



Maine Public Health
Association

26th Annual Meeting

*Mosaic of Public Health:
Putting the Pieces Together*

**October 5th, 2010
7:45 am ~ 4:00 pm
Augusta Civic Center
Augusta, Maine**

Agenda

- 7:45 Registration & Breakfast
- 8:00 Business Meeting (*all attendees welcome*)
- 8:45 Welcome
- 9:00 Keynote Address
- 9:45 Break/Exhibits
- 10:00 1st Breakout Session
- 11:10 2nd Breakout Session
- 12:20 Lunch/ Exhibits
- 1:15 3rd Breakout Session
- 2:15 Senior Moments Performance
- 2:45 President's Address, Awards, Raffle, Snack

*Join us to learn, teach, and network with your colleagues
from all across the state!*

air quality



Maine Public Health
Association
legislation

tobacco

epidemiology

chronic disease

Keynote Speaker:

Nicole Witherbee has a Ph.D. in Social Policy from the Heller School of Social Policy and Management at Brandeis University. Her previous work includes performing budget analysis for the Maine Center for Economic Policy, directing policy for the Massachusetts Coalition for the Homeless, acting as the Interim Government Affairs Director for the Massachusetts Immigrant and Refugee Advocacy Coalition, tenant organizing for the Central Mass Housing Alliance, and lobbying for the Coalition to Preserve Affordable Housing. She also taught Introduction to Sociology, Social Movements, Critical Thinking about Social Issues, and Research Methods for the University of Southern Maine and Salem State. She currently teaches Internships in Public Policy and Research for Bates College. Nicole was also the recipient of the 2008 Next Award from Mainebiz Magazine.



Join us for a special performance by the Senior Moments Program!

Senior Moments, a program of Seacoast Repertory Theatre in Portsmouth, has a mission of bringing seniors out of their homes and into the community through participation in the arts. Over the years, Senior Moments has developed an outreach program that now takes theatre into the homes and communities of seniors throughout New England. Senior Moments has appeared at the New Hampshire Conference on Aging, Maine Senior Expo, AARP, National Association of the Mentally Ill, New Hampshire Public Radio, as well as a score of community groups and organizations throughout New England. When they are not touring, Senior Moments meets weekly, writing and preparing its important new work.

**Breakout Sessions:
10:00am – 11:00am**

#1 Social Marketing: A Public Health Approach

Participants will learn how to create their own public health social marketing campaign for both children and adults. Emphasis on CUT the Habit's presentation will be on creating a social marketing campaign on a low (or no) budget, using tools such as Facebook and Twitter to reach their audience and utilizing existing resources within their community. Let's Go will be presenting on a multi-media social marketing campaign that focuses on using the 5-2-1-0 message in multiple sectors. The campaign includes TV ads, web advertising, educational materials and the Let's Go website. This portion of the session will also include evaluation and behavior change data that we have collected.

Presenters: Emily Rines, MPH, CHES; Karen Barlow; Lorri Brown

#2 Emergency Preparedness and Response: It Takes Everyone

This workshop will explore how the emerging district public health infrastructure can be mobilized to respond to future public health threats and emergencies, including pandemic influenza and how individuals and families can be better prepared using tools created by MPHA. Presenters will educate attendees and gain input and ideas to help inform Maine CDC planning efforts.

Presenters: Mark Griswold, M.Sc; Kristine Perkins, MPH

#3 Understanding and Addressing Bias within Health Care Institutions

This interactive session will provide participants with an understanding of the extent of bias within health care institutions, and of the impact of bias on patients, health care professionals and institutions. Participants will work on case studies in small groups to develop skills for responding to and reducing bias. In addition, institutional strategies for assessing and responding to bias will be discussed.

Presenter: Steve Wessler

#4 Substance Use as a Public Health Concern in Two Different Subpopulations

This workshop will explore the complexities of substance use prevention and treatment from a public health perspective in two different populations and settings. Two specific projects will highlight their successes and challenges in tackling the epidemic of substance abuse.

