OVERVIEW

The Minnesota Public Health Association Annual Conference and Meeting will be held May 4-5, 2020 at Eagan Community Center in Eagan, MN with the theme: “The Power of Many: Building a Healthier Future Together for All”. Addressing today’s public health challenges requires innovation and collaboration. The Minnesota Public Health Association’s 2020 Annual Conference will feature Minnesota-based programs and initiatives founded on public health partnerships across the lifespan of the people they serve. Learn what can be achieved through bold, innovative approaches and thoughtful, courageous collaborations.

Presentations will come from a variety of public health areas, including new approaches to concerns around mental health, vaping, and social determinants of health in communities. Other topics may include but are not limited to environmental health and climate change, oral health, child and maternal health, chronic disease and aging, injury and violence prevention, and other timely topics.

The MPHA annual meeting gathers public health professionals at every level from students to mid-career professionals to retired experts from around the state to exchange information and create a healthier Minnesota through effective public health practice and engaged citizens. Dedicated public health professionals who want to connect with peers, pick up new ideas and gain skills to bring back to their workplace or community are encouraged to attend. Application will be made for public health nursing, CHES/MCHES and CPH continuing education credits.

OBJECTIVES

Upon conclusion of the conference, attendees will be able to:

Describe 2 innovative public health approaches being utilized to address old issues in new, more equitable ways.

Identify 3 public health initiatives where success is contingent upon collaborations among community members, public health professionals, and other non-public health professionals.
Share 3 ideas or concepts to take back to their workplace and community to build a healthier future for people of all ages, across their life spans.

AUDIENCE
All stakeholders interested in improving the health of Minnesota communities.

CONTINUING EDUCATION CREDITS
Application is being made for public health nursing, CHES/MCHES/CPH continuing education credits, and will be listed here when available.

LOCATION
Eagan Community Center, 1501 Central Pkwy, Eagan, MN 55121, (651) 675-5550. 1 mile from the Eagan Transit Station with bus stops nearby.
A nursing mother’s room and prayer room are available; please request access at the front desk.

DRAFT PROGRAM SCHEDULE as of February 1st

Monday, May 4, 2020, 7:30 am – 5:00 pm

7:30 - 8:00 am    Registration, continental breakfast, exhibit time

8:00 - 8:15 am    Welcome - Nancy Franke Wilson, MS, MPHA President

8:15 - 9:30 am    Plenary Session
Building a Healthier Future Together for All - What we are doing in Minnesota
Amira Adawe, Executive Director, The Beautywell Project
Nathan Chomilo, MD, Medicaid Medical Director, Minnesota Department of Human Services

9:30 - 9:45 am    Break & exhibit time

9:45 - 10:45 am   Concurrent sessions

1. Addressing workforce disparities by improving the academic resilience and professionalism of health science students through structured and targeted supports
We will share results of formative and descriptive research identifying student, faculty and staff perceptions on current challenges they face as they work to meet the increasingly complex skills-portfolio expected from today’s public health graduates. Objectives:
   • Describe undergraduate public health students’ knowledge, attitudes and skills related to academic resilience and professionalism.
   • Identify supports and gaps for deepening students’ academic resilience and professionalism, and stressors that impede the coaching or teaching capacities of faculty and staff.
   • Discuss programmatic solutions for providing structured and targeted supports aimed at increasing students’ academic resilience and professionalism as defined by national standards.
2. **Opioid Crisis Prevention and Rescue: Fostering collaboration, overcoming public health barriers, and acupuncture as an opioid alternative**

   **Partnering to prevent, rescue, and treat opioid use disorder using multi-sectorial collaboration**
   Public Health, Human Services, and Public Safety share data to inform strategy and decisions regarding their shared intersections with the opioid crisis in Hennepin County. Community engagement is critical to the success to implementation. Objectives:
   - Participants will be able to identify ways that Hennepin County uses inter-disciplinary teams to develop and deliver opioid specific interventions.
   - Participants will be able to describe how the Opioid Prevention Strategic Framework was written with multi-sectorial, political, and governmental support.
   - Participants will be able to state collaborations made by the local health department with community, city, and state stakeholders that are important for responding to the opioid crisis.

   **Julie Bauch MS, RN, PHN, Opioid Response Coordinator, Hennepin County**

   **Opioid Overdose Prevention and Response for Local Public Health: Overcoming Barriers**
   Implementation of opioid misuse prevention strategies is often met with roadblocks including inadequate data, financial constraints, and pervasive stigma. To overcome these barriers, Wright County Public Health leveraged partners’ knowledge and experience. Objectives:
   - Upon completion, participant can describe how to identify potential partners and leverage those partnerships to prevent opioid misuse in their communities.
   - Upon completion, participant can identify perceived barriers to substance use prevention work and establish meaningful interactions to overcome those barriers.
   - Upon completion, participant can analyze organizational bias toward substance use.

