



Public Health Association of Nebraska Annual Conference Public Health 150: Opportunities for Innovation, Advocacy and Action

September 21-22, 2017
Embassy Suites Lincoln Nebraska

Thursday, September 21st

7:00am Public Health Nurse/Community Health Worker Section Meeting
Regents D-E

Early Morning Session SPONSORED BY PHAN PUBLIC HEALTH NURSING and
COMMUNITY HEALTH WORKER SECTIONS
ALL ARE WELCOME

The Emerging Role of the Community Health Worker in Health Systems Transformation: A Health Professional's Perspective

Kathy Karsting, RN, MP - H – MCAH Program Manager, Nebraska DHHS Division of
Public Health

Roy Rivera, BS - Crisis Assistance and Prevention Coordinator - El Centro de las
Américas

Health care, whether in community or clinical settings, is a team undertaking. In this session, we will examine ways health professionals and health advocates can engage in the development of the community health worker role, to become a valued and respected member of the health care team. This session is for those interested in innovation, transformation, quality, and integration in a changing health care world.

8:30am **Registration/Networking - Exhibitors & Posters**

9:00am **Welcome Remarks**
Regents A-B
Brandon Grimm, PhD

9:15am **Crafting Richer Public Health Message in a Turbulent Political
Environment ***
Regents A-B

Gene Matthews, JD - The Network for Public Health Law

Colleen Healy Boufides, JD – The Network for Public Health Law

Sue Lynn Ledford, RN, BSN, MPA, DrPH – Director, Wake County Public Health
Division

By the end of this session, participants will be able to

- *Identify the 6-fundamental intuitive moral values contained in Jonathan Haidt's Moral Foundations Theory.*
- *Characterize a community under stress in your state whose institutions and traditions are being threatened.*
- *Describe a public health issue that needs to be framed to resonate more broadly.*

10:30am

REFRESHMENTS/VENDORS/POSTERS/NETWORKING BREAK

Sponsored by Nebraska Action Coalition

11:00am

BREAKOUT SESSIONS

Regents A-B

Choose Healthy Here: Maximizing your Neighborhood's Potential*

Kayla Abel, MS, RD, LMNT – Nutrition Coordinator, Nebraska DHHS

Vanessa Wielenga, MS, RD, LMNT – Extension Educator – Nebraska Extension

[Handout1](#) [Handout2](#) [Handout3](#)

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. Data will also be shared regarding the pilot program and first round of implementation for Choose Healthy Here launched last fall.

Regents C

Agricultural Safety in Action through Injury Surveillance Programs

Kelsie Musil, MS

Risto Rautiainen, PhD – Professor, UNMC College of Public Health

[Handout1](#) [Handout2](#)

Agricultural injuries to employed workers on large farms are reported by the Bureau of Labor Statistics (BLS) annually, but there are no current national surveillance systems covering non-fatal injuries to farmers and ranchers. To help fill this gap, the Central States Center for Agricultural Safety and Health (CS-CASH) took the opportunity and initiated annual surveys in 2011 covering the Center's region of Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, and South Dakota. The average annual injury rate has been 7.2 injuries per 100 workers; higher than the BLS rate for hired workers (5.7/100 workers). National Agricultural Statistics Service has linked demographic and production variables from existing Census of Agriculture data to the injury survey data, enabling short injury surveys that provides valuable information on injury rates, characteristics, costs, and risk factors for injury. Case-based and survey summary data have been used for informing the agricultural community about prevalent and emerging injury risks through traditional and electronic media. CS-CASH collaborates with other NIOSH Agricultural Centers to further develop surveillance mechanisms including online surveys and use of existing data sources from government and insurance records. With the current absence of national surveillance of injuries to farmers and ranchers it is important to build alliances, and coordinate efforts with gain a relatively complete picture of the injury risks in agriculture.

