Oklahoma Public Health Association
75th Anniversary Conference & Annual Meeting

Speaker Presentations

Celebrating OPHA’s First 75 Years
Partnerships in Public Health

May 8-9, 2014

Embassy Suites Hotel & Conference Center
2501 Conference Drive
Norman, OK 73069

“Promoting Public Health Improvements through Education, Practice and Advocacy”
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Southwest Preparedness and Emergency Response Learning Center

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Celebrating OPHA’s First 75 Years
Partnerships in Public Health
Thursday, MAY 8\textsuperscript{TH} (Day One)

8:35 – 9:35 am……. \textit{Certified Healthy Oklahoma} Breakout Sessions
“How Partnerships Improve Health…”

…In Communities

“\textit{How Blanchard Achieved Certified Healthy Community Status}” \textsuperscript{2 3}
University A
Amanda James and Judy Williamson

…In Schools

“\textit{Partnering for Healthy Children – Shape Your Menu}” \textsuperscript{2 3}
University B
Kristi Combes, Charles Spencer, and Jennifer Roach

…Businesses

“\textit{INTEGRIS Health: Improving the Health of Staff & Employees}”
Sooner B
Anissa Chadick and Kim Olson

…Restaurants

“\textit{The Restaurants at Chesapeake Energy}”
Boomer A
Amanda Parson

…Campuses

“\textit{The Oklahoma State University’s Wellness Initiatives and Experience with Certified Healthy Oklahoma Programs}” \textsuperscript{2 3}
Boomer B
Dr. Suzy Harrington
9:45 – 11:00 am......Breakout Sessions

How Partnerships Improve Health…”

...In Communities  “Supporting Children after Disasters and Crisis Events: Considerations for Preparedness Planning and Response” ①
University A
Robin Gurwitch, PhD

...In Schools .......... “Fuel Up to Play 60: Empowering Students to Create Healthier Schools” ②③
University B
Macey Fitzgerald

...Tribal Nations...... “How Certified Healthy Tribal Nations Facilitate Health within Their Communities” ①
Boomer A
Lisa Pivec and Gail Boe
Friday, MAY 9TH (Day Two)

10:45 – 12:15 pm.... **Section and Caucus Meetings**  
The first 45 – 60 minutes of each section/caucus meeting will be devoted to a presentation relevant to that section/caucus. The remaining 30 – 45 minutes will be used to conduct section/caucus business.

**Epidemiology & Lab Services Section**  
*Sooner A*

“**Public Health Perspective and Epidemiology of Suicide Prevention**” ①②③  
Bryan Stice, PhD

This workshop will instead approach the problem of suicide, and suicide prevention, from a public health standpoint. Epidemiology of suicide, sources of mortality data and a review of publicly available mortality data will also be addressed.

“**Developing Rural Epidemiological Outcomes Workgroup – The Oklahoma Experience**” ①②③  
Jamie Piatt, MPH and Young Onuorah, MPA, CPS

The rural epidemiological outcomes workgroups (REOWs) are designed to function at the local-level to compile and analyze substance abuse consumption and consequence data at the state-level. Through collaboration and networking among different agencies and stakeholders, REOWs were developed to assess, prioritize, and help advise community coalitions on data findings that support selection of appropriate prevention strategies.
Emergency Preparedness & Response Section
Sooner B
“The Kids Are Gone, Why Would I Need the Poison Center?” 📀 ⚠️
Whitney Kemp, BS, NREMT-P, CHES and Scott Schaeffer, RPh, DABAT

Though many think of the Center as strictly a resource for parents of young children, public health professionals have the ability to tap into the Center’s extensive knowledge with regard to many community health issues. Synthetic drugs of abuse, which are marketed online and in person, are often represented as being safe and legal alternatives to more traditional drugs of abuse. Learn about the Center’s efforts to combat this emerging public health threat as well as other services related to public health.

Gerontological Health Section
Boomer A
“Using Simulation Kits for Geriatric Education” 📀 ⚠️
Thomas A. Teasdale, DrPH; Sheryl Mapes, MPH; Jeanene Lindsey; and Germaine L. Odenheimer, MD

Simulation kits were developed as teaching tools to expand general recognition of how to help older adults adjust to the challenges of diminishing physical and mental capabilities. This presentation (a) describes the Kits, (b) presents evaluation data, and (c) demonstrates how Oklahoma’s health care educators can utilize the resources.
Health Administration & Planning Section
University A
“Collaborating with Your Local Health Department to Implement a Community Needs Assessment” ② ③
Dr. Bruce Dart

This presentation will review the components of a Community Health Needs Assessment (CHNA) and gain a basic understanding of population health and community engagement to gain insight about resources that may be available through local health departments, how local health department leadership may assist the hospital in completion of a CHNA, and how the results of a CHNA may be useful for completion of the hospital’s strategic plan.

Oral Health Section
Boomer B
“Dental Health Partnerships: Making a Difference” ② ③ ④
Lindsi Lemons, MPH and Mac McCrory, Ed.D

This session will cover the history of Schools for Healthy Lifestyles and its partnership with the Oklahoma Dental Association and Foundation as it relates to Oral Health Education in Oklahoma Schools. Partners since 2008, this successful partnership has reached thousands of Oklahoma students through the Adopt-a-Dentist program and the Mobile Dental Van.
Public Health Nursing Section
University C
“Motivational Interviewing for Public Health” ①②
Beverly Bynum, BSN, RN

How do we get people to make positive health behavior changes? Sometimes it takes skill and motivation on the part of the practitioner to get the client to decide this is something they are capable of doing. We just have to start the conversation.

