

# Monday, September 28, 2009

## REGISTRATION OPEN

7:00 a.m.

Kokopelli Trail

## CONTINENTAL BREAKFAST

7:00 a.m.

Kokopelli Trail

## OPENING REMARKS & KEYNOTE ADDRESS

8:00 – 9:45 a.m.

Bighorn Ballroom

## Keynote Session

*Robert M. Pestronck, MPH, National Association of City & County Health Officials*

Room E - Bristlecone

10:00am-12:00pm

### A5 – Fundamentals of Environmental Health: Connections Between Environmental and Public Health in Colorado

*Jim Rada, REHS, Environmental Health Manager, Garfield County Public Health, Ray Mohr, Air Pollution Control Division, Colorado Department of Public Health and Environment*

**Brief Description:** Environmental Health is an integral part of human and community health. With the development of core services through the implementation of the Public Health Act of 2008 (SB08-194), environmental health services may be developed or enhanced at the local public health level across Colorado. This workshop will provide an understanding of environmental health services in Colorado and will define the roles of CDPHE and local public health. Participants will learn how environmental health services have been developed in Garfield County based on community need. Participants will also use a collaborative model to managing environmental health issues to think through an issue in their own community.

**Learning Objectives:** (1) Participants will be able to identify key connections between environmental health and human/community health; (2) Participants will be able to identify primary and enhanced environmental health services and the roles of state and local environmental health; (3) Participants will be able to describe a collaborative approach to community environmental health issues and be able to direct the first two aspects of the approach.

**Public Health Topic(s):** Environmental Health, Enhancing Public Health Systems, Other

## EXHIBITS & POSTERS OPEN

10:00 a.m. – 6:15 p.m.

Jacks

## WORKSHOP SESSION 1

10:00 a.m. – 12:00 p.m.

Room D - Lodgepole

10:00am-12:00pm

### A4 - Evidence-Based Practice, Improving Health Outcomes and Performance

*Mariana Ledezma, Community Project Development Coordinator, Center for Public Health Practice, Colorado School of Public Health, Elaine Belansky, PhD, Rocky Mountain Prevention Research Center, Angela Sauaia, MD, PhD, Project TEACH, Judy Baxter, MA, Project TEACH*

**Brief Description:** This will be a hands-on, practical, skill building session that will help in the formulation of evidence-based projects. The goal of this workshop is to teach attendees to be aware of the evidence on which

their practice is based, to assess the soundness of that evidence, the strength of inference the evidence permits, and the ways in which that evidence base can be used to improve programs and to secure funding.

**Learning Objectives:** (1) Define evidence-based practice as a principle for project development; (2) Explain how to search and evaluate the evidence base for public health programs; (3) Adapt evidence-based public health interventions in support of local program development and grant-writing

**Public Health Topic(s):** Enhancing Public Health Systems; Other

**Essential Service(s):** Inform, Educate, Empower; Develop Policies and Plans; Link People

**Target Audience:** Public health practitioners, policy makers, researchers, and the general public.

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**Essential Service(s):** Assure a Competent Workforce; Diagnose and Investigate; Mobilize Community Partnership

**Target Audience:** All public health professionals, local public health professionals, public health administrators, public health nurses, health educators

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**Room F - Ponderosa**  
 10:00am-12:00pm

## **A6 - Strategies to Engage Outlying Communities in Public Health**

*Deryk Sanchez Standing, Program Director, SageRiver Consulting, Inc.*

**Brief Description:** In his book *Community: The Structure of Belonging* Peter Block identifies a new approach in how to implement evidence-based interventions with outlying communities who experience disparities in health outcomes: *The Invitation*. Block outlines how outlying communities have traditionally been invited to participate in program development and implementation needs to shift. He demonstrates five strategies in how to conduct the invitation. They are:

1. Inspire possibility,
2. Develop ownership,
3. Encourage dissent,
4. Garner ownership, and
5. Allow the community to share its gifts while implementing the intervention.