Regents D-E

Use of Near-Real-Time Electronic Health Record Data to Support and Enhance Disease Surveillance in Nebraska

Sandra Gonzalez, PhD – Epidemiology Syndromic Surveillance Coordinator, Nebraska DHHS

This presentation will provide an introduction to syndromic surveillance systems and its utility to public health surveillance. It will also provide a general description of the Nebraska Department of Health and Human Services Syndromic Surveillance System.

At the end of this session, Participants will,

- 1) Gain general knowledge about syndromic surveillance systems.*
- 2) Have a better understanding about the process of collection on near-real-time electronic health record data and how this data is used for disease surveillance*
- 3) Learn about how near-real-time electronic health record data could be used to support and enhance the surveillance of infectious diseases, chronic diseases, and injury.*

12:00pm

LUNCH & NETWORKING – Atrium

Sponsored by Children’s Hospital & Medical Center

SALBOH Meeting – Alumni

1:00pm

Regents A-B

BREAKOUT SESSIONS

Population Health Initiatives in Nebraska

Moderator - Colleen Svoboda, MPH – Program Coordinator, Children’s Hospital & Medical Center

Sarah Sjolie, MPA – Executive Director, Live Well Omaha

Kerry Kernen, MPA, MSN, R – Division Chief, Community Health and Nutrition Services, Douglas County Health Department

Holly Dingman, MS, RD – Manager, Center for the Child & Community, Children’s Hospital & Medical Center

Kelly Nielsen, MPH, MS, CPH – Division Director, Community Benefit and Healthier Communities

Shirley Terry – Chief Operating Officer, Healthy 360 Integrated Care, Regional Administrator of Behavioral Health for Southeast Nebraska, Lutheran Family Services of Nebraska, Inc

[Handout1](#)

During this moderated panel session, participants will learn about four different population health initiatives in Nebraska. Representatives from Children's Hospital & Medical Center's Center for the Child & Community; Lutheran Family Service's Health 360; Douglas County's Accountable Health Community; and CHI Health's Healthier Communities and Community Benefit will share their missions, strategic goals, and successes to date. Topics will include childhood obesity prevention, integrated health care, and multi-disciplinary collaborations. Participants will have the opportunity to ask questions about these initiatives during the presentation.

Regents C

Nebraska & Human Trafficking -- Survivors' Perspective

Shireen Rajaram, PhD – Associate Professor, UNMC College of Public Health

Sriyani Tidball, MA – Assistant Professor, UNL College of Journalism & Mass Communication

Sex trafficking a serious public health issue, is a multi-billion-dollar industry and has been reported in all states in the U.S., including Nebraska. The Victims of Trafficking and Violence Protection Act of 2000 defines sex trafficking as a commercial sex act

that is induced by force, fraud or coercion, or when a commercial sex act involves a person below 18 years of age. Despite the prevalence of sex trafficking, there is inadequate research from the perspectives of survivors. This study, the first of its kind in Nebraska, gathered data directly from survivors on the 3 Ps – prevention of trafficking, protection for survivors, and prosecution of perpetrators. We conducted one-on-one interviews with twenty-two women, sex-trafficking survivors in Nebraska who were over 18 years old. Interviews were recorded, and the data were transcribed, and coded and analyzed for key themes. Findings highlight the complexity of the issue of sex trafficking and require strategies to address all the 3Ps -- prevention, protection and prosecution -- simultaneously. For example, without support services and proper referral protocols, enhancement of screening and identification of women through training and education of professionals will do little to build trust with women or provide them with necessary services. Likewise, a sole focus on prosecution that is not survivor-centered and does not meet the short- and long-term needs of survivors may not be effective. Therefore, it is imperative that the perspectives of survivors are included to ensure that strategies address the complex needs of survivors.