   **Rebecca Graham, BSN, RN, PHN, Public Health Nurse, Wright County Public Health**

   **Acupuncture and Public Health**
   Research shows acupuncture is effective in increasing quality of life and decreasing opioid use. Acupuncturists will give a background on the current literature, what they see in their practices, and the importance of access to acupuncture care. Objectives:
   - Attendees will be able to identify licensed acupuncturists as healthcare providers who have regular contact with their patients and provide: *Nonpharmaceutical pain relief, *Stress management, *Counseling for nutrition, lifestyle, and SDOH, *Chronic disease management support, *Opioid/Drug withdrawal relief
   - Attendees will be able to describe barriers to care by a licensed acupuncturist, why reducing those barriers matters, and how they can help their communities access care.

   **Aaron Schindler LAc, MOm, Licensed Acupuncturist, Dr. Nicholas Dougherty LAc, DAOM, Licensed Acupuncturist, Jesse Peterson LAc, MOm, Licensed Acupuncturist**

3. **Building Lasting Partnerships for Successful Smoke-Free Public Housing**
In Dakota County, unique partnerships with nonprofit and healthcare organizations helped implement a federal rule requiring smoke-free public housing. These partnerships reduced exposure to secondhand smoke and tobacco use among low-income renters. Objectives:

- Identify strategies for building new partnerships and leveraging existing relationships to benefit smoke-free housing
- List ways community partnerships can contribute to smoke-free housing success
- Generate innovative ideas for incorporating cessation support in housing or other settings
- Apply concepts, tools, and strategies described in the session to other public health strategies

**Jackie Siewert, BA**, Assistant Program Director, Live Smoke Free, Association for Nonsmokers – Minnesota, **Jennie Meinz, MPH**, Health Promotion Specialist, Dakota County Public Health Department, **Tonnisha Russell, BA, CWHC, CTTS**, Health Management Guide, Mobē Health, **Sheila Massey**, Public Housing Resident, South St. Paul, MN, **Donnetta Johnson**, Public Housing Resident, South St. Paul, MN

### 4. The Health Effects of Climate Change: HealthPartners Perspective

HealthPartners VP of Nursing, Robbi Hagelberg and Sustainability Director, Dana Slade will discuss why and how their organization has taken action to mitigate, adapt to and lead on the education of the impacts from climate change. Participants will learn:

- What the health impacts of climate change are here in the upper Midwest
- How to mitigate, adapt and lead on educating others on the health impacts of climate change
- What is the Nurse’s Climate Challenge
- Understand about Climate Smart Health Care

**Dana A. Slade, CHMM**, Director, Sustainability Programs, **Robbi Hagelberg, RN**, Vice President, Nursing Services, Chief Nursing Officer

10:45 - 11:00 am Break & exhibit time

11:00 am - 12:00 pm Concurrent sessions

### 5. Medicare for All: Beyond the Politics

In this session a brief history of health insurance in the United States and how our health-care system is currently funded will be shared, followed by a description of how Medicare for All would work and its implications for the health of the public. By the end of this presentation, participants will be able to:

- Describe the history of health insurance in the U.S.
- Explain how our current system is organized and funded
- Describe how Medicare for All (MFA) would work

**Jim Hart, MD**, Retired Faculty, University of Minnesota School of Public Health

### 6. The Power of the Village - Meeting People Where They’re At

Join this session for a panel discussion from a team of Culturally Responsive Caregiver and Dementia providers, representing the population they serve; African American, East Africans, and Hmong; serving seniors with emphasis on Alzheimer’s disease on a Memory Mobile Clinic. Objectives:

- Preparing individuals to build authentic relationships with community to overcome the barriers and develop the capacity to meet individuals where they’re at.
- Learn how to utilize CHW’s and volunteers to bridge the gap and provide culturally responsive services.
• Learn how to identify an informal caregiver through our caregiver checklist and why working with the family is key to providing support.
• Provide key elements to community collaboration across sectors to reach common goals that impact community needs.

**Monisha Richard**, Community Health Worker, **Gloria Cole**, Community Health Worker, **Mayla Yang**, Dementia Coordinator, **Arefat Musa**, Community Health Worker, all of Volunteers of America Minnesota

7. **Improving Health Disparities in Somali Communities**
Describe the Circles of Health program for Somali women that provides resources and tools for a healthy diet and lifestyle. Attendees at this training will be able to:
• Understand how health care literacy, cultural sensitivity and knowledge are improving health in Southeast Minnesota.