Student Caucus
University B
“Reducing Prescription Drug Abuse in Oklahoma” ①②③
Jessica Hawkins, BA and Pam Archer, MPH

Prescription painkillers are now the most commonly involved drugs in unintentional overdose deaths in Oklahoma. This workshop will review the objectives of Oklahoma’s State Plan to Reduce Prescription Drug Abuse, outcomes of the Plan to date, and opportunities to engage in prevention efforts. Progress in the areas of data analysis and planning, prescriber education, overdose reversal, and community-based prevention will be highlighted.
1:45 – 3:15 pm........ **Section and Caucus Meetings**

The first 45 – 60 minutes of each section/caucus meeting will be devoted to a presentation relevant to that section/ caucus. The remaining 30 – 45 minutes will be used to conduct section/ caucus business.

**Administrative Services Section**  
*Boomer B*

**“Walk the Talk – Employee Wellness Program/QI Project”**  
Maria Alexander, MHR

This presentation will help attendees learn some tips and techniques to a successful and creative wellness program.

**Behavioral Health Caucus**  
*Sooner B*

**“Prescription Drug Abuse in Oklahoma”**  
Avy Redus and Claire Nguyen

While medicine and research have provided medications to ease suffering and pain and improve the quality of life for individuals, the potential for abuse, diversion, morbidity, and mortality has risen significantly. A comprehensive approach, incorporating several action items implemented through various partnerships and agencies, is imperative to reduce opioid-related overdose deaths.
**Environmental Health Section**

*Sooner A*

“The Impact of Community Transformation Grants (CTG) on Public Health in Oklahoma” ① ② ③

Rachel Deaton, MSW; Linda Byrd, BS; Pam Waugh; Jennifer Morphis; Jodi Smith, MS; and Julie Deerinwater-Anderson, MPH, CHES

In this session, CTG awardees (funded through the CDC) will discuss the impact of their projects on public health in Oklahoma. Grantees are expected to address at least one of the CDC’s five strategic directions: (1) tobacco-free living, (2) active living and healthy eating, (3) high-impact quality clinical and community preventive services, (4) social and emotional wellness, and (5) healthy and safe physical environments.

**Health Equity Caucus**

*University B*

“Perspectives: Oklahoma City Transit Commuter Input on Transportation Services” ② ③

Sara L. Cole, Ph.D., CHES; Haleigh Larkin; J. Sunshine Cowan, Ph.D., MCHES; and Brie Brumfield

The purpose of this study was to use PhotoVoice to identify aspects of public transportation that are satisfactory and those needing improvement for bus riders in Oklahoma City. The three major issues with public transportation that were identified by participants consisted of the following: 1) lack of access to bus stops; 2) lack of protection from the elements; and 3) lack of safety regarding bus stops.
Maternal & Child Health Section
University C
“It Takes a Community to Stop Bullying” ①②
Gayle Jones

Learn what constitutes this behavior and what bullies, targets, and bystanders need from the community to prevent it and how to intervene. Multiple resources for parents, health professionals, teachers, and community members are shared so we can prevent this cruel, public health epidemic.

Public Health Education & Promotion Section
University A
“Run the Streets: Changing Lives One Mile at a Time” ②③
Bob Williams, B.S. and Curtis DeLapp, J.D.

In 2013 Run the Streets youth logged over 23,000 miles of running in this one of a kind mentoring program in Bartlesville, OK. This workshop will focus on partnership development and recruitment strategies.
1:45 – 3:15 pm........ “Trends in Men’s Health Research and Outreach: A Focus on Masculinity and Gender Roles within the Social Environment” ① ② ③
Boomer A
Michael J. Rovito, PhD, MA, FMHI and James E. Leone, PhD, MS, ATC, CSCS, *D, CHES, FMHI

This discussion presents trends from the epidemiological literature on male health disparities, theories on how male health came about into its current state, and community-based outreach conducted with male populations to raise awareness to male-specific health risks. Emphasis will be placed on perceived masculinity and gender roles within the social environment and how they influenced health maintenance & promotion among males.

3:35 – 4:45 pm........ “E-Cigarettes: A Summary of What We Do and Don’t Know” ② ③
Evan Floyd, Ph.D
Ballrooms A-E
Conference Exhibitors

MyHealth Access Network
Oklahoma Consumer Assistance Program, Oklahoma Insurance Department
Child Guidance Division, Oklahoma State Department of Health
Oklahoma Department of Commerce
Oklahoma Primary Care Association
Heartland Telehealth Resource Center
Mid-America Christian University
Retractable Technologies, Inc.
Safe Kids Oklahoma
Public Health Institute of Oklahoma
Novartis Vaccines
MedImmune
Advanced Body Scan
Oklahoma Geriatric Education Center
Robert M. Bird Health Sciences Library
A Chance to Change Foundation
Langston University
Immunization Services, Oklahoma State Department of Health
Oklahoma Department of Environmental Quality
OSU Center for Rural Health
Focus Federal Credit Union
National Alliance on Mental Illness (NAMI) Oklahoma
Jack Brown Adolescent Treatment Center
Muscogee-Creek Nation Behavioral Health Services
Alzheimer’s Association
Mental Health Association of Oklahoma
Oklahoma Medical Reserve Corps.
Oklahoma Tobacco Research Center
Community Development Service, Oklahoma State Department of Health
Sanofi Pasteur
Rolling Hills Psychiatric Hospital
Oklahoma Healthy Aging Initiative
Southern Oklahoma Nutrition Program
Verna’s Jewelry
Oklahoma State University
Varangon Academy