

2014 MPHA Annual Conference
Health in All Policies: Actions Toward Health Equity

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MINNESOTA PUBLIC
HEALTH ASSOCIATION
www.mpha.net

June 4-5, 2014
[The Commons Hotel, Minneapolis](#)

CONFERENCE PROGRAM

CONFERENCE OVERVIEW

The Minnesota Public Health Association (MPHA) conference will build on the 2013 theme of Health in All Policies (HiAP) and Health Equity. This year's conference will emphasize taking actions toward and visioning next steps for improving population health with an emphasis on equity. The breakout session themes include: implementation and operationalization of HiAP, health equity and social justice: getting to action, and transdisciplinary public health: cross sector partnership and community engagement.

LEARNING OBJECTIVES

- Cite examples of HiAP strategies being implemented in Minnesota
- Describe current initiatives in Minnesota to create health equity
- Cite examples of cross-sector partnerships and policies that impact health
- Understand key public health legislative policies impacting health equity
- Identify strategies for engaging communities in improving health

MN COMMUNITY HEALTH WORKER ALLIANCE PARTNERSHIP

The 2014 MN Community Health Worker Alliance Statewide Conference will be held in conjunction with MPHA's Annual Conference on day two of the conference! Alliance and MPHA conference registrants will participate in a joint opening plenary and breakout sessions on the morning of June 5th. The Alliance conference will continue into the afternoon with a luncheon, plenary program, and breakouts. MPHA conference registrants have the opportunity to attend the afternoon programming of the CHW Alliance Conference for an additional registration fee.

CONTINUING EDUCATION CREDITS (CEUs)

8 Contact hours are available for nurses. Certificates will be available at the end of the conference at the registration table.

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).

ABOUT MPHA

Mission: The mission of the Minnesota Public Health Association (MPHA) is to create a healthier Minnesota through effective public health practice and engaged citizens.

Vision: Our vision is 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

MPHA ANNUAL CONFERENCE PLANNING COMMITTEE

Thank you to the following committee members and others who contributed to the planning of the conference and annual meeting!

Kristen Godfrey Walters (Co-Chair), President Elect

Kristin Voltzke (Co-Chair), Student Rep

Alvine Siaka, Governing Council At-Large

Amy Roggenbuck, Member

Ann Bajari, Treasurer

Annie Halland, Policy & Advocacy Co-Chair

Bill Toscano, Member

Carol Berg, President

Carol Uchal, Boynton Health Services

Cherylee Sherry, Leadership Co-Chair

Dave Golden, Past-President

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Erica Fishman, Leadership Co-Chair

Grant Bowers, Student Intern

Holly Magdanz, Secretary

Jay Jaffee, Member

Lindsey Fabian, Affiliate Rep

Mary Montagne, Member

Niccu Tafarrodi, Member

Ray Lewis, MPH, Member

Rebecca Schultz, Student Member

PROGRAM OUTLINE

DAY ONE - JUNE 4, 2014

7:30 - 8:30am Registration and Continental Breakfast

8:30 - 8:45am Welcome/Opening remarks: Carol Berg, MPHA President

8:45 - 9:45am **Health Disparities**

This talk will address health disparities with a particular focus on the state of the evidence and research methods employed to identify effects.

- Michael Oakes, Associate Professor, University of Minnesota, School of Public Health, Division of Epidemiology & Community Health

Learning Objectives

- Understand the necessity yet complexity of determining the causes of health disparities.
- Identify the challenges posed by different measures of disparities.
- Indicate the need for experimental trials to assess potential remedies.

9:45 - 10:15am Break/Exhibits

10:15 - 11:15am Concurrent sessions (3 options)

Schools, food shelves and farms: A taste of how food policy impacts health

The panelists will highlight key issues in the food system that impact health and equity. They will share policies and practices that increase access to healthy food in foods shelves, schools, and through farms in the community.