**Monica Gossett**, Community Outreach Manager, UCare, **Mariam Mohamed**, Transcultural Consultant, Intercultural Strategies

8. **The Need for Humility to Foster Innovation and Achieve Health Equity**
Humility is not often the first word associated with innovators. We believe humility helps us address health equity and move towards a healthier Minnesota. Presenters will share how we are challenging our assumptions and our “toolbox” for health equity. Upon conclusion participants will be able to:
• Describe the importance of humility to build innovative programs
• Identify a way to apply the steps and concepts in their next project

**Meghan Adams MPH**, Research Associate, ACET, Inc, **Brad Krueger**, Evaluation Consultant, Krueger Consulting, **Ashley Kitchen**, Research Associate, ACET, Inc.

12:00 - 1:25 pm  Lunch and MPHA Awards Ceremony
1:30 - 2:30 pm  Concurrent sessions

9. **Historical, Political, and Social Roots of Health Inequities Among American Indians In Minnesota**
Participants will learn about American Indians in MN. Socially constructed factors, policies & approaches that historically affected AI health and well-being & continue today will be shared as well as ways to lessen the “symptom” of health inequities. Attendees at this session will leave with an understanding of:
• How health inequities are symptoms of deliberate efforts by the United States government to uproot American Indian people from their homelands, eradicate languages and cultures, and “civilize” American Indians in their own homelands
• Factors and systemic issues that continue to affect the health and well-being of American Indians and how addressing these will lessen health inequities and improve the health of American Indians in Minnesota

**Melanie Peterson-Hickey, PhD**, Manager, Sage Cancer Program, Minnesota Department of Health, **Jackie Dionne, BA**, Director of American Indian Health/Tribal Liaison; Minnesota Department of Health, **Sarah Brokenleg, MSW**, American Indian Community Specialist, both of Office of Statewide Health Improvement Initiatives, Health Equity and Tribal Grants Unit at Minnesota Department of Health, **Christine Smith, MA**, Health Equity and Tribal Grants Supervisor for the Office of Statewide Health Improvement Initiatives (OSHII) Minnesota Department of Health
10. Expanding Dental Care Through Partnerships, Technology and Travel:

**Early Childhood Caries: Better Outcomes for Children**
The Early Childhood Dental Network (ECDN) will share best practices on community organizing, planning, development, and implementation of strategies to address and improve oral health for young children and their families. ECDN will share outcomes. Presentation objectives are:

- Improved awareness for the importance of early childhood oral health, as well as strategies to address it within local communities.

**Jane Neubauer**, Early Childhood Dental Network Statewide Coordinator, **Nancy Jost**, Director of Early Childhood, West Central Initiative, Fergus Falls

**Expanding Dental Access Via Telehealth and Portable Modalities Across Rural Minnesota**
This presentation will provide an overview of oral health access problems across rural Minnesota, and will identify tools for providing effective, quality, affordable access to care in utilizing telehealth, portable and other modalities. After this panel attendees will be able to:

- Identify opportunities in which portable and telehealth equipment may be utilized
- Obtain options for relevant equipment and software
- Review potential protocols for portable and telehealth dental services
- Identify legal and HIPAA considerations.

**Sarah Wovcha, JD, MPH**, Executive Director, Children’s Dental Services

11. “To rip a Juul” Lessons Learned from Teens About Vaping
Learn the “why” behind teen vaping from focus groups conducted with high school students. This information helped identify influences that encourage teens to vape and shaped effective and tailored messaging about e-cigarette harms. Presenters will provide participants with access to our youth presentation, lesson plan, and additional material which they may use in their communities. Participants will be able to apply information learned to:

- Better understand youth knowledge, misperceptions, peer norms, and attitudes about e-cigarettes
- Identify influences that encourage this pervasive risk behavior among youth despite the risk of addiction and other health consequences
- Provide vaping education programming developed specifically for teens aimed at increasing knowledge and healthy decision making about e-cigarettes

**Elyse Levine Less, JD, MPH**, Executive Director, Tobacco-Free Alliance, **Melissa Mady**, Community Engagement Specialist, Tobacco-Free Alliance

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<td>2:30 - 2:45 pm</td>
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<td><strong>Commissioner Jan Malcolm</strong>, Minnesota Department of Health</td>
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<td>4:00 - 5:00 pm</td>
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**Poster Presentations**
“Are You Giving It to the People?” Making Health Care Quality Data More Accessible with Public Use Files
Rachel Cahoon, Research Scientist, Denise McCabe, Supervisor, Magie Darling, Research Scientist, all of Health Economics Program, Minnesota Department of Health

“If I report, people may say that I’m the loose one”: Barriers to reporting sexual violence against school-aged girls in a rural community in Kenya
Leso Munala, PhD, Assistant Professor, Esther Mwangi, MPH, Research consultant, Hamdi Ali, MPH, Research consultant, all of Public Health, St. Catherine University

