

# Communiqué



**Public Health**  
Prevent. Promote. Protect.

## Calendar of Events

Sept. 24-26, 2013  
Board Meeting and  
Annual Meeting  
Stoney Creek Inn  
Columbia, MO

November 2-3, 2013  
APHA Annual Meeting



722 E. Capitol Avenue  
Jefferson City, MO 65101  
573-634-7977  
www.mopha.org



Dear Colleagues,

I hope this letter finds you all doing well and enjoying life. So, far we have survived the monsoon season here in the southwest where we had 9 inches of rain in an hour's time! I have never seen rain pool on my front lawn, but we had a little pond there for a while. Unfortunately, not enough time to stock with fish and get some use out of it.

Congratulations to the University of Missouri for officially going tobacco free!! What a great lesson they are teaching their students. It is very commendable that they are stepping out and providing everyone who enters their campus a healthier and safer environment. Also, huge congratulations to Sedalia for voting in favor of implementing a truly comprehensive smoke-free ordinance which includes workplaces, bars, restaurants and city parks! Way to go!

As I write this, it is June 28<sup>th</sup>, the one year anniversary of when the Supreme Court deemed the Affordable Care Act (ACA) constitutional. It was to be a historic reform of the American health care system and guarantee health care access for millions of Americans who hadn't had access before. It was to re-energize focus on medical quality and develop a more efficient health care delivery system. A few days ago the Obama Administration kicked off the Health Insurance Marketplace education effort with a new, consumer-focused Health Care.gov website and the 24 hour a day consumer call center where Americans now have access to new information to help them begin to get ready for open enrollment this fall. However, we still have more questions than answers and the benefit and impact it will have on Public Health is still a moving target. In some discussion about the ACA on the web today, it was stated emphatically in one article that "what we have to do is create incentives to keep people healthy, through programs that encourage wellness and prevention. When people are healthy, health care costs go down." Amen to that! MPHA will continue to monitor ACA progress and share that information with membership.

I want to give a public shout out to Cindy Leuthen for doing such an excellent job of leading the efforts in revising and updating the MPHA scholarship information. I encourage you all to go to the MPHA web page and look it over and take advantage of the scholarships or pass the information on to those who qualify.

This year's MPHA conference will be held on Tuesday through Thursday, September 24<sup>th</sup>-26<sup>th</sup>, rather than Wednesday through Friday as in the past. This change was made based on membership feedback. The theme of the conference is "Think Global - Act Local: Public Health Best Practices." Tuesday the 24<sup>th</sup> will be the preconference workshop on "Public Health Accreditation." If you are considering accreditation then this workshop will prove to be extremely valuable. Kathleen Wojciehowski and Janet Canavese are teaching the

*(Continued on page 4)*

July 2013

## PRESIDENT'S MESSAGE

Dalen Duitsman, Ozark Public Health Institute and  
Professor in Public Health, Missouri State University

## APHA Legislative Update

June 2013



### House allocation for health spending bill cut by nearly 19 percent

On May 21, the House Appropriations Committee approved its FY 2014 302(b) allocations for the 12 annual spending bills that fund most of the federal government. The plan follows the post-sequestration \$967 billion spending cap for discretionary programs in FY 2014. The Labor, Health and Human Services, Education and Related Agencies appropriations bill, which funds CDC and HRSA, would receive an allocation of \$121.8 billion for FY 2014, an 18.6 percent cut beyond the FY 2013 post-sequester level – the largest reduction of any of the 12 allocations. President Barack Obama and committee Democrats are proposing a level of \$165.8 billion in FY 2014 for the Labor, Health and Human Services, Education and Related Agencies appropriations bill. According to a letter issued by the Coalition for Health Funding, Coalition for Education Funding and the Campaign to Invest in America's Workforce, an 18.6 percent reduction to the Labor, Health and Human Services, Education Appropriations bill would result in a \$1.01 billion cut to CDC and a \$1.087 billion cut to HRSA. The White House has already issued statements threatening to veto other 2014 spending bills with significantly

reduced allocations and urged Congress to finalize a budget resolution before enacting spending bills at the current levels under the 2011 Budget Control Act. The Senate passed budget resolution would eliminate the 10-year sequester under the BCA while the House bill would not.

An amendment by Ranking Member Rep. Nita Lowey, D-N.Y., to substitute the chairman's proposed allocation with Obama's request of \$1.058 trillion (\$91 billion more than the House spending cap) for discretionary spending in FY 2014 was defeated on a party-line vote.

Timing for the House Appropriations Committee to consider the Labor, Health and Human Services, Education and Related Agencies appropriations bill is unclear at this point. Many observers believe the allocation provided for the House bill will make it extremely difficult to move the bill through the committee and on to the floor for a vote.

The Senate is expected to set its allocations in the coming weeks and advocates expect the Senate's allocation for the Labor, Health and Human Services, Education and Related Agencies appropriations bill to be significantly higher than the House proposal.



### Farm bill reauthorization debate underway in U.S. Senate

Following the Memorial Day congressional recess, the U.S. Senate

returned to consideration of the Agriculture Reform, Food and Jobs Act of 2013, S. 954. The legislation would reauthorize federal farm and nutrition programs through 2018. The bill would provide \$23 billion in savings over 10 years, \$4 billion of those savings coming from the Supplemental Nutrition Assistance Program (formerly known as food stamps). At the beginning of the debate, APHA and other nutrition and public health advocates sent a letter to all members of the Senate urging them to reject any additional cuts to nutrition programs including SNAP and SNAP education.

During the initial debate on the bill, the Senate rejected a number of amendments that would have made additional cuts to SNAP. The Senate rejected an amendment by Sen. Pat Roberts, R-Kan., that would have further reduced SNAP benefits by limiting the link between a number of low-income programs in which recipients also automatically qualify for SNAP benefits. An amendment by Sen. James Inhofe, R-Okla., to block grant the SNAP program to the states was also overwhelmingly defeated. Unfortunately, an amendment by Sen. Kirsten Gillibrand, D-N.Y., supported by APHA and other public health and nutrition advocates that would have restored the more than \$4 billion in cuts to SNAP contained in the base bill was also overwhelmingly defeated. Another amendment supported by APHA and offered by Sens. Dianne Feinstein, D-Calif., and John McCain, R-Ariz., to eliminate taxpayer subsidized crop insurance for tobacco production was also defeated. The Senate passed an amendment offered by Sens. Chris Coons, D-Del., and Mike Johanns, R-

*(Continued on page 3)*

## APHA Legislative Update (continued)

Neb., that would increase funding to purchase food aid from local and regional farms and producers closest to the populations of need. Local procurement is faster and more efficient than transporting U.S.-grown food, facilitates low-income countries in developing their own agricultural system, which leads to reduced dependence on aid and helps spur local economies.

