2016 IOWA GOVERNOR’S CONFERENCE ON PUBLIC HEALTH
REGISTER ONLINE AT HTTP://WWW.IOWAPHA.ORG/IGCPH

All registrations must be submitted on-line
The registration fee (minus a $25 administrative fee) is refundable for cancellations received in writing by Monday, 4.1.16. No refunds will be allowed after that date. Registration is transferable to another person. All submitted registrations are considered a contract for payment. To cancel or transfer a registration, you must send email notice to Joan Stover at jsgconhc2016@gmail.com.

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<th>REGISTRATION TYPE</th>
<th>By March 14</th>
<th>March 15-April 1</th>
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<td><strong>Full Conference</strong></td>
<td>$155</td>
<td>$170</td>
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<td><strong>One Day Registration</strong></td>
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**WHO SHOULD ATTEND** The intended audience for the Iowa Governor's Conference on Public Health includes public health administrators, environmental health specialists, nurses, dietitians, family and consumer science specialists, social workers, pediatricians, Boards of Health, Boards of Supervisors, family physicians, dentists, dental hygienists, health educators, statisticians, epidemiologists, laboratory scientists, mental health professionals, veterinarians, substance abuse counselors, parents and others interested in assuring the health of individuals, families and communities. Students in public health, health education/promotion, or other allied health professionals are highly encouraged to attend as you are the future of public health in Iowa.

**CONTINUING EDUCATION CREDIT** Continuing education credits will be available to licensed dietitians through the Iowa Board of Dietetic Examiners. The conference coordinator applied for approval of CPEs from the Commission on Dietetic Registration. Applications for credit approval are being submitted for nursing, dental, veterinarian, and National Environmental Health Association. Application has been made to the National Commission for Health Education Credentialing for CHES Category I continuing education contact hours by the Iowa Society for Public Health Education Chapter. Pharmacists interested in receiving CE credit should contact the Iowa Board of Pharmacy prior to the conference at 515.281.5944.

**EXHIBITORS, SPONSORS AND ADVERTISERS** You are invited to participate in the conference as an exhibitor, sponsor, and/or advertiser. Information and on-line registration can be found at [http://www.ieha.net](http://www.ieha.net) or [www.iowapha.org](http://www.iowapha.org).

**ATTENTION STUDENTS** Students in public health and related fields are encouraged to attend the Iowa Governor’s Conference on Public Health. It is an excellent professional learning and networking opportunity. Please note the special student luncheon on 4.13.16.
GENERAL INFORMATION

CONFERENCE LOCATION
All meetings, exhibits, poster presentations and social events will be held at the Airport Holiday Inn.

Hotel
Airport Holiday Inn
6111 Fleur Drive • Des Moines, IA 50321
515 287 2400 - 800 248 4013

To receive the negotiated rate of $91, make your reservation under the Governor’s Conference Block

PARKING AND GROUND TRANSPORTATION
There is ample parking conveniently located adjacent to the Airport Holiday Inn and Convention Center. The Airport Holiday Inn extends complimentary shuttle service to downtown restaurants.

HANDOUTS
Conference related materials will be available at www.iowapha.org/IGCPH and on the meeting app.

DOWNLOAD THE APP
Instructions for downloading the conference app will be sent to registered attendees in early March.

CONNECTING WITH EACH OTHER - WELCOMING RECEPTION
Join your colleagues at the 2016 Welcoming Reception at 5:00pm, Tuesday, April 12. A cash bar along with light hors d’oeuvres will be served. All conference registrants are welcome to attend. Be sure to bring your business cards!

PUBLIC HEALTH ON THE MOVE...WE’RE STILL MOVING
To keep everyone moving and to promote healthy lifestyles, we are offering group walks, yoga sessions, and early morning water fitness. Attendees are encouraged to wear comfortable shoes and dress business casual.

WE NEED YOUR PHOTOS We would like to highlight the work you do in the Celebration of Public Health video to be presented at the conference. Please email photos to Joan Stover at jsgconhc2016@gmail.com no later than March 1, 2016 for inclusion in the video.
Program Selection Key: T1-1 (T(Tuesday) 1 (session#) – 1 (program#)

8:30-10:00AM  Welcome, Introductions & Keynote

10:15-11:45AM (T1-Program #)
- T1-1  A Collaborative Approach to Conducting a Community Health Assessment
- T1-2  Agricultural Urbanism Toolkit - One Year Later
- T1-3  How to Evaluate a Public Health Program AND Keep Your Sanity
- T1-4  Including People with Disabilities in Local Public Health Initiatives
- T1-5  Motivational Interviewing 101
- T1-6  The Changing Face of Iowa: The Public Health Implications of Micro-Diversity
- T1-7  Using Evidence-Based Practices: A Workshop for Public Health Practitioners and Community Partners

