

**66th Annual**  
**Kansas Public Health Association**  
**Fall Conference**

**Hyatt Regency, Wichita**



**September 22 — 24, 2009**

**P**lease join us for the 66th Annual Kansas Public Health Association Fall Conference to be held at the Hyatt Regency, Wichita, September 22 — 24, 2009. Conference sessions will focus on our theme of “*Building on the Public Health Foundation for a Healthier Kansas*”. This year the conference sessions are organized along three professional tracks, Adult Issues (breakout sessions noted beginning with A), Elder Issues (breakout sessions noted beginning with E) and Children Issues (breakout sessions noted beginning with C). You may follow a particular track or you may move between them. A chart organizing sessions by topic area is included for your convenience.

## Major Sponsors

Cleveland Chiropractic College  
Kansas Department of Health and Environment —  
Office of Local and Rural Health  
Oral Health Kansas  
Sanofi Pasteur  
Tobacco Free Kansas Coalition  
University of Kansas School of Medicine  
US Department of Health and Human Services,  
Region VII

## Conference Planning Committee

Eldonna Chesnut, Conference Chair, Johnson County  
Health Department  
Sheri Anderson — Kansas Department of Health and  
Environment  
Melissa Armstrong — KUMC — Wichita Campus  
Ellen Averett — KUMC — Kansas City Campus  
Debbi Baugher — Labette County Health Department  
Aaron Davis — Sedgwick County Health Department  
Will Evans — Cleveland Chiropractic College — Kansas  
City Campus  
Linda Frazier — Kansas Department of Health and  
Environment — Office of Local and Rural Health  
Annette Graham — Central Plains Area Agency on Aging  
Ruth Wetta-Hall — KUSM - Wichita  
Nicole Heim — Kansas Public Health Association  
Heather Henke — Barber County Public Health  
Ed Kalas — Shawnee County Health Department  
Jamie Katz — Regional Prevention Center of Johnson,  
Leavenworth and Miami Counties  
Barbara Mitchell — Johnson County Health Department  
Shauna Nelson — Johnson County Environmental  
Department  
Shirley Orr — Kansas Department of Health and  
Environment — Office of Local and Rural Health  
Blanche Parks — Kansas Department on Aging  
Diana Rice — Edwards County Health Department  
Caron Shipley — Kansas Department of Health and  
Environment, Office of Oral Health  
Tamara Tiemann — Kansas Department of Aging

## Keynote Presentations/Special Guests

**Wednesday, September 23, 2009**  
**8:35 — 9:05 a.m.**

### American Public Health Association President’s Address

*Dr. Cheryl Easley, APHA President,  
PhD, RN, Dean — College of Health  
and Social Welfare, University of  
Alaska, Anchorage*



Cheryl E. Easley, PhD, RN, was appointed to the position of Dean and Professor, College of Health & Social Welfare, University of Alaska, Anchorage on August 1, 2003. Dr. Easley received her undergraduate degree in nursing from Columbia Union College in Takoma Park, Maryland, and both of her graduate degrees in nursing from New York University. Prior to coming to UAA, she held administrative and teaching positions at Saginaw Valley State University, Rush-Presbyterian-St. Luke’s Medical Center and Rush University, the University of Illinois at Chicago, the University of Michigan, Andrews University, and Herbert H. Lehman College of the City University of New York. She is a specialist in public health nursing and her doctoral focus was in the history of ideas in nursing. Current interests include the intersection of health and human rights, health care for the underserved, and issues related to aging in Alaska with special emphasis on Alaska Native Elders.

**Wednesday, September 23, 2009**  
**9:05 — 10:45 a.m.**

**A Lifetime of Healthy Smiles —  
A Building Block for Healthy Aging**  
*Gregory J. Folse, DDS, Outreach  
Dentistry, Lafayette, Louisiana*



Gregory J. Folse, DDS, is a 1989 LSU dental school graduate and has a mobile geriatric dental practice in Lafayette, Louisiana. Dr. Folse

is a recognized national and international speaker on functional and efficient denture care, geriatric dentistry and dentistry for the aged, blind and disabled special need patient and oral health advocacy. He completed the Geriatric Dental Fellowship Program at Baylor in 1999 and is currently working with the United States Senate's Special Aging Committee, Centers for Medicare and Medicaid Services (CMS), the American Dental Association (ADA), and Special Care Dentistry (SCD) to nationally improve oral health care access and infrastructure for Aged, Blind, and Disabled US citizens. In 2003, Dr. Folse co-testified with the US Surgeon General, Vice Admiral Richard H. Carmona, MD, MPH, FACS, in a US Senate Forum on the oral health of our nation's seniors and continuously serves as an advocate for our nation's most vulnerable populations.

Dr. Folse's presentation will focus on the importance of good oral health throughout our life. This includes babies and young children and their healthy development, healthy nutrition, and readiness to learn; school aged children and their ability to concentrate, resistance to illness and disease, and social acceptance; adults and the importance of maintaining good health.

