



# 2015

## Minnesota Public Health Association Annual Conference

### *Social Determinants of Health:* **WHERE YOU LIVE MATTERS**

**MAY 28-29, 2015**

DULUTH ENTERTAINMENT CONVENTION CENTER  
DULUTH, MINNESOTA





## OVERVIEW

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The Minnesota Public Health Association (MPHA) conference will build on the momentum already underway in the state to eliminate health disparities and create health equity among all Minnesotans. Sessions will focus on social determinants of health, which are the conditions in which people live, work, and play.

## OBJECTIVES

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- Be able to cite examples of Health in All Policies strategies being implemented in Minnesota and how they can be involved in similar strategies
- Describe current initiatives that address social determinants of health and help create health equity
- Be able to identify cross-sector partnerships and policies that impact health, how they can be involved, or apply similar collaborative approaches in policy efforts
- Use theatre and other creative communication approaches to educate the community about how where we live, work and play impacts our health and engage them to be involved in creating communities that offer equitable opportunities for health

## AUDIENCE

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All stakeholders interested in improving the health of Minnesota communities.

# PROGRAM OUTLINE/SPEAKER PREVIEW

## THURSDAY MAY 28, 2015

12:30-1:30 p.m. **Registration | Exhibits |**

1:00 p.m. **Welcome | Opening Remarks |**

*Kristen Godfrey Walters  
MPHA President*

1:15 p.m. **HEALTH EQUITY THEATRE:  
“MY ZIP CODE IS KILLIN’ ME”**

This is an interactive theatre experience that explores the intersection of health and race issues facing our community. It is an original theatrical production written by troupe members and directed by Angie Frank. It comes out of a Duluth-based initiative called Health and Wellness Action Table, in collaboration with The Table, whose mission is to promote racial equity in our community, provide resources for understanding and action, and facilitate dialogue and partnerships that result in fundamental and systemic changes towards racial justice.

**Troup Members:**

*Jordon Moses  
Coordinator*

*Mentoring and Engagement Programs  
University of Minnesota-Duluth*

*Renee Van Nett  
Co-chair*

*Cross Cultural Alliance of Duluth*

*Louise Anderson  
Director*

*Carlton-Cook-Lake-St. Louis Community Health Board*

*Angie Frank*

*Theatre Teaching Artist and Director  
Heart Theatre*

### Learning Objectives

- Cite examples of actions one can take in the struggle to end health disparities and build a stronger community
- Describe what you could apply to your own community to facilitate similar dialogue regarding partnering for meaningful change towards racial justice

2:15 p.m. **Move to Concurrent Sessions**

2:30 p.m. **Concurrent Sessions  
INTEGRATING A HEALTH IN ALL POLICIES APPROACH INTO A COMPREHENSIVE PLANNING PROCESS**

A Comprehensive Plan sets community priorities, provides a foundation for land use and public infrastructure decisions and offers a framework for proactive planning. Join this session to learn how health can be incorporated into the community planning process and how it can lead to deeper local discussion and policy development on active spaces and transportation, healthy food access, and tobacco free living.

*Annie Harala  
Coordinator*

*Northeastern Minnesota Statewide  
Health Improvement  
Carlton-Cook-Lake-St. Louis  
Community Health Board*

*Ellen Pillsbury  
Senior Planner*

*Arrowhead Regional Development Commission*





### Learning Objectives

- Understand how Comprehensive Plan sets community priorities and provides framework for local government to reach that vision
- Understand the comprehensive planning process and community engagement opportunities
- Learn strategies for introducing and incorporating a Health in All Policies approach into the comprehensive planning process

### HEALTH PROMOTION PROGRAMS THAT IMPACT POLICY CHANGE FOR THE FOND DU LAC RESERVATION

The presentation will cover the culturally tailored smoking cessation program, nurse family partnership program, and recent tribal policy changes that impact health and safety.

*Nate Sandman, BAS, MEd (candidate)  
Community Health Services Coordinator  
Fond du Lac Band of Lake Superior Chippewa*

### Learning Objectives

- Identify key components to implement successful evidence based programs in tribal communities
- Explain the value of systemic commitment to health promotion and enrollment

### FOR OUR HEALTHY FOOD FUTURE: HEALTH EQUITY & THE MINNESOTA FOOD CHARTER

The presentation will offer an overview of the Minnesota Food Charter, a shared roadmap of proven policy and systems change strategies that will increase healthy food access for all Minnesotans. Using the lens of health equity, the presenters will describe how:

- The value of health equity was used in the design and implementation of a broad-based civic engagement process involving thousands of Minnesotans
- What was the health equity-related feedback generated through this public input
- How health equity is reflected in the nearly 100 recommended policy and systems change strategies
- What tools, skills and approaches are most effective for public health practitioners to undertake health equity-related work contained in the Food Charter
- Review implementation of several health equity-related Food Charter strategies