On Thursday, the Senate voted 75-22 to limit further debate on the bill and Agriculture Committee leaders were working to move through several additional amendments and toward a vote on final passage of the bill by early next week. The House Agriculture Committee passed its version of the bill, the Federal Agriculture Reform and Risk Management Act (FARRM) Act of 2013 on May 16. The House bill would cut SNAP by more than \$20 billion over the next 10 years. The



full House could take up the farm bill as early as mid-June, but timing is uncertain at this point.

### House votes to repeal the Affordable Care Act again

On May 16, the U.S. House of Representatives voted again to repeal the Affordable Care Act in its entirety, as well as to repeal the health care-related provisions of the Health Care and Education Reconciliation Act of 2010. The legislation passed on a mostly party-line vote of 229-195. Prior to the vote, APHA sent a letter to all members of the House urging them to vote against the bill. This marked

the 37th time the House has voted to repeal, defund or block some portion of the ACA. In a statement released prior to the vote, APHA Executive Director Georges Benjamin, MD, said that "implementation of the ACA is critical to addressing a number of the biggest challenges facing our health system, including the escalating costs associated with our health care system; uneven quality and deaths due to medical errors; discriminatory practices by health insurance providers; and the shrinking ranks of the nation's primary care providers."

The Senate has repeatedly rejected these attempts to dismantle the ACA and is not expected to take up the House-passed bill.

### Rep. Capps introduces climate and health legislation

On May 16, Rep. Lois Capps, D-Calif., reintroduced the Climate Change Health Protection and Promotion Act, H.R. 2023. The bill, supported by APHA and numerous other health organizations, would require the Department of Health and Human Services to develop a national strategic action plan to help health professionals address the health-related impacts of climate change. The legislation would authorize much needed funding for the development, implementation and support of state, regional, tribal and local preparedness, communication and response plans to anticipate and reduce the health threats of climate change. In addition, the legislation would provide additional funding for research into the health impacts of climate change and for expanding and training the public health workforce to strengthen the capacity of state and local health

departments to respond to and prepare for the health effects of climate change. You can read more about the legislation on APHA's Public Health Newswire.

### APHA launches summer advocacy campaign

APHA is launching the 2013 Public Health Action (PHACT) Campaign to mobilize its members, affiliates and other advocates to educate their members of Congress on important public health issues that help to build and maintain healthy communities. During the Fourth of July (June 29-July 7) and August (Aug. 3-Sept. 8) congressional recesses, we are asking APHA members and affiliates to reach out to their congressional delegations to express support for increasing critical funding for public health agencies as well as the Prevention and Public Health Fund and support for passing comprehensive legislation to reduce gun violence.

The PHACT Campaign toolkit offers sample questions for town hall meetings, sample emails and scripts for sending messages to or calling congressional offices, tips for setting up meetings with congressional district staff and tips for using social media to publicize advocacy activities. Advocates can also send a message to their members of Congress expressing the importance of public health funding, the prevention fund and gun violence prevention. Also, visit the PHACT website for information on where your state ranks on public health issues. The PHACT website will be updated throughout the summer with a list of town hall meetings in your community and other helpful resources to use in advocacy efforts.

## *Letter from the President-Elect*

*Linda Cooperstock*

I had the privilege of attending an APHA-sponsored training for presidents-elect in Washington DC in May. In addition to receiving lots of helpful information about the workings of APHA, the representatives of the state public health associations were provided resources to assist in educating their constituents regarding several major public health issues. Discussions and work sessions with presidents-elect from the other states helped me put into perspective our state's public health issues. These interactions also identified many similar obstacles and challenges faced by the states, and revealed some possible solutions.

Challenges shared by states' public health associations include: 1) bringing clear, concise, understandable information about the Affordable Care Act to members, policy makers, and the public; 2) dealing with reduced funding for public health; 3) continually looking for

ways to bring value-added services to members; 4) increasing membership, including students.

Armed with some APHA-designed messages, I had the opportunity to meet with Senator Claire McCaskill's staff and talk about the need to support public health; to increase (or at least not cut) the budget of public health supportive agencies, including Centers for Disease Control and Prevention (CDC) and Health Resources and Services Administration (HRSA); and a special message to consider health in all policies. Sen. McCaskill is generally supportive of our causes and it was good to meet her staff.

In the upcoming year, I hope to work with the rest of the board to enhance communication and opportunities for existing members and to recruit new members into the association.

## *Letter from the President continued*

workshop. They are some of the most knowledgeable people in the country regarding both national and state accreditation. We are very fortunate to have such a wonderful resource here in Missouri.

I want to close out by sharing with you a moment of reflection I had recently. A mentor who had a profound influence on my life, passed away a few weeks ago. He was a teacher and coach and literally impacted hundreds of young people in a positive and powerful way. It caused me to wonder how I could have such an influence on so many people. Thinking about it, I believe that we are in a profession that by nature allows us to impact hundreds to thousands of people powerfully and positively. What a privilege to be in positions that make this kind of impact. At a crossroads time of my life I considered several directions including medicine. The Department Head of the Applied Health Science Department at Indiana University, where I was going to graduate school at the time, was Dr. John Seffrin (now CEO of the American Cancer Society). In an eloquent speech he talked about the importance of Public Health. Though he had many close friends who were physicians, and he greatly respected their profession, he stated that the number of people who were impacted by Public Health was far greater than those impacted by medicine. He went on to read the poem written by Joseph Malins in 1895 titled, "A Fence or an Ambulance." This was the first time I heard this poem that so cleverly describes prevention. The idea is to get rid of the ambulance at the bottom of cliff and put a fence at the top of the cliff to prevent the need for the ambulance. The last stanza of part one ends:

Let us stop at its source all this mischief, ' cried he,  
'come, neighbors and friends, let us rally;  
if the cliff we will fence, we might almost dispense  
with the ambulance down in the valley.'

When Dr. Seffrin was done with his presentation my decision to go into Public Health was solidified. So let's remember the moral of the poem and keep pushing to deemphasize the ambulance down in the valley and continue to do all we can to promote pre-fence-tion! Looking forward to seeing you all in September.

*-Dalen*

## *Policy Watch: State and International Updates*

June 2013



### **Minnesota ranks as healthiest state for seniors**

The United Health Foundation reported that Minnesota is the healthiest state for seniors and Mississippi is the least healthy state, in the first comprehensive state-by-state analysis of senior health across the U.S. The report is intended to serve as a tool to evaluate a states' preparedness and progress in providing important public health programs and other services for the growing older population. Additionally, the report is meant to encourage conversation and action to address the challenges in each state and mobilize local resources and assets. There are currently 40.3 million adults 65 and older in the U.S. and that figure is expected to more-than double by 2050. Common challenges include insufficient social and emotional support, physical inactivity, food insecurity and budget cuts for programs serving seniors. James Firman, president of the National Council on Aging, recognized the importance of "community organizations that encourage and promote healthy behaviors and, increasingly, link these networks to the clinical care side," in a Kaiser Health News story in response to the report, and said that the healthiest states for seniors all have strong networks.

