



Nebraska Public Health Conference & Policy Day 2019

April 3-4 | **Conference** | Nebraska Innovation Campus | #NEPHW2019

Agenda

Keynote & Breakout Descriptions

Wednesday April 3, 2019

Registration (light breakfast)

8:00 AM

1st Floor of NE Innovation Campus (NIC) Conference Center

Opening Keynote | 9:00-10:30 AM | NIC Auditorium

*Improving Health in the Era of Health Care Reform:
Lessons from Oregon and Around the Country*

Bruce Goldberg, MD

Professor, Oregon Health & Science University – Portland State University School of Public Health
Senior Associate Director, Oregon Rural Practice Based Research Network

Breakout Sessions | 10:45 AM – 12:00 | 1st Floor Breakout Rooms

The Chamber of Health: Functioning as Chief Health Strategists

Andy Wessel, MPH and Phillip Rooney, Douglas County Health Department

Public health can draw leadership and advocacy lessons from Chambers of Commerce as an existing example of a chief strategist. Best practices for framing the role of local and statewide public health, social determinants, and health equity are also key for serving effectively as a chief health strategist. By the end of the session, participants will:

- Be able to understand how three strategies employed by Chambers of Commerce (Promoting Community Success, Framing the Importance of Upstream Conditions, and Building a Base of Support) can also be utilized by public health.
- Have access to communication best practices from FrameWorks Institute and Robert Wood Johnson Foundation that can combine with the three Chamber strategies to aid their organization in serving as a Chief Health Strategist aka “Chambers of Health.”

The State of the State: An Overview of Opioid and Other Drug Use in Nebraska

Felicia Quintana-Zinn, MS, MBA, DHHS; Nikki Carritt, MPH, Nebraska AHEC

One Health: Connecting Climate and Health

moderated panel including Jeff Hammik, MS; Jesse Bell, PhD; Kelly Helm Smith; Bryan Buss, DVM, MPH, DACVPM; Liz VanWormer, PhD, DVM

Want to learn how to tackle complex health challenges? This moderated session features five experts who will dive deeper into the context of climate and health by exploring the One Health project and identifying ways for public health practitioners to implement One Health approaches at the local level.

- *Climate Hazards in the Context of One Health.*
- *Anticipating years with weather-related increased risk of West Nile Virus in Nebraska.*
- *One Health in Nebraska and beyond.*



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Efforts to Enhance the Delivery and Utilization of Public Health Data in Nebraska

Alisha Ballmer, NEHII; Jeff Armitage, DHHS; Stefanie Fink, NEHII; Raheem Sanders, DHHS

This session will provide an information sharing, gathering, and interactive forum for attendees to learn about current data-related efforts within the Nebraska Health Information Initiative (NEHII) and the Nebraska Department of Health and Human Services, Division of Public Health (NE DHHS-DPH). Participants will learn about current efforts within NEHII related to the collection and reporting of clinical and public health data as well as efforts within NE DHHS-DPH to enhance the management and delivery of data, including the recent acquisition of Logi Analytics, an interactive platform for data delivery. Attendees will be asked to participate in facilitated conversations to generate use cases that could be addressed through the new data platform and to contribute dialogue about the desired user experience. By the end of this session, participants will be able to:

- Identify how NEHII is reducing the administrative burden of data collection, monitoring and reporting for clinicians and public health surveillance systems.
- Describe how NEHII is leveraging HIE data to enhance public health programs and build synergy across the healthcare spectrum.
- Learn about current efforts to enhance the management and delivery of public health data by the Nebraska Department of Health and Human Services, Division of Public Health.
- Understand how Logi Analytics can be used to support evidence-based public health practice.
- Identify, through interactive discussion, use cases that could be addressed using Logi Analytics.

Building Care Coordination Linkages between Local Health Departments and Primary Care Clinics

Moderator: Dave Palm, PhD; Panelists will include Local Health Directors Gina Uhing, Laura McDougall, and Grant Brueggemann and Clinic Administrators Stewart Hinrichsen, Ryan Larsen and Kathy Nordby

This session will highlight care coordination linkage programs and practices that are underway in three local health department districts in eastern Nebraska. After a brief introduction by moderator, David Palm, each of the three local health department directors and three clinic/hospital representatives will discuss some of their current programs, some benefits and challenges/barriers, and the future opportunities to improve individual and population health. At the end of this session, participants will be able to:

- Discuss why the current health care environment provides opportunities for local health departments and primary care clinics and hospitals to improve population health.
- Summarize some of the current linkage projects that are underway.
- Present some of the major benefits/successes and the challenges/barriers of these projects.
- Examine the future opportunities for linkage projects.