- Mary Montagne, Health Promotion Supervisor, Dakota County Public Health Department
- Jeff Wolfer, Supervisor of Child Nutrition, West St. Paul, Mendota Heights, Eagan Area Schools, ISD 197
- Lisa Horn, Executive Director, The Open Door
- Hli Xyooj, Senior Staff Attorney and Hmong Community Outreach Coordinator, Farmer's Legal Action Group, Inc.

Learning Objectives

- Learn how health equity is related to food access.
- Learn how food policies and practices that impact health were implemented in 3 different settings: food shelves, schools, and farms in the community.
- Learn the importance of partnerships and collaboration for successful policy change.

Public Health and Community Development Partnerships- Joining Forces to Improve Community Health

Learn from community development practitioners who are investing in emerging cross-sector partnerships and projects that are improving community health in Minnesota in the Twin Cities, Wadena and Duluth. This session will utilize a combination of presentation, small group discussion and examples to illustrate how the fields of public health and community development are working together to address social determinants of health for families and individuals while improving overall community health.

- Andriana Abariotes, Executive Director, Local Initiatives Support Corporation
- Stacey Millett, Senior Program Officer, Blue Cross and Blue Shield of Minnesota Foundation

Learning Objectives

- Understand integral connection between health improvement strategies and cross-sector collaboration.
- Gain confidence in how to effectively engage and launch community development-public health partnerships.

Innovative Health Equity Approach Working with Human Service Organizations

Learn from the Health Equity Initiative which works directly with human service organizations that serve individuals diagnosed with mental illness and physical disabilities, individuals with low socio-economic status, youth, elderly, homeless, victims of domestic violence and LGBTQ communities. Learn about their work with organizations to increase healthy eating, increase physical activity and decrease tobacco use and exposure through implementation of policy, system and environmental changes.

- Corey Ernst, Community Liaison, Clay County Public Health
- Keely Ihry, Active In Moorhead Project Manager at Clay County Public Health
- Dana Reith, Registered Dietitian, Lakes Country Service Cooperative

Learning Objectives

- Demonstrate the importance of working at the organizational level to access populations that disproportionately carry the burden of chronic disease and obesity.
- Explain the team process of working with organizations.
- Show the process of assessment, implementation and maintenance in all strategy areas of healthy eating, physical activity and tobacco-use and exposure.
- Demonstrate the importance of policy, system and environmental changes in sustaining change.

11:30 - 1:25pm

MPHA Annual Meeting Lunch and Presentation of Awards (lunch provided)

1:30 - 2:30pm

Designing for Health

Articulate the role design plays in healthy behaviors. The rapidly increasing rates of chronic diseases such as obesity and diabetes are the predictable results of humans living within intentionally and unintentionally designed built environments. Melding health research and design methods has the potential to move both disciplines into a new frontier of public health.

- Tom Fisher, Professor of Architecture and Dean of the College of Design, University of Minnesota
- Jess Roberts, Senior Design Strategist, Allina Health, Division of Applied Research

Learning Objectives

- Learn how integrating design principles and skill sets (as well as learn what those are) with traditional research methodologies will offer an alternative, more robust approach to the persistent and dynamic challenges of population health.
- Learn 6 key elements to improving public health in a more systematic and contextually appropriate way, and how they apply to their work as well as their daily lives.
- Understand these concepts as they are currently being applied in the “Partnership for innovations in Children’s Health” project in New Ulm, Minnesota.

2:30 - 2:45pm

Break/Exhibits

2:45 - 3:45pm

Concurrent sessions (3 options)

Structural Ways to Advance Health Equity

This session examines how advancing health equity requires addressing structural inequities across sectors and disciplines. We know that tackling chronic disease is most effective through policy, systems, and environmental (PSE) approaches. What is structural racism and how can we apply PSE towards eliminating health inequities?

- Vayong Moua, Senior Advocacy and Health Equity Principal at Blue Cross Blue Shield of Minnesota

Learning Objectives

- Understand what structural racism is and how it impacts public health.
- Identify ways to advance health equity plans, projects, and policies.

