

# Oklahoma Public Health Association

*75th Anniversary Conference & Annual Meeting*



Celebrating OPHA's First 75 Years  
*Partnerships in Public Health*

**May 8-9, 2014**

Embassy Suites Hotel & Conference Center  
2501 Conference Drive  
Norman, OK 73069

*"Promoting Public Health Improvements through  
Education, Practice and Advocacy"*



Celebrating OPHA's First 75 Years  
*Partnerships in Public Health*

*Growing with our Members  
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**Conference Objectives:** As a result of attending this conference, participants will:

- Analyze successful and innovative approaches of partnership development to improve the health, safety, and well-being of Oklahomans.
- Examine challenges and opportunities for public-private partnerships to improve the health, safety, and well-being of Oklahomans.
- Review and understand how past and current partnerships have improved the health, safety, and well-being of Oklahoma in the last 75 years.
- Create opportunities to develop and nurture new partnerships within the broader public health system in Oklahoma.

## Continuing Education

This program qualifies for Physician CME credit in the category of “Elective Enrichment CME Credit”. Physicians can report their actual hours of attendance to their professional organizations.

The University of Oklahoma College of Nursing is a co-provider of the 75<sup>th</sup> Anniversary Oklahoma Public Health Association Conference. The University of Oklahoma College of Nursing is an approved provider of continuing nursing education by Colorado Nurses Association, an accredited approver by the American Nurses Credentialing Center’s Commission on Accreditation. UOC# 0616 – Approval active May 31, 2013 – June 30, 2016



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Oklahoma State Department of Health (OSDH), Training and Employee Development office, is pending approval of ethics, supervisory, safety, and cultural competency credits. All OSDH employees must sign in on the OSDH-approved form at each session to receive these credits.

## Oklahoma Department of Mental Health and Substance Abuse Services

The Institute for Mental Health and Substance Abuse Education and Training has been approved for a maximum of 9.25 continuing education hours through the Oklahoma State Board of Licensed Social Workers, the Oklahoma Board of Examiners of Psychologists, the Licensed Marital and Family Therapist Committee, the Oklahoma Board of Licensed Alcohol and Drug Counselors and the Licensed Professional Counselors Committee. Continuing education is also approved for Certified Case Managers and Peer Recovery Support Specialists. Continuing education for Licensed Behavioral Practitioners, Certified Prevention Specialists and the Council for Law Enforcement Education and Training has been applied for and is pending approval. These approved sessions are indicated by ①.



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Sponsored by the Oklahoma Public Health Association, 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 to receive up to a total of 7.5 Category I contact education contact hours. Maximum advanced level continuing education contact hours are 6.5. Attendees wishing to receive CHES/MCHES credits must pick up a Participant Record form at the registration desk, indicate the sessions attended, and return the form to the Registration desk before leaving the conference. Your certificate will be e-mailed to you. CHES approved sessions are

indicated by ②. MCHES approved sessions are indicated by ③.



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Application for 1.0 hours of Category B Continuing Education credits has been approved by the Oklahoma Board of Dentistry for Dental Hygienists, Dentists, and other Oral Health professionals for the Oral Health Section meeting speaker. If the pending application is approved for CE credits, participants must sign in on the Oklahoma Board of Dentistry sign-in sheet to receive credit. These approved sessions are indicated by ④.



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# \$45 Million

## Dedicated to Research in Oklahoma

TSET invests in cutting-edge research by Oklahoma biomedical and behavioral scientists to improve health, leverage outside research funding and increase the number of highly skilled jobs in the state.

TSET has expanded research funding in Oklahoma by dedicating \$45 million to the:

- Stephenson Cancer Center for the TSET Cancer Research Program and the Oklahoma Tobacco Research Center
- Oklahoma Center for Adult Stem Cell Research, collaboratively governed by OMRF, OUHSC and OSU

TSET's investment in life-saving research is creating jobs and changing lives.



Learn more at [TSET.OK.GOV](http://TSET.OK.GOV)



# 85%

## of Oklahomans Served by TSET Community Grants

Oklahoma communities asked for help to improve the health of their residents. TSET listened and responded with the Communities of Excellence programs to support community improvements that make the healthy choice the easy choice.

Now in 53 counties and one tribal nation, the Communities of Excellence program provides resources to coalitions that work with local leaders, schools and businesses to create healthier communities.

TSET invests in Oklahoma communities, and those investments are paying dividends that benefit families, businesses, communities and even our state's bottom line.



Learn more at [TSET.OK.GOV](http://TSET.OK.GOV)



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## Photography and Videography

This area is being used to photograph and record video and film footage in connection with the archival, promotional and publicity campaign of the Oklahoma Public Health Association. By your presence in this area, you acknowledge that you have been informed that you may be photographed and recorded as part of the release in video and/or any and all media now known or hereafter devised, in perpetuity, throughout the universe and by the advertising and publicity thereof. Further, by your presence here, you grant permission for your likeness and voice to be included therein without compensation, credit, or other consideration. If you do not wish your likeness to be recorded on video, please notify us at the registration desk to receive a sticker designated for such purpose, which must be worn throughout the event. Thank you for your cooperation.