In his work with SageRiver, Deryk has partnered with the Colorado Department of Public Health and Environment's Office of Health Disparities and the STI/HIV Section to implement four programs using the *Invitation* and the strategies identified by Block. In this presentation Deryk will present on the Block's invitation and its five strategies and how they can be integrated with public health evidence-based interventions. Deryk will share case studies on how Block's methodology has been implemented in Colorado and will include successes and lessons learned. Lastly, Deryk will facilitate an activity that has individual, small group, and large group work that will provide participants the opportunity to explore how to incorporate Block's approach in their work.

**Learning Objectives:** (1) Describe a new approach and its five strategies public health professionals can use in their work in the development and implementation of programming for outlying communities, e.g., communities of color, people with mental illness, LGBT communities, etc.; (2) Review case studies that illustrate the use of these strategies and their efficacy.; (3) Explore how attendees can use these strategies in their respective programs.

**Public Health Topic(s):** Health Disparities and Underserved Populations; Enhancing Public Health Systems; Other

**Essential Service(s):** Inform, Educate, Empower; Mobilize Community Partnerships; Assure a Competent Workforce

**Target Audience:** Any public health professional who implements evidence-based interventions

## SHOWCASE SESSION 1

10:00 a.m. – 10:30 a.m.

**Room A - Ptarmigan A**  
 3:00-3:30pm

\* CANCELED \*

## ~~A1 - Training, Measuring and Sustaining Patient Navigation in Colorado~~

~~*Patricia Valverde, Research Manager, University of Colorado-Denver*~~

**Room B - Ptarmigan B**  
 10:00-10:30am

## **A2 - Training Made Easy with a Computer and a Compact Disc**

*Vickie Weeast, Perinatal Hepatitis B Case Manager, Colorado Department of Public Health and Environment*

**Brief Description:** The presentation will consist of a 15-20 minute power point presentation outlining a project developed by Viral Hepatitis Program staff at The Colorado Department of Public Health and Environment. There will be a brief demonstration of our Perinatal Hepatitis B Prevention Training on compact disc. The presentation will close with a 5-10 minute question and answer session.

**Learning Objectives:** (1) By the end of this presentation, participants will be able to describe how to use a compact disc as an alternative training/educational tool.; (2) By the end of this presentation, participants will be able to discuss when it is appropriate to use a compact disc format for training.; (3) By the end of this presentation, participants will be able to describe various methods used to evaluate the effectiveness of training on compact disc.

**Public Health Topic(s):** Health Promotion, Disease Prevention, Education; Maternal and Child Health; Infectious Disease Control

**Essential Service(s):** Inform, Educate, Empower; Assure a Competent Workforce; N/A

**Target Audience:** Anyone attending the conference that provides training.

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**Room C - Ptarmigan C**  
10:00-10:30am

**A3 - Designing an Atlas of Public Health for Colorado**

*Devon Williford, GIS Analyst/Developer, Colorado Department of Public Health and Environment, Peter Anthamatten, Assistant Professor, University of Colorado-Denver, Department of Geography and Environmental Sciences*

**Brief Description:** This presentation will examine the organization, framework, and possible data sources of a public health atlas, and how the development of a public health atlas for the state of Colorado can provide a visual approach for understanding historical trends in disease statistics as they relate to additional public health and geographic information. This presentation will also examine current attempts at using geography to bring historical public health data to life, and offer some time to discuss the possible roles of a Colorado atlas within the public health community.

**Learning Objectives:** (1) Presentation attendees will be introduced to conceptual designs and theoretical frameworks that are part of modern-day, as well as historical, public health atlases.; (2) Presentation attendees will survey the pros and cons of mapping historical public health data from an atlas perspective.; (3) Participants in the presentation will have a chance to discuss with the presenters what role they see a Public Health Atlas of Colorado playing.