**Thursday, September 24, 2009  
8:05 — 9:30 a.m.**

**A Smokefree Kansas in 2010  
"How an effective clean indoor air law will reduce health care costs, improve public health and save lives in Kansas"**

The Tobacco Control Plenary Session, presented by the Tobacco Free Kansas Coalition, will set the scene for how Kansas will join other smokefree states in providing everyone the right to breathe clean indoor air in workplaces and public places. Panel members will outline the ever-increasing momentum in Kansas for an effective clean air law. The scientific research and public health implications for smokefree policies will be set out. In addition, panel members will discuss recent legislative progress toward adopting a statewide clean indoor air law and the communications and grassroots strategies that can lead Kansas to becoming a smokefree state. Strategies for resisting efforts to weaken a clean air proposal will be provided. Panel members will include:

- Tracy Russell, Coordinator for Kansans for Better Health, a coalition working to achieve clean air legislation the past two years, will provide an overview of the recent legislative successes and challenges during the 2009 legislative session.
- Paula Clayton, Director of KDHE's Office of Health Promotion with its Tobacco Use Prevention Program, will discuss the public health responsibility to

recognize, educate and protect Kansans from exposure to secondhand smoke in order to reduce the enormous impact on health and health costs in Kansas.

- Rep. Don Hill, R-Emporia, state legislative supporter for the Kansas Clean Indoor Air Law, will outline how to help legislators recognize and act on the need for a consistent, comprehensive, statewide clean air policy for all of Kansas. (invited)
- Joyce Morrison, Communications Director for Clean Air Kansas, will share grassroots mobilization and the clear and consistent communications strategies that will build a strong base of public support for adoption of a comprehensive statewide clean indoor air law for Kansas.

**P**hotographs



A photographer will be taking pictures of conference activities. He will also be available to take professional headshots and group photos. The photo booth will be located at the west end of the Ballroom Lobby throughout the conference. All photographs will be available for purchase at this location.

**P**rizers

**Poster Winners** — A prize of conference registration and travel expenses to APHA will be awarded to poster winners in the following categories: Student, Practitioner and Researcher.

**Special Drawings** — Prize drawings will be held throughout the conference. The grand prize will be drawn during the annual business meeting. You won't want to miss out on the fun, so please plan to attend!

**C**onference Agenda:

**Tuesday, September 22, 2009**

- 2:00 - 4:00 p.m. KPHA Board of Directors Meeting
- 4:00 - 7:00 p.m. Early Conference Registration
- 4:00 - 7:00 p.m. Exhibitor Set-Up
- 5:30 - ? p.m. KPHA Board and APHA President's Meeting

**Wednesday, September 23, 2009**

- 6:00 - 7:30 a.m. Exhibitor/Poster Set-Up
- 7:30 - 8:30 a.m. Registration/Breakfast/Visit Vendors

8:00 - 8:15 a.m.	Musical Entertainment <i>Mark Canant</i>		E1	Mini Spice Line Training <i>Jamie Katz, BS, Regional Prevention Center of Johnson, Leavenworth and Miami Counties</i>
8:15 - 8:30 a.m.	Color Guard National Anthem <i>Mark Canant</i> Welcome and Conference Overview, <i>Sonja Armbruster, KPHA President, Sedgwick County Health Department, Wichita, Kansas</i>		E2	Elder Smiles as Dental Hygiene Program Model <i>Pam Starks, RN, Adult Care Facility Specialist; Johnson County Health Department, Olathe, Kansas</i>
8:30 - 8:35 a.m.	Legislative Forum 2009 Announcement <i>Marvin Stottlemire, PhD, JD, KPHA Legislative Committee Chair</i>	12:15 -12:30 p.m.		Visit Exhibitors
8:35 - 9:05 a.m.	American Public Health Association President's Address <i>Dr. Cheryl Easley, APHA President, PhD, RN, Dean — College of Health and Social Welfare, University of Alaska, Anchorage</i>	12:30 - 1:30 p.m.		Networking Lunch Beef Council Cooking Demonstration (12:30 - 1:00 p.m.) Poster Session (1:00 - 1:30 p.m.)
9:05 - 10:45 a.m.	Opening Keynote — A Lifetime of Healthy Smiles — A Building Block for Healthy Aging <i>Dr. Gregory Folse, DDS, Outreach Dentistry, Lafayette, Louisiana</i>	1:30 - 3:00 p.m.		Annual Meeting
10:45 - 11:15 a.m.	Refreshment Break — Visit Exhibits and Posters	3:15 - 4:30 p.m.		Section Meetings and Section Sponsored Breakouts 1.1 Administrative Health Section 1.2 Community Health Section 1.3 Infectious Disease Section 1.4 Emergency Preparedness Section 1.5 Student Section 1.6 Elder Issues Section 1.7 Environmental Section 1.8 Research and Evaluation Section 1.9 Tobacco, Substance Abuse and Mental Health Section
11:15 a.m.-12:15 p.m.	Breakouts — Session 1			
	A1 Who is APHA and What's In It for Me? <i>Dr. Cheryl Easley, APHA President, PhD, RN, Dean — College of Health and Social Welfare, University of Alaska, Anchorage</i>			<b>*No Oral Health Section meeting will be held at this time. This meeting will be held from 9:50 - 10:50 a.m. on Thursday.</b>
	A2 Responding to a Public Health Emergency: A Resource Tool to Prepare Responders <i>Donald W. Rowe, PhD; Gregory G. Homish, PhD; Nancy L. Grier, AB, MPH Candidate; Christopher Barrick, PhD, The State University of New York at Buffalo, School of Public Health and Health Professions, Buffalo, New York</i>	4:30 - 5:00 p.m.		Posters
		4:30 - 5:30 p.m.		Vendors
		5:00 - 6:00 p.m.		Presidents Walk to Keeper of the Plains
		6:30 - 8:30 p.m.		Dinner and Program Sponsored by Sanofi Pasteur <b><u>This is a by reservation event only.</u></b> You must sign up for this event when you register for the conference. Attendees will receive one contact hour for professional relicensure.
	A3 Coalition Building via Facebook <i>Hilary Meister, BS, Sedgwick County Health Department, Wichita, Kansas</i>			
	C1 Using Content Analysis to Inform: Childhood Injury Prevention and Health Promotion <i>Carolyn Ahlers-Schmidt, PhD, Amy Chessner, PhD, Traci Hart, PhD, University of Kansas School of Medicine-Wichita</i>			