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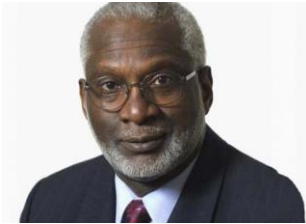
# Oklahoma Health Care Authority

Providing qualified Oklahomans access to quality health care regardless of their ability to pay.

[www.okhca.org](http://www.okhca.org)

## Keynote Speaker

### Dr. David Satcher



Sworn in on February 13, 1998, Dr. David Satcher became the second person in history to ever simultaneously hold the positions of Surgeon General and Assistant Secretary for Health simultaneously. A recipient of more than 40 honorary degrees and numerous

distinguished honors, Dr. Satcher brought to the office a wealth of public health experience and encouraged public debate about such varied topics as mental health, bioterrorism, sex education, AIDS, suicide, cloning, and achieving a balanced community healthcare system.

Serving under both Democratic and Republican parties as Surgeon General, he led the Department's efforts to eliminate racial and ethnic disparities in health. He also released Surgeon General's reports on tobacco and health, mental health, suicide prevention, mental retardation, sexual health and responsible sexual behavior, youth violence prevention, and obesity.



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Prior to accepting his position as Surgeon General, Dr. Satcher served as director of the Centers for Disease Control and president of Meharry Medical College. He currently occupies the Poussaint-Satcher-Cosby Chair in Mental Health at the Morehouse School of Medicine in Atlanta and serves on the board of directors for Johnson and Johnson, MetLife, and the Kaiser Family Foundation. Most recently, Dr. Satcher teamed up with Fuel Up to Play 60, an in-school program dedicated to fighting childhood obesity by encouraging proper nutrition and exercise practices in schools.

Well-respected by the medical, business, and political communities, Dr. David Satcher continues to dedicate his life's work to promoting healthy lifestyles for all Americans.

[View All Conference Speaker Biographies](#)



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Oklahoma ranks 2nd highest in the nation for teen births.

The Tulsa Campaign to Prevent Teen Pregnancy is building partnerships among schools, health centers, faith groups, youth-serving organizations, and parents.

Together, we can lower Oklahoma's high teen birth rate. Let's invest in our youth and build stronger communities.



it's OK to talk about it.

Learn more and find out how you can make a difference at [www.PreventTeenPregnancyOK.org](http://www.PreventTeenPregnancyOK.org)



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ESB-3222-0214



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# 2<sup>nd</sup> Oklahoma Health Literacy Summit

May 8, 2014  
8:30 – 11:30 AM  
University C

## “Health Literacy: A Powerful Tool for Prevention & Partnerships”

① ② ③

**Andrew Pleasant, Ph.D**

The concept of health literacy initially emerged and continues to gain strength as an approach to improving health status and improving health systems because numerous research studies clearly link low levels of education and literacy with poor health and early death around the world. A review of 16 definitions of health literacy finds that the notion of using or acting on information is the most common attribute. Health literacy, then, becomes a powerful tool of behavior change not just a set of reading and writing skills. Health literacy has also been shown to be a two-sided social construct that is relevant to both the public and patients as well as health care professionals and health systems. In order to remove disparities in health, in order to create a healthier public, in order to lower costs and improve quality of care health literacy must be fully embraced by public health professionals and clinical practitioners. Increasingly that is happening as health literacy is beginning to appear in federal legislation, regulations, and guidelines such as the Plain Language Act and the National Culturally and Linguistically Appropriate Services (CLAS) Standards in Health and Health Care. While those efforts are important, community-based health literate interventions are also increasingly successful in improving health and wellbeing.



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## Andrew Pleasant, Ph.D

Andrew Pleasant's interest in communication, literacy, and social change started while working on his parents' small-town weekly newspapers. That early inspiration underpins his ongoing professional practice and research in health literacy; science, risk, and environmental communication; and social marketing.

Andrew joined Canyon Ranch Institute, a 501(c)3 non-profit public charity, in May 2009. Canyon Ranch Institute catalyzes the possibility of optimal health for all people by translating the best practices of Canyon Ranch and our partners to help educate, inspire, and empower every person to prevent disease and choose a life of wellness. Andrew also has a faculty appointment with The Ohio State University College of Nursing.

Andrew is responsible for advancing the role of health literacy across Canyon Ranch Institute activities, including in current partnerships and programs, as well as in planning future activities. He also leads all research and evaluation activities at Canyon Ranch Institute and is the program manager for Canyon Ranch Institute's partnerships with several companies.

Andrew has published numerous peer-reviewed journal articles and technical reports, and is co-author of the book *Advancing Health Literacy: A Framework for Understanding and Action* (2006). He earned a bachelor's degree in journalism from Arizona State University; a master's degree in environmental studies from Brown University; and a doctorate in communication from Cornell University.