Design for Health: Developing Sustainable Communities

This session will provide an overview of the vision for a sustainable community on the University of Minnesota’s UMore Park property. Participants will learn how the project aims to foster health and wellness through access to the natural

environment, recreation and relaxation, social connectedness, and safety across the life span as people live, work and play. The session will highlight the partnerships with local government and public health as it relates to Comprehensive Land Use Plans.

- Carla Carlson, Executive Director, UMore Development LLC, University of Minnesota.
- Colleen Carey, President, The Cornerstone Group

Learning Objectives

- Develop a better understanding of how planning and design can support goals for health and wellness within a neighborhood or community.
- Gain insights into the roles of local jurisdictions, real estate developers, land owners and citizens throughout the planning and development process.
- Appreciate the realities of the market, real estate cycles and time lines to development.

Art and Healing

This session will highlight the application of the arts in medicine and public health and explore the connection between art and healing. It will review how the arts are being incorporated in medical education, medical environments, health messaging, as prescriptive interventions, and for the care of caregivers. The efforts of Boynton Health Services to incorporate art to enhance the healing environment will be highlighted as an example. This session will provide a foundation for an art display and perspectives to be shared during the reception.

- Gary Christenson, MD, Chief Medical Officer and Director of Clinical Services, Boynton Health Service

Learning Objectives

- Describe the five major areas in which the arts are being used in medicine and public health.
- Give one example of a specific use of an art form for public health messaging.

3:45 - 4:00pm

Break

4:00 - 5:00pm

Engaging Minnesotans as Partners in Improving the Health of Children: Lessons Learned from Research into Minnesotans' Opinions on Childhood Obesity

This session will provide an overview of key learnings from this research and recommendations for framing public health conversations to effectively engage the public to improve the health of their communities. Examples will be cited in the area of obesity and tobacco prevention and housing. The session will also include an introduction to the Minnesotans for Healthy Kids Coalition and how the coalition is working to combat childhood obesity in Minnesota.

- Tom Horner, Horner Strategies, LLC
- Erik Petzel, Campaign Coordinator, American Heart Association

Learning Objectives

- Describe key results of the study on Minnesotans for Healthy Kids Coalition Research and Messaging.
- Identify examples of applying learnings from this research to other public health policy areas to engage the public in creating change.
- Cite tips in shaping effective public health messaging.
- Understand how the Minnesotans for Healthy Kids Coalition utilizes legislative advocacy to improve health and reduce obesity among Minnesota children.

5:00 - 6:30pm

Reception (refreshments and cash bar), **Networking and Art Display**

Niccu Tafarrodi, Diorama Artist, will share perspectives on how health can be created through art. Niccu will share her story as a new immigrant and how art helped her overcome challenges and become an active citizen. Dioramas from Niccu's collection will be on display.

DAY TWO - JUNE 5, 2014

7:30 - 8:15am

Registration and Continental Breakfast

8:15 - 8:30am

Opening— Introductions & Welcome

8:30 - 9:30am

Advancing Health Equity

This session will provide a brief overview of the Advancing Health Equity report and the establishing of the new Center for Health Equity. The new Interim Director of the Center will describe the Center and its work in overseeing implementation of the report recommendations, who the team is, what next steps are, and how people can be involved in the work of the Center.

- Melanie Peterson Hickey, Interim Director, Center for Health Equity, Minnesota Department of Health

Learning Objectives

- Provide brief overview of the Advancing Health Equity in MN Report: What creates health?
- What needs transformation to assure Health Equity?
- Describe status of implementing Center for Health Equity and recommendations from the report (Team of MDH program areas that are part of the Center, etc).
- Identify next steps and how people can be involved.

9:30 - 9:45am

Break

9:45 - 10:45am

Concurrent sessions (6 options)

Race, Racism, and Medicine

Many factors play a role in racial health care disparities. These will be addressed with an emphasis on racism and health care provider bias.