A Partnership Approach to Increasing School Immunization Rates for State-required Immunizations
Tracy Howard, MSN, RN, PHN, Director of Clinical Operations, Homeland Health Specialists, Deb Mehr, MSN, RN, LSN, NCSN, Health Services Coordinator, Rosemount, Apple Valley, Eagan School District, Alecia Gustafson, BSN, RN, PHN, LSN, NCSN, Health Services Supervisor, North St. Paul, Maplewood, Oakdale Schools

GIS, Meet C&TC Outreach (Geographic Information System, Meet Child and Teen Checkups Outreach)
Joan Kotschevar, RN, MS, PHN, C&TC Outreach Coordinator, Public Health Department and Hannah Hutchins, M.S., Geographic Info System Specialist, Planning Department, both of Olmsted County

Healthier Teeth, Healthier Children: Implementing Childhood Caries Prevention
Cris Gilb, PHN, MHA, Executive Director and Melissa Walden, BA, Management Consultant, Minnesota Oral Health Project, Minnesota Oral Health Project

Improving Access to Antiretroviral Therapy in Minnesota Hospitals: A Key Intervention for Prevention of Perinatal HIV Transmission
Gina Liverseed DNP, APRN, WHNP, HIV Nurse Specialist and Karmen Dippmann, Capacity Building Student Worker, both of Minnesota Department of Health

JUUL Is Not Cool: Youth Against Nicotine
Pa Houa Moua, BS, Community Health Specialist, Olmsted County Public Health, Marian Holtorf-Jewell, MS, Ed.S, Program Educator, APEX Recovery School, Rochester Public Schools

Kusmala+: improving the lives of children with disabilities in Zambia
Donna DeGracia, MPAS, PA-C, Curriculum coordinator, Master of Physician Assistant Studies, St. Catherine University

Let’sTalk: A student-guided and creative approach toward sexual health education for teens in rural Minnesota
Devon Charlier, CHES, Project Coordinator, Becky Twamley, RPh, MPS, Executive Director, both of WeARE (Advocates for Reproductive Education)

Leveraging EHR and Public Health Data to Develop Partnerships
Brad Krueger, MPH, Evaluation Consultant, Krueger Consulting
Literature Review: Culturally Tailored Dietary Interventions for Hispanics with Diabetes
Rebecca Gonzalez, PA-S1 and Marisa Baker, PA-S1, St. Catherine University Master of Physician Assistant Studies

Making a Case for School-based Digital Wellbeing
Maree Hampton, M.Ed., Co-Founder of LiveMore.ScreenLess, Director of Strategy and Partnerships, Katherine Myers, Co-Founder of LiveMore.ScreenLess, Director of School Engagement

Nutrition Education with St. Cloud Somali Community Radio
Serdar Mamedov, MS, CHES, Extension Educator, Anna Sneltjes, SNAP-Ed Educator, Angelica Pena, SNAP-Ed Educator, all of Center for Family Development, University of Minnesota Extension, and Ahmed Abdi, KZYS Radio

Partnering for safe and accessible walking in Minnesota
Ellen Pillsbury, AICP, Active Transportation Coordinator, Minnesota Department of Health, Jake Rueter, Pedestrian and Bicycle Planner, Minnesota Department of Transportation

Reimagining Expungement
Liv Reyes, MPP candidate, Graduate Research Assistant, the Center on Gender, Women, and Public Policy, Humphrey School of Public Affairs, Sasha Hulsey, MPP/MPH candidate, Graduate Research Assistant, Center for Urban and Regional Affairs, University of Minnesota, Kshitiz Karki, MPP candidate, Graduate Research Assistant, Center for Urban and Regional Affairs, University of Minnesota, Alyssa Scott, MPP/MPH candidate, Graduate Program Coordinator, Institute on the Environment, University of Minnesota

SEAL Minnesota: A Public Health Framework Supporting School Sealant Program in Health Professional Shortage Areas
Prasida Khanal, MPH, BDS, State Oral Health Director, Minnesota Department of Health, Bilquis Khan, MSc, MBA, Epidemiologist/Evaluator

The Social Construction of Age Disparate Transactional Sex Relationships in Kitui-South
Leso Munala, PhD, Assistant Professor, Asha Mohamed, Research Assistant, Sandra Opokua, Graduate student, all of Public Health, St. Catherine University

Training the next generation of Public Health Leaders: Integrating social justice in MPH Curriculum
Oona Beall, Graduate student, Leso Munala, PhD, Assistant Professor, Elizabeth Allen, PhD, MPH, Assistant Professor, all of Public Health, St. Catherine University

Undergraduate student perceptions of public health leadership
Jessica Hanson, PhD, Assistant Professor and Marzell Gray, DrPH, MBA, Assistant Professor, both of Department of Applied Human Sciences, University of Minnesota Duluth

Winona County Primary Prevention Project: Stop Sexual and Domestic Violence
Helen Bagshaw, CCRN