*Lisa Gemlo, MPH, RD, LD  
Food Systems Planner  
Minnesota Department of Health*

*Vayong Moua  
Senior Advocacy and Health Equity Principal  
Center for Prevention at Blue Cross  
and Blue Shield of Minnesota*



### Learning Objectives

- Learn how health equity was used as a design principle throughout the engagement, development, and implementation of the Minnesota Food Charter
- Explore health equity-related healthy food access policy and systems priorities identified by thousands of Minnesotans
- Understand what tools, skills, and practices are most effective for local public health practitioners engaging in health equity/healthy eating-related work

3:30 p.m.

### Move Back to Ballroom

3:45 p.m.

### GREAT LAKES PUBLIC HEALTH COALITION PANEL

The Great Lakes Public Health Coalition consists of the American Public Health Coalition (APHA) Region V public health affiliates. These six states came together in 1983 for the purpose of mutual support and shared learning, and have been recognized by APHA as a model for other states. This panel session will include public health leaders from each of the states in the Great Lakes Public Health Coalition.

*Susan Avila, Illinois*

*Greg Ullrich, Indiana*

*Hope Rollins, Michigan*

*Lindsey Fabian, Minnesota*

*Rosemary Valedes Chaudry, Ohio*

*Elise Papke, Wisconsin*

### Learning Objectives

- Learn about Health in All Policies (HiAP) examples from leaders in each state
- Identify pressing environmental health issues from neighboring Great Lakes states
- Discuss shared policy priorities between MPHA and the Great Lakes Public Health Coalition

4:30-6:00 p.m.

tentative

Exhibits |  
Networking |  
Reception |  
*(appetizers included)*

7-8:30 p.m.

### Optional Duluth Harbor Cruise

When you register for the conference, please indicate your interest in going on an optional Duluth Harbor cruise to determine if it can be arranged. The cost would be approximately \$10 per person. (Weather permitting)



## PROGRAM OUTLINE/SPEAKER PREVIEW

# FRIDAY MAY 29, 2015

7:30-8:00 a.m. **Registration |  
Continental Breakfast |**

8:00 a.m. **Opening Introductions |  
Welcome |**

8:15 a.m. **SOCIAL DETERMINANTS OF  
HEALTH EQUITY: IMPACTS OF  
RACISM ON HEALTH**



This session will focus on Dr. Jones' work on the impacts of racism on the health and well-being of the nation. Her work focuses on bringing attention to the social determinants of health (including poverty) and the social determinants of equity (including racism) to investigate the structural causes of race-associated differences in health outcomes. She will share her allegories on "race" and racism as accessible communication tools to illuminate topics which are otherwise difficult for many Americans to understand or discuss.

**Camara Phyllis Jones, MD, MPH, PhD**  
*President-elect  
American Public Health Association  
Senior Fellow  
Satcher Health Leadership Institute  
Morehouse School of Medicine*

### Learning Objectives

- Confidently use a Cliff Analogy to describe three levels of health intervention (health services, addressing the social determinants of health, addressing the social determinants of equity)
- Define racism and articulate its role as a structural cause of race-associated differences in health outcomes

- Confidently use the Gardener's Tale allegory to illustrate three levels of racism (institutionalized, personally-mediated, internalized)
- Define "health equity" and articulate three requirements for achieving health equity

9:15 a.m. **LEGISLATIVE UPDATE: SESSION  
REMARKS**

MPHA Policy and Advocacy Committee Co-chairs will summarize the committee's activities this session, and a local legislator will reflect on this past session's health legislation.

*Representative Jennifer Schultz (DFL) District 7A  
Annie Halland, MPHA Policy Committee Co-chair  
Laura Klein, MPHA Policy Committee Co-chair*

10:00 a.m. **Move to Concurrent Sessions**

10:15 a.m. **Concurrent Sessions  
WHAT SUSTAINS COMMUNITY  
COLLABORATION IN FACING  
AN OPIOID EPIDEMIC?**

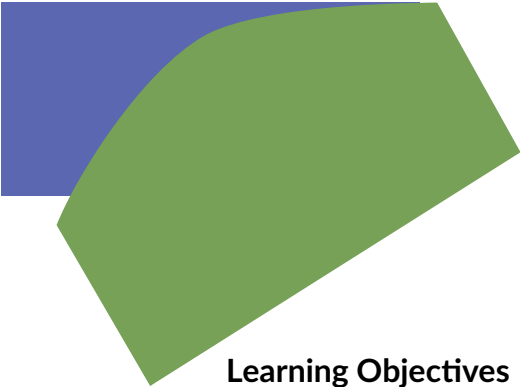
Working with a vision to: "Create community-based solutions for victims of substance use disorders, and to mobilize prevention initiatives" an essential need is to sustain broad community engagement in dealing with the opioid epidemic to bring about critical intervention and change.