**Public Health Topic(s):** Epidemiology and Statistics; Application of Geographic Information Systems in Public Health; Environmental Health

**Essential Service(s):** Inform, Educate, Empower; Develop Policies and Plans; Monitor

**Target Audience:** Public health professionals, epidemiologists, environmental health professionals, academic professionals

*Susan Moyer, RN, MSN, CNSPH, Nursing Supervisor, Jefferson County Public Health, Melissa Broudy, RN, BSN, BA, Public Health Nurse, Jefferson County Public Health*

**Brief Description:** Jefferson County Public Health (JCPH) has teamed up with the Cavity Free at Three Technical Assistance Team, WIC staff, and independent Registered Dental Hygienists (RDHs) to prevent cavities in pregnant women and children ages 0-5. This session will provide:

- A brief overview of the most common childhood disease, dental caries.
- An overview of the Cavity Free at Three program.
- The success of JCPH's Cavity Free at Three model program that incorporates Registered Dental Hygienists with WIC services.
- Detailed information on how to replicate this Cavity Free at Three/WIC prevention model in any local public health setting.
- A detailed Replication Manual will be provided for participants.

**Learning Objectives:** (1) Participants will be able to state the burden childhood caries place on individuals and the public health system.; (2) Participants will be able to explain how Jefferson County Public Health has successfully integrated cavity prevention with its WIC nutrition services to achieve maximum public health impact with minimal cost to the county.; (3) Participants will be able to identify the necessary steps required and resources available to replicate the Cavity Free at Three/WIC prevention model in any local public health setting.

**Public Health Topic(s):** Enhancing Public Health Systems; Health Disparities and Underserved Populations; Health Promotion, Disease Prevention, Education

**Essential Service(s):** Link People; Inform, Educate, Empower; Develop Policies and Plans

**Target Audience:** WIC Program staff, Registered Dental Hygienists, Public Health Program Administrators, Dentists, and Public Health Nurses.

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**Room B - Ptarmigan B**  
10:45-11:15am

**SHOWCASE SESSION 2**  
10:45 a.m. – 11:15 a.m.

**Room A - Ptarmigan A**  
10:45-11:15am

**B1 - Taking a Bite Out of Dental Caries: Integrating Cavity Prevention with WIC Nutrition Services**

**B2 - Reaching Older Adults with an Effective Pandemic Influenza Preparedness Message**

*Sallie Thoreson, Health Professional, Colorado Department of Public Health and Environment*

**Brief Description:** In the event of a disaster or emergency event, older adults are considered a vulnerable population. During a pandemic influenza outbreak older adults may be isolated physically and socially from their normal activities and health care. This project looked at the informational needs of older adults in

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a rural region of Colorado, the six western Colorado counties of Montrose, Delta, Ouray, Gunnison, Hinsdale and San Miguel. We used focus groups and key informant interviews to assess the needs of older adults and to design informational materials for this audience. We used social marketing to craft messages that would work for different segments of an older adult audience in a rural region of Colorado. At the session I will share the two communication products we developed and how we tested them with the target audience. I will also discuss how the Outreach Plan for working with older adults could assist other programs with their interactions with the important audience.

**Learning Objectives:** (1) Describe the barriers to providing preparedness information to older adults.; (2) Identify how formative research and social marketing can be used to develop a health promotion program.; (3) Formulate specific ways to reach older adults in your work.

**Public Health Topic(s):** Emergency Preparedness and Response; Health Disparities and Underserved Populations; Health Promotion, Disease Prevention, Education

**Essential Service(s):** Inform, Educate, Empower; Diagnose and Investigate; Research

**Target Audience:** health educators, emergency management professionals, public health nurses

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## Room C - Ptarmigan C 10:45-11:15am

### B3 - Influenza Surveillance: Traditional Methods versus BioSense

*Theresa Mickiewicz, Public Health Analyst, Denver Public Health*

**Brief Description:** BioSense, a national biosurveillance system developed by the CDC, could augment local surveillance systems or provide surveillance for areas with no established system. To validate BioSense, this study compares BioSense to local surveillance systems used in two cities: Denver, CO and Baltimore, MD. Influenza in Denver is monitored in multiple ways: CDPHE monitors hospitalizations and sentinel providers report outpatient influenza visits. Denver Health Medical Center uses an internally-developed system that monitors chief complaint from the Emergency Department. Johns Hopkins Hospital (Baltimore, MD), uses laboratory-confirmed influenza testing. Correlations between BioSense and local systems correlated well, suggesting that BioSense may provide adequate surveillance for influenza.