**Thursday, September 24, 2009**

- 7:30 - 8:00 a.m. Registration/Breakfast
- 7:45 - 8:00 a.m. Musical Entertainment  
*Mark Canant*
- 8:00 - 8:05 a.m. Welcome and Crumrine Award  
Winner 2008 Recognition  
*Sonja Armbruster, KPHA President, Sedgwick County Health Department, Wichita, Kansas*
- 8:05 - 9:30 a.m. Keynote Session —  
A Smokefree Kansas in 2010  
“How an effective clean indoor air law will reduce health care costs, improve public health and save lives in Kansas”, Sponsored by: Tobacco Free Kansas  
*Tracy Russell, Coordinator, Kansans for Better Health; Paula Clayton, Director Office of Health Promotion, KDHE; Representative Don Hill, R-Emporia (invited); Joyce Morrison, Communications Director, Clean Air Kansas*
- 9:30 - 9:50 a.m. Break/Hotel Checkout
- 9:50 - 10:50 a.m. Breakouts — Session 2
- A4 Kansas: Birthplace of 1918 Influenza Pandemic — Implications for the Future  
*Russell W. Currier, DVM, MPH, Diplomate, American College of Veterinary Preventive Medicine, Clive, Iowa*
- A5 Improving Chronic Disease Outcomes through Self-Management; Learn How to Implement the Evidence-Based Kansans Optimizing Health Program in Your Community  
*Cindy Winters, BA, BA, TRS; Lisa Williams, BA, Kansas Department of Health and Environment, Topeka, Kansas*
- A6 Integrating Health Promotion/Education into the ICS Structure: AKA — How to Spread Information and Not the Flu  
*Becky P. Tuttle, MA, BS, Health Promotion Coordinator, Sedgwick County Health Department, Wichita, Kansas*
- 11:00 - Noon Breakouts — Session 3
- A7 How Tobacco Treatment is Currently Delivered in Drug Treatment  
*Jamie Hunt, PhD\*; Susan Garret; Paula Cupertino, PhD; Peter Friedmann, PhD; Byron Gajewski; PhD; Edward Ellerbeck, MD, PhD; Kim Richter, PhD, University of Kansas Medical Center, Kansas City, Kansas \*will be presenting at conference.*
- A8 Stress Management through Improv  
*Marvin Stottlemire, PhD, JD — KPHA Legislative Committee Chair, Topeka, Kansas*
- A9 How Working Well Can Work for You  
*Jennifer Sheeran, BS; Kristina Helmer, BS, Sedgwick County Health Department, Wichita, Kansas*
- C2 Healthy Kansas Kids  
*Cathy Gray, BA, AAS, Healthy Kansas Kids Director, Kansas Association of Child Care Resource and Referral Agencies, (KACCRRRA), Salina, Kansas*
- C3 Public Health in Kansas: Working Collectively to Protect the Health and Safety of Children in Child Care Settings  
*Rachel Berroth, BS, MS, Kansas Department of Health & Environment, Child Care Licensing & Registration Program, Topeka, Kansas*
- E3 Managing Old Age: Growing Older Without Growing Old  
*James (Jim) Beckworth, MS, CEO and Executive Director, Northeast Kansas Area Agency on Aging, Hiawatha, Kansas*
- 1.10 Oral Health Section Meeting and Breakout  
*Tanya Dorf Brunner, Executive Director, Oral Health Kansas; Blanche Parks, Kansas Department on Aging, Topeka, Kansas*

C4 “So Now What Do I Do about That?”  
Normal Sexual Development in  
Children  
*Coco McAtee, LSCSW, Overland  
Park, Kansas*