11:45AM-1:00PM  Exhibit and Poster Program
- IPHA Annual Membership Meeting

1:00-2:00PM (T2-Program #)
- T2-1  A Salmonella Outbreak Investigation with An Environmental Twist
- T2-2  Community Recruitment and Collaboration for a Strong Dental Workforce
- T2-3  The Six Functions of Public Health Governance for Strengthening Boards of Health
- T2-4  Levels of Racism: A Theoretic Framework and a Gardener’s Tale
- T2-5  Using Risk Stratification to Improve Operational Efficiency and Population Health
- T2-6  Working Together to Approach the PHAB Standards
- T2-7  Life Course Indicators to Improve Maternal, Child, and Adolescent Health in Iowa

2:15-3:15PM (T3-Program #)
- T3-1  Advancing Workforce Priorities Through the Iowa STEM (Science, Technology, Engineering and Mathematics) Initiative
- T3-2  Plan4Health: An Approach to Addressing Physical Inactivity and Unhealthy Diet
- T3-3  Next Generation Sequencing: Impacting Human Health
- T3-4  One Ringy Dingy: Call Center Connects Kids with Medical Homes and Back-to-School Services
- T3-5  Promoting Breakfast Participation in Iowa Schools
- T3-7  What are Iowa's Critical Health Issues? Results of Community and State Health Needs Assessments

3:30-4:30PM (T4-Program #)
- T4-1  Environmental Surveillance: A Summary of Water Monitoring From the Past Decade
- T4-2  Health in All Iowa Planning Polices: Enhancing Interdisciplinary Communication
- T4-3  Improving the Well-Visit for Adolescents and Young Adults in Iowa
- T4-4  Intervention Integration: The Power of Internal Partnerships
- T4-5  Iowa Direct Care Workforce Initiatives
- T4-6  Implementation of Trauma Informed Care at the University of Iowa: Stepwise Implementation
- T4-7  The Future of Occupational Health Project: Impacts on Iowa Agriculture
PROGRAM AT A GLANCE

WEDNESDAY, APRIL 13

7:15 AM  
IPHA Past Presidents’ Breakfast  
IEHA Past Presidents’ Breakfast

7:30 AM  
Registration & Continental Breakfast

8:00-9:00AM  
Keynote

9:15-10:15AM (W1-Program #)  
W1-1 Advocacy Strategies for Public Employees  
W1-2 Alcohol and Drug Screenings in Health Care  
W1-3 Falls Prevention in Iowa: New Options for Community-Based Programs  
W1-4 I-Smile Silver: A Community-Based Pilot Project for the Oral Health of Older Iowans  
W1-5 LGBTQ Inclusivity in Public Health  
W1-6 Severe Maternal Morbidity Trends and Maternal Risk Factors Using Linkerd Data  
W1-7 The Burden of Injury in Iowa: A Statewide Report

10:45-11:45AM (W2-Program #)  
W2-1 80% by 2018: Translating a National Colorectal Cancer Screening Campaign in Iowa  
W2-2 Changing the Health Landscape: The Experience of Two Counties  
W2-3 Driving Improvements in Public Health: Data Governance, Resources and Use  
W2-4 Exploring Racial/Ethnic Differences in Alcohol Use  
W2-5 How the Quad Cities Initiated a Grassroots Effort to Increase Food Rescue  
W2-6 Partnering to Promote Population Health: Providers, Payers, and Public Health  
W2-7 Transition to Adulthood for Youth with Special Health Care Needs

11:45AM-1:00PM  
Exhibit and Poster Program  
IEHA Annual Membership Meeting  
Student Career Networking Luncheon  
ICPHA Annual Membership Meeting  
IASOPHE Meeting

1:00-2:00PM (W3-Program #)  
W3-1 Compre Saludable (Shop Healthy Iowa): Implementing a Latino Corner Store Initiative  
W3-2 Ground Gained: Summary of Iowa’s Collective Strides Toward PHAB Accreditation  
W3-4 Nutrition Education and Public Health: Designing a Program for Older Iowans  
W3-5 Safe Sleep for Infants in Iowa: The ABCs and What You Can Do  
W3-6 The Iowa Healthiest State Initiative: Creating Sustainable Change  
W3-7 Transforming the System of Care for Children, Youth and Families: Regional Autism Assistance Program

2:15-3:15PM  
Closing Keynote
8:30-10:00AM

**Introductions & Welcome**

**Keynote:** Dr. Edward Ehlinger  
**Minnesota Health Commissioner**  
**ASTHO President-Elect**  
*Advancing Health Equity and Optimal Health for All*

10:15-11:45AM

**T1-1 A Collaborative Approach to Conducting a Community Health Assessment**

Amy Lepowsky, PhD, MPH, CHES, Epidemiologist, Linn County Public Health  
Melissa Monroe, RN, MPH, CHES, Health Education Specialist, Linn County Public Health  
Adrian Mackey, BS, Public Health Associate, Linn County Public Health

The Mobilizing for Action through Planning and Partnerships (MAPP) framework is a strategic planning tool that provides structure for identifying a shared community vision of health, conducting a comprehensive community assessment, and developing and implementing a shared community health improvement plan. This workshop will provide a background of the purpose and stages of the MAPP process, provide examples from the MAPP process used in Linn County during the 2015 iteration of the community health assessment, and identify resources that may be used to support the MAPP process.