Presenters: Catherine Chichester, Claudia Bepko, Danielle Maurice, Amanda Edgar

**Breakout Sessions
10:00am – 11:00am**

#5 Early findings from Maine's From the First Tooth and Kids Oral Health Partnership Projects

This presentation will describe the efforts of two projects in Maine designed to improve the oral health of children under age three. Maine's From the First Tooth and Maine's Kids Oral Health Project provide trainings for primary care providers to deliver oral health assessments, fluoride varnish and parent counseling for children under age three. Results from each project will be presented along with a discussion of future efforts and direction.

Presenters: Susan Cote, RDH, MS; Erika Lichter, ScD, MS, MA; Bonnie Vaughan, IPDH, MEd, MBA

**Breakout Sessions
11:10am – 12:10pm**

#6 Health Literacy: 21st Century Tools for Effective Communication

The federal government is releasing three major health literacy policy/evaluation tools in 2010. This workshop will provide an overview of each tool and allow time for participants to consider their application and how using them may improve practice and health outcomes. Discussion of these tools will be framed within the larger context of health literacy and clear health communication.

Presenters: Sue Stableford, MPH, MSB; Sabrina Kurtz-Rossi, Med; Patricia Duguay

#7 Things that wake you up at night: Indoor air quality in Maine

Join us for an active discussion on some of the indoor air silent killers in Maine- carbon monoxide, secondhand smoke, and radon. Learn more about these silent but deadly indoor air risks and how to keep your family and clients safe. Experts from the field will provide information on prevention and remediation techniques through many useful case examples.

Presenters: Sarah Mayberry, Eric Frohberg

#8 Supportive School Environments for Healthy Eating: Improving Nutrition Programs and Limiting Food and Beverage Marketing

Let's Go! has developed a collaborative model to help school nutrition programs offer healthier foods in greater Portland schools. The model will be described and challenges faced by school nutrition programs discussed. The next part of this session will focus on the first statewide law to ban junk food and beverage marketing in schools, Chapter 156. Results from a study of the implementation of this law will be presented, and effective ways for schools to limit non-nutritious food and beverage marketing will be discussed.

Presenters: Heidi Kessler; Becki Schreiber, RD, SNS; Karen O'Rourke, MPH; Michele Polacsek, PhD, MHS

Breakouts Continued

11:10am -12:10pm

#9 Overcoming Barriers to Diabetes Self-Management

Persons with diabetes and pre-diabetes must maintain a regimen of daily self-care in order to avoid long-term complications. Competent and confident self-care is the goal of diabetes self-management education (DSME); however there are a number of barriers to program participation. We will examine mental health as a barrier to the use of diabetes self-care and a program called Telephonic Diabetes Education and Support that addresses barriers to DSME. Impact of these issues across the spectrum of chronic diseases will be discussed.

Presenters: *Elsie Freeman MD, MPH; Margaret Gradie; Jo-Anne Bushey*

#10 Medication Access

Prescription drug costs continue to escalate and are one of the fastest growing components of the nation's health care spending. Drug safety issues are also more common after new drugs are being introduced and heavily marketed by the pharmaceutical industry. Discussions will focus on responses to these challenges by MaineHealth's MedAccess program and the Maine Medical Association's Maine Independent Clinical Information Service (MICIS) initiative. MedAccess provides assistance to residents of 10 Maine counties, while MICIS educates health care providers so appropriate decisions are made regarding patients' prescriptions.

Presenters: *Jennifer Reck, MS; Erika M. Pierce, MMS, PA-C; Carol Zechman, LCSW; Sarah Gerrish*

Breakout Sessions

1:15pm-2:00pm

#11 The 5E's: Physical Activity

The Bicycle Coalition of Maine has been working to increase the numbers of adults and children walking and riding bikes for transportation and recreation. These efforts require the creation of a mosaic of initiatives that are commonly described as the 5 E's: Education, Encouragement, Engineering, Enforcement and Evaluation. Although commonly associated with bicycle and pedestrian promotion, the 5 E concept can be applied to other behavior change efforts, including tobacco use, nutrition promotion, etc. This presentation will help participants identify the components of the Bicycle Coalition of Maine's concerted efforts to encourage walking and biking, as well as provide a framework for other community-wide public health interventions.