Regents D-E

The Hospital Associated Infections/Antibiotic Resistant Program-What It Does, How It Can Help and How to Manage Carbapinem Resistant Enterobacteriaceae (CRE) and Multi Drug Resistant Organism (MDRO) Outbreaks

- SPONSORED BY PHAN EPIDEMIOLOGY/GIS SECTION

Maureen Tierney, MD, MSc - Director, Healthcare Associated Infections – Nebraska DHHS

Caitlin Pedati, MD, MPH – Medical Epidemiologist, Nebraska DHHS

Healthcare Associated Infections (HAIs) and Outbreaks with Multidrug Resistant Organisms (MDRO) are now reportable in Nebraska. In addition. The HAI/antibiotic resistant (AR) team at the Nebraska Department of Public health has created a program to reduce HAIs, to detect and contain MDROs, to prevent transmission of MDROs and CDI, and to promote appropriate anti-microbial usage. This presentation will discuss what programs and initiatives are available at the state department of Public Health and its collaborators as well as the Nebraska Public Health Laboratory to support local health department efforts in this area. Information about new types of resistant organisms and how to define outbreaks of HAIs and MDROs will be presented. Detailed steps about how to report and manage instances of highly resistant organisms such as carbapenemase producing carbapenem resistant enterobacteriaceae gram negative organisms (CP-CREs) will be discussed and demonstrated

2:00pm
Commons

REFRESHMENTS/VENDORS/POSTERS/NETWORKING BREAK

Sponsored by Nebraska Action Coalition

2:15pm

BREAKOUT SESSIONS

Regents A-B

The Linkages between Local Health Departments and Primary Care Clinics

David Palm, PhD – Associate Professor, UNMC College of Public Health

Michele Bever, PhD, MPH – Executive Director, South Heartland District Health Department

Kim Engel, MBA - Director, Panhandle Public Health District

[Handout1](#)

One of the priorities in the previous and current Nebraska Public Health Improvement Plan is to develop strategies for integrating public health and primary care. Integration is also one of the key elements of Public Health 3.0 and is considered innovative and action-oriented. While all of the local health departments are working with some or all of their primary care clinics, the programs and activities vary and have not been documented very well. This session will provide an overview of these integration activities based on interviews conducted by David Palm at the College of Public Health with 18 of local health department directors in Nebraska. It will also include presentations by two of the directors to provide more detail about these activities. These presentations will also discuss why there is an urgent need to develop these partnerships and how they can improve population health outcomes.

Regents C

Incorporating Community Input into a Data-Driven Method for Identifying Community Health Priorities*

Shannon Maloney, PhD – Director of Evaluation & Innovation – Building Healthy Futures; Assistant Professor – UNMC College of Public Health

Jeanee Weiss, MS –CEO, Building Healthy Futures

This session will demonstrate a model for using data to generate action at the community level. The instructors will review a novel method for incorporating community decision-making into identifying community health priorities without losing objectivity. This method encourages community engagement in a data-driven process at every stage, from data collection to reporting and strategic planning. The intent is to foster increased understanding of data utilization among community members and improved ability of the community to address health needs in the community.

3:15pm
Commons

REFRESHMENTS/VENDORS/POSTERS/NETWORKING BREAK

Sponsored by Nebraska Action Coalition

3:30pm
Regents A-B

Legislative Panel – SPONSORED BY SALBOH
Moderator-Former State Senator Greg Adams
Senator Merv Riepe
Senator Sue Crawford
Senator Mark Kolterman
Senator John Stinner

Current state legislators will share information about how Public Health professionals can enhance their advocacy skills to promote effective public health policy. The participant will be able to identify the key elements of communicating with legislative leaders and key stakeholders, discuss key public health policy issues and understand public health will be heard in the current environment of competing priorities.