C5 Kansas Reads to Preschoolers  
*Barbara Mitchell, Director of Health  
Education, Johnson County Health  
Department; Roy Bird, Director –  
Kansas Center for the Book, State  
Library of Kansas; Linda Frazier,  
Office of Local & Rural Health,  
KHDE.*

E4 Scabies: Natural History and Present  
Status as a Visitor to Nursing Home  
Near You  
*Russell W. Currier DVM, MPH,  
Diplomate, American College of  
Veterinary Preventive Medicine,  
Clive, Iowa*

Noon - 1:30 p.m. Lunch and Presentations  
*Rod Bremby, MPA, Secretary, Kansas  
Department of Health and  
Environment and Dr. Jason Eberhart-  
Phillips, MD, MPH — Director of  
Health, Kansas Department of  
Health and Environment,  
Topeka, Kansas*

1:30 - 3:00 p.m. Dessert, Award Ceremony & KPHLI  
Classes Recognition

3:00 p.m. Closing Charge  
*Eldonna Chesnut, 2010 KPHA  
President, Johnson County Health  
Department, Olathe, Kansas*

## **B**reakout Session Descriptions

**Wednesday, September 23, 2009**

**Session 1 11:15 a.m. — 12:15 p.m.**

### **A1 Who is APHA and What’s In It for Me?**

This session will provide non APHA members and new APHA members the opportunity to learn who and what APHA is and what are the benefits of membership in KPHA and APHA.

*Dr. Cheryl Easley, APHA President, PhD, RN,  
Dean — College of Health and Social Welfare,  
University of Alaska, Anchorage*

### **A2 Responding to a Public Health Emergency: A Resource Tool to Prepare Responders**

Disasters spread across federal, state, local, tribal, and military jurisdictions without limits; therefore, resources to handle these emergencies must also be able to cross borders. To help Public Health Professionals assess their preparation for collaboration, identify examples of multi-jurisdictional collaborations, and access resources for creating and/or updating their own emergency preparedness plans, we have created a free online tool. This tool, the *Guide to Multi-Jurisdictional Collaborations*, provides templates for assessment, examples of key legislation relating to mutual aid, background on legal matters, and examples of international, interstate, and local mutual aid agreements. The development of this online resource is itself a product of multi-jurisdictional collaboration from the Western New York Public Health Alliance, Inc. (WNYPHA). The WNYPHA consists of representatives from the eight counties of Western New York — a region that shares borders with Pennsylvania, the Province of Ontario, as well as several Tribal Nations. Funding for this project has been provided by the National Association of County and City Health Officials.

*Donald W. Rowe, PhD; Gregory G. Homish, PhD;  
Nancy L. Grier, AB, MPH Candidate; Christopher  
Barrick, PhD, The State University of New York at  
Buffalo, School of Public Health and Health  
Professions, Buffalo, New York*

### **A3 Coalition Building via Facebook**

Originally created as a social networking website, Facebook has become quite a phenomenon and can now be utilized for much more than social networking alone. Membership is an area that many coalitions struggle with and Facebook is an innovative method for reaching interested individuals and building partnerships. There are many social networking resources and marketing tools that can be used to recruit and retain coalition members. This one hour presentation will be facilitated by a public health educator who has been involved with coalition work for the past four years. Time will be allocated to discuss the multiple social networking resources and how coalitions and organizations are using them.

*Hilary Meister, BS, Sedgwick County Health  
Department, Wichita, Kansas*

### **C1 Using Content Analysis to Inform: Childhood Injury Prevention and Health Promotion**

Public health workers are constantly striving to improve health communication, whether interpersonal or media broadcasts. Because various channels of communication (such as the Internet and

print newspapers), often have the opportunity to disseminate health information to caregivers, it is important for public health workers to have a tool to evaluate this information. Content analysis has been defined as a systematic, replicable technique for compressing many words of text into fewer content categories based on explicit rules of coding. It is useful in examining trends and patterns in a variety of public health domains.

This session will include information regarding the use of content analysis to evaluate information regarding childhood injury prevention, adolescent health, and fever beliefs. Researchers from the University of Kansas School of Medicine-Wichita have conducted several studies utilizing content analysis of Internet sites and regional newspapers to identify issues in child health. The purpose and process of content analysis will be discussed in the context of helmet safety, drowning prevention, pro-anorexia website content and fever information. Participants will also engage in an example of content analysis utilizing Turning Point software. Attendees will be better able to evaluate qualitative information for public health purposes following participation in this interactive presentation.

*Carolyn Ahlers-Schmidt, PhD; Amy Chesser, PhD; Traci Hart, PhD, University of Kansas School of Medicine-Wichita*

**E1 Mini Spice Line Training**

*Jamie Katz, BS, Regional Prevention Center of Johnson, Leavenworth and Miami Counties*

**E2 Elder Smiles as a Dental Hygiene Program Model**

The history of the Elder Smiles program including grant information will be briefly discussed. Policy and procedures, infection control, scheduling, billing, software, mistakes made along the way and best practices learned will also be examined. The presenters will discuss tools they have developed for follow up and evaluation of the program. The session will end with ideas on where they will go from here and how advisory support has helped the program develop and grow.