Tuesday, May 5, 2020, 7:30 am – 4:00 pm
7:30 - 8:00 am  Registration, continental breakfast, exhibit time

8:00 - 9:00 am  Mayoral Panel
Meet the mayors! This panel of mayors will share insights on how they are addressing the social determinants of health in their respective cities across Minnesota.
- Describe the most pressing issues each Mayor faces challenging his/her City’s health and well being
- Compare how each Mayor and City is uniquely addressing social determinants of health
- Differentiate the tools that each City/Mayor has and is using to improve health and social determinants of health in his/her City
Rochester Mayor **Kim Norton**, Willmar Mayor **Marv Calvin**, Minneapolis Mayor Jacob Frey (invited) St. Paul Mayor Melvin Carter (invited), **moderated by** Angie Carlson, PhD, Director of Research at Data Intelligence Consultants, LLC

9:00 – 9:30 am  Break & exhibit time

9:30 – 10:30 am  Concurrent sessions

12. Suicide Survivors; from Disenfranchised Grief to Empowerment
In this session the participants will understand and be able to explain some realities and misunderstandings about suicide, grief and loss, and how to regain empowerment as they grieve. Following this session, participants will be able to identify:
- Ways in which suicide survivors are enfranchised
- Ways to empower suicide survivors and themselves throughout the grief process.
- What agencies can do to help employees with grief
**Marc Markell Ph.D., CT**, Professor: Worsham College of Mortuary Science/St. Cloud State University

**Preventing Cancer with Adolescent HPV Vaccination: The Power of Stories**
This presentation will explore reasons parents forgo HPV vaccination. Attendees will explore the power of testimonials in framing messages to normalize HPV vaccination as cancer prevention, including the opportunity to share their own stories. Attendees will be able to:
- Describe HPV related cancers and vaccination coverage gaps in Minnesota
- Explore HPV vaccination hesitancies and strategies for addressing them
- Create innovative social norming testimonial messages promoting the importance of preventing HPV related cancers with on-time vaccination
**Annie Fedorowicz, MPH**, Adolescent and Adult Immunization Coordinator, Vaccine Preventable Disease Section, Minnesota Department of Health

**Overcoming Barriers to Influenza Vaccination: A Collaborative Approach**
The Minnesota Immunization Networking Initiative (MINI) is a community collaborative dedicated to reducing barriers to influenza vaccinations among underserved and uninsured populations in the greater Twin Cities of Minneapolis and St. Paul. Upon conclusion of the panel, participants will be able to:
• Describe an innovative community collaborative addressing barriers to vaccination. 
  Ingrid Johansen MN, MPH, RN, CEN, PHN, Manager of Clinical Care and Outreach, Mohammed Selim MS, BDS, Community Benefit Analyst, Mai See Lee, Interfaith Health Coordinator, all of M Health Fairview

14. Addressing Mental Wellbeing Through Collective Action
   The CHIP collaborative is engaging in multi-sectoral change in Henn. Co. by addressing two mental wellbeing strategies: becoming trauma-responsive and supporting spiritual/faith leaders who respond to mental distress. After this presentation and group discussion, attendees will be able to:
   • Describe two population health approaches to address mental wellbeing
   • Describe concepts of Trauma Organized, Trauma Informed, and Trauma Responsive systems/organizations
   • Identify at least one idea or concept that could be applied in one’s organization or community to address mental wellbeing
   Gretchen Musicant, MPH, BSN, Commissioner of Health, Minneapolis Health Department, Ann Ellison, MA, Director, Interfaith Community Health, Fairview Health Services, Rev. David Hottinger, M.Div, Manager, Spiritual Care Department, Hennepin Healthcare

10:30 - 10:45 am Break & exhibit time
10:45 - 11:45 am Concurrent sessions

15. Use of Second Chance Breakfast Kiosks to Address Health Inequities in a Secondary Schools
   Second chance breakfast kiosks increase participation in the School Breakfast Program while addressing health inequities. This session will detail steps in launching breakfast after the bell and highlight two secondary schools’ successes. By the end of the presentation, participants will be able to:
   • Identify how second chance breakfast kiosks can be used to address food insecurity and health disparities in a secondary school aged population
   • Map out the initial steps needed to implement breakfast kiosks or another breakfast after the bell initiative in a school setting
   • Learn how the partnership between a hunger relief or food assistance organization and a school district's child nutrition department can lead to the successful implementation of breakfast after the bell
   Tessa Lasswell, RD, Registered Dietitian, West St. Paul - Mendota Heights - Eagan Area Schools and South St. Paul Public Schools, Alaleh Amini, Child Hunger Specialist, SFSP, Second Harvest Heartland, Glen Ritter, Director of Food Service, South St. Paul Public Schools

16. Water Magic! Exploring perceptions of tap water safety and the impact on water and sugary drink consumption among youth and communities of color in Minneapolis
   Water is a healthy alternative to sugary drinks, but distrust of tap water is widespread in some communities. Learn how a Minneapolis coalition creatively engaged urban residents to explore concerns and develop solutions to promote water intake. Attendees at this session will:
   • Understand how sugary drinks contribute to health disparities and health inequities
   • Name three common concerns or perceptions that can influence tap water consumption
   • List three policy, systems, or environmental change strategies to reduce sugary drink consumption and promote tap water consumption
• Describe one way to apply lessons learned from the Water Magic project to address this issue in your community.