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THE JOURNAL RECORD



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# OPHA Agenda

## Wednesday, MAY 7<sup>TH</sup>

6:00 – 8:00 pm..... **Registration & Sponsor/Exhibitor Move-In**  
*Registration Desk*

## Thursday, MAY 8<sup>TH</sup> (Day One)

7:00 – 8:00 am..... **Registration & Sponsor/Exhibitor Check-In**  
*Registration Desk*

8:30 – 8:35 am..... **OPHA Conference Welcome & Overview of Day 1**  
*Ballrooms A-E*

Sandy Foster and Whitney Kemp

OPHA Conference Planning Committee Co-Chairs

8:35 – 9:35 am..... **Certified Healthy Oklahoma Breakout Sessions**  
**“How Partnerships Improve Health...”**

...In Communities **“How Blanchard Achieved Certified Healthy Community Status”** ②③  
*University A*

Amanda James and Judy Williamson

...In Schools **“Partnering for Healthy Children – Shape Your Menu”** ②③  
*University B*

Kristi Combes, Charles Spencer, and Jennifer Roach

...Businesses ..... **“INTEGRIS Health: Improving the Health of Staff & Employees”**  
*Sooner B*

Anissa Chadick and Kim Olson

...Restaurants..... **“The Restaurants at Chesapeake Energy”**  
*Boomer A*  
Amanda Parson



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...Campuses **“The Oklahoma State University’s Wellness Initiatives and Experience with Certified Healthy Oklahoma Programs”** ②③  
*Boomer B*  
Dr. Suzy Harrington

8:35 – 9:35 am..... **“Health Impact Assessment: “Making National Strategies Local Strategies” (Part 1)** ①②③  
*Sooner A*  
Jimmy Dills

9:35 – 9:45 am..... **Networking Break – Exhibits – Poster Presentations**

9:45 – 11:00 am..... **Breakout Sessions**

### **How Partnerships Improve Health...”**

...In Communities **“Supporting Children after Disasters and Crisis Events: Considerations for Preparedness Planning and Response”** ①  
*University A*  
Robin Gurwitch, PhD

...In Schools ..... **“Fuel Up to Play 60: Empowering Students to Create Healthier Schools”** ②③  
*University B*  
Macey Fitzgerald

...Tribal Nations ..... **“How *Certified Healthy* Tribal Nations Facilitate Health within Their Communities”** ①  
*Boomer A*  
Lisa Pivec and Gail Boe





- 9:45 – 11:00 am..... **“Oklahoma Public Health Association (OPHA) 101”**  
*Sooner B*  
Lynn Goldberg-Smith, MPH, CHES  
This session is for attendees who want to learn more about OPHA. New members who are looking for ways to get more involved in OPHA are also invited to attend!
- 9:45 – 11:00 am..... **“Health Impact Assessment: “Making National Strategies Local Strategies” (Part 2) ①②③**  
*Sooner A*  
Jimmy Dills
- 11:00 – 12:00 pm.... **Lunch (on your own)**
- 12:00 – 12:30 pm ... **Networking Break – Exhibits – Poster Presentations**
- 12:30 – 12:45 pm .. **75<sup>th</sup> Annual Conference Welcome and Networking Activity**  
*Ballrooms A-E*  
Lynn Goldberg-Smith, MPH, CHES  
President, Oklahoma Public Health Association
- 12:45 – 12:50 pm.... **A Video Message from Joyce Gaufin, President of the American Public Health Association**  
*Ballrooms A-E*
- 12:50 – 1:00 pm ..... **Introduction of Keynote Speaker**  
Representative from the Oklahoma City Area Inter-Tribal Health Board  
*Ballrooms A-E*




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- 1:00 – 2:00 pm ..... **“How Innovative Approaches of Partnership Development Have Improved Health”**  
 Dr. David Satcher, M.D., Ph.D. ②③  
 The 16<sup>th</sup> Surgeon General of the United States  
*Ballrooms A-E*
- 2:00 – 2:15 pm ..... **Question & Answer with Dr. Satcher**  
*Ballrooms A-E*
- 2:15 – 2:25 pm..... **Presentation of OPHA Awards**  
 Presented by: Debbie Gallamore, M.Div.  
 OPHA Awards Committee Chair  
*Ballrooms A-E*  
**“Exceptional Merit” Award**  
**“Contribution to the Field of Public Health” Award**
- 2:25 – 2:45 pm..... **Networking Break – Exhibits – Poster Presentations**
- 2:30 – 3:30 pm ..... **Poster Presentation Judging Session**
- 2:45 – 3:45 pm ..... **“What is a Trauma-Informed Child & Family Serving System? And Why Do We Need It?”**  
 Pamela Toohey  
*Ballrooms A-E*
- 3:45 – 4:00 pm ..... **Presentation of OPHA Award**  
**“Volunteer Service” Award**  
 Presented by: Debbie Gallamore, M.Div.  
 OPHA Awards Committee Chair  
*Ballrooms A-E*



- 4:00 – 5:00 pm ..... **OPHA Membership Forum**  
 “A Discussion Regarding the Proposed Board of Directors Restructuring Proposal”  
 Facilitator: The OPHA Board Governance Committee  
*Ballrooms A-E*
- 5:00 – 6:00 pm ..... **Free Time and Networking**
- 6:00 – 8:30 pm ..... **OPHA Physicians Symposium**  
**“A Mental Health Approach to Primary Care”** ①  
 Dr. David Satcher, M.D., Ph.D.  
 The 16<sup>th</sup> Surgeon General of the United States  
*University C*
- 6:00 pm ..... **Welcome and Dinner**
- 6:30 pm ..... **Presentation by Dr. David Satcher, M.D., Ph.D.**
- 8:00 pm ..... **Presentation of OPHA Past Presidents**
- 8:10 pm ..... **Closing Comments**
- 8:15 pm ..... **Photo Opportunity with Dr. David Satcher, M.D., Ph.D.**

