

# NEWSLETTER

Kentucky Public Health Association

March 2015

## President's Message

Dear KPHA Membership:

### Annual KPHA Conference

Well, winter is finally coming to a close and to highlight the spring season is the 67th Annual KPHA Conference! It has truly been an honor to serve as your President over the last year. I feel the organization is strong and has incredible leadership within its ranks. For the first time, KPHA has prepared its Annual Conference by requesting the submittal of abstracts from around the country. The wide variety of speakers, topics and professionals that you will encounter clearly display the level of effort put forth by the Program Committee. Additionally, the KPHA 67th Annual Conference is being held at the magnificent Owensboro Convention Center in Owensboro, KY which is a brand new venue for us. To stay on course with our dedication to our Universities' Public Health programs, over 50 Poster Presentations will be displayed throughout the conference and highlighted in the University Breakfast on Wednesday morning. The Pre-Conference on Monday will focus on linking services to people in a presentation by Terie Dreussi-Smith, MA, Ed, the author of [Bridges of Health and Healthcare](#). We are fortunate to have the Southern Health Association (SHA) President, Mr. Mark Hensley and the National Association of County and City Health Officials (NACCHO) President, Dr. Georgia Heise join us during the conference as well.

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*The 67th Annual  
KPHA Conference  
is April 14-16, 2015  
at the Owensboro  
Convention Center!*

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### Keynote Speaker

Lastly, our Keynote, Marianne Smith Edge, MS, RD, LD, FADA, Senior Vice President, Nutrition & Food Safety of the International Food Information Council will address consumer attitudes toward food safety and nutrition and Public Health strategies to influence them with her presentation "The Role of Consumer Research in Predicting Health Outcomes." CEUs for a variety of professions will be offered, of course, and after-hours entertainment will be available. KPHA is making strides to stay atop the pyramid in promoting, supporting, training and nurturing Public Health in Kentucky.

I am extremely excited about the Conference this year and I hope you are as well! It is time that you show support to THE Public Health Association of Kentucky and show

your passion for improving the lives of Kentuckians. You can see the conference agenda at [www.kpha-ky.org](http://www.kpha-ky.org) and register as well. The hotels in the area are filling up quickly. Make your reservation today!

Thank you again for the honor of being your President this past year, and I look forward to seeing you at the Annual Conference in April.



Justin Pittman, KPHA President 2014-2015

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# Conference Registration

Early-bird registration is available until **March 27, 2015**. Registration is available at [www.kpha-ky.org](http://www.kpha-ky.org) and fees are:

- Member Early Registration- \$170
- Member/Nonmember Regular Registration- \$220
- Student Registration- \$30
- Life Member Early Registration- \$85
- Life Member Regular Registration- \$110

## Local to Global: Building the Foundation of Public Health

**By: Crissy Rowland, MPH**  
*KPHA President-Elect*

The theme of the 2015 KPHA Conference, “Local to Global: Building the Foundation of Public Health”, explores the process of taking best practices and research from the field to develop policies, then ensuring the policies are put into practice to build on local public health practice and partnerships.

We are so excited to bring you a conference filled with peer led sessions focusing on research, practice/policy, assessment and assurance. We have over 40 oral presentations and over 50 poster presentations.

### Opening Session

**Tuesday, April 14th: “The Role of Consumer Research in Predicting Health Outcomes”** with Marianne Smith Edge, Nutrition & Food Safety International Food Information Council. Marianne’s session will highlight findings over the past ten years from the annual Food and Health Survey, Consumer Attitudes toward Food Safety, Nutrition and Health, commissioned by the International Food Information Council Foundation. The national quantitative studies are designed to gain insights from Americans and important food safety, nutrition and health-related topics. The research provides insights on how Americans view their own diets, their efforts to improve them, how they balance diet and exercise, their knowledge of food ingredients and components, their beliefs when it comes to food safety and their behaviors across all of the fronts.



**Marianne Smith Edge**

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## Thank You Conference Sponsors!!!!

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- Passport Health Plan
- Patagonia Health
- Three Rivers District Health Department
- University of Kentucky
- University of Louisville
- WellCare
- Western Kentucky University



Downtown Owensboro, KY

## Owensboro

By: **Janie Cambron, RS, MPH**

*KPHA Director*

We greatly appreciate your support for the 67th KPHA Annual Conference being held April 14-16, 2015 at the brand new Owensboro Convention Center!