Presenter: *James Tasse, Ph.D*

Breakouts Continued

1:15pm – 2:00pm

#12 Factors Influencing Utilization Reach of the Maine Tobacco HelpLine

For several years, the percent of Maine's tobacco users calling the Maine Tobacco HelpLine has been one of the highest utilization reach rates of state quit lines across the US. Multiple factors have contributed to the consistently high utilization of the Maine Tobacco HelpLine. Five such factors will be described and examples of how these factors influenced the HelpLine service utilization will be presented.

Presenter: *Tim Cowan, MSPH*

#13 Small Employer Wellness: Maine Leads the Way

The subject of worksite wellness has generated considerable attention during the recent healthcare reform debate. On the national scene, most of the attention regarding worksite wellness has been focused on medium to larger size employers. While the national focus has been on the large employer, Maine worksite wellness professionals have been quietly studying and implementing wellness programs within Maine's small employer community. This session is designed to acquaint Maine's public health workforce with the current state of small employer worksite wellness efforts in Maine.

Presenters: *William McPeck, MSW, CWWPC; Andrew Spaulding; William Primmerman; Jaime Laliberte*

#14 The Patient Protection and Affordable Care Act: Implications for Maine's Public Health Community

Maine CDC staff from the Office of Local Public Health and the Office of Rural Health and Primary Care will provide the latest information on implementation from the National Centers for Disease Control and Prevention and the Health Resources and Services Administration. Key provisions that positively impact Maine's developing public health infrastructure and ongoing prevention activities will be identified. In addition, the challenge of a growing health workforce shortage will be explored.

Presenters: *Charles Dwyer, Christine Lyman, MPH*

#15 The 2009 Maine Integrated Youth Health Survey: Process and Results

The Maine Integrated Youth Health Survey was implemented in the spring of 2009 in 80% of Maine Middle and High Schools, and a sample of 5/6 grades and Kindergarten and 3rd grades. This presentation will give an overview of the survey results and suggestions on how local data can be used. There will be an emphasis on procedures and partnering with schools to obtain local data, how to access data via the web, and the limitations and potential of the data.

Presenter: *Nancy Birkhimer*

The 26th MPHA Annual Meeting is proudly supported by the following generous sponsors



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For additional meeting information and/or to register online please visit www.mainepublichealth.org OR complete the registration form below!

MPHA's 26th Annual Meeting
October 5th, 2010 Augusta, Maine
Registration Form

Name/Title
Organization Telephone
Address
City State ZIP
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Choose Your Breakout Session

Please indicate your first and second choices for the three breakout sessions. (reference breakout session #'s above)

Session 1: 1st choice 2nd choice
Session 2: 1st choice 2nd choice
Session 3: 1st choice 2nd choice

If special arrangements are required to attend this program, please contact Mary Brotherton at 207-622-7566, ext. 204 or maryb@mcd.org

Please make checks payable to: Maine Public Health Association and mail to: MPHA, 11 Parkwood Drive Augusta, ME 04330

You may also fax your registration form to 207-622-3616 with payment to follow by mail.

Cancellations must be made by September 30, 2010 to receive a full refund, less a \$15 processing fee.



Register by September 30, 2010 (note that all memberships expire 9/30/10)

- Meeting Registration and 2010/11 MPHA individual membership = \$125
Meeting Registration for NON-member = \$100
Meeting Registration and 2010/11 MPHA student or retiree membership = \$45
Student/retiree meeting registration ONLY = \$35
I am a gold or platinum sponsor (\$1,500 or more) and my payment is waived.
I would like to make an additional donation to MPHA to protect and preserve the future of public health in Maine...

- A check is enclosed
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