### ***North West Chapter Report***

*Kathleen Welton*

The North West Chapter of Missouri Public Health Association has been very active since it reorganized last spring. New officers will continue another year. Meetings are usually located at the Ennovation Center in Independence, MO

The March 25, 2013 meeting was 11 AM – 1 PM at Ennovation Center (former Independence Regional Health Center), 201 North Forest Avenue #130, Independence, MO 64050. "The Affordable Care Act – Expansion of Medicaid" was the topic for discussion by Dr Bridget McCandless, Medical Director, Share Care Free Health Clinic and Brian Colby, Director of Outreach & Communications, Missouri Health Advocacy Alliance.

The Executive Board met on May 30, 2013 to review policies and bylaws. All the current officers will remain onboard until 2014. The Chapter will meet the 2<sup>nd</sup> Tuesday of January, April, July & October starting at 11:30 AM.

The July 9 meeting will focus on bylaws. Program starts at noon with **Smoke n' Mirrors: Dispelling the Myths of Marijuana** – Vicky Ward, Manager of Prevention Services, Tri-County Mental Health Services, Inc.

Lunches are off the menu at Westside Café in Cafeteria Room or bring a lunch. Make reservations to Lindsay Evans at [levans@indepmo.org](mailto:levans@indepmo.org).

Membership plans are to encourage APHA members to join state and local chapters.



# Truly Agreed and Finally Passed

## Missouri State Legislature Bills of Interest

May 20, 2013

*Bert Malone provides this report which is reprinted with the permission of MoALPHA. Bert serves on both MoALPHA and MPHA Advocacy Committee.*

### SUPPORT:

MoALPHA members support laws that keep the public safe, provide resources for programs to prevent health problems, reduce tobacco use, or encourage coordination of efforts to promote health. Such bills include:

#### \*HB 10 (DHSS Budget)

Maintain general revenue funding for contracts with local public health agencies to provide Core Public Health Functions—communicable disease prevention/control, environmental public health, and response to emergencies.

TAFP 5/9/13 with increase of \$700,000 in GR funding.

Final figures:

GR	\$2,322,692
CHIPS	\$7,200,000
TOTAL	\$9,522,692

#### HCS HBs 256, 33 & 305 - Jones, Caleb

Extends the expiration date of certain provisions of the Open Meetings and Records Law (LR# 1162H.02P)

Passed the House 2/14/13.

TAFP 5/17/13 with Emergency Clause (to go into effect as soon as Governor signs)

#### SB 182 - Kehoe

Eliminates local use taxes on motor vehicle sales and modifies local sales taxes.

First version Vetoed by Governor 4/22/13

Second version TAFP 5/17/13

#### SB 197 - Sater

Modifies current provisions relating to tuberculosis treatment and prevention and provides for meningococcal disease information.

TAFP 5/2/13

### OPPOSE:

MoALPHA members oppose laws that would weaken current protections of the public's health or would increase illness, death, or disability. This includes any

efforts to weaken existing public health protections such as traffic safety, immunization requirements, food safety laws, or laws pertaining to onsite sewage disposal.

We also oppose funding cuts to public health programs, as well as laws that would erode the local property tax base that funds public health agencies.

#### \*SB 9 - Pearce

Modifies provisions relating to agriculture

For final version see

[http://www.senate.mo.gov/13info/BTS\\_Amendments/?SessionType=R&BillID=16944724](http://www.senate.mo.gov/13info/BTS_Amendments/?SessionType=R&BillID=16944724)

NOTE: Language removing authority of local Boards of Health was removed in conference committee.

TAFP 5/17/13

#### \*SB 330 - Wasson

Modifies provisions relating to collaborative practice arrangements between a physician and an advanced practice registered nurse by allowing a waiver to the proximity requirement. For final version see

[http://www.senate.mo.gov/13info/BTS\\_Amendments/?SessionType=R&BillID=18337972](http://www.senate.mo.gov/13info/BTS_Amendments/?SessionType=R&BillID=18337972)

NOTE: "Cottage food" provisions (same as original HB 440) were removed in conference committee.

TAFP 5/15/13

#### \*SB 342 - Parson

Modifies provisions relating to agriculture.

For final version see

[http://www.senate.mo.gov/13info/BTS\\_Amendments/?SessionType=R&BillID=18599319](http://www.senate.mo.gov/13info/BTS_Amendments/?SessionType=R&BillID=18599319)

NOTE: Language removing authority of local Boards of Health was removed in conference committee.

TAFP 5/17/13

#### SB 265 - Nieves

Prohibits the state and political subdivisions from implementing policies affecting property rights and from entering into certain relationships with organizations

(Continued on page 7)

## Truly Agreed continued

NOTE: Would prohibit the state and all political subdivisions from doing business with nongovernmental and intergovernmental organizations as defined in UN Agenda 21 (resolution on sustainable development). Not clear which NGOs and IGOs are included.

TAFP 5/8/13

### CONCERNS:

MoALPHA members have concerns about any legislation that would place additional unfunded mandates on local public health agencies, or any measure that would potentially lower the state's ability to support public health activities. Our agencies are already stretched to the breaking point, and many have cut staff and services.

No bills noted for concern passed

### BE AWARE OF:

HB 116 - Dugger

Modifies procedures relating to audits of political subdivisions and state agencies and allows counties to decrease their annual budgets when faced with a decline in funds.

TAFP 5/17/13; emergency clause

HB 253 - Berry

Modifies provisions relating to taxation.

NOTE: Reduces personal and corporate income tax rates, decreases state revenue.

TAFP 5/9/13 with emergency clause

HB 256 - Jones

Modifies provisions relating to the closure of certain records under the Missouri Sunshine Law

NOTE: Repeals the expiration date on exemption from disclosure of public agency emergency response plans.

TAFP 5/17/13 with emergency clause

HB 315 - Rowland

Modifies various provisions relating to the provision of health care services.

TAFP 4/30/13

HB 400 - Riddle

Requires the physical presence of the physician who prescribed or dispensed any abortion-inducing drugs while such drug is administered.

TAFP 5/13/13

HB 451 - Fraker

Allows and establishes procedures for counties to decrease their annual budgets when faced with an unanticipated decline in funds.

TAFP 5/13/13

HB 542 - Love

Modifies provisions relating to agriculture

NOTE: Authorizes the establishment of urban agriculture zones.

TAFP 5/15/13

HCS HB 675 - Grisamore, Jeff

Requires the Department of Elementary and Secondary Education to develop guidelines for the training of school employees in the care needed for students with diabetes.