**T1-2 Agricultural Urbanism Toolkit - One Year Later**

Courtney Long, BS Landscape Architecture, MS Sustainable Agriculture, Integrative Nutrition Health Coach, Certified in Health Care Garden Design

This presentation will be a great opportunity to learn about food system development in Iowa; including coalition development, various scales of agricultural programs, and how food systems relates to public health and community relationships. You will also hear from partners of the Agricultural Urbanism Toolkit and their place-based strategies to evolve their food systems and promote health in their communities.
**T1-3** How to Evaluate a Public Health Program AND Keep Your Sanity
Kellee Thorburn McCrory, MPH, MSW, Research Manager, University of Iowa
Anne Abbott, MPP, University of Iowa

This presentation will discuss evaluation and its purpose; describe the components of a program logic model; outline a basic evaluation plan; and discuss performance measures and data sources.

**T1-4** Including People with Disabilities in Local Public Health Initiatives
Jane Gay, BSN, Program Manager, Center for Disabilities & Development
Angela Drent, MSN, Health Planner, Siouxland District Health Department
Julie Towne, RN, Health Planner, Carroll County Public Health

This presentation will feature Carroll County and Siouxland District public health interventions which successfully increased inclusion of persons with disabilities in health promotion or access to health care.

**T1-5** Motivational Interviewing 101
Susan Roberts-Dobie, PhD, Associate Professor, University of Northern Iowa
Disa Cornish, PhD, University of Northern Iowa
Weston Riesselman, Student, University of Northern Iowa

This presentation will introduce "Motivational Interviewing" a health behavior change counseling technique that addresses ambivalence in the behavior change process. Participants will role-play and write/edit scripts to practice motivational interviewing techniques.

**T1-6** The Changing Face of Iowa: The Public Health Implications of Micro-Diversity
Dr. Michele Devlin, Dr.PH, Professor of Global Health, University of Northern Iowa
Dr. Mark Grey, PhD University of Northern Iowa

This presentation will discuss the rapidly changing demographics of Iowa, explain the new trend of micro-diversity, and provide strategies to work effectively in highly diverse, multicultural communities.
TUESDAY, APRIL 12

**T1-7** Using Evidence-Based Practices: A Workshop for Public Health Practitioners and Community Partners

Paul Gilbert, PhD, ScM, Assistant Professor, University of Iowa College of Public Health
Natoshia Askelson, PhD, MPH, Assistant Professor, University of Iowa College of Public Health
Barbara Baquero, PhD, MPH, Assistant Professor, University of Iowa College of Public Health

This presentation will improve attendees’ ability to implement evidence-based public health programs by reviewing the underlying concepts, identifying sources of existing programs, evaluating the strength of evidence, and discussing the decision-making process.

11:45AM-1:00PM

Exhibit and Poster Program
IPHA Annual Membership Meeting

1:00-2:00PM

**T2-1** A Salmonella Outbreak Investigation With An Environmental Twist

Nancy Hall, NELAP and EPA Certifications, Environmental Microbiology Manager, State Hygienic Laboratory
Rob Thul, Johnson County Public Health
Angela Weigel, Johnson County Public Health
Melanie Harris, Iowa Department of Inspections and Appeals

This session will highlight lessons learned and the value of environmental surface sampling. The various steps of the investigation that led to the identification of source, intervention strategies, and discontinuation of illness associated with this outbreak will be presented.

**T2-2** Community Recruitment and Collaboration for a Strong Dental Workforce

Deb Hoyle, Iowa Practice Opportunities Coordinator, University of Iowa College of Dentistry and Dental Clinics
Rachael Patterson-Rahn, Oral Health Program Coordinator (I-Smile™), Lee County Health Department

Any community member has the potential to assess their dental workforce need and become an active member of a recruitment task force. Learn how the Office of Iowa Practice Opportunities at the University of Iowa College of Dentistry and Dental Clinics has been
working with the community of Keokuk to address their current and future oral health workforce and how this model can be replicated.

**T2-3 Importance of the Six Functions of Public Health Governance for Strengthening Boards of Health**
Margaret Brink, BA, MS, President, National Association of Local Boards of Health and Four Corners Health Department Board of Health, Nebraska
Patricia Lopez, BSN, MSN, Consultant for Public Health Association of Nebraska

This presentation delivers helpful information that will enhance the engagement of board of health members. Six Functions are designed to help the board members efficiently and effectively carry out their roles and responsibilities to the health department and the community.