What Works for Health: Evidence at your fingertips

**Please bring a laptop or tablet to this session.*

Janna West Kowalski, MS, County Health Rankings and Roadmaps

How are you taking action to improve health in your community? Have you been looking for evidence-informed strategies to strengthen your efforts? How do you find the policies and programs that can help you make a difference?

In this interactive session, we will explore What Works for Health, an online collection of evidence-informed policies and programs that affect the variety of factors that influence health. This database provides information to help communities select and implement strategies that address their local health priorities,



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including evidence ratings, literature summaries, and implementation resources for nearly 400 policies and programs. In-depth information for each policy and program will help you understand the specific outcomes that have been shown to change and the effect implementation could have on health disparities in your community. By the end of this session, we will:

- Describe What Works for Health.
- Describe 2-3 ways you can use What Works for Health to support your work.
- Describe how to search for potential policies and programs in What Works for Health.
- Describe how *County Health Rankings & Roadmaps* helps communities identify and implement solutions that make it easier for people to be healthy in their homes, schools, workplaces, and neighborhoods.

Lunch (included) | 12:00-12:45 | Banquet Hall (2nd Floor)

Physical Activity Break 12:45 – 1:15

Mid-day Keynote | 1:15 AM – 2:00 | Banquet Hall (2nd Floor)

The County Health Ranking & Roadmaps: Using Data, Evidence, Guidance and Stories to Build Healthy Nebraska Communities

Janna West-Kowalski, MS

Action Learning Coach

County Health Rankings and Roadmaps

Imagine a place where everyone has a fair opportunity to lead the healthiest life possible – a community with high quality schools, good paying jobs, access to healthy foods, and affordable housing in safe environments. This is a vision of a healthy community.

In this session, we will use the County Health Rankings & Roadmaps model of health to illustrate what is keeping people healthy or making them sick. We will highlight actionable data that can inform how to create healthy Nebraska communities will be highlighted.

By the end of this session, we will:

- Define the broad factors that influence health.
- Use Nebraska's County Health Rankings data to begin to identify health issues and drive action.
- Describe the County Health Rankings & Roadmaps Action Center to support Nebraska communities to move from data to action.

The University of Wisconsin Population Health Institute (UWPHI) collaborates with the Robert Wood Johnson Foundation (RWJF) to bring *County Health Rankings & Roadmaps* to communities across the nation.

Ignite Sessions | 2:00 – 4:15 | Banquet Hall (2nd Floor)
then move to Breakout Rooms (1st Floor)

Each of the presenters below will do a 5-minute “pitch” to all conference attendees. The first 30 minutes will be followed by two, 25-minute rounds where participants dive deeper into their selected ignite topic by way of a facilitated conversation with a smaller group.



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- **Healthy Children Learn Better: The whole child approach to healthy schools**
Jessie Coffey, MS, RDN, LMNT, Nebraska Department of Education
- **Preemption—A Potent Threat to Public Health Progress**
Julie Ralston Aoki, JD, Public Health Law Center
- **Making Alzheimer's our Next Public Health Success Story**
Terry Streetman, Alzheimer's Association
- **Place Matters**
Lori Seibel, President/CEO of the Community Health Endowment of Lincoln
- **Dusk to Dawn: A hospital-based youth violence prevention program**
Charity Evans, MD, MHCM, FACS, Jennifer Burt, PhD, LP, Ashley Farrens, MSN, MBA, RN
- **Transforming the Rural Health System: Challenges and Opportunities**
John Roberts, MA, Nebraska Rural Health Association and Dave Palm, PhD, UNMC CoPH

Student Poster Session Reception | 4:15 – 5:15 | 1st Floor, South Side

- Support and learn from our future public health leaders.
- Grab some popcorn.
- Take advantage of the photobooth.

End of Day 1. See you on Thursday!