TAFP 5/17/13

SB 129 - Sater

Establishes the Volunteer Health Services Act to allow for licensed health care professionals to provide volunteer services for a sponsoring organization.

For final version see

[http://www.senate.mo.gov/13info/BTS\\_Amendments/?SessionType=R&BillID=17170300](http://www.senate.mo.gov/13info/BTS_Amendments/?SessionType=R&BillID=17170300).

TAFP 5/13/13

HJR 11 - Reiboldt

Proposes a constitutional amendment guaranteeing the right of farmers and ranchers to engage in farming and ranching practices, subject to the powers granted to local governments in Article VI of the Missouri Constitution. This will be on the ballot in November 2014.

Note: original version did not contain safeguards for local authority; final version does.

TAFP 5/14/13

# Student Job Forum

Joint Annual Public Health Conference

*"Think Global – Act Local" -- Public Health Best Practices*

The Missouri Public Health Association (MPHA) invites you to network at its 4<sup>th</sup> annual **Student Job Forum** during the Joint Annual Public Health Conference.

Please join us immediately following the general session at the Stoney Creek Inn at 5:15 p.m. on Wednesday, September 25, 2013.

Please share this information with your colleagues and friends who plan to attend this year's conference.

**See you at the Student Job Forum!**



For more information on the Public Health Conference visit: <http://www.mopha.org>

During the Student Job Forum, we will have:

- ❖ working professionals to share information about:
  - their public health career
  - employment opportunities
  - internship opportunities
- ❖ human resource professionals to talk about job hunting skills and techniques
- ❖ light refreshments
- ❖ social networking

**September 24-26, 2013 Stoney Creek Inn Columbia, MO**

Missouri Public Health Association  
Missouri Association of Local Boards of Health  
Missouri Association of Local Public Health Agencies  
Missouri Institute for Community Health  
Missouri Department of Health and Senior Services



## *National Public Health Week*

*April 1-7, 2013*

### **Clay County Public Health Center Celebrates Public Health Week and 60 Years of Service to the Communities in Clay County**

Something for everyone best described Public Health Week in Clay County Missouri as staff, board members and partners in public health rallied to celebrate successes of the past 60 years and showcase what lies ahead for public health.

Monday, April 1: State, county and city public health partners set up booths at the health center focusing on Safe At Home – a Return on Investment. Rebuilding Together Clay County (fall prevention), MO Department of Health and Senior Services Radon Program, Clay County Emergency Health Planner on making home emergency plans and Kansas City North Fire Department on Smoke & Carbon Monoxide detectors.<sup>1</sup>

Tuesday, April 2: The importance of starting the day with a healthy breakfast. Local Hy-Vee registered dietician talked with WIC moms with early appointments about healthy breakfasts for picky eaters. Juice boxes and cereal bags were distributed to the younger children.<sup>2</sup>

Wednesday, April 3: An afternoon of reflection on the past, and a hint of the future, along with a little “flash mob dancing” to get the crowd moving highlighted an open house with more than 100 public health partners and local health departments from the Metro Kansas City area.<sup>3</sup> In addition the newly formed Northland Mother & Child Partnership released its 2013 Health Data Set for public review. Approximately 25 people attended that session. Towards the end of the presentation, the Mother & Child Coalition of Greater KC presented Clay County Public Health Center with the HHS Bronze Award for being a breastfeeding friendly facility.

Thursday, April 4: Safety while on the move included seat belt checks at all entrances to the health center and from 9 am – noon staff of the health center with assistance from the Liberty Fire Department performed child safety seat restraints.<sup>4</sup>

Friday, April 5: The health center focused on their amazing staff with T-Shirts (tie-dyed and featuring “I Love Public Health”). The day ended with an Employee Appreciation Dinner and Awards Ceremony.<sup>5</sup>



## Affiliate Representative to the APHA Governing Council (ARGC)

Pat Parker, Missouri ARGC, MSPH, [patparkerargc@aol.com](mailto:patparkerargc@aol.com)



The Governing Council conducted its mid-year meeting via conference call / webinar with over 124 participants on Monday, June 24, 2013. Dr. Georges Benjamin, APHA

Executive Director, shared highlights of the upcoming 141<sup>st</sup> Annual APHA Meeting, which will take place in Boston, MA from November 3 – 6, 2013. This year's theme is "Think Global, Act Local: Best Practices around the World". Opening Session speakers include Boston Mayor Thomas M. Menino, Co Chair of Mayors against Illegal Guns; Sara Weddington, the Roe v Wade attorney; and Michael Marmoth, Social Determinants of Health. The Closing Session includes Evan Adams, MD, MPH, Deputy Health Officer for Aboriginal Health, actor in "Smoke Signals". Registration is already ahead of that from the 2012 Annual Meeting in San Francisco, but exhibits are not as robust. Early registration remains open until August 22.

Dr. Benjamin also provided updates on the **Affordable Care Act (ACA)** and health policy issues to watch. Regarding the ACA, he discussed sequestration and its impact on health agencies as well as public health in

general. He asserted that the "peace dividend" is illusionary savings; Afghanistan and Iraq were waged on borrowed monies and with the end of the two wars, little funds will be loosened for current programs. The Farm Bill failed, allowing SNAP and other programs to continue. APHA will continue its advocacy and letters of support. Affiliates are asked to do likewise. The Prevention Fund is still a target. Dr Benjamin will meet with the White House Domestic Policy staff and Secretary Sebelius, who acknowledge concerns about the Prevention Fund but their back is against the wall. Some health policy issues to watch include the confirmations of the respective Secretary for the Environmental Protection Agency (EPA) and the Department of Labor.

The Joint Policy Chairs suggested revisions to the policy development process and proposed archiving changes, the later of which was passed by the Governing Council.

Mitch Haas, Bylaws Committee Chair, put forth two changes to the duties of the Executive Board under Article VI, Section 7 were submitted by the Bylaws Committee and passed by the Governing Council. Both are elaborations of responsibilities already in the bylaws that have been deemed mandatory to comply with the

laws of Massachusetts and the District of Columbia. The first expands VI.7.C and the second is a new subsection that related to Article XII.

Richard Cohen, Treasurer, submitted the April **2013 Financial Report**, summarizing that APHA's performance through April 2013 (83% of the fiscal year) is a surplus from Operations. At its May 2013 meeting, the Executive Board approved the **fiscal 2014 budget** with revenues and expenses at \$16,156,930 (12% decrease compared to FY 13) for a balanced budget as required by our bank covenants. The FY 2014 budget is provisional and will be modified as soon as we receive further funding from CDC. The Association relies on four major revenue sources -- Membership dues, Conventions, Publications, and Grants.

Gerald Ohta, Nominations Committee Chair, announced to the Governing Council the candidates for President-elect, Treasurer, and Executive Board. The candidates will be announced to the public in the Nation's Health in August.