**T2-4 Levels of Racism: A Theoretic Framework and a Gardener's Tale**
Camara Jones, MD, MPH, PhD, President, American Public Health Association

This presentation will tell the Gardener's Tale and present a theoretic framework for understanding racism on three levels: institutionalized, personally-mediated, and internalized racism. This framework is useful for raising new hypothesis about basis of race-associated differences in health outcomes and effective interventions.

**T2-5 Using Risk Stratification to Improve Operational Efficiency and Population Health**
Jeffrey Kritzman, MS, Quality & Operational Improvement Coordinator, University of Iowa, Center for Child Health Improvement & Innovation
Vicki Hunting, BS, Quality & Operational Engineer, University of Iowa, Center for Child Health Improvement & Innovation

This presentation will be provide an opportunity to learn about the principles of population management, as well as how to implement such a system in Iowa.

**T2-6 Working Together to Approach the PHAB Standards**
Joy Harris, MPH, Public Health Modernization Coordinator, Iowa Department of Public Health

Through Public Health and Human Services Block Grant funding and Gaining Ground funding 18 counties have been involved in collaboratives of 2-4 counties to jointly work at meeting the PHAB standards. In this
presentation you will learn about the process they followed and hear from a few of the counties about their experiences. Some of the key lessons learned include the importance of taking credit for work you are doing by documenting it and that there is much to be learned through conversation about how we approach the work we do.

**T2-7 Using the Life Course Indicators to Improve Maternal, Child, and Adolescent Health in Iowa**
Brittni Frederiksen, PhD, MPH, CDC/CSTE Applied Epidemiology Fellow, Bureau of Family Health, Iowa Department of Public Health
Sylvia Petersen, MPH, Des Moines University, College of Health Sciences

This presentation will be a great opportunity to learn about the life course theory and indicators, see how they have been put into action in Iowa, and discuss how they can be applied to all public health programs.

**2:15-3:15PM**

**T3-1 Advancing Workforce Priorities Through the Iowa STEM (Science, Technology, Engineering and Mathematics) Initiative**
Beth Hochstedler, BS, Director Education, Training and Outreach, State Hygienic Laboratory at the University of Iowa

This session will provide an overview of the Iowa STEM Initiative, how attendees can use this statewide program to help recruit the future environmental and public health workforce, and the many benefits of participating in this statewide initiative.

**T3-2 Plan4Health: A Policy & Systems Level Approach to Addressing Physical Inactivity and Unhealthy Diet**
John Peterson, PE, AICP, Founder and CEO, Peterson Planning Strategies
Thomas Treharne, AICP, Director of Planning and Development, City of Marion

This presentation will create an opportunity for participants to learn how a coalition of city planners and public health professionals worked with communities to develop active living guidelines, active transportation standards, biophilic design standards and food pantry guidelines with funding through a collaboration of the American Planning Association’s Plan4Health initiative.

**T3-3 Next Generation Sequencing: Impacting Human Health**
Wade Aldous, PhD, ABMM, Associate Director, State Hygienic Laboratory

This presentation will discuss the rapidly evolving field of next generation sequencing (NGS) and its multiple applications to diagnose
infectious disease, examine its impact on the study of microbial communities in human disease, and review strategies to use NGS to guide therapeutic decision making.

**T3-4 One Ringy Dingy: Call Center Connects Kids with Medical Homes and Back-to-School Services**

Chris Frantsvog, MPA, Public Health Planner, Polk County
Marci Cordaro, RN, MSN, Des Moines Public Schools
Erika Redrovan, Polk County Health Department

We will tell the story of building a partnership between public health, public schools and medical providers in order to find medical homes, dental homes and insurance for families of school-aged children. Along the way, we uncovered complicated, sometimes competing systems that baffle and frustrate people trying to find care: insurance, language, and schedules, as well as ways that providers inadvertently turn away current and prospective patients.

**T3-5 Promoting Breakfast Participation in Iowa Schools**

Disa Cornish, PhD, Assistant Professor

Eating breakfast is important for school-age children; however, participation in school breakfast programs is low, especially in Iowa. The purpose of this study was to determine the acceptability of new strategies to provide breakfast to students in a semi-rural Iowa school district and to better understand parent perceptions of breakfast in general and a school breakfast program specifically.

**T3-7 What are Iowa's Critical Health Issues? Results of Community and State Health Needs Assessments**

Jonn Durbin, MA, CPM, Program Manager, Iowa Department of Public Health
Sadie Gasparotto, LMSW, MS, BSW, Iowa Department of Public Health

This presentation will discuss Iowa’s critical health issues, how they were selected and the next steps in developing Healthy Iowans 2017-2021, Iowa's Health Improvement Plan.
3:30-4:30PM

**T4-1 Environmental Surveillance: A Summary of Water Monitoring from the Past Decade**

Michael Wichman, MS, PhD, State Hygienic Laboratory
Donald Simmons, MS, PhD, State Hygienic Laboratory
Pete Weyer, PhD, University of Iowa Center for the Health Effects of Environmental Contamination

This presentation will provide data to show what environmental contaminants are detected, whether levels are increasing, decreasing or remaining relatively static and also indicate where there may be some gaps in the data.