- Stephen Nelson, MD, Director, Hemoglobinopathy Program; Co-Director, Vascular Anomalies Clinic, Children's Hospitals; Adjunct Assistant Professor, Department of Pediatrics, University of Minnesota

Learning Objectives

- Recognize race as an independent factor in health equity.
- Understand the factors that influence racial health care disparities.
- Begin to understand and have conversations about how unconscious bias affects health care delivery,
- Formulate an action plan to reduce racial health care disparities.

Strategies to Engage Cultural Communities

In this session, Dr. Niccu Tafarrodi and Dr. Alvine Laure Siaka will discuss strategies for enhancing community engagement efforts in the refugee and immigrant communities.

- Niccu (Zahara) Tafarrodi, CrossCulturalHealth.org, RememberingPersia.com
- Alvine Laure Siaka, Chief Operation Officer, African Challenges Association

Learning Objectives

- Acquire a basic understanding of foreign born populations.
- Learn how culturally appropriate strategies can enhance community engagement efforts for immigrant and refugee populations.
- Learn How Quality Improvement tools can assist you in your community engagement efforts.

Accountable Communities for Health (ACH)

The session will include a brief overview and update on ACH through the Minnesota Accountable Health Model and share perspectives of public health partnering for population health improvement. This session will discuss MPHA recommendations on the role of public health and community engagement, a vision for what we hope will come out of ACH/State Innovation Model (SIM) funded projects but also how we can help support ACH approach in other ways outside of the SIM grant.

- Renee S. Frauendienst, Public Health Division Director/CHS Administrator, Stearns County Human Services
- Elizabeth Auch, Administrator/DON, Countryside Public Health
- Marie Maes-Voreis, Director Health Care Homes, State of Minnesota

Learning Objectives

- Describe overview, updates and vision for outcomes of ACH.
- Discuss recommendations for role of public health and community engagement in ACH approach.

MN CHW Alliance Sessions

CHW Field Basics I: CHW Scope of Practice & Statewide Curriculum

This session will focus on the CHW role, its contributions to addressing health equity and the Triple Aim, as well as core competencies and the content of our state’s CHW curriculum which leads to a certificate recognized by the Minnesota Department of Human Services and the Centers for Medicare and Medicaid Services.

- Anne Ganey, South Central College
- Julie Mumm, St. Catherine University

Addressing Healthy Housing Disparities

Healthy housing is a key determinant of health. Substandard and unsafe housing contributes to asthma, lead poisoning, cancer and injuries with disproportionate burden on low income communities and people of color. This session will describe healthy housing and provide best practices for home visitors including community health workers.

- Rachele Manenteau Peleska, Sustainable Resources Center

Navigator Roundtables: Lessons Learned from MNSure Outreach and Enrollment Organized by Minnesota Association for Community Health Clinics and Portico Healthnet. Outreach workers and certified navigators across Minnesota have played a vital role in helping members of their communities learn about and enroll in MNSure with well-publicized challenges. This interactive session will provide a forum for sharing experience, best practices and lessons to date. The outcome will be a strong set of collective reflections and recommendations for future improvements.

10:45 - 11:00am

Break

11:00 - 11:55am

MPHA Policy & Advocacy Committee: Voices for Public Health

MPHA Policy Committee Co-Chairs, will summarize the committee's activities this session, and ask legislators to reflect on the session and look forward to the next.

- Senator Kathy Sheran (DFL) District 19
- Annie Halland, MPHA Policy Committee Co-Chair
- Laura Klein, MPHA Policy Committee Co-Chair

12:00pm

Closing Remarks and Adjourn: Carol Berg and Kristen Godfrey Walters

KEYNOTE PRESENTERS



Michael Oakes, Associate Professor, University of Minnesota, School of Public Health, Division of Epidemiology & Community Health

Michael Oakes is a social epidemiologist with a particular interest in research methods. He received his Ph.D. in Sociology from the University of Massachusetts. In 2007 he was named a McKnight Presidential Fellow, an award given to the University's most promising new associate professors and in 2010 he was awarded the Schuman award for excellence in graduate teaching, the School of Public Health's highest teaching honor. He also is Co-Chair of UMN's Institutional Review Board and Vice-Chair of UMN's conflict of interest committee. He is author of over 100 scholarly articles and the primary editor of *Methods in Social Epidemiology* (2nd edition is in press).