A more detailed report of the Governing Council will be submitted for the Annual Conference of the Missouri Public Health Association in September.

### Joint Annual Conference

September 24-26, 2013

Stoney Creek Inn - Columbia, MO



**MoALPHA**  
MISSOURI ASSOCIATION OF LOCAL PUBLIC HEALTH AGENCIES



**MICH**  
Missouri Institute for Community Health  
Partners for Better Health

Missouri Association of  
Local Boards of Health

## ***MINK***

The 3rd annual MINK meeting was held April 4th and 5th in Kansas City, KS. MINK stands for Region 7 APHA affiliates - Missouri, Iowa, Nebraska, and Kansas Public Health Associations. Day 1 speakers included Kansas Department of Health and Environment (KDHE) Secretary Robert Moser and Nebraska School of Public Health Dean and APHA Executive Board Member Ayman El-Mohandes. In addition to these presentations each of the four states was represented on two panels - Health Impact Assessments/Health in All Policies initiatives and Public Health and Community Hospital Collaborations. Other presentations informed the attendees about public health programs and initiatives occurring at University of Kansas presented by Dr. Girod, Dr Cox, Tanya Honderick and Deborah Lewis. The second day offered a webinar option for affiliate members unable to attend the MINK meeting in person. The first webinar speaker was Capt. Jose Belardo who presented on the ROI (return on investment) of the ACA to states with a focus on mental health. The second presentation was by Aiko Allen on National Partnership for Action. Aiko provided information on who and what the Partnership is and who are the current participant. Ms. Allen highlighted opportunities for MINK and others to get involved.

Outcomes of this meeting included:

- 1) Drafting of a resolution to be given to Region 7 HHS regarding the importance of keeping the Navigator program located in the public health system in our region and nationally. If all affiliate boards approve this resolution will be posted on the APHA On Line Community.
- 2) Aiko Allen will coordinate with her regional National Partnership for Action counterparts who will then participate in a future MINK conference call to determine next steps for the groups
- 3) MINK's priority areas for this year have been identified as:
  - To learn from each affiliate how to replicate their successes in regards to the National Health Rankings of Health Indicators
  - To keep the Navigator role located within the existing public health system
  - To improve communication between Region 7 Health and Human Services (HHS), MINK, and Local Health Departments
  - To improve communication between Region 7 Health and Human Services (HHS), MINK, and Local Health Departments
- 4) Shirley Orr will be the Region 7/ MINK candidate for APHA executive board to be submitted to the APHA nominating committee
- 5) Next years theme will focus around National Health Rankings as a main topic.

Louise Lex, Iowa ARGC and Region 7 representative to COA, sent the group off with passionate charge to continue with the passion for change and to continue to work together for change in public health in the MINK states and beyond.

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## ***Tobacco Free Missouri***

*Linda Cooperstock, MPH*



*Working statewide to create a healthier Missouri by eliminating the burden of tobacco.*

Two big items were the smokefree campus policy that went into effect on the University of Missouri-Columbia campus on July 1 and the enactment of a comprehensive smokefree ordinance in Sedalia. Sedalia City Council voted 6-2 to implement a comprehensive smokefree ordinance including workplaces, bars, restaurants and city parks! Thank you for the continued hard work of all partners who collaborated to make this smokefree success in the home of our state fair. This marks 24 comprehensive laws in Missouri.

The Board of Tobacco Free Missouri meets on a bi-monthly basis to plan policy strategies to help reduce tobacco use and secondhand smoke exposure. TFM works to support local smokefree policies that are comprehensive and adhere to a basic set of standards that adequately protect all workers from secondhand smoke.

The Board reviews all legislative activities related to tobacco and smoking to ensure that all TFM members have data-driven information for discussions with their legislators. TFM is vigilant for preemption wording in any state bill. Preemption in a tobacco-related law could cause a potentially weak state law to superseding comprehensive local ordinances.

The board received a report from the Youth Coordinator describing the various advocacy and education activities in which youth participated.

- In the Southeast, 400 Campbell students did a balloon launch. Proceeds were sent to the American Cancer Society.
- Southland held parades, festivals, an school assemblies to share the message about tobacco. A Smokebusters flash mob dramatized the danger of tobacco.
- Students in Hayti held an activity day with posters and information booths.
- Holcomb's focus was to inform their community about the recent smoke-free campus policy.
- Delta C-7 Smokebusters educated their Parent Teachers Organization of their activities and of the dangers of smoking.
- Grandview schools held a Meet-and-Greet with Missouri State Representative Joe Runions. They led him on a school tour and asked about his stance on tobacco issues in Missouri.
- Alex Higgenbotham, 16 junior from Odessa, MO who attended Missouri Boys state was elected to represent Missouri at Boys Nation in Washington, DC in July. Alex was also named winner of the 2013 Joining Forces Award for Youth Advocacy by the Campaign for Tobacco-Free Kids for his leadership in the fight against tobacco. Alex is involved with Smokebusters/Show-Me PALS (People Advocating Living Smoke-free) in Missouri and serves as the group's vice president. He also recruited 28 youth and founded



## *Missouri Public Health Association*

### *Award Nominations*

**W. Scott Johnson Award:** This is the most prestigious award presented by MPHA to an individual for distinguished service in the field of public health in Missouri. The award is given in commemoration of the skills, integrity, devotion to duty and constructive leadership which characterized the life of W. Scott Johnson.

**Group Merit Award:** This award gives recognition to an agency or group making a significant contribution to public health in Missouri within the past five years. The agency or group may be local or statewide. It can be either an official or voluntary agency or group. However, if an official agency is nominated, the activity should have been beyond the usual public health activities engaged in by the agency. The agency or group need not be located in Missouri, if the contribution was made in the State of Missouri.

**Media Award:** Media awards are given to recognize newspapers, radio and television stations making significant contributions to public health education in Missouri through the media in the past calendar year. There are three categories of awards: 1) newspaper, 2) radio, and 3) television. The media organizations nominated must be located in Missouri. A media award may be given for a single series, or for cumulative publications or programs, occurring within the calendar year prior to the annual meeting. Each MPHA chapter may select and submit one nominee per each media category. Individual MPHA members may also submit nominees.

**Publication Award:** The publication award is presented to a member of MPHA in good standing in recognition of an article or series of articles published. The winning article (s) must be of professional quality and contain accurate information and be pertinent to public health issues in Missouri. The article (s) must have been published within a professional journal during the past calendar year. Journal articles may be regional or statewide in nature.

**Robert R. Northcutt Award:** (legislative award) This award is presented to an individual or group who significantly advanced legislation to improve the public health of the citizens of Missouri. Eligible recipients may include lawmakers from the state, federal or local level; or a citizen whose diligent efforts were instrumental in the passage of a public health law or ordinance.