*Pam Starks, RN, Adult Care Facility Specialist; Johnson County Health Department*

**Thursday, September 24, 2009**

**Session 2 9:50 — 10:50 a.m.**

**A4 Kansas: Birthplace of 1918 Influenza Pandemic — Implications for the Future**

Santa Fe, Kansas, now a “ghost town” was the undisputed epi-center for the 1918 influenza

pandemic. This scourge — a product of an entirely avian strain of H1 virus — represented the most serious global infectious disease in history and remains a source of anxiety for public health scientists in terms of prevention. Details of the research studies into the provenance of the 1918 strain will be reviewed including study of cadavers in permafrost, reverse engineering of the reconstituted virus, and search for the avian source of the virus. Collectively the early history of this disease, subsequent role of military in amplification, and entry into swine populations, has redefined the dynamics of influenza epidemiology. A review of considerations of the next pandemic, potential role of swine serving as a “mixing vessel”, vaccine research, and public health response, will be discussed. The current avian influenza activity due to H5N1 viruses will be reviewed including the potential role of genetic reassortment and possible adaptation to humans.

*Russell W. Currier DVM, MPH, Diplomate, American College of Veterinary Preventive Medicine*

**A5 Improving Chronic Disease Outcomes through Self-Management; Learn How to Implement the Evidence-Based Kansans Optimizing Health Program in Your Community**

The Stanford Chronic Disease Self-Management Program has come to Kansas and is called the Kansans Optimizing Health Program (KOHP). This evidence-based program has several positive health outcomes: reduced health care costs due to decreased days spent in the hospital and outpatient visits; improved health outcomes by reporting improved general health, less health distress, decreased fatigue, disability and social/role activities limitations. KOHP is easily implemented in a variety of community settings. Participants are introduced to a variety of strategies and techniques as well as provided with the opportunity to develop and improve upon the skills necessary to manage their chronic disease. This interactive program provides participants the opportunity to share and learn from others through problem solving and action planning. The Kansas Department of Health and Environment is partnering with a variety of organizations to implement the program statewide. Learn the basics of the program, why it is so successful and how to implement it in your organization or community.

*Cindy Winters, BA, BA, TRS; Lisa Williams, BA, Kansas Department of Health and Environment*

**A6 Integrating Health Promotion/Education into the ICS Structure; AKA — How to Spread Information and Not the Flu**

Mass distribution of health promotion messages is considered a best-practice strategy and ICS events are an excellent opportunity to remind the community of healthy behaviors to protect themselves not only during an incident but during everyday life. Integration of health promotion topics into ICS messaging can include creating speaker's bureaus, developing press releases with health promotion messaging included, and creating objectives in the ICS structure to include health promotion topics during and after the event. This one hour presentation will be facilitated by a public health professional who has spent 15 years working as a coalition member and providing technical assistance to coalitions at the state and local level, specifically those serving youth and diverse populations regarding health promotion topics. Resources and examples of successful efforts will be shared and ample time will be allocated for discussion and success stories from participants.

**Becky P. Tuttle, MA, BS, Health Promotion Coordinator, Sedgwick County Health Department**

**C2 Healthy Kansas Kids**

Healthy eating and regular physical activity are the most effective ways to increase health. Healthy Kansas Kids is supporting child care professionals across Kansas by providing technical assistance, professional development events and resources to improve nutrition and physical activity in family child care and center-based settings. This presentation will share the history of Healthy Kansas Kids and then explain the research that has guided the program. Various state and national initiatives will be discussed, as well as creative strategies on how to engage parents and community partners.

**Cathy Gray, BA, AAS, Healthy Kansas Kids Director, Kansas Association of Child Care Resource and Referral Agencies, (KACCRR)**

**C3 Public Health in Kansas: Working Collectively to Protect the Health and Safety of Children in Child Care Settings**

Child care has become a basic need for a majority of Kansas families. This session will provide information on the Child Care Licensing & Registration Program from a public health perspective and the idea that public health agencies working collectively can strengthen the health and safety of child care in Kansas. In addition, the session will

provide information about the areas of concern regarding child care practices, environments, and incidents. Specifically, the increase in the number of injuries and deaths in child care will be addressed. The Department of Health and Environment has developed an electronic tracking system for injury and death in child care in order to determine emerging patterns across cases. Scenarios, case details, and data will lead to discussion surrounding what we all can do to reduce the risk for our very young children in out of home care.

**Rachel Berroth, BS, MS, Kansas Department of Health & Environment, Child Care Licensing & Registration Program**

**E3 Managing Old Age: Growing Older Without Growing Old**

Everyone grows older, from the very day we are first conceived until the day we breathe our last. Growing older is part of a routine, NORMAL, biological progression called "life". Growing old can be the result of many things, many of which can be either prevented, retained, or corrected IF we are willing to do a few simple things to fix the problem. One does not need to grow old, at any age, even if you are growing older quite rapidly. This session will look at how growing old is more mental than anything else.