**Marcia Gurno**  
*Substance Abuse Intervention  
& Prevention Social Worker  
St. Louis County Public Health & Human Services*

**Lt. Jeffrey Kazel**  
*Duluth Police Department  
Commander Lake Superior Drug  
& Violent Crime Task Force*

**Gary Olson, MBA**  
*CEO  
Center for Alcohol & Drug Treatment*

**Mark E. Schneiderhan, PharmD, BCPP**  
*Associate Professor  
University of Minnesota Duluth College of Pharmacy*



**Learning Objectives**

- Understand the current opioid problem
- Learn about community-based opportunities for change and be able to identify cross-sector partnerships and policies that impact health
- Learn about the means needed for sustaining ongoing collaborations

**GREEN SPACES MEAN HEALTHIER CHOICES**

This session focuses around the fact that your built environment influences your health. It will highlight the link between health and access to trails, parks, and livable urban spaces.

*Josh Gorham, PHN, RN  
Public Health Nurse  
St. Louis County Public Health  
and Human Services*

*Lisa Loukkala, MA  
Project Coordinator  
City of Duluth  
Parks and Recreation Division*

*Tom O'Rourke, BA  
Executive Director  
Hartley Nature Center*

**Learning Objectives**

- Understand the connection between the built environment/nature and health
- Understand the concept of livability and how it relates to healthy communities
- Be able to identify examples of community projects that engage community support and interest in green spaces

11:30 a.m.

**REDUCING INEQUITABLE HEALTH IMPACTS OF CLIMATE CHANGE THROUGH THE USE OF HEALTH IMPACT ASSESSMENTS**

This session provides an overview of the most likely health impacts from climate change and the populations most vulnerable in Minnesota. Examples of HIAs related to climate change will be shared to demonstrate the use of HIA in addressing inequitable health impacts of climate change.

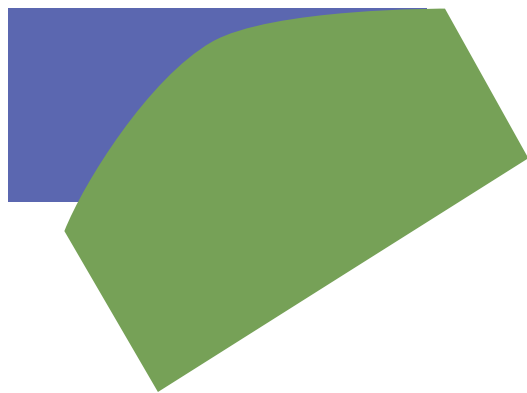
*Kristin Raab, MLA, MPH  
Program Director  
Minnesota Climate and Health Program  
HIA Activities  
Minnesota Department of Health*

**Learning Objectives**

- List the most likely health impacts from climate change in Minnesota
- Understand populations that are most vulnerable to climate change
- Describe how HIAs related to climate change address health disparities

**MPHA Annual Meeting Lunch | Presentation of Awards | (lunch provided)**





1:30 p.m.

### **ACCOUNTABLE COMMUNITIES FOR HEALTH PANEL**

This session will begin with a brief description of the MN ACH model and process followed by a panel of several ACH pilots who will share how the community and public health are woven into their integrated approach to addressing health needs of clients served through this new model.

*Chris Dobbe*  
Minnesota Department of Health

*Heidi Favet, BS, CHW*  
Care Team Leader  
Essentia Ely ACH

*Catherine Brunkow, MBA, BSN, RN*  
Health Promotion Specialist  
Hennepin County Public Health ACH

*Mary Rapps, MHA*  
Program Development Director  
Generations Health Care Initiatives  
Myers-Wilkins Accountable Community  
for Health Project-Duluth

#### **Learning Objectives**

- Describe the strategies for meaningful ACH community engagement
- Describe the role of public health in ACHs

2:30-3:00 p.m.

### **Closing Session APHA HEALTH EQUITY MPHA GRANT OUTCOMES AND NEXT STEPS: MPHA AND MDH PARTNERS**

Hear about the status of, and next steps for, MPHA's partnership with the Minnesota Department of Health and other key stakeholders to build a statewide collaborative approach to better coordinate and sustain community health and health equity initiatives and goals.