 <p><b>Cedar Ridge Psychiatric Hospital And Residential Treatment Center</b></p> <p>6505 N.E. 50th Oklahoma City,        OK 73141 405-605-6111  <a href="http://www.cedarridgebhs.com">www.cedarridgebhs.com</a></p>	<p>Providing Acute  <b>Psychiatric Services for:</b>        Children ages 6-12 • Adolescents ages        13-17 • Adult 18 -55 • Geriatric 56+</p> <p>Providing Residential  <b>Treatment Services for:</b>        Children ages 6-12        Adolescents ages 13-17        Call for a confidential        no-cost assessment anytime:</p>
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# OPHA Past Presidents

1939 - 40	Hugh Payne*	1981 - 82	Cecil W. Burns, PhD
1940 - 41	F.R. Hassler, MD*	1982 - 83	Johnny McWhirter, RPS
1941 - 42	Burley Walker	1983 - 84	Peggy L. Fleming Bateman
1947 - 48	W.H. Miles, MD*	1984 - 85	Dixie Gosnell*
1948 - 49	Hardy Watson*	1985 - 86	Charlotte Leach, MSPH*
1949 - 50	Maurice L. Peter, MD*	1986 - 87	Thomas D. Peace, PhD*
1950 - 51	Peter H. Cramer*	1987 - 88	Joe Mallonee, MPH
1951 - 52	Grace Adams, RN	1988 - 89	Sandra Butler, RNC
1952 - 53	Lloyd E. Pummill, PE*	1989 - 90	Lynne McElroy, MS, RD, LD
1953 - 54	Nathaniel H. Cooper, MD*	1990 - 91	Jerry R. Nida, MD, MPH
1954 - 55	Margaret Chapman*	1991 - 92	Michael L. Morgan, DDS, MPA*
1955 - 56	Marie Hazelton Renfro, RN	1992 - 93	Neil B. Hann, MPH, CHES
1956 - 57	Glen Earley	1993 - 94	Laura Beebe, MPH, CHES
1957 - 58	K.W. Navin, MD*	1994 - 95	Kevin T. Avery, DMD, MPH
1958 - 59	Wilson D. Steen, PhD*	1995 - 96	Steve Ronck, MPH
1959 - 60	Mozelle Ewing, RN	1996 - 97	William R. Pierson, MBA
1960 - 61	Berl Poe*	1997 - 98	Yvonne Myers
1961 - 62	H. Roy Gravelle, DDS*	1998 - 99	Paul Dungan, DVM, MPH
1962 - 63	Harper V. Orth*	1999 - 00	Kay Holladay, MPH
1963 - 64	Edith Wirick, RN*	2000 - 01	Mike Crutcher, MD, MPH
1964 - 65	William (Bill) J. Kempe*	2001 - 02	Toni Frioux, MS, CNS, ARNP
1965 - 66	Bill Burk*	2002 - 03	Sara Reed Stinchcomb, MD, MPH, FACPM
1966 - 67	John W. Shackelford, MD*	2003 - 04	Shari Kinney, RN, MS, MPH
1967 - 68	Leonard Galbraith	2004 - 05	Gary Cox, JD
1968 - 69	Thelma Blackburn, RN*	2005 - 06	Greta Stewart, MPH, BS
1969 - 70	Robert (Gene) Bynum, LSW*	2006 - 07	Stephen Rempe, MEd
1970 - 71	Joan K. Leavitt, MD*	2007 - 08	Mendy Spohn, MPH, BS
1971 - 72	Ronald O. McAfee, PhD	2008 - 09	Sue Mallonee, RN, MPH
1972 - 73	Ralph O. Morgan, Jr, MPH*	2009 - 10	Reggie Ivey, MHR
1973 - 74	John H. Armstrong, RPS	2010 - 11	Tina Johnson, MPH, RN
1974 - 75	Marjorie Butler	2011 - 12	Sunshine Cowan, Ph.D, MPH, MCHES
1975 - 76	George W. Prothro, MD, MPH	2012-13	K.C. Ely, RPS, RPES
1976 - 77	Jimmie J. Ewing, RN*		
1977 - 78	Howard H. Vincent, MSPH		
1978 - 79	Shirley Brooks		
1979 - 80	James W. (Jay) Smith, MPH		*Deceased
1980 - 81	Littleton M. Fowler, DDS		



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# Honorary OPHA Members

Charles Cameron\*  
Margaret Chapman\*  
Terrie Cook  
Reba E. Ely\*  
Jimmie J. Ewing\*  
Helen Gretz, MPH, RN  
Grace Hill  
Bonnie Larecy  
Charlotte Leach\*  
Joan K. Leavitt, MD\*  
Alice McGrew  
Gene Pace\*  
Emma Snyder\*  
Nevin Starkey  
Denver Talley  
Burley Walker  
Felty Wallis\*

\*Deceased

# OPHA Sustaining Members

Shari Kinney, DrPH, RN, CPH  
Henry F. Hartsell Jr., Ph.D.