**James (Jim) Beckworth, MS, CEO and Executive Director, Northeast Kansas Area Agency on Aging**

**Please Note: The Oral Health Section Meeting and Breakout will also be held at this time.**

**Thursday, September 24, 2009**

**Session 3 11:00 a.m. — 12:00 p.m.**

**A7 How Tobacco Treatment is Currently Delivered in Drug Treatment**

Tobacco treatment is nominally available but rarely provided. Within-facility director, staff, and client reports of services varied widely. All agreed tobacco is dependence-forming and harmful, but the current U.S. focus on legal aspects of addiction, and lack of focus on health, may hinder treatment adoption. This session will examine the issue. In addition, the candidate scales measuring service provision, will be presented.

**Jamie Hunt, PhD\*; Susan Garret; Paula Cupertino, PhD; Peter Friedmann, PhD; Byron Gajewski, PhD; Edward Ellerbeck, MD, PhD; Kim Richter, PhD, University of Kansas Medical Center, \*will be presenting at conference.**

**A8 Stress Management Through Improv**

This session is based on the skills improvisational actors use to develop the ability to react quickly to changes in the environment. Participants will be on their feet, practicing exercises designed to improve the ability to listen, think and act at the same time.

*Marvin Stottlemire, PhD, JD*

**A9 How Working Well Can Work For You**

With simultaneously escalating healthcare costs and expanding waistlines for Americans, public health must be at the forefront in fostering wellness initiatives that can help avert many preventable illnesses associated with unhealthy lifestyles. Incorporating wellness programs at worksites offers a valuable opportunity for public health to capitalize on limited health promotion resources. By providing audience members with an interactive step-by-step description of how to implement worksite wellness programs while sharing resultant best practices and potential pitfalls learned from their experiences, the presenters will provide audience members with effective strategies for worksite health promotion and prevention. This engaging and interactive presentation will provide public health professionals with a step-by-step description of how to successfully collaborate with regional private and public employers to implement low-cost worksite wellness initiatives, complete with screenshots, wellness program promotional materials, evaluation tools, and outcomes that can reasonably be expected at participating worksites. This presentation will also provide an overview of the tools necessary to develop a plan for creating a culture of worksite wellness.

*Jennifer Sheeran, BS; Kristina Helmer, BS, Sedgwick County Health Department*

**C4 “So Now What Do I Do about That?” Normal Sexual Development in Children**

Early childhood educators routinely learn about cognitive, social, emotional, physical and language development as they relate to growing children. Less than 1% of educators ever have healthy sexual development as part of a professional development offering. Since 1993, Coco McAtee has assisted hundreds of adults in gaining new knowledge about children’s typical development as it relates to sexuality. Using a developmental model, Mrs. McAtee sensitively and humorously engages adult learners in expanding their repertoire for interacting effectively with little people while gently educating children about the wonder of their developing body and feelings. Accurate information about bodies, appropriate language, a maturing attitude regarding human sexuality are all part and parcel of this workshop that hopes to integrate this crucial

dimension of our humanity, our sexuality, within the context of cognitive, physical, social and emotional development.

*Coco McAtee, LSCSW*

**C5 Kansas Reads to Preschoolers**

Since 2005, Kansas Reads to Preschoolers has been an ongoing Kansas program. Public libraries, child care centers, and homes across Kansas look forward to the week before Thanksgiving to participate in reading events for children and families! Mayors, other government officials, high school athletes, and families participate in programs by reading books chosen by the State Librarian to demonstrate a love of reading. Children’s librarians spend countless hours designing activities for children during this special week for this very special project. This presentation will discuss the program and how you can get involved.

*Barbara Mitchell, Director of Health Education, Johnson County Health Department; Roy Bird, Director – Kansas Center for the Book, State Library of Kansas; Linda Frazier, Office of Local & Rural Health, KHDE.*

**E4 Scabies: Natural History and Present Status as a Visitor to a Nursing Home Near You**

*Sarcoptes scabiei* is a widespread skin parasite that dates back for centuries, infecting man and several species of animals. Presently the mite has a new niche for survival and maintaining itself, in long-term care (LTC) facilities that unwittingly receive infested new residents, provide a large population of susceptibles — many of which are immunosuppressed permitting amplification of mite numbers, hands-on care for transmission, delayed recognition of an episode, and less than optimal management of a recognized outbreak through under-treatment of LTC residents and over-treatment of affected staff. Tertiary involvement of day care centers and hospitals may amplify the problem and necessitate support from public health agencies to assure prompt control. This presentation will review the history of scabies from Aristotle through St. Hildegarde, to Renucci who discovered the mite, Napoleon who allegedly suffered from the mite and Kenneth Mellanby who demonstrated the unimportant role of the environment in mite transmission. Clinical forms of scabies, specific treatment, and institutional management considerations will be discussed.