**Certificate of Merit Award (s):** Each chapter may select a member of their chapter as recipient of the Chapter's Certificate of Merit Award. The awardee (s) should be chosen based on his/her contribution to public health in Missouri. Recommendations should be based on: achievements of the individual in the field of public health; the relationship of the achievements to the improved health of the community; professional activities; community service activities; publications; and any other information which would have a significant bearing on his/her qualification for the MPHA Certificate of Merit.

*Please provide the Person/Agency you are nominating and the Name of the Award along with a description in detail as to why this individual or organization deserves recognition at the 2013 Annual Conference. Please attach a brief description and/or published articles where appropriate and Mail to Missouri Public Health Association, PO Box 126, Jefferson City, MO 65102 or email to [sboeckman@mopha.org](mailto:sboeckman@mopha.org) no later than September 1, 2013. If you have questions, please contact MPHA at 573-634-7977.*





# MPHA Annual Conference Poster Presentation

## Information and Guidelines

The Poster Session at this year's Public Health Conference will be held on Wednesday, September 25, 2013 at 11:30 am in Columbia, MO at the Stoney Creek Inn.

YOU MUST SUBMIT YOUR ABSTRACT AND SUBMISSION FORM NO LATER THAN FRIDAY, SEPTEMBER 13, 2013 TO BE ELIGIBLE TO PRESENT YOUR POSTER.

Please submit abstract and submission form to:

Sandra Boeckman  
Executive Director  
Missouri Public Health Association  
722 E. Capitol Ave., PO Box 126  
Jefferson City, MO 65102  
Phone: 573.634-7977 – Fax: 573.635-7823  
Email: sboeckman@mopha.org

Please review the following information regarding the poster session and requirements for the poster presentation.

### General Conference Information

The poster session will be held on Wednesday, September 25, 2013 outside of the Frontier room at the Stoney Creek Inn. Stoney Creek Inn is located at 2601 S. Providence Road, Columbia, MO 65203. Directions and additional hotel information can be found online at [www.stoneycreekinn.com](http://www.stoneycreekinn.com).

Please arrive in plenty of time to set up your poster. Your poster must be set up no later than 11:00 a.m. The session will begin at 11:30 am and last approximately an hour and a half.

Dress for the conference is business casual. Please dress appropriately for the conference. **\*\*Note:** It is a good idea to always dress as professional as possible when presenting at a conference. First impressions are typically the ones that last the longest.

### Poster Requirements

Your table display area will be approximately four feet by three feet (4' x 3'). You will be asked to share your table with one other presenter (due to space and table limitations). If space and table supply provides, you may be allowed a table to yourself, but that will not be determined until all presenters have been confirmed.

Your poster **MUST** be free-standing. It is not possible to

hang or display your poster on a wall, so please make sure it can either stand on a table, or sit on an easel. **\*\*Note:** If you chose to display your poster using an easel, you **MUST** bring one with you. The hotel does not have easels available for use during the conference.

Your poster should be read easily by attendees from a distance. Generally, 20 point font is a good start. Much less than that makes it too small to the attendees to read while just strolling by.

There are two types of poster which are acceptable for this poster session. Both should be approximately 36" x 48" and must be free-standing – either on top of a table, or with the use of an easel.

#### 1. Tri-fold Presentation Poster

- A. These style poster boards can be found at a variety of office supply stores (Office Max, Staples, Office Depot, etc). They have also been found at stores such as WalMart, Target, K-Mart, Walgreens, etc.
- B. Tri-fold poster board comes in a variety of colors. There is no requirement as to the color of the poster, however traditional colors tend to be more professional. You want your poster to look appealing and inviting, so keep that in mind when choosing the color of the board, as well as the paper and fonts.

#### 2. Professional Presentation Poster

- A. These posters are typically created using Microsoft Power Point or a similar computer program and are generally printed off as one poster (not a combination of single pages).
- B. Although printing these types of posters can be costly, they are typically more professional looking. These can be printed at most printing service locations (such as Kinko's, Office Max, etc). Many schools offer discounts on these printing services, so check with your professors before going to an outside vendor (they will likely be more expensive).
- C. If you chose this type of poster, remember that the poster **MUST** be free-standing, which these typically are not. Although displaying these types of posters on a table is not ideal, it can be done. You have two options for displaying this type of poster:

*(Continued on page 15)*

## Poster Presentation continued

- Display using an easel. Make sure your poster is on sturdy enough material to withstand sitting on an easel. You do not want it to fall over if you take your hands off it.
- Display using a standard tri-fold poster board. Use binder clips at each end (top and bottom to keep the corners from rolling in) and at least one at the top (in the middle) to produce a smooth look. You do not have to fold the poster to match the folds of the tri-fold, simply clip as described and the poster will be curved.

### Presentation Tips

You are responsible for set up, as well as tear down of your poster. Make sure to arrive on time and be set up by 11:00 am. Take your poster with you when you leave, posters left behind will be discarded.

You are required to stay with your poster to answer questions of the conference attendees. Please plan on being at your table with your poster at all times.

It is important to conduct yourself in a professional and mature manner during the poster session. In many cases these individuals may turn out to be your future employer and/or colleagues.

It is acceptable to bring handouts related to your topic. You can provide them with a copy of your paper and/or research. Additional information regarding your topic is also acceptable, such as a brochure or fact sheet. A sign up sheet for additional information is a good idea as well.

Be prepared and be confident. Conference attendees are likely to ask questions regarding your poster and research, be prepared to answer these questions. They won't expect you to be an expert, so if you aren't sure of the answer, get their contact information and ask them if you can get back with them.

### Poster Layout

Keep it simple. You want your poster to be organized, concise, and easy-to-read. Use short statements and paragraphs; use concise, bullet pointed lists if possible.

Organize the information so it flows logically. The

poster should walk the viewer through your research, starting with the introduction and objectives. Next you discuss the materials and research methods, your results, and a summary or conclusion of your findings. Finally, if it is appropriate, give recommendations based on your research. **\*\*Note:** Information should flow from top to bottom, left to right.

Utilize your space efficiently. Your poster should have a good visual balance of figures and text, separated by white space. Balance occurs when images and text appear symmetrical. Space the information and pictures appropriately so one side doesn't look more crowded than the other and things appear balanced. Reflecting symmetry in your poster shows professionalism and attention-to-detail.

### Characteristics of a Good Poster

Proper text formatting can make a huge difference. The title of your poster should be visible from across the room (size 90 or above font size). Text size should be visible for most from approximately 5 feet away (generally, size 20 -24 font is appropriate here). If your text size is too small and it is difficult to read, the viewer is likely to pass your poster and move on to one that is easier to read. Use bold, underline, italics, and CAPS to separate sections and bring focus to certain items. Use block-style lettering, as it is the easiest to read. **\*\*Note:** Remember though, text formatting can be overkill, so use it in moderation.