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**WELLNESS NOW**

# OKLAHOMA COUNTY WELLNESS SCORE 2014

- Demographics
- Socioeconomics
- Maternal & Child Health
- Chronic Disease Mortality
- Infectious Disease
- Mental & Social Health
- Crime
- Health Care Access

Download the entire 2014 Oklahoma County  
Wellness Score or specific sections at  
[www.occhd.org/resources/wellnessscore](http://www.occhd.org/resources/wellnessscore)



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# Today's Lesson: **Healthy Students are Better Students**

Healthy Eating + Physical Activity = Improved Academic Performance



Students who eat breakfast have better attention and memory.



Only

**38%**

of all teens eat breakfast every day.

Good job!

Needs improvement



After just **20** minutes of physical activity, brain activity improves.



Only **25%** of high school students are active for the recommended 60 minutes each day.

## What is the right answer?

**Schools:** Kids spend **2000** hours every year in school, which makes that the smart place to encourage kids to eat right and get moving.

**Wellness Programs:** Programs like **Fuel Up to Play 60** empower students to take actions like starting breakfast programs and walking clubs. Community leaders, businesspeople and health professionals can also assist schools in providing opportunities.



### Extra credit:

- Read *The Wellness Impact: Enhancing Academic Success Through Healthy School Environments* at [NationalDairyCouncil.org](http://NationalDairyCouncil.org)
- Learn more about how **Fuel Up To Play 60** is helping schools to take action at [FuelUpToPlay60.com](http://FuelUpToPlay60.com)

American College of Sports Medicine, American School Health Association, GENYOUth Foundation, National Dairy Council, The Wellness Impact: Enhancing Academic Through Healthy School Environment, March 2013.



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# Southwest Preparedness and Emergency Response Learning Center

The Southwest Preparedness and Emergency Response Learning Center (SWPERLC) was designed to provide quality training and education based on core-competencies to state, local, and tribal public health workforce and authorities. The SWPERLC accesses broad public health workforce needs and identifies gaps in maximization of available resources. Moreover, the center provides targeted curriculums to address specific needs and gaps through modifying, adapting, and utilizing existing materials and resources. Training takes place through various modalities including the classroom, online, distance education, teleconferencing, and digital media. In addition, the SWPERLC responds to specific training requests presented by partnering agencies.

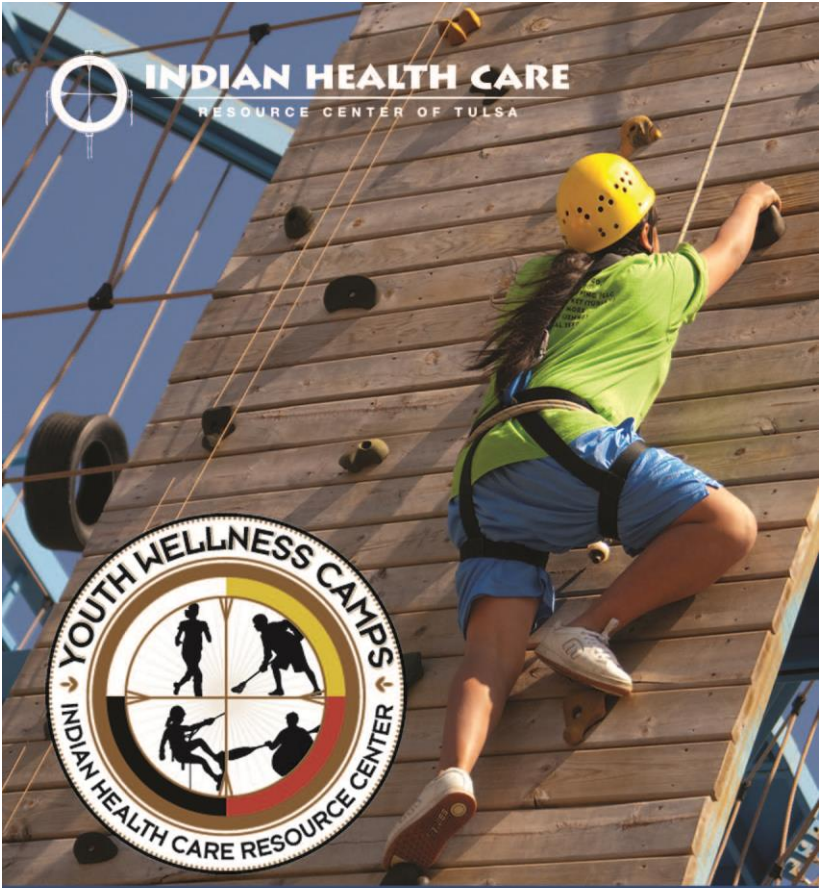
## **Contact Information**

Southwest Preparedness and Emergency Response Learning Center  
College of Public Health  
Oklahoma University Health Sciences Center  
800 NE 13th Street  
Oklahoma City, OK 73104  
Tel: (405) 271-8999



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## Friday, MAY 9<sup>TH</sup> (Day Two)