**T4-2 Health in All Iowa Planning Polices: Enhancing Interdisciplinary Communication**

Denise Attard Sacco, MPH, CHES, Public Health Consultant
John Peterson, PE, AICP, CEO & Founder, Peterson Planning Strategies
Lelinneth Novilla, MD, MPH, Associate Professor, College of Life Sciences, Brigham Young University

This session will present the results of research conducted to determine the level of interdisciplinary engagement between environmental health, public health and development planning professionals in Iowa and their knowledge needs concerning the Health in All Polices concept, cross-sector collaboration and associated processes. It will also present recommendations for future action.

**T4-3 Improving the Well-Visit for Adolescents and Young Adults in Iowa**

Sarah Mauch, MPH, PRAMS Project Director, Iowa Department of Public Health
Mary Greene, BA, Iowa Department of Public Health
Addie Rasmusson, MA, Community Health Consultant, Iowa Department of Public Health

This presentation will describe the importance of and strategies to increase the uptake of the well-visit for adolescents and young adults in Iowa.

**T4-4 Intervention Integration: The Power of Internal Partnerships**

Cody Shafer, Health Educator, Johnson County Public Health
Susan Vileta, Johnson County Public Health

From the proposal and challenges to the pilot program, outcomes and finally - full integration, this presentation will provide an anecdotal guide...
for health educators, public health nurses, public health management and funding officers who are interested in, or are already considering, cross-program collaborations in intervention integration.

**T4-5 Iowa Direct Care Workforce Initiatives**

Di Findley, BA, Executive Director, Iowa CareGivers Association
Anita Stineman, PhD, University of Iowa College of Nursing
Carol VanAernam, Registered Dental Hygienist

Participants will discuss the growing concern about Iowa’s dwindling direct care workforce, its impact on the economy and our ability, as a state, to meet the growing demand for long term services and supports. This session will discuss proposed solutions to this crisis including state-based initiatives designed to help recruit and retain the workforce such as “Prepare to Care” and “Mouth Care Matters”.

**T4-6 Implementation of Trauma Informed Care at the University of Iowa: Stepwise Implementation**

Resmiye Oral, MD, Professor of Pediatrics, University of Iowa
Jody Murph, MD, University of Iowa
Meredith Fishbane, MD, Assistant Professor of Pediatrics, University of Iowa

This presentation will be a great opportunity to learn about the process of implementing trauma informed care at a medical setting in order to manage medical and mental illnesses through the lens of childhood trauma, resiliency, and needs assessment.

**T4-7 The Future of Occupational Health Project: Impacts on Iowa Agriculture**

Jenna Gibbs, MPH, PhD Environmental and Occupational Health, Research Coordinator, Great Plains Agricultural Health Center (University of Iowa College of Public Health)

The FOH Project aims to gather professionals and students to reflect on history and define the future of occupational health in regards to practice, policy, research, and education. The aim of this presentation is to briefly present each of the ten future themes of occupational health identified at the 2015 FOH Symposium, and discuss how they may specifically impact agricultural health and safety in the state of Iowa.
7:15AM  
**IPHA Past Presidents’ Breakfast**  
**IEHA Past Presidents’ Breakfast**

7:30AM  
**Registration & Continental Breakfast**

8:00-9:00AM  
**Keynote:** John Auerbach, MBA  
**Associate Director for Policy**  
**Centers for Disease Control & Prevention**  
**The Future is Now – How Public Health Needs to Adapt to a World That is Rapidly Changing**

9:15-10:15AM

**W1-1 Advocacy Strategies for Public Employees**  
Cheryll Jones, ARNP, CPNP, Director of Policy and Advocacy, Division of Child and Community Health  
Kathryn Dorsey, MS, MBA, Division of Child and Community Health

Learn how the University of Iowa Division of Child and Community Health puts advocacy into practice at the national, state and community levels. Topics covered in the presentation include the difference between lobbying and advocating, how to develop content for different audiences, maintaining relationships and lessons learned about involving families in advocating activities.

**W1-2 Alcohol and Drug Screenings in Health Care**  
Monica Wilke-Brown, LMSW, SBIRT Project Director, Iowa Department of Public Health

This presentation will discuss the importance of and tools for universal processes of screening, brief intervention, and referral to treatment for substance use issues among all adult populations. Discussion will include considerations for adolescents, pregnant women, and other special populations.