Kristen Klingler, MPH, CHES, Senior Public Health Specialist, Minneapolis Health Department, Moriah Maternoski, Public Health Specialist, Minneapolis Health Department, Colin Kloecker, Collaborative Director, Water Bar & Public Studio

17. A New Model of Wellness in a Rural Community
CentraCare - Long Prairie (CC-LP) shifted focus to create community well-being, enhance quality of life & strengthen cultural unity. Championed by community, CC-LP led efforts to open a 12,000 sq. ft. well-being facility, Vitality Wellness. Attendees will be able to:
• Understand a preventative health mode and benefit of shared community use within a healthcare facility
• Identify steps to validate moving into preventative health, focused on social determinants of health, for the future of our rural populations
• Understand the basic foundation of a successful community capital campaign
• Identify the critical importance of collaboration with partner organizations, particularly within rural communities

Dan Swenson, MBA, FACHE, Administrator, CentraCare - Long Prairie, Katie Gruber, Supervisor of Community Health and Well-Being, CentraCare - Vitality Wellness

18. Collaborating Across Sectors for Community Health Assessment and Planning
Insights into successful cross-sector collaboration in public health through the context of a joint community health assessment between a county public health department and a non-profit hospital will be shared in this session. Upon conclusion, participants will be able to:
• Identify components of a successful cross-sector collaboration for community health assessment and planning
• Describe the 6 phases of the Mobilizing for Action through Planning and Partnerships (MAPP) model for assessment and planning
• Identify strategies to engage diverse populations and build health equity into a collaborative community health assessment and planning process
• Discuss considerations for maintaining collaboration through implementation, evaluation, and planning beyond the assessment process

Craig Malm, LICSW, MBA, Director of Community Benefits and Engagement, Allina Health NW Metro Region & Mercy Hospital, Justin Navratil, MPH, Health Program Planner / Policy Analyst, Anoka County Public Health and Environmental Services

11:45 am - 1:00 pm Lunch and exhibit time
MPHA Annual Business Meeting
All conference attendees are welcome to attend the MPHA Annual Business Meeting.

1:15 - 2:15 pm Concurrent sessions

19. Two Tobacco Ways: A journey of education and policy in Minnesota Indian Country
This session will describe efforts to support Tribal nations to build a traditional tobacco movement that is responsive to the history, culture, and readiness of communities. Lessons will be shared and recommendations for work in Indian Country. After this session, attendees will:
• Understand the differences between traditional tobacco and commercial tobacco
• Learn innovating ways in doing work in Indian country

**CoCo Villaluz**, Associate Director of Health Equity Programs, Community Development, ClearWay Minnesota

20. **Population-based Approaches to Understanding Human Trafficking, Sexual Exploitation and Trading Sex in Minnesota**

**Prevalence of Trading Sex and Exploitation Among Youth in Minnesota: Implications for Prevention**

Trading sex (exploitation) among youth is a public health problem. Using new data from the Minnesota Student Survey we present a scientifically valid estimate of prevalence, correlated factors, impact on different groups, and prevention implications. Attendees will:

• Understand how Minnesota Safe Harbor addresses trading sex among youth as sexual exploitation through prevention and early intervention
• Learn new knowledge about the prevalence, scope and scale of trading sex among youth
• Recognize how trading sex and exploitation deferentially impact different communities and groups of youth (e.g., gender identity, race and ethnicity, rural and urban)
• Identify potential prevention implications for participants’ own work in the field

**Lauren Martin, PhD**, Associate Professor, School of Nursing, University of Minnesota, **Barbara McMorris, PhD**, Associate Professor, School of Nursing, University of Minnesota, **Beatriz Menanteau**, JD, Supervisor, Violence Prevention Programs Unit, Minnesota Department of Health, **Caroline Palmer, JD**, Safe Harbor Director, Minnesota Department of Health

**The Use of Hospital Discharge Data to Count Sexually Exploited Youth and Young Adults in Minnesota**

Human trafficking is prolific but identifying & stopping human trafficking is challenging. New human trafficking ICD-10-CM codes can help health care providers and public health professionals identify victims and address this public health issue. Following the panel attendees will be able to:

• Understand the breadth of system of services in Minnesota for human trafficking, especially commercially sexually exploited youth and young adults (SEY), which would also be available for child sexual violence (CSV)
• Describe how the new ICD-10-CM diagnostic codes are used in public health monitoring and assessment of sexual violence, especially CSV and SEY
• Provide the descriptive epidemiology of CSV and SEY within Minnesota Hospital Discharge Data, including gender, age, and urban/rural distributions
• Describe, as a next step, a possible hospital-based SEY prevention and referral program, based on screening using the new ICD-10-CM codes.