4:30pm

PHAN PUBLIC HEALTH AWARDS CEREMONY

4:45 – 6:00pm
Commons

NETWORKING RECEPTION

Sponsored by Concordia University

-----**END OF DAY 1**-----

Friday, September 22nd

8:00am

BREAKFAST/VENDORS/POSTERS/NETWORKING

Sponsored by Nebraska Association of Local Health Directors

8:30am
Regents A-B

Welcome, Announcements, Poster Awards

8:45am
Regents A-B

Innovation in Public Health: Offering Meaning to a Buzzword

Jessica Solomon Fisher, MCP – Chief Innovation Officer - Public Health National Center for Innovations at the Public Health Accreditation Board

In a continually shifting landscape, public health remains more important than ever. Despite limited staffing and funding, public health departments can be strategists in their communities by innovating and evolving to respond to community needs. The Public Health National Center for Innovations, a division of the Public Health Accreditation Board, serves as the hub for national public health innovation. This session will focus on national trends around public health modernization and innovation as we look to the future of 21st century health.

9:45am
Commons

REFRESHMENTS/VENDORS/POSTERS/NETWORKING BREAK

Sponsored by Nebraska Action Coalition

10:00am
Regents A-B

BREAKOUT SESSIONS

Integrating Public Health Prevention and Primary Care in Schools – A collaborative project between Charles Drew Health Center, Building Healthy Futures, Omaha Public Schools and The American Public Health Association

M Renee Claborn, BSN CPH – Director, School Based Health Programming – Building Healthy Futures

Thomas Lee, BA, MA – Principal, Omaha Northwest High School

Aja Anderson, BA – Care Manager, Charles Drew Health Center

[Handout1](#) [Handout2](#)

Health and education are two sides of the same coin, suggesting that supporting high school graduation and post-secondary education could contribute to greater improvements in population health. Creating health equity for a given student population to support academic achievement and graduation is a task far too complex for the current models of health care to achieve. Systems of care are working to implement approaches that will integrate population health principles into primary care, and advance equity. School based health centers (SBHC) are an effective delivery model in improving access to clinical care for underserved communities and with the level of educational attainment as the strongest predictor of adult health status SBHC's are poised to integrate a population health approach and include public health primary, secondary and tertiary interventions that address barriers to graduation into their care delivery model. Presenters will guide participants through a pilot project that incorporates public health prevention in an urban School-Based Health Center primary care clinic and learn key tactics to manage the health risk equation.

Regents C

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

Julie Chytil, MPA, CHES - Nebraska DHHS Chronic Disease Prevention and Control

Denise Zwiener, BA - Executive Director – Buffalo County Community Partners

[Handout1](#) [TipSheet1](#) [TipSheet2](#) [TipSheet3](#) [TipSheet4](#)

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 public health detailing, 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.

11:00am
Commons **REFRESHMENTS/VENDORS/POSTERS/NETWORKING BREAK**
Sponsored by Nebraska Action Coalition

11:15
Regents A-B **The Value of Travelling Upstream Together: New Approaches and New Partners***
Thomas Quade, MA, MPH, CPH, FRSPH – President, American Public Health Association
Framed by the overarching strategic map of the APHA, the presentation will discuss the evolving role of public health and the need for novel partnerships, the role of advocacy in building a public health movement, and some organizational and policy updates from the APHA.

12:15pm
Regents A-B **Closing Remarks/Adjourn**

12:30pm
Alumni **PHAN EPI/GIS Section Meeting**

Chancellor 2-3 **PHAN Education Section Meeting**

-----**CONTINUING EDUCATION CREDIT INFORMATION**-----

This conference has been approved for 11.4 contact hours (Iowa)
Continuing Education Contact Hours awarded by Iowa Western Community College, Iowa Board of Nursing Provider #6.

Sponsored by the Public Health Association of Nebraska, a designated provider of continuing education contact hours (CECH) in health education by the National Commission for Health Education Credentialing, Inc. This program is designated for Certified Health Education Specialists (CHES) and/or Master Certified Health Education Specialists (MCHES) to receive up to 9.5 total Category I continuing education contact hours. Maximum advanced-level continuing education contact hours available are

Sessions designated with a * are eligible for 1CM credit each. AICP-CM is sponsored by the Nebraska Chapter of the American Planning Association.