- 7:30 –8:30 am ..... **Registration**  
*Registration Desk*
- 8:30 – 8:35 am ..... **Welcome**  
*Ballrooms A-E*  
Lynn Goldberg-Smith, MPH, CHES  
President, Oklahoma Public Health Association
- 8:35 – 9:00 am ..... **Tribal Welcome**  
*Ballrooms A-E*  
Dancers: Cortney and Jude Yarholar, Sac-&-Fox and  
Creek  
Singer: George Shields, Pawnee and Sioux
- 9:00 – 9:15 am..... **“State of the State’s Health”**  
Terry Cline, Ph.D.  
*Ballrooms A-E*  
Oklahoma Commissioner of Health  
Secretary of Health and Human Services
- 9:15 – 9:20 am ..... **Presentation of OPHA Awards**  
**“Special Business Award of Excellence of Public  
Health” Award**  
**“Public Health Program” Award**  
Presented by: Dr. Terry Cline, Ph.D.  
*Ballrooms A-E*
- 9:20 – 9:25 am..... **Introduction of Plenary Speaker**  
*Ballrooms A-E*  
Dr. Terry Cline, Ph.D.



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9:25 – 10:25am..... **“Human Trafficking in Oklahoma”** ①②

Michael Snowden  
*Ballrooms A-E*

10:25 – 10:45am .... **Networking Break – Exhibits – Poster Presentations**

10:45 – 12:15 pm.... **Section and Caucus Meetings**

*The first 45 – 60 minutes of each section/caucus meeting will be devoted to a presentation relevant to that section/caucus. The remaining 30 – 45 minutes will be used to conduct section/caucus business.*

## **Epidemiology & Lab Services Section**

*Sooner A*

**“Public Health Perspective and Epidemiology of Suicide Prevention”** ①②③

Bryan Stice, PhD

This workshop will instead approach the problem of suicide, and suicide prevention, from a public health standpoint. Epidemiology of suicide, sources of mortality data and a review of publicly available mortality data will also be addressed.

**“Developing Rural Epidemiological Outcomes Workgroup – The Oklahoma Experience”** ①②③

Jamie Piatt, MPH and Young Onuorah, MPA, CPS

The rural epidemiological outcomes workgroups (REOWs) are designed to function at the local-level to compile and analyze substance abuse consumption and consequence data at the state-level. Through collaboration and networking among different agencies and stakeholders, REOWs were developed to assess, prioritize, and help advise community coalitions on data findings that support selection of appropriate prevention strategies.



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## **Emergency Preparedness & Response Section**

*Sooner B*

**“The Kids Are Gone, Why Would I Need the Poison Center?”** ①②③

Whitney Kemp, BS, NREMT-P, CHES and Scott Schaeffer, RPh, DABAT

Though many think of the Center as strictly a resource for parents of young children, public health professionals have the ability to tap into the Center’s extensive knowledge with regard to many community health issues. Synthetic drugs of abuse, which are marketed online and in person, are often represented as being safe and legal alternatives to more traditional drugs of abuse. Learn about the Center’s efforts to combat this emerging public health threat as well as other services related to public health.

## **Gerontological Health Section**

*Boomer A*

**“Using Simulation Kits for Geriatric Education”** ①②③

Thomas A. Teasdale, DrPH; Sheryl Mapes, MPH; Jeanene Lindsey; and Germaine L. Odenheimer, MD

Simulation kits were developed as teaching tools to expand general recognition of how to help older adults adjust to the challenges of diminishing physical and mental capabilities. This presentation (a) describes the Kits, (b) presents evaluation data, and (c) demonstrates how Oklahoma’s health care educators can utilize the resources.



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## **Health Administration & Planning Section**

*University A*

### **“Collaborating with Your Local Health Department to Implement a Community Needs Assessment”** ②③

Dr. Bruce Dart

This presentation will review the components of a Community Health Needs Assessment (CHNA) and gain a basic understanding of population health and community engagement to gain insight about resources that may be available through local health departments, how local health department leadership may assist the hospital in completion of a CHNA, and how the results of a CHNA may be useful for completion of the hospital’s strategic plan.

## **Oral Health Section**

*Boomer B*

### **“Dental Health Partnerships: Making a Difference”** ②③④

Lindsi Lemons, MPH and Mac McCrory, Ed.D

This session will cover the history of Schools for Healthy Lifestyles and its partnership with the Oklahoma Dental Association and Foundation as it relates to Oral Health Education in Oklahoma Schools. Partners since 2008, this successful partnership has reached thousands of Oklahoma students through the Adopt-a-Dentist program and the Mobile Dental Van.

## **Public Health Nursing Section**

*University C*

### **“Motivational Interviewing for Public Health”** ①②

Beverly Bynum, BSN, RN

How do we get people to make positive health behavior changes? Sometimes it takes skill and motivation on the part of the practitioner to get the client to decide this is something they are capable of doing. We just have to start the conversation.



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## **Student Caucus**

*University B*

### **“Reducing Prescription Drug Abuse in Oklahoma”** ①②③

Jessica Hawkins, BA and Pam Archer, MPH

Prescription painkillers are now the most commonly involved drugs in unintentional overdose deaths in Oklahoma. This workshop will review the objectives of Oklahoma’s State Plan to Reduce Prescription Drug Abuse, outcomes of the Plan to date, and opportunities to engage in prevention efforts. Progress in the areas of data analysis and planning, prescriber education, overdose reversal, and community-based prevention will be highlighted.