**Linzi Zhu**, Student Worker, Minnesota Department of Health/University of Minnesota, **Beatriz Menanteau**, JD, Supervisor, Violence Prevention Programs Unit, Minnesota Department of Health, **Jon Roesler, MS**, Supervisor, Center for Occupational Health and Safety, Minnesota Department of Health

21. **Bringing Everyone to the Table: Community Engagement during Assessments and Strategic Planning**

Attendees will learn techniques for collecting qualitative data, best practices for organizing engagement events, strategies for sharing information, and ideas to foster collaboration with external stakeholders during strategic planning. By the end of the session participants will be able to:

• Identify opportunities to incorporate principles of intersectionality into assessments
• Understand how to apply and design qualitative data collection projects
• Apply stakeholder mapping techniques to examine potential partnerships with external stakeholders in the community

Blair Harrison, MPH, Senior Research Scientist, Liz Corey, Title V Needs Assessment Intern, Molly Meyer, MPH, Senior Research Scientist, Joan Brandt, PhD, MPH, RN, Division Director, Sarah Dunne, MPH, Children & Youth with Special Health Needs Supervisor, all of Child and Family Health Division, Minnesota Department of Health

2:15 - 2:30 pm Break & exhibit time

2:30 - 3:55 pm Panel – Perspectives on The Vaping Epidemic

Part 1: Vaping Overview
This presentation will provide a basic understanding of e-cigarettes including background on e-cigarettes in the United States, how JUUL revolutionized the industry, health impacts of nicotine, lung injuries and deaths, and how to address this epidemic. Upon conclusion of the panel, participants will be able to:
• Describe 2 health concerns around youth and nicotine exposure
• Name 2 ways you can take action to address the vaping epidemic
• Identify 3 ways e cigarettes and vaping can be regulated

Pat McKone, Senior Director, Health Promotion and Policy, American Lung Association

Part 2: Panelist Perspectives
Learn what actions are being taken in Minnesota to fight the epidemic of vaping. Our panelists will continue the discussion around vaping including what the Minnesota Department of Health is working on, unique methods to reach at risk populations, and current efforts youth in Minnesota are taking to curb this epidemic. Participants will be able to:
• Describe 3 reasons there is great concern over vaping—what is it about vaping that presents difficult challenges to be overcome
• Identify 3 actions that are being taken in Minnesota to reduce the prevalence of vaping, particularly in at-risk populations
• Discuss 2 things that you can bring back to your community to inform and educate others about the truth around vaping

Laura Oliven, MPP, Tobacco Control Manager, Minnesota Department of Health will give perspective from the state of Minnesota by discussing the state landscape and MN Student Survey data. Dr. Keith Cavanaugh, Pediatric Pulmonologist, Children’s Respiratory & Critical Care Specialists, P.A, will address vaping related lung injuries from a clinician’s point of view along with Dr. Rose Marie Leslie, University of Minnesota North Memorial Family Medicine Residency, who will offer insights on effective messaging, exemplified by her viral TikTok videos for teens. Anna Grace Hottinger, high school student, Shoreview, and Intern at the Association for Non-Smokers, will share a youth voice and advocacy efforts.

3:55 - 4:00 pm Closing Remarks - Kathy Norlien, MS, CPH, MPHA President-Elect

REGISTRATION
Registration is available: https://mpha.net/event-3731894
Not a MPHA member yet? **Online registration allows for annual conference + annual membership at the member-rate.**

**MPHA Member conference rates:**
- Individual/Retiree Member - $150
- Student or Community Health Worker Member - $50

**Best Deal: Conference + 1-year Membership rates:**
- Individual Membership + Conference - $200
- Student Membership + Conference - $65
- Retiree Membership + Conference - $170
- Community Health Worker Membership + Conference - $65

**Non-Member conference rates:**
- Individual/Retiree Non-Member - $225
- Student or Community Health Worker - Non-Member - $75

**SPONSORSHIP OPPORTUNITIES**

MPHA greatly subsidizes the attendee cost of the conference and relies upon sponsors to help keep the conference accessible and affordable for all who wish to attend.

Please see [2020 Annual Conference Sponsorship Information](#). Contact Merry Grande (admin@mpha.net) with questions. Sponsor registrations appreciated by April 1, 2020 and are accepted on a first-come basis.