#### **Closing Remarks**

*Aggie Leitheiser*  
MPHA President-elect







## ABOUT MPHA

**Mission:** To create a healthier Minnesota through effective public health practice and engaged citizens.

**Vision:** To be an active independent voice for public health in Minnesota.

MPHA, tracing its roots back to 1907 when health officers throughout Minnesota organized to hold a spring meeting, has evolved into an all-volunteer organization that represents a broad public health spectrum:

- Public, private, community organizations
- Professionals at different stages of their careers: entry level through retirement
- Multiple disciplines and topics, such as environmental health, public health nursing, community health education and public health administration

### Core Values

- To inspire effective public health leadership by offering opportunities for enhancing learning, skills and practice.
- To advocate for public health policy that is grounded in science-based evidence and social justice principles.
- To effectively impact public health in Minnesota

FOR MORE INFORMATION [www.mpha.net](http://www.mpha.net)

## MEETING LOCATION

### Duluth Entertainment Convention Center

350 Harbor Drive  
Duluth, MN 55802  
[www.decc.org](http://www.decc.org)  
218-722-5573

## LODGING

A block of rooms has been reserved at the Inn on Lake Superior and at the Holiday Inn & Suites-Downtown Duluth. Reservations must be made by **April 27, 2015** to receive MPHA conference rates.

### Inn on Lake Superior

350 Canal Park Drive  
Duluth, MN 55802  
218-726-1111; 888-668-4352  
[www.innonlakesuperior.com](http://www.innonlakesuperior.com)  
Rates: \$129-159 +tax

### Holiday Inn & Suites Duluth Downtown

200 West First St  
Duluth, MN 55802  
218-722-1202; 800-477-7089  
[www.hiduluth.com](http://www.hiduluth.com)  
Rate: \$99 +tax

There is a skyway from the Holiday Inn & Suites Duluth Downtown to the DECC.

*Approximately 10 minute walk to the DECC from both hotels.*



## PARKING

Daily parking passes for the DECC can be purchased at the parking booth for \$5. This ticket is good for re-entry all day.

## CONTINUING EDUCATION CREDITS

Application for CHES (entry-level) / MCHES (advanced-level) Category I continuing education contract hours (CECH) will be made to the National Commission for Health Education Credentialing Inc. (NCHEC). Eight (8) contact hours are available for nurses.

## REGISTRATION

Be sure to register before May 14, 2015, and ensure that your name is included on the List of Attendees. Please note that registrants can opt out of this list regardless of when they register. This year MPHA is offering three different registration types. Please visit [www.mpha.net](http://www.mpha.net), or use the last page in this document, to register.

### MPHA Members

- Regular member: \$100
- Student member\*: \$25
- Community Health Worker member: \$25

### Non-members

- Non-member: \$175
- Student non-member\*: \$55
- Community Health Worker non-member: \$55

For the first time, MPHA is offering a combination registration that allows non-MPHA members to join MPHA at the same time as registering for the conference at the reduced MPHA member rate. Please click on the “Register” button in the left, blue panel on this webpage.

### MPHA Membership + Conference Registration

- MPHA Individual Annual Membership + Conference Registration: \$150
- MPHA Student\* Annual Membership + Conference Registration: \$45
- MPHA Community Health Worker Annual Membership + Conference Registration: \$45
- MPHA Retiree Annual Membership + Conference Registration: \$120

*\*Full time students currently enrolled in degree seeking programs.*

# REGISTRATION FORM

## CANCELLATION POLICY

**Cancellation Policy:** Can be refunded with written notice up to two weeks prior to the conference date. After May 14, 2015, no refunds will be given. Please send written notice by mail to address below or by email to [events@mpha.net](mailto:events@mpha.net). Fifty percent (50%) of conference registration fees can be refunded with written notice up to two weeks prior to the conference date.

**Deadlines:** Can be refunded with written notice up to two weeks prior to the conference date. After May 14, 2015, no refunds will be given. ONLY MPHA memberships that have been charged are non-refundable and non-cancellable.

## ONLINE REGISTRATION

Register online at [www.mpha.net](http://www.mpha.net). Online registration features immediate confirmation of your registration as well as a receipt. Credit card payment is required for all online registrations.

## REGISTRATION BY MAIL

If registering by mail, please complete this registration form and mail your check (*made out to MPHA*) and registration form to:

**Minnesota Public Health Association**  
**PO Box 14709**  
**Minneapolis, MN 55414-0709**

Name \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

*(required to receive confirmation)*

Total Amount Due: \$ \_\_\_\_\_

### Event: 2015 MPHA ANNUAL CONFERENCE

Please indicate which meals you will be in attendance for:

- May 28: ( ) Reception
- May 29: ( ) Breakfast ( ) Lunch

Special dietary needs \_\_\_\_\_

Indicate your interest in going on an optional Duluth Harbor cruise the evening of May 28, 2015 to determine if it can be arranged. The cost would be approximately \$10 per person. (Weather permitting)

***\*Please note that in order for accurate conference registration counts, all mail must be postmarked by May 14, 2015.***