**W1-3 Falls Prevention in Iowa: New Options for Community-Based Programs**  
Margaret DeSio, Masters of Social Work (LMSW), Contracted Services Director, Aging Resources of Central Iowa  
Trina Radske-Suchan, MPT, CSCS, FMSC, YMCA Healthy Living Center  
Barb McClintock, Chair, Iowa Falls Prevention Coalition
This presentation will highlight three evidence-based fall prevention programs that are available in Iowa; A Matter of Balance, Stepping-On, and Tai Chi for Arthritis.

W1-4  I-Smile Silver: A Community-Based Pilot Project for the Oral Health of Older Iowans
Tracy Rodgers, RDH, BS, CPH, Executive Officer, Iowa Department of Public Health  
RaeAnn Herrick, RDH, AAS, Lee County Health Department  
Sarah Borsdorf, RDH, AS, BS, I-Smile Silver Coordinator, Scott County Health Department

Join us for a look at how and why I-Smile Silver was developed, our local project partners, examples of community-based activities to keep older Iowans healthy, and project results.

W1-5  LGBTQ Inclusivity in Public Health
Daniel Hoffman-Zinnel, MA, CHES, Director of Education and Leadership, Planned Parenthood of the Heartland  
Donna Red Wing, MA, One Iowa

Lesbian, gay, bisexual, transgender, and queer (LGBTQ) people face significant health challenges. This presentation will provide best practices in working LGBTQ individuals and offer strategies to create a safe and welcoming environment.

W1-6  Severe Maternal Morbidity Trends and Maternal Risk Factors in Iowa Using Linked Data
Brittni Frederiksen, MPH, PhD, CDC/CSTE Applied Epidemiology Fellow, Iowa Department of Public Health  
Catherine J. Lillehoj, PhD, Iowa Department of Public Health  
Stephanie Trusty, RNC, BSN, Nurse Clinician, Iowa Department of Public Health

This presentation will present statewide severe maternal morbidity trends from 2009-2013 overall, by maternal age, and hospital level of care, as well as discuss state initiatives to reduce SMM in Iowa. Maternal mortality surveillance will hopefully lead to changes in programs and policies at all levels to eliminate preventable maternal deaths in Iowa.
The Burden of Injury in Iowa: A Statewide Report
Kathy Leinenkugel, MPA, REHS, MT, Occupational Health & Safety Surveillance Program, IDPH
John Lundell, MA, Injury Prevention Research Center, University of Iowa
Tracy Young, MS, Injury Prevention Research Center, University of Iowa

This program will present a clear picture of the burden of injuries in Iowa report (from 2009 to 2013) highlighting the causes of mortality and morbidity. A detailed report of injuries in each Iowa county will be discussed to provide practitioners with valuable information as they determine local priorities for injury prevention programs.

10:45-11:45AM

80% by 2018: Translating a National Colorectal Cancer Screening Campaign in Iowa
Rachel Schramm, BS, CHES, Program Manager, Iowa Department of Public Health
Sara Comstock, MSW, American Cancer Society
Victoria Brenton, BA, Reporting & Coordinating Manager, Colorectal Cancer Program, Iowa Department of Public Health

This presentation will provide an overview of the colorectal cancer burden in Iowa, outline the national screening goal set forth by the National Colorectal Cancer Roundtable to achieve 80% of eligible individuals screened for colorectal cancer by the year 2018, and highlight the multi-sectorial partnerships involved in making 80% by 2018 a reality in Iowa.

Changing the Health Landscape: The Experience of Two Counties
Delma Hardin, BSN, RN, Delaware County Public Health Manager
Wendy Monaghan, RN, BSN, Grundy County Public Health
Valerie Lindsay, BS, Marketing and Administrative Manager, Regional Medical Center

This presentation will discuss how public health and hospitals are working together in the Community Health Needs Assessment process, and the benefits of this collaboration.
W2-3 Driving Improvements in Public Health: Data Governance, Resources and Use
Betsy Danforth Richey, MPH, PhD, Iowa Department of Public Health
Juan Cadenillas, MS, MPH, Polk County Health Department

This presentation will provide an overview of IDPH data governance strategies and their impacts on stakeholders, a summary of data-related resources available from IDPH, and an example of how confidential and non-confidential IDPH data have been used by a local public health agency.

W2-4 Exploring Racial/Ethnic Differences in Alcohol Use
Paul Gilbert, PhD, ScM, Assistant Professor, University of Iowa College of Public Health

The proportion of Iowa’s non-White residents doubled between 1990 and 2013; however, few studies have examined drinking behaviors by race/ethnicity. Although drinking status varies by race/ethnicity, there are few differences in odds of hazardous drinking across groups. Binge drinking is common and should be a priority for risk-reduction efforts. Further research is needed to identify protective and risk factors among Black men and Latina women.