Thursday April 4, 2019

Check-in and Light Breakfast

8:00 AM

1st Floor of NE Innovation Campus (NIC) Conference Center

Nebraska DHHS CEO Address | 8:45 AM | NIC Auditorium

Dannette R. Smith, MSW

CEO, Nebraska Department of Health and Human Services

Keynote | 9:25–10:25 AM | NIC Auditorium

Introduction by Dr. Joann Schaefer, Executive Vice President, Blue Cross Blue Shield of Nebraska

Building the Public Health Workforce for the 21st Century

Michael Fraser, PhD, CAE

Executive Director, Association of State and Territorial Health Officials (ASTHO)



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Breakout Sessions | 10:35 AM – 12:45 | 1st Floor Breakout Rooms

Regional Food Systems

Vanessa Wielenga, MS, UNL Extension

Health Literacy 101–Verbal and Written Best Practices

Susan Ferrone, MPA, BSN, RN

This session will prepare participants to use communication strategies (written and verbal) that are easy for patients and their families/caregivers to understand and use. At the end of this training, participants will be better prepared to:

- Evaluate written materials that are easy for patients and community members to understand and use
- Create written materials that are easy for patients and community members to understand and use
- Use health literate communication strategies to interact with patients and community members

The Built Environment and Public Health: Collaborative solutions for planners and public health practitioners — Daniel Piatkowski, PhD, UNL College of Architecture

This session will outline 3-4 key areas that are ripe for collaboration between planning and public health and work with session attendees to identify actionable solutions. By the end of this session, participants will be able to:

- Identify specific opportunities to collaborate with planners on public health issues.
- Identify specific solutions and potential barriers to implementing such solutions.

Words Matter: Changing the narrative of violence against women

Jill Heggen, Omaha Women's Fund

Communications around sexual violence in our community are often misleading and damaging, if not incorrect. In an effort to change the narrative and empower storytellers, we are working to increase public awareness on how words matter. To do so, the Women's Fund developed a media resource featuring an overview of key terms, how to conduct trauma-informed interviews and what resources are available to help tell the stories. Even if you aren't a storyteller, your thoughts and words around sexual violence shape the narrative and understanding of sexual violence in our community. We all have a role to play in shaping public perception about these issues. By the end of this session, participants will be able to:

- Use the right words in their own communications.
- Utilize the resource to guide interactions with media, your audience and others.
- Correct bad reports and thank the media when they get it right.

Your Supporting Cast: Relationships for career success and advancement

Katie Brandert, MPH, UNMC CoPH

No one experiences career success and advancement completely on their own. While we “star” in our career show, we need a supporting cast of various players—sponsors, mentors, coaches, cheerleaders, and more—to help us reach our goals. This cast of characters gives us advice, asks tough questions, connects us with new networks, and helps us get to where we want to go. This session will introduce the idea of a



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Personal Board of Directors and assist participants in thinking through who is in—or is missing from—their supporting cast. By the end of this session, participants will be able to:

- List persons who currently support career development goals
- Examine gaps in roles needed for career success and advancement

Using Asset-Based Community Development Practices to Help Communities Help Themselves

Jeff Yost & Kristine Gale, Nebraska Community Foundation

This session will prepare participants to envision change and identify assets within communities to build, grow and sustain communities across Nebraska that are magnetic. By the end of this session, participants will be able to:

- Discuss the process of building, growing and sustaining communities
- Identify viable community assets and resources.

Lunch (included) | 11:45 | Banquet Hall (2nd Floor)

Legislative Panel | 12:10 AM – 1:10 | Banquet Hall (2nd Floor)

Engaging the Unicameral on hot topics in public health

Panelists: **The Honorable Senators Howard, Morfeld and Cavanaugh**

The senators will be sharing insight into:

- major issues senators are facing in 2019 and beyond
- suggestions on how public health professionals can communicate the public health needs of constituents across the state and the value of prevention
- Medicaid expansion
- tobacco tax increase

Harvest and Closing | 1:10 – 1:30

See you for Public Health Week 2020!

Interaction Guidelines

for the 2019 Nebraska Public Health Conference

- Serve as a host – Be inclusive. Introduce yourself and others. Help others feel welcome.
- Listen with intensity.
- Remain quiet during designated quiet reflection times.
- Commit to conversation during sense-making time (Stay checked-in).
- Produce a bountiful HARVEST.
- Drink and drain at your leisure (Take breaks when you need them).