Don't go overboard on color. While color can add emphasis to a poster presentation and add a professional appearance, too much of it will make it look careless and juvenile. It is best to use a white or light-colored paper with a dark text color. Add color in the matting, or borders, of your poster, rather than in the information sections.

Use photos, charts, and tables sparingly. You definitely want to include them in the poster, however don't overcrowd with too many. Remember that readability is everything when it comes to charts and tables. Charts that require an extensive knowledge of the subject or tables that are not clearly labeled are really just taking up space. If it is difficult to read or understand, paraphrasing or using bullet points is a good way to go. However, if a table is clearly labeled and the viewer can look at it without questioning what it's saying, it is perfect for poster presentations and should be added.

(Continued on page 16)

## Poster Presentation continued

Inform the viewer of your interpretation of the results, not just what the results are. In your summary provide an interpretation of the results for the viewer. Although it is important to give them the facts, they want to know what that means and why it might apply to them. This is where you can show your knowledge, understanding, and professionalism to those who might happen to stop by.

### Topic Suggestions

Take a unique approach to your research. Any current public health issue is acceptable. Do something that will set you apart from everybody else.

Take your research to the next level. Find what information is easily accessible, then dig deeper. Focus on areas that are not widely known and what is most important for your community. Conduct your own research if what you want to know isn't out there. Not only will you learn more this way, you will show the public health professionals you meet that you are a true asset to the public health field. This provides you with an opportunity to create your own reputation, instead of letting others create it for you.

Topics related to Public Health:

- Chronic diseases (heart disease, cancer, stroke, diabetes, etc)
- Communicable and Infectious diseases (HIV/AIDS, STD's, TB, MRSA, etc)
- Environmental issues (air quality, food protection, environmental hazards, lead poisoning, etc)
- Health Disparities
- Health Reform and Health Law
- Immunizations and Vaccines
- Injury Prevention
- Public Health Administration
- School Health
- Emergency Preparedness (terrorism, natural disasters, etc)
- Wellness and Prevention (nutrition, physical activity, smoking, drug and alcohol abuse, etc)

To obtain a Poster Entry Form go to [www.mopha.org](http://www.mopha.org). Submission forms and abstracts must be submitted by September 13, 2013 to Sandra Boeckman, [sboeckman@mopha.org](mailto:sboeckman@mopha.org).

## **NEW MPHA MEMBERS**

Courtney Wheeler, SLU CPHSJ, April 2013

Jonna Hutchison, SLU, April 2013

Shinonyelum Nwosu, SLU, April 2013

Shanida Bawa, SLU MPH, April 2013

Caress Dean, St. Louis Missouri, April 2013

Grant Farmer, SLU SPH, April 2013

Brittany Parent, St. Louis College of Health Careers, April 2013

Elizabeth Baney, SLU, May 2013

Karen Leonard, University of Missouri-St. Louis, June 2013

St. Louis University College of Public Health, July 2013

Are you a member of APHA but not currently a member of MPHA? We need your membership to further the message of public health in Missouri. The benefits of being a member of MPHA include:

- Quarterly newsletter filled with up-to-date information
- Legislative updates on Missouri issues as well as national topics impacting Missourians
- Annual meeting with other public health professionals
- Statewide network of public health professionals

*If you are interested in membership in MPHA, please contact Denise Strehlow LaBardi at [dsl9171@bjc.org](mailto:dsl9171@bjc.org) or 314-286-0504 or complete the attached membership form and return to the MPHA office.*

## ***MPHA Foundation Scholarships***

*Established in 1995, the Education Foundation receives funds that promote a higher awareness and knowledge of public health, to educate public health professionals, community leaders, and communities about public health issues, and to honor Missouri public health leaders by awarding scholarships in their name. In addition to giving scholarships, the Foundation supports awards to public health professionals and students, as well as educational programs to promote quality public health for Missouri.*



### **Edna Dell Weinel Scholarship**

Edna Dell Weinel Scholarship provides the opportunity for practicing public health professionals to participate in this lifelong learning process. This scholarship, the value of which is dependent upon the request and need of the applicant(s), not to exceed \$750, is available for public health workers to develop in their profession through educational meetings, professional credentialing, seminars or through traditional academic course work.

### **Jackie Liesemeyer Nursing Scholarship**

Jackie Liesemeyer was a Community Health Nurse who worked for more than 20 years in various positions in the Central District Office of the Missouri Department of Health. Jackie's spirit of independence and self-reliance was reflected in her approach to her clients, individuals, program representatives and local health units. She provided the information, support and encouragement that fostered growth and the ability to do for oneself all that was possible in the spirit of community health nursing. Jackie is honored with a \$750 nursing scholarship in her name that will enable others to enhance public health in Missouri. One scholarship is awarded at the MPHA Annual Meeting, usually held in the Fall.

### **Health Professional Scholarship**

The \$750 Health Professional Scholarship is available for a MPHA member who is working on an undergraduate or graduate degree in a public health related field which will further their career. Examples of fields of study include: administration, epidemiology, health education, nursing, health promotion, etc.

### **Leuthen – Brunner Local Public Health Agency Scholarship**

Leuthen-Brunner Local Public Health Agency Scholarship grant honors Ron Leuthen and Phil Brunner, former MPHA members who worked tirelessly to advance local public health in Missouri. This award is designed to assist local public health agencies towards voluntary accreditation through Missouri Institute for Community Health or National Public Health Accreditation Board. This is a one-time grant for local public health agencies. The \$750 scholarship will be awarded at the annual MPHA Meeting.

*Applicants may apply an unlimited number of times for each of our scholarships providing they qualify under the established requirements and have not been a previous recipient. More detailed information can be found on the MPHA website at <http://www.mopha.org/>*

The MPHA Education Foundation committee has recently updated the information for four scholarships awarded annually to Missouri public health professionals, students and local public health agencies. Scholarship applications are due no later than September 1<sup>st</sup>, and will be awarded at the annual public health conference on September 25<sup>th</sup>. The following information provides a brief overview of each scholarship. Please go to <http://www.mopha.org/scholarships-awards.php> for details, applications and eligibility requirements.

- Cindy Leuthen, MPHA Education Foundation

# “Think Global - Act Local”

## Public Health Best Practices

*Presented by*

Missouri Public Health Association,  
Missouri Association of Local Public Health Agencies,  
Missouri Association of Local Boards of Health,  
Missouri Institute for Community Health  
and the  
Missouri Department of Health and Senior Services

September 24-26, 2013  
Stoney Creek Inn  
Columbia, MO

## CONFERENCE INFORMATION

### General Session Speakers:

*M. Ryan Barker, MSW, MPPA, Missouri Foundation for Health*  
*Erik Gallimore, CERNER Corporation*  
*Dr. Diane Sanford, Midwest Mind Body Health Center*  
*Paula Nickelson, Missouri Department of Health and Senior Services*

### Conference Objectives:

**Education**—Provide information for public health professionals and governing body members, and partnership efforts to enhance the coordination of health and human services for Missourians.