W2-5 How the Quad Cities Initiated a Grassroots Efforts to Increase Food Rescue
Christina McDonough, BA, CHES, Scott County Health Department
Lea Hensel, BA, Iowa Waste Reduction Center, University of Northern Iowa
Pete Vogel, M.Ed., ECMP, Food Rescue Partnership Board Chair

This presentation will share how the Scott County Health Department engaged community members and organizations to establish the Food Rescue Partnership to increase food rescue from food establishments and retail food stores.
Partnering to Promote Population Health: Providers, Payers, and Public Health

Chris Espersen, MSPH, Quality Director, Primary Health Care
Angie Doyle-Scar, MPH, Office of Healthcare Transformation, Iowa Department of Public Health
Pam Lester, RN, BSN, Telligen

This interactive session will allow participants to identify and address gaps to help ensure that all Iowans can have improved health and access to care.

Transition to Adulthood for Youth with Special Health Care Needs

Anne Crotty, MPH, Program Coordinator, University of Iowa, Division of Child and Community Health
Erika Hertel, BA, University of Iowa Division of Child and Community Health
Theresa Rasch, AA, Family Navigator, University of Iowa Division of Child and Community Health

This presentation will describe the needs of Iowa’s ~46,000 youth and young adults with special health care needs as they transition to adulthood and implications for the public health community.

11:45AM-1:00PM

Exhibit and Poster Program
IEHA Annual Membership Meeting
Student Career Networking Luncheon
ICPHA Annual Membership Meeting
IASOPHE Meeting

1:00-2:00PM

Compre Saludable (Shop Healthy Iowa): Implementing a Latino Corner Store Initiative

Carol Voss, MEd, RDN, LD, Nutrition Coordinator, Iowa Department of Public Health
Barbara Baquero, MPH, PhD, University of Iowa College of Public Health
Jennifer Walters, MPH, CHES, Community Health Coordinator, Dallas County Public Health

This presentation will describe an innovative evidence-based retail intervention to increase availability and accessibility of fruits and vegetables in tiendas and discuss outcomes, lessons learned, and resources to support this type of intervention in rural communities.
W3-2 *Ground Gained: Summary of Iowa’s Collective Strides Toward PHAB Accreditation*

Joy Harris, MPH
Kevin Grieme, MS, Director, Siouxland District Health Department

This session will highlight the successes of Gaining Ground to date including an overview of products and tools to help Iowa public health agencies advance toward PHAB accreditation, independently or collectively via multi-county accreditation collaboratives (MAC). Gaining Ground representatives will also share identified barriers to PHAB accreditation and collective efforts to mitigate these. Finally, the session will offer a look at what is next for Gaining Ground following completion of this grant project.

W3-4 *Nutrition Education and Public Health: Designing a Program for Older Iowans*

Catherine Lillehoj, PhD, Senior Research Analyst, Iowa Department Public Health
Carlene Russell, MS, RDN, LDN, Iowa Department on Aging
Doris Montgomery, MS, RDN, LDN, Community Health Consultant, Iowa Department of Public Health

This presentation will describe the implementation of the Fresh Conversations nutrition education program coordinated through the Iowa Area Agencies on Aging. In collaboration with Iowa State University, a comprehensive evaluation of the program was completed in 2015. This session will present findings from the outcome evaluation.

W3-5 *Safe Sleep for Infants in Iowa: The ABCs and What You Can Do*

Sarah Mauch, MPH, PRAMS Project Director, Iowa Department of Public Health
Diane Petsche, RN, BSN, Mgr, Maternity Care Management, AmeriHealth Caritas
Ashley Ezzio, BS, Perinatal & Childbirth Specialist, Young Women’s Resource Center

This presentation will provide an assessment of safe sleep practices for infants in Iowa, review the current AAP recommendations for infant safe sleep practices and describe the public health activities being done in Iowa to address safe sleep practices.
W3-6 The Iowa Healthiest State Initiative: Creating Sustainable Change
Aryn McLaren, Director of Programs, Iowa Healthiest State Initiative
Jami Haberl, MPH, MHA, Executive Director, Iowa Healthiest State Initiative

This presentation will provide an opportunity to learn about the Iowa Healthiest State Initiative’s strategic plan for 2016-2017, view a live demonstration of the organization assessment and toolkit, and hear about the Healthiest State Initiative upcoming certification opportunity for your worksite, school, or community.

W3-7 Transforming the System of Care for Children, Youth and Families: Regional Autism Assistance Program
Peggy L. Swails, MSW, LMSW, Program Manager, Child Health Specialty Clinics
Erika Hertel, MA, Program Coordinator, Child Health Specialty Clinics
Rachell Swanson-Holm, Family Navigator Coordinator, Child Health Specialty Clinics

This presentation will be a great opportunity to learn how the Iowa Regional Autism Assistance Program leverages new and existing state and community resources to advance Iowa’s System of Care for children and youth with Autism Spectrum Disorder (ASD) and their families, and discuss ways to strengthen relationships between family and community organizations.