Tom Fisher, Professor of Architecture and Dean of the College of Design, University of Minnesota

Educated at Cornell University in architecture and Case Western Reserve University in intellectual history, he was recently cited as the fifth most published academic in his field, having published seven books since 2000, written two dozen book chapters, and authored over 250 major articles. His recent work has focused on human health and the designed environment and on the ethics related to the creation of sustainable, equitable, and healthy communities.



Jess Roberts, Senior Design Strategist, Allina Health, Division of Applied Research

Jess Roberts is a designer with specific training and expertise in systems thinking and user-centered design methods, practice, and management. He was trained as an architect at the University of Minnesota. After graduation, he worked for several years at a residential architectural firm in Minneapolis. Mr. Roberts founded a design think tank, *Designed Solutions*, where he developed, tested, and refined whole systems design methods. Currently, he leads the user-centered and systems-focused design work for a broad range of research projects at Allina Health ranging from care delivery redesign to population health. Nationally, Mr. Roberts is one of only a handful of designers deploying systems design on the front lines of health and healthcare.



Tom Horner, Horner Strategies, LLC

Tom Horner is President of Horner Strategies, LLC, a public relations and public affairs consulting firm. He began his career in community journalism with the Suburban Sun Newspapers where he eventually became managing editor, supervising the editorial content and production of 16 community newspapers. In 1989, Horner co-founded the public affairs firm of Himle Horner Inc., which quickly earned a reputation as one of the region's most effective firms. In addition to his public relations and public affairs consulting, Horner is an adjunct professor at the University of St. Thomas, teaching master's courses in corporate communications and public affairs.



Melanie Peterson Hickey, Interim Director, Center for Health Equity, Minnesota Department of Health

Melanie Peterson-Hickey graduated from MSU in 1980 with majors in Sociology and Corrections. She went on to complete her master's degree in Administrative Leadership in Education at the University of Wisconsin-Milwaukee in 1986 and her doctorate in Educational Policy and Administration at the University of Minnesota in 1998. Melanie worked in institutions of higher education in student affairs, administration, and teaching including the University of Wisconsin-Milwaukee, St. Olaf College and the University of Minnesota. Since 2000, she has been employed in the public health field as a Senior Research Scientist at the Minnesota Department of Health. She was recently appointed Interim Director, Center for Health Equity, Minnesota Department of Health.



Senator Kathy Sheran (DFL) District 19

Before being elected to the Minnesota State Senate in 2006, Kathy Sheran worked in the nursing field for over 30 years, including spending several years as an assistant professor of nursing at Minnesota State University – Mankato. Sen. Sheran has become a key figure in the health care debate at the Capitol. During her first year, she carried and passed the history-making Freedom to Breathe Act, which expanded the Minnesota Clean Indoor Air Act to restaurants and bars. She served on several working committees for a major health care reform initiative signed into law in 2008. She is very supportive of initiatives that create new models of service delivery and expanded use of mid-level practitioners. As a legislator, she has advanced several local economic-development proposals for her district, and has supported maintaining a strong state and local fiscal relationship. In 2010, Senator Sheran was appointed by the Governor as the representative from the State Senate to the State Advisory Council on Mental Health.

CONFERENCE SPONSORS

This conference is made possible with the generous support of our sponsors:

Public Health Flagship (\$2,500): Minnesota Department of Health (MDH), Allina Health



Public Health Champion (\$1,000): Blue Cross Blue Shield of Minnesota, UCare, University of Minnesota - School of Public Health



Public Health Leader (\$500): Boynton Health Services, Stratis Health



Public Health Sponsor (\$100): Local Public Health Association of Minnesota (LPHA), HealthPartners



Thank you for coming and we look forward to your future involvement with MPHA!