tim McNeill (Independent Health Consultant)</p>
9:25 – 10:55	<p>Skills Building Sessions It’s All in the Details...Academic Detailing: Your Best Referral Friend Presenters: Julie Chytil (DHHS Chronic Disease Prevention and Control Program) and Denise Zwiener & Ariane Arensdorf (Buffalo County Community Health Partners)</p>

	<p>Motivational Interviewing: A Tool for Evoking and Tipping the Balance Toward Change Presenter: Kate Speck (University of Nebraska Public Policy Center)</p> <p>Let's Make an Action Plan! A Roadmap to Communication, Collaboration and Partnerships Presenter: Melissa Fahrenbruch (Centers for Disease Control & Prevention)</p> <p>Life is Just One Big PDSA – A Short Course on Continuous Quality Improvement Presenter: Colleen Svoboda (Children's Hospital & Medical Center)</p>
10:55 – 11:10	Break
11:10 – 12:20	<p>Breakout Sessions</p> <p>Choose Healthy Here: Maximizing Your Neighborhood's Potential Presenters: Kayla Brandt (DHHS Chronic Disease Prevention and Control Program), Vanessa Wielenga (UNL Extension), and Amy Roberts (Central District Health Department)</p> <p>Nebraska Prescription Drug Overdose Prevention Efforts Presenters: Amy Reynoldson & Felicia Quintana-Zinn (DHHS Prescription Drug Overdose Prevention Program)</p> <p>Building the Business Case for Diabetes Prevention & Control in the Workplace Presenters: Lisa Henning (Nebraska Safety Council), Kathy Helmink (Bryan Health), and Sheila Cole (Physicians Mutual)</p> <p>Efforts to Reduce Chronic Disease Health Disparities Presenters: Josie Rodriguez (DHHS Office of Health Disparities and Health Equity), Christian Correa (South Omaha Medical Associates) and Ashleen Marr (Omaha Tribe)</p>
12:20 – 1:00	Lunch
1:00 – 2:30	<p>Pharmacy & Public Health Plenary and Panel Discussion</p> <p>Plenary: Aligning Medication Use with Public Health Aims – Engaging Pharmacists as a Missing Link in Value-based Healthcare Delivery and Financing Brian Isetts (University of Minnesota)</p> <p>Advancing Ways Community Pharmacists Provide Care: Supporting Patients in Self-care and Team Care Kimberly Galt (Creighton University; Independent Consultant) and Sharon Leners (Public Health Solutions)</p>
2:30 – 3:30	<p>Closing Remarks</p> <p>Coming Full Circle: Four Perspectives and Dialogue about Chronic Disease Efforts Presenters: Melissa Fahrenbruch (CDC), Brian Isetts (University of Minnesota), Tim McNeill (Independent Health Consultant), and Judy Martin (DHHS Division of Public Health)</p>