*Russell W. Currier DVM, MPH, Diplomate, American College of Veterinary Preventive Medicine*

## **O**bjectives:

At the conference conclusion participants should be able to:

1. Understand and address the current health and wellness issues affecting children, adult and elder populations in Kansas.
2. Implement health promotion and wellness initiatives which have a positive impact on the quality of life of Kansas citizens.
3. Respond appropriately to public health emergencies and disease outbreaks.
4. Share best practices to promote partnership in public health.
5. Increase public health workforce competency.

Banquet Presentation participants will:

1. Understand vaccine use and efficacy in the adolescent population.

## **C**ontinuing Education for Nurses, Social Workers, Dieticians, Sanitarians, and Nursing Home Administrators

### Nurses

Wichita State University College of Health Professions is an approved provider of continuing nursing education by the Kansas State Board of Nursing (#LT 0090-0327).

These course offerings are approved for (8) contact hours for Day One of the Conference; (7) contact hours for Day Two of the Conference, and (1) contact hour for the Wednesday evening dinner and program all for RN or LPN re-licensure.

### Social Workers

This program has been pre-approved by the Kansas Behavioral Sciences Regulatory Board for continuing education for social workers. The sessions meet the requirements for (8) hours for Day One of the Conference, (7) contact hours for Day Two of the Conference, and (1) contact hour for the Wednesday evening dinner and program applicable toward relicensure. (BSRB approval #05-001)

### Dieticians — Approval Pending

### Sanitarians — Approval Pending

### Nursing Home Administrators — Approval Pending

## Certificates

Individuals attending the Conference on Wednesday only will receive a certificate at the end of that day.

Individuals attending the conference both days will receive their certificate at the end of the Conference on Thursday. A separate certificate will be issued to individuals attending the Wednesday evening dinner and program. After the conference, duplicate certificates are available for a \$10.00 service charge.

## **R**egistration, Fees, Cancellations and Refunds

### Registration Process

Conference registration is through KS-TRAIN at: <http://ks.train.org>, Course #1018245.

### Registration Fees — (includes meals and breaks)

#### **KPHA Member Registration Fees**

	<b>Rec'd by</b>	<b>Rec'd after</b>
	<b>9/1/09</b>	<b>9/1/09</b>
Full Conference	\$200	\$220
Day One 9/23	\$145	\$165
Day Two 9/24	\$145	\$165

#### **Non KPHA Member Registration**

#### **Fee includes a 1 year KPHA Membership**

	<b>Rec'd by</b>	<b>Rec'd after</b>
	<b>9/1/09</b>	<b>9/1/09</b>
Full Conference	\$295	\$315
Day One 9/23	\$205	\$225
Day Two 9/24	\$205	\$225

#### **Registration at the Door**

#### **Fee Includes a 1 year KPHA Membership**

Full Conference	\$350
One Day	\$175

The conference registration fee includes breakfast, lunch and breaks on Wednesday and Thursday, as well as conference materials.

The conference is being facilitated by the Office of University Conferences and Non-Credit Programs at Wichita State University. If paying by check or purchase order, please make documents payable to the Office of University Conferences and send with a copy of your registration form to:

**Office of University Conferences and  
Non-Credit Programs  
1845 Fairmount  
Wichita, Kansas 67260-0136  
Fax (316) 978-3064**

## **Cancellations and Refunds**

All cancellations must be in writing. A \$25.00 cancellation fee will be assessed on all cancellations (this includes purchase orders). There will be no refunds after September 15, 2009.

## **Students**

Students in public health or related health fields are eligible for a free scholarship for conference fees if they become a member of KPHA. A total of ten (10) scholarships are available. All scholarship students will be asked to serve in a minor support role at the conference. Please contact the KPHA office to obtain scholarship application and information about deadlines.

## **Annual Individual Membership Dues**

Annual salary > \$40,000	\$75
Annual salary < \$40,000	\$60
Students and Retirees	\$20

(Organizational Members — please check with the KPHA office or the KPHA website: [www.kpha.us](http://www.kpha.us) for rates.)

## **Accommodations**

### **Room Rate**

Special rates for conference attendees have been arranged with the Hyatt Regency Hotel. A limited number of hotel rooms have been reserved at the special government rate of \$81.00 + tax per night single/double occupancy or \$91.00 + tax triple/quad occupancy. Once those rooms are filled, additional rooms will be available at the rate of \$109.00 + tax single/double occupancy and \$124.00 triple/quad occupancy. There is no charge for parking if you are staying at the hotel. Daily commuters will be charged \$3.00 per day to park in the parking garage.

### **Making a Reservation**

Reservations must be received by August 22. **When you make your reservation, please identify yourself as a Kansas Health Association Conference participant.** To make reservations call the Hyatt at 1-800-233-1234 or at Hyatt.com.

### **Check-in/Check-out**

Check-in time is 3:00 p.m. Room assignments prior to that time are based on availability. Check-out time is 12:00 noon. If you are attending a post session on Thursday afternoon, you may store your luggage in the Bellman's closet. Please inquire at the front desk.