If you/your organization is interested in sponsoring MPHA’s yearly programming (annual conference, policy forums, and national public health week activities), please see [yearly sponsorship opportunities](#).

**Thank you, 2020 Conference Sponsors!**

**SCHOLARSHIPS**

MPHA strives to make conference attendance possible for all interested participants. Based on the amount of scholarship sponsors we receive, MPHA will offer a limited number of need-based scholarships to defray registration costs.

Eligibility: MPHA is committed to ensuring that conference participants from priority populations including people of color and American Indians, LGBTQ communities, persons with disabilities, and public health students attend and participate in our annual conference. Based on the amount of scholarship fundraising, MPHA will have a limited number of scholarships for registration for attendees who identify themselves with one of these priority populations, or for those that have a special interest in advancing healthy equity in any one of these populations. In addition, a limited number of scholarships are available through a lottery to support attendees traveling 100 + miles to attend the conference, or, who work for an agency with a general operating budget of less than $50,000.
To apply for a scholarship, please describe your interest by emailing admin@mpha.net. Applications are now being received on a rolling basis and awarded according to the donations in our scholarship fund.

**To Fund a Scholarship:**

The planning committee has developed a program that recognizes the need to engage many stakeholders to help address public health problems. With your support, we hope to provide need-based access to individuals who might not otherwise attend and participate in this conversation. Individuals are invited to make a contribution in any amount, and will receive recognition on the conference registration website, in the program, and in a letter to all attendees receiving a full or partial registration scholarship.

Contributions may be made online at during annual conference registration checkout, on MPHA's [donation page](#) (check "scholarship support" and write "annual conference" in the Special Instructions), or mailed to MPHA at: PO Box 14415, Minneapolis, MN 55414. MPHA is a 501(c)(3) organization.

**LODGING**

To reserve, please call hotels directly and ask for the MPHA public health group rate. Room blocks are released one month prior, on **APRIL 3**.

Best Western Plus Dakota Ridge, 3450 Washington Drive, Eagan, MN. 651-452-0100
- $98.00+10.1250% tax/night, $119.07 total (Double Queens).
- Complimentary breakfast featuring hot Belgian waffles.
- Fitness center.
- Free shuttle service to Airport, Mall of America and Twin Cities Premium Outlets.

Holiday Inn Express, 3434 Washington Drive, Eagan, MN. 651-452-3400
- $98.00+10.1250% tax/night, $119.07 total (Double Queens).
- Complimentary breakfast.
- Fitness center, Indoor swimming pool.
- Free shuttle service to Airport, Mall of America and Twin Cities Premium Outlets.

**CARPOOL and ROOMMATE REQUESTS**

If you are interested in carpooling, to either receive a ride, or share space in your own vehicle, please complete the [Carpool request form](#).

To request a roommate for lodging, please complete the [Roommate request form](#).

Please make any requests before April 1, and MPHA will do its best to help facilitate.

**ACCESSIBILITY COMMITMENT**

MPHA is committed to making the Annual Meeting accessible to the widest range of people possible. If you need assistance for your participation in the meeting, please submit a request in writing by April 1 outlining specific type of assistance required to admin@mpha.net.

**CANCELLATION/REFUND POLICY**
As stated on MPHA's policies page, fifty percent (50%) of conference registration fees can be refunded with written notice up to April 20, 2020 (two weeks prior to the conference date). Deadlines for refund requests will be printed in all conference brochures. After the deadline, no refunds will be given. Memberships, donations and other event registrations that have been charged are nonrefundable.

PARTICIPATION POLICY
MPHA will take photos and videos during the Annual Meeting. By attending the meeting, you acknowledge these activities and grant MPHA permission to use your image for Association publications, website, and marketing materials. You waive all claims against MPHA for any liability resulting from these uses.

FOR MORE INFORMATION
The 2020 MPHA Annual Conference Planning Committee is co-chaired by Kathleen Norlien and Summer Robbins. Please direct questions to Merry Grande, MPHA Executive Director, admin@mpha.net.

The Minnesota Public Health Association

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

VISION: Our vision is to be an active independent voice for public health in Minnesota.

MPHA traces its roots back to 1907 when health officers throughout Minnesota organized to hold a spring meeting. MPHA has evolved into a volunteer-based organization representing a broad public health spectrum of:

- Public, private, community organizations
- Professionals at different stages of their careers: entry level through retirement
- Multiple disciplines and topics, such as environmental health, public health nursing, community health education and public health administration.

CORE VALUES
- To inspire effective public health leadership by offering opportunities for enhancing learning, skills, and practice.
- To advocate for public health policy that is grounded in science-based evidence and social justice principles.
- To effectively impact public health in Minnesota.

For more information: www.mpha.net