2:15-3:15PM

Closing Keynote: Denise Stapley
The Unexpected Gifts of Survivor
WHO WE ARE
The following organizations work together as partners to plan the Iowa Governor’s Conference on Public Health:

University of Iowa Division of Child and Community Health (DCCH) The Division of Child and Community Health, within the Stead Family Department of Pediatrics at the University of Iowa, Carver College of Medicine administers Iowa’s Title V program for children and youth with special health care needs. The Division’s major programs are Child Health Specialty Clinics (CHSC) and the Center for Child Health Improvement and Innovation (CCHII). CHSC provides clinical services, care coordination, and family to family support to Iowa children and youth with special health care needs 0-21 years of age, with or at increased risk for physical, emotional, behavioral, or developmental conditions. CCHII promotes systems improvement and innovation in pediatric practice by conducting health outcomes research, providing technical assistance and training for families, providers, and agencies, and developing innovative models of care.

Iowa Counties Public Health Association (ICPHA) is a state organization representing local public health agencies working to assure the health of people and communities through an effective local public health system. The goals of the Iowa Counties Public Health Association are to promote and enhance local public health practice and policy in Iowa; strengthen and foster local public health agencies in Iowa; take an active role in the state and local legislative process; improve the communication and cooperation among local public health agencies; define and disseminate information on public health issues; and provide leadership on matters of public health importance. Visit http://www.i-cpha.org

Iowa Department of Public Health (IDPH) partners with local public health, policymakers, health care providers, business and many others to fulfill our mission of promoting and protecting the health of Iowans. IDPH’s primary role is to support Iowa’s 98 county boards of health, and 1 district board of health in this mission. To do this, IDPH provides technical support, consultation, and funding. IDPH also provides a variety of direct services such as licensing health professionals; regulating emergency medical services and substance abuse treatment providers; regulating radioactive materials; and collecting birth, death, and marriage records. The State Board of Health is the policymaking body for IDPH. Iowa’s governor appoints State Board of Health members and the department’s director.

The Iowa Environmental Health Association (IEHA) mission is to advance the environmental health professional for the purpose of providing a healthful environment for all. Our members practice their profession in the public, private, and academic sectors, with many employed by state and local county government. We work with air quality, drinking water, private well water, surface water, on-site wastewater, food safety, healthy homes, and nuisance abatement. IEHA provides value to members who want to improve their skills, knowledge, obtain environmental health credentials and professionalism through conferences and training; by being a unified voice to our law makers and administrators; and by keeping members current on our profession and the environmental health of our communities we serve. Visit http://www.ieha.net for more information.
Iowa Public Health Association (IPHA) has been the voice for public health in Iowa since 1925. Through advocacy, membership services and partnerships, IPHA is driven to advance public health in Iowa. We create a forum for ongoing professional development and engagement with people in the public health field. Our participation has made a difference in raising awareness about the value of public health and developing policies that strengthen the health of entire communities. By bringing our members’ voices to the discussion, demonstrating to policymakers that the public health profession is strong and united, providing expert testimony and training our members to be more engaged in advocacy, IPHA contributes significantly to creating a society that understands, values and supports public health. Visit www.iowapha.org for more information.

State Hygienic Laboratory at the University of Iowa has served Iowa since 1904 as the state’s public health laboratory. The State Hygienic Laboratory provides consultative and analytical support for state and federal agencies, health professionals, and private citizens through three primary divisions: Disease Control, Environmental Health, and Newborn and Maternal Screening. The Hygienic Laboratory provides rapid laboratory support services in terrorism preparedness and disease outbreaks. It provides confirmatory testing for more than 126 sentinel laboratories located in hospitals and physician clinics across the state. Laboratory testing for the Iowa Newborn Screening Program operates seven days a week/365 days a year to ensure that the life-saving screening is available every day for babies born in Iowa, North Dakota and South Dakota. As an Environmental Protection Agency certified laboratory, the Hygienic Laboratory conducts testing of drinking water as mandated by the Safe Drinking Water Act, and works with the Iowa Department of Natural Resources to provide real-time air quality monitoring and monitoring of Iowa’s rivers, lakes and groundwater. The Hygienic Laboratory facilities are located in Coralville, Ankeny and Milford, Iowa.

University of Iowa College of Public Health is guided by its vision: “To serve Iowa and the Midwest as one of the nation’s premier state assisted schools of public health and lead the global community in rural public health education and training, research, and practice.” The college includes the Departments of Biostatistics, Community and Behavioral Health, Epidemiology, Health Management and Policy, and Occupational and Environmental Health. There are also opportunities for distance learning and certificate programs in public health. More than 25 centers and institutes based in the college provide focused research on critical public health topics and deliver outreach, service, and policy activities. The college is accredited by the Council on Education for Public Health (CEPH). For additional information, please visit the College of Public Health website at www.publichealth.uiowa.edu.