### **Smoking/Non-Smoking Rooms**

85% of the Hyatt's sleeping rooms are non-smoking. You may request a non-smoking room when making your reservation; however, rooms will be assigned on a first come basis when you check-in. There is no guarantee that you will be assigned a non-smoking room.

## **Sales Tax Exemption**

All rooms are subject to sales tax of 6.3% and a "Transient Guest" tax of 6%. You may be exempt from paying sales tax on your sleeping room if you:

1. Present a copy of your county's/organization's tax exempt certificate at check-in and;
2. Pay for your room at checkout with a check or credit card issued by your county/organization.

## **Payment of Rooms by Purchase Orders/ Direct Billing**

If you are paying with a Purchase Order (PO), you need to fax a copy of the PO to the Hyatt Accounting Office at (316) 293-1918 at least one month prior to check-in. The PO must list the names of the people whose rooms will be paid for and/or the confirmation number. You should also bring a copy of the PO with you just in case. If you want the Hyatt to direct bill your employer for your room, please contact the Hyatt Accounting Office at (316) 293-1917 and request a direct bill form as soon as possible. Your purchasing/accounting office will need to complete the form and return it to the Hyatt Accounting Office at least one month prior to the conference.

## **Conference Etiquette**

*Please put your cell phone on "silent" or turn off your cell phone during all presentations in respect for the presenter and conference participants.*

## **Emergencies**

In case of emergency, you can be reached by calling (316) 293-1234. The person calling should tell the hotel that you are with the Kansas Public Health Association Conference and that it is an emergency. Someone from the registration staff will locate you in the sessions that you have pre-registered for.

## **Exhibitor List**

(as of June 24, 2009)

Cleveland Chiropractic College  
Epilepsy Resource Connection  
Kansas Health Institute  
Kansas Traffic Safety Resource Office  
Lyme Association of Greater Kansas City, Inc.  
Merck Vaccines and Infectious Diseases  
Wyeth

**Right of Termination for Cause**

This agreement and the University's obligations hereunder regarding this conference and the presentation of any or all associated sessions and optional entertainment events are subject to acts of God, war, terrorism, government regulations, disaster, fire, strikes, civil disorder, curtailment of transportation facilities, or other similar cause beyond the control of the parties making it inadvisable, illegal, or impossible to hold the event or provide the facility. If the conference or any associated event is cancelled due to one of the aforementioned occurrences, the liability of the University shall be limited to refunding the conference registration fee or a portion thereof. The University shall not be responsible for consequential damages, including, but not limited to, any losses incurred by registrants including, but not limited to, airline cancellation charges, hotel deposits and other associated travel costs.

**Special Accommodations**

The Kansas Public Health Association is committed to making programs accessible to people with disabilities. If you wish to volunteer information regarding any special assistance you may need, please contact the WSU Office of University Conferences at (316) 978-6493.

**Notice of Non-Discrimination**

Wichita State University does not discriminate in its programs and activities on the basis of race, religion, color, sexual orientation, national origin, gender, age or disability. The following person has been designated to handle inquiries regarding nondiscrimination policies: Director, Office of Equal Employment Opportunity, Wichita, State University, 1845 Fairmount, Wichita, Kansas.

# Concurrent Session Planner

	Adult Track	Child Track	Elder Track
<b>Breakout Session #1</b> <b>Wednesday</b> <b>11:15 — 12:15</b>	A1 Who is APHA and What's In It for Me?	C1 Using Content Analysis to Inform: Childhood Injury Prevention and Health Promotion  C2 Healthy Kansas Kids  C3 Public Health in Kansas: Working Collectively to Protect the Health and Safety of Children in Child Care Settings	E1 Mini Spice Line Training
	A2 Responding to a Public Health Emergency: A Resource Tool to Prepare Responders		E2 Elder Smiles as Dental Hygiene Program Model
	A3 Coalition Building via Facebook		E3 Managing Old Age: Growing Older Without Growing Old
<b>Breakout Session #2</b> <b>Thursday</b> <b>9:50 — 10:50</b>	A4 Kansas: Birthplace of 1918 Influenza Pandemic — Implications for the Future	C4 So Now What Do I Do about That? Normal Sexual Development in Children  C5 Kansas Reads to Preschoolers	E4 Scabies: Natural History and Present Status as a Visitor to Nursing Home Near You
	A5 Improving Chronic Disease Outcomes through Self-Management; Learn How to Implement the Evidence-Based Kansas Optimizing Health Program in Your Community		
	A6 Integrating Health Promotion/Education into the ICS Structure: AKA-How to Spread Information and Not the Flu		
<b>Breakout Session #3</b> <b>Thursday</b> <b>11:00 — 12:00</b>	A7 How Tobacco Treatment is Currently Delivered in Drug Treatment		
	A8 Stress Management Through Improv		
	A9 How Working Well Can Work For You		

\*Use this planner to keep track of your selections for the concurrent sessions.