Be prepared to enjoy the conference during the day in the serene setting of the new convention center while overlooking the Ohio River, then walk around downtown afterwards and enjoy the local eclectic shops, delicious restaurants, safe, well-lit, family friendly parks, fountains and walking areas!

All you need is downtown and literally steps away from the conference center and hotels! Everything is within walking distance and the weather should be fantastic!

Recently voted an All American City by the National Civic League, Owensboro continues to experience positive growth and a revitalization that some have come to call, "Owensboro's Renaissance." This renaissance not only includes the \$270 million public and private investments in all of the new downtown development projects, but also the continued growth of Owensboro's staples— Barbecue and Bluegrass.

**We promise you won't be disappointed this year, so don't delay, register today!** To learn more about Owensboro downtown visit [https://www.youtube.com/watch?v=ZRQI8fQjf\\_U](https://www.youtube.com/watch?v=ZRQI8fQjf_U). From Owensboro's signature barbecued mutton and burgoo to our ties to the roots of bluegrass music, Owensboro is<sub>3</sub> the culinary and cultural hub of western Kentucky.

# Silent Auction

By: **Brittany Noe, MPH**  
*KPHA Silent Auction Chair*

Be sure to stop by the KPHA Silent Auction while you are in Owensboro. The Silent Auction will be open during conference breaks and winners will be announced by the closing session.

Items up for bid include some of Kentucky's finest spirits, handmade crafts, gift baskets and much more. We are looking forward to some friendly competition to support KPHA. Proceeds from the silent auction benefit KPHA's scholarship funds.

## Board Members

Don't forget that KPHA Board Members should each donate two items to the KPHA silent auction. Please contact [BrittanyL.Noel@ky.gov](mailto:BrittanyL.Noel@ky.gov) listing the items you plan to donate. Donations from all KPHA members and public health partners are greatly appreciated. Donations are tax deductible as KPHA is a nonprofit organization.

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## Local to Global (continued from pg. 2)

### Breakout Sessions

**Tuesday, April 14th: "Keep Calm and Think Accreditation Houston's Approach to Public Health Accreditation"** with Robert Hines, Houston Department of Health and Human Services. Robert's session will discuss various techniques and tools that Houston used to increase buy in and staff engagement in the accreditation process

**Wednesday, April 15th: "An Academic Health Department Linking Public Health Practice and Academia"** with Louise Kent, Northern Kentucky Health Department. Louise's session will provide the definition of an Academic Health Department and present the value and benefits in this linkage between public health practice and academia. The journey of the Northern Kentucky Health Department will be used as one example of how to meld academia and the practice of public health for the betterment of its population's health. Processes, key factors and documents will be shared so others can apply various aspects to their own organizations and partnerships. Lessons learned will be presented to demonstrate how the partnerships anticipated possible barriers, created successful relationships, moved through the implementation stage and positioned the partnerships for future growth.

**Wednesday, April 15th: "Can Planning for Public Health and Transportation Be Compatible?"** with Walter Jeffrey Moore, Kentucky Transportation Cabinet. Jeffrey will discuss how the issues of Safety and Air Quality have long been strongly incorporated in the development and operation of the transportation system as efforts have been made to reduce the number of crashes within the system and also to reduce the amount of emissions into the atmosphere. This presentation will provide insights into how human health is being incorporated into the planning for Kentucky's transportation system and also identify opportunities and challenges of that collaboration between the two public agencies.

**Thursday, April 16th: "HPV Vaccination in Kentucky: An Environmental Scan"** with Amanda Wilburn, Markey Cancer Center University of Kentucky Hospital. The primary objective of this project is to conduct an 'environmental scan' or needs assessment of HPV vaccine uptake, completion and related factors in Kentucky. Conclusions drawn from this project will identify gaps in provider education and provider-patient communication. It will also highlight areas where further research is necessary. The assessment will be used to identify partnerships, practice and research opportunities related to public health, health systems, health care providers, immunization programs, policy changes and media needed to improve HPV vaccine uptake in Kentucky.

As always, our conference would not be possible without our wonderful sponsors, vendors and YOU. We hope to see you on April 14, 2015 in Owensboro, KY!