12:15 – 1:30 pm..... **OPHA Annual Business Meeting & Luncheon**  
*Ballrooms A-E*

12:30 pm... **Recognition of OPHA Sustaining Members: Shari Kinney and Hank Hartsell**

12:35 pm... **OPHA Annual Business Meeting**

1:20 pm..... **Presentation of Poster Winners and Scholarship Recipient(s)**  
Presented by: Whitney Kemp and Meagan Carter

1:30 – 1:45 pm..... **Networking Break – Exhibits – Poster Presentations**

1:45 – 3:15 pm..... **Section and Caucus Meetings**  
*The first 45 – 60 minutes of each section/caucus meeting will be devoted to a presentation relevant to that section/caucus. The remaining 30 – 45 minutes will be used to conduct section/caucus business.*



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## **Administrative Services Section**

*Boomer B*

### **“Walk the Talk – Employee Wellness Program/QI Project” ①②③**

Maria Alexander, MHR

This presentation will help attendees learn some tips and techniques to a successful and creative wellness program.

## **Behavioral Health Caucus**

*Sooner B*

### **“Prescription Drug Abuse in Oklahoma” ①②③**

Avy Redus and Claire Nguyen

While medicine and research have provided medications to ease suffering and pain and improve the quality of life for individuals, the potential for abuse, diversion, morbidity, and mortality has risen significantly. A comprehensive approach, incorporating several action items implemented through various partnerships and agencies, is imperative to reduce opioid-related overdose deaths.

## **Environmental Health Section**

*Sooner A*

### **“The Impact of Community Transformation Grants (CTG) on Public Health in Oklahoma” ①②③**

Rachel Deaton, MSW; Linda Byrd, BS; Pam Waugh; Jennifer Morphis; Jodi Smith, MS; and Julie Deerinwater-Anderson, MPH, CHES

In this session, CTG awardees (funded through the CDC) will discuss the impact of their projects on public health in Oklahoma. Grantees are expected to address at least one of the CDC’s five strategic directions: (1) tobacco-free living, (2) active living and healthy eating, (3) high-impact quality clinical and community preventive services, (4) social and emotional wellness, and (5) healthy and safe physical environments.



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## **Health Equity Caucus**

*University B*

### **“Perspectives: Oklahoma City Transit Commuter Input on Transportation Services”** ②③

Sara L. Cole, Ph.D., CHES; Haleigh Larkin; J. Sunshine Cowan, Ph.D., MCHES; and Brie Brumfield

The purpose of this study was to use PhotoVoice to identify aspects of public transportation that are satisfactory and those needing improvement for bus riders in Oklahoma City. The three major issues with public transportation that were identified by participants consisted of the following: 1) lack of access to bus stops; 2) lack of protection from the elements; and 3) lack of safety regarding bus stops.

## **Maternal & Child Health Section**

*University C*

### **“It Takes a Community to Stop Bullying”** ①②

Gayle Jones

Learn what constitutes this behavior and what bullies, targets, and bystanders need from the community to prevent it and how to intervene. Multiple resources for parents, health professionals, teachers, and community members are shared so we can prevent this cruel, public health epidemic.

## **Public Health Education & Promotion Section**

*University A*

### **“Run the Streets: Changing Lives One Mile at a Time”** ②③

Bob Williams, B.S. and Curtis DeLapp, J.D.

In 2013 Run the Streets youth logged over 23,000 miles of running in this one of a kind mentoring program in Bartlesville, OK. This workshop will focus on partnership development and recruitment strategies.



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1:45 – 3:15 pm..... **“Trends in Men’s Health Research and Outreach:  
A Focus on Masculinity and Gender Roles within  
the Social Environment”** ① ② ③

*Boomer A*

Michael J. Rovito, PhD, MA, FMHI and James E.  
Leone, PhD, MS, ATC, CSCS, \*D, CHES, FMHI

This discussion presents trends from the epidemiological literature on male health disparities, theories on how male health came about into its current state, and community-based outreach conducted with male populations to raise awareness to male-specific health risks. Emphasis will be placed on perceived masculinity and gender roles within the social environment and how they influenced health maintenance & promotion among males.

3:15 – 3:30 pm..... **Networking Break – Exhibits – Poster  
Presentations**



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# AMERICA'S *Silent Crisis*

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WHY AREN'T MEN LIVING LONGER?

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On average, women live **seven years longer** than men. That means more than 14% of women in Oklahoma will **enter retirement as widows**. But these statistics are not out of your control. In fact, changing them is as easy as seeing your doctor **as often as you change your oil**.

Maybe you feel like seeking medical attention or preventive screenings is a sign of weakness, but seeing your doctor and taking care of **your own health** – and therefore your family – is **nothing but strength**.

**Men's Health University** (Men-U) was initiated by INTEGRIS to help raise awareness and turn the tide, giving Oklahoma men easy access to crucial health screenings, health resource information and more. Isn't it time you **stepped up for your health?**

Visit [integrismenshealth.com](http://integrismenshealth.com) or call 951-2277 to learn more about upcoming Men's U events.