**Networking**—Provide an environment for information exchange among individuals involved in and impacted by the provision, support and use of public health services.

**Involvement**—Increase individuals' involvement in associations with a commitment to improving the health of all Missourians.



# CONFERENCE AGENDA

## Tuesday, September 24, 2012

12:00 noon                      Registration

1:00 - 4:30 pm                **PRE-CONFERENCE**

**“Public Health Accreditation”**

*Speaker: Kathleen Wojciehowski, MICH; Janet Canavese, MICH*

4:30 - 6:30 pm                MoALPHA session for new administrators

5:00 pm                        MPHA Board Meeting

## Wednesday, September 25, 2012

7:00 am                        Exhibitor Set-Up and Continental Breakfast

8:00 am                        MICH Advisory Council Meeting

8:00 - 10:00 am              Registration and Poster Set-Up

8:00 am                        MoALPHA Board Meeting

9:00 am                        MPHA General Membership Meeting

10:00 am                      **WELCOME**

*Speaker: Gail Vasterling, Interim Director, Missouri Department of Health and Senior Services*

### **OPENING GENERAL SESSION**

#### **“The Affordable Care Act (ACA): Opportunities for the Uninsured”**

*Speaker: M. Ryan Barker, MSW, MPPA, Vice President of Health Policy, Missouri Foundation for Health*

The Affordable Care Act (ACA) was signed into law in March 2010, but the major components to decrease the number of uninsured do not go into effect until 2014. On the doorstep of 2014, this session will provide an overview of the new coverage opportunities for the uninsured and where Missouri currently stands in regards to implementation.

11:30 am                        Awards Luncheon and Poster Competition

1:00 - 2:30 pm                **BREAKOUT WORKSHOPS #1**

**Session 1: Health Impact Assessments: An Overview of Their Value to Public Health**

# CONFERENCE AGENDA

*Speakers: Jason Wilcox, Columbia/Boone County Health Department*

## **Session 2: Food Safety Modernization Act**

*Speakers: Gerald Bromley, Director, FDA Investigations Branch, Kansas City*

## **Session 3: Health Literacy and the ACA**

*Speakers: Pamela Kelley, Health Literacy Missouri*

## **Session 4: Immunization Billing Pilot Project**

*Speakers: Cathy Sullivan, Department of Health and Senior Services; and panel*

2:30 pm Break in Exhibit Hall

## **POSTER COMPETITION JUDGING**

3:15 pm **GENERAL SESSION**  
**“The Public Health/Mental Health Intersection”**  
*Speaker: Paula Nickelson and Sheri Williams, Missouri Department of Health and Senior Services*

4:30 pm MoALPHA and MALBOH General Membership Meeting

5:15 pm Student Job Forum

6:30 pm MICH Board Meeting with Dinner (tentative)

## **Thursday, September 26, 2012**

7:30 am Continental Breakfast

7:30 am MICH PBRN Breakfast

8:30 am **GENERAL SESSION**  
**“Postpartum Depression: The Most Frequent Complication of Childbirth”**  
Did you know that 1 in 8 women will experience a postpartum mood and anxiety disorder? Learn about the etiology, risk factors, assessment and treatment of PMAD's to help women recover from this most treatable health condition.  
*Speaker: Dr. Diane Sanford, Midwest Mind Body Health Center*

9:45 am Break with Exhibitors

10:15 - 11:15 am **BREAKOUT WORKSHOPS #2**  
**Session 1: How to Build a System of Support in Your Community for Women with Perinatal Mood and Anxiety Disorders**  
*Speaker: Dr. Diane Sanford*

# CONFERENCE AGENDA

## **Session 2: How to Use Social Media to Communicate with Your Clients**

*Speakers: Jessica Kavanaugh, Missouri Department of Health and Senior Services*

## **Session 3: Kansas City's Multi-Sector Healthy Lifestyle Initiative**

*Speakers: Sandy Seitz; Deborah Markenson*

## **Session 4: Board Ethics**

*Speakers: Steve Cohen*

11:15 am

**BREAK**

*Sponsored by TBD*

11:30 - 12:30 pm

## **BREAKOUT WORKSHOPS #3**

### **Session 1: FDA Standardization of Local Environmental Public Health Specialists**

*Speaker: Panel of LPHA Environmental Public Health Specialists*

## **Session 2: How to Use Social Media to Communicate with Your Clients**

*Speakers: Jessica Kavanaugh, Missouri Department of Health and Senior Services*

## **Session 3: Missouri Health Connection**

*Speaker: Mary Kasal, Missouri Health Connection*

## **Session 4: Coaching Employees/Resolving Conflict**

*Speakers: Steve Cohen*

12:30 pm

**LUNCHEON**

## **CLOSING GENERAL SESSION**

### **"Healthy Nevada Project"**

*Speaker: Erik Gallimore, CERNER Corporation*

2:00 pm

**Adjourn**

# MPHA Board Roster

## **OFFICERS**

### *President (2012-2013)*

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

**COMMUNIQUE' Editor**

**Pat Morgester**

**Kansas City Health Department**

Send comments and/or articles to:  
[pat.morgester@kcmo.org](mailto:pat.morgester@kcmo.org)

**YES**



## MPHA MEMBERSHIP

I want to help fulfill MPHA's mission to promote health in the State of Missouri

☐ Regular Membership \$50.00

☐ Full-Time Student/Retiree \$25.00

I'd Like to make a donation to the MPHA Educational Foundation \$ \_\_\_\_\_

Name: \_\_\_\_\_

Agency: \_\_\_\_\_

Position: \_\_\_\_\_

Address: \_\_\_\_\_

City, State Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Areas of Professional Interest:  
(check one)

☐ Citizen Health Involvement

☐ Health Promotion

☐ Infectious Disease

☐ Health Official

☐ Environmental Health

☐ Other: \_\_\_\_\_

☐ Public Health Nursing

☐ Health Care

☐ Support Services

☐ Food and Nutrition

☐ Chronic Diseases

I'd like to serve on the following committees:

☐ Education

☐ Membership

☐ Annual Meeting

☐ Resolutions & Bylaws

☐ Advocacy & Public Policy

☐ Public Health Week

☐ History

**Payment Options:**

☐ Check enclosed ☐ Invoice my organization: PO# \_\_\_\_\_

☐ Bill my credit card \_\_\_\_\_ MC \_\_\_\_\_ VISA # \_\_\_\_\_ Exp: \_\_\_\_\_

*Mail completed form to MPHA, PO Box 126, Jefferson City, MO 65102. If you have questions call 573-634-7977.*