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3:30 – 3:35 pm..... **Introduction of Plenary Speaker**  
*Ballrooms A-E*  
Lynn Goldberg-Smith, MPH, CHES

3:35 – 4:45 pm..... **“E-Cigarettes: A Summary of What We Do and Don’t Know”** ②③  
Evan Floyd, Ph.D  
*Ballrooms A-E*

4:45 – 5:00 pm..... **Closing Comments and Evaluation**  
James Allen, MPH  
OPHA President, 2014-2015  
*Ballrooms A-E*

## Additional Conference Sponsors



*The UNIVERSITY of OKLAHOMA*  
**Health Sciences Center**  
*College of Public Health*



**SHADOW MOUNTAIN**  
BEHAVIORAL HEALTH SYSTEM



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# Conference Exhibitors

MyHealth Access Network  
Oklahoma Consumer Assistance Program, Oklahoma Insurance Department  
Child Guidance Division, Oklahoma State Department of Health  
Oklahoma Department of Commerce  
Oklahoma Primary Care Association  
Heartland Telehealth Resource Center  
Retractable Technologies, Inc.  
Safe Kids Oklahoma  
Public Health Institute of Oklahoma  
Novartis Vaccines  
MedImmune  
Advanced Body Scan  
Oklahoma Geriatric Education Center  
Robert M. Bird Health Sciences Library  
A Chance to Change Foundation  
Langston University  
Immunization Services, Oklahoma State Department of Health  
Oklahoma Department of Environmental Quality  
OSU Center for Rural Health  
Focus Federal Credit Union  
National Alliance on Mental Illness (NAMI) Oklahoma  
Jack Brown Adolescent Treatment Center  
Muscogee-Creek Nation Behavioral Health Services  
Alzheimer's Association  
Mental Health Association of Oklahoma  
Oklahoma Medical Reserve Corps.  
Oklahoma Tobacco Research Center  
Community Development Service, Oklahoma State Department of Health  
Sanofi Pasteur  
Rolling Hills Psychiatric Hospital  
Oklahoma Healthy Aging Initiative  
Southern Oklahoma Nutrition Program  
Verna's Jewelry  
Oklahoma State University  
Varangon Academy



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\*Purchase pre-approvals within Oklahoma City area only. Contact an OECU Home Loan Expert for complete details.



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# Soccer Balls Like to be Kicked.

Play, It's a Powerful Thing.

Staying physically active reduces childhood obesity and promotes lifelong health.  
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# Using Gap Analysis Training to Prepare for PHAB Accreditation

May 21, 2014 | 10:00am – 4:00pm

Moore-Norman Technology Center, Franklin Road Campus  
4701 12<sup>th</sup> Avenue NW  
Building H – H202/203, Norman, OK 73069

Register online at <http://opha.net/events>

**REGISTRATION DEADLINE – May 12<sup>th</sup>**

**COST: FREE**

**WHO SHOULD ATTEND:**

- County health departments
- Tribal health professionals
- Accreditation Coordinators



**REGISTRATION:** Teams of four from county health departments or tribal health units are encouraged to register. Individual registration is available. Tribal health departments within the OKC area are welcome to attend!

This event is sponsored by the Oklahoma Public Health Association and the Association of American Indian Physicians.

**For More Information, contact [opha@opha.net](mailto:opha@opha.net) or call (405) 605-2099.**



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# Agenda at a Glance

## Thursday, May 8

7:00 – 8:00 am	Registration
8:00 -8:35 am	Welcome
8:35 – 9:35 am	Breakout sessions
9:35 – 9:45 am	Networking Break – Exhibits – Posters
9:45 – 11:00 am	Breakout sessions
11:00 – 12:00 pm	Lunch on your own
12:00 – 12:30 pm	Networking Break – Exhibits – Posters
12:30 – 12:45 pm	Welcome and Networking Activity
12:45 – 12:50 pm	Message from APHA President
12:50 – 1:00 pm	Introduction of Keynote Speaker
1:00 – 2:15 pm	Keynote Presentation
2:15 – 2:25 pm	Presentation of OPHA Awards
2:25 – 2:45 pm	Networking Break – Exhibits – Posters
2:25 – 3:45 pm	Plenary Session
3:45 – 4:00 pm	Networking Break – Exhibits – Posters
4:00 – 5:00 pm	OPHA Membership Forum
5:00 – 6:00 pm	Free Time and Networking
6:00 – 8:30 pm	OPHA Physician’s Symposium and Dinner

## Friday, May 9

7:30 – 8:30 am	Registration
8:30 – 8:35 am	Welcome
8:35 – 9:00 am	Tribal Welcome
9:00 – 9:15 am	State of the State’s Health Address
9:15 – 9:20 am	Presentation of OPHA Awards
9:20 – 9:25 am	Introduction of Plenary Speaker
9:25 – 10:25 am	Plenary Presentation
10:25 – 10:45 am	Networking Break – Exhibits – Posters
10:45 – 12:15 pm	Section and Caucus Business Meetings
12:15 – 1:30 pm	OPHA Annual Business Meeting and Luncheon
1:30 – 1:45 pm	Networking Break – Exhibits – Posters
1:45 – 3:15 pm	Section and Caucus Business Meetings
3:15 – 3:30 pm	Networking Break – Exhibits – Posters
3:30 – 3:35 pm	Introduction of Plenary Speaker
3:35 – 4:45 pm	Plenary Presentation
4:45 – 5:00 pm	Closing Comments and Evaluation



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