**Learning Objectives:** (1) Discuss how influenza is currently monitored in Colorado.; (2) Compare local influenza surveillance systems with a national model and describe advantages and disadvantages of each.; (3)

Discuss how bioterrorism efforts can have positive implications for public health infrastructure

**Public Health Topic(s):** Epidemiology and Statistics; Enhancing Public Health Systems; Emergency Preparedness and Response

**Essential Service(s):** Monitor; Evaluate; Inform, Educate, Empower

**Target Audience:** Epidemiologists, physicians, nurses, public health workers, researchers

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## SHOWCASE SESSION 3

11:30 a.m. – 12:00 p.m.

**Room A - Ptarmigan A  
11:30am-12:00pm**

### C1 - Thinking Outside the Box: Uniting One Community to Improve the Oral Health Status of Children.

*Bethany Van Wyk, Nursing Supervisor, Eagle County Department of Public Health*

**Brief Description:** This session will discuss Eagle County's efforts at improving the oral health status of children. It will focus on how Eagle County Department of Public Health mobilized community partners to establish oral health programs, using the Model of Improvement of Plan, Do, Study, Act. The session will highlight how to establish a vision and maintain focus, while taking small steps to identify and solve a specific health problem. The session will also explain how to strategically plan a program through a coalition of diverse community members. The session will allow participants to develop new skills through relating the experiences and lessons learned from one Public Health Department.

**Learning Objectives:** (1) Participants will be able to describe the model for improvement of Plan, Do, Study, Act in order to achieve program objectives.; (2) The session will explain how to mobilize community partnerships to identify and solve health problems.; (3) Participants will discuss developing a community business plan for improving the health of a target population.

**Public Health Topic(s):** Enhancing Public Health Systems; Health Disparities and Underserved Populations; Public Health Nursing

**Essential Service(s):** Mobilize Community Partnerships; Link People; Evaluate

**Target Audience:** This session is intended for public health nurses, health educators, researchers, and program coordinators.

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## Room B - Ptarmigan B

11:30am-12:00pm

### C2 - Are you READY, Colorado?

*Karrie Witkind, MS, Director of Community Health, Center for Research Strategies, Captain Jennifer Steck, Director of Training, Denver Police Department, Urban Area Security Initiative, Deanna Erstad, MBA, State Community Preparedness Program Manager, Governor's Office of Homeland Security, Keith Ives, Education Program Manager, American Red Cross-Mile High Chapter, Grace Linn, MA, President, Creative Media Solutions*

**Brief Description:** This 30 minute discussion will showcase research sponsored by Ready Colorado, the Governor's Office and the Mile High Red Cross that details the level of emergency preparedness of Colorado residents. This study utilized the Readiness Quotient Survey Instrument developed for the National Council of Excellence in Government and the American Red Cross in conducting national emergency preparedness research. Colorado readiness data will be compared to national data. Program participants will have an opportunity to assess their personal level of emergency preparedness and learn more about Ready Colorado and other emergency preparedness campaigns and resources. Additionally they will be asked to brainstorm ways they can apply this information to their work setting and engage their constituents and communities in disaster preparedness planning.

**Learning Objectives:** (1) Assess your own level of emergency preparedness.; (2) Describe the level of emergency preparedness of Colorado residents.; (3) Identify emergency preparedness resources available for Coloradans.

**Public Health Topic(s):** Emergency Preparedness and Response; Health Promotion, Disease Prevention, Education; Other

**Essential Service(s):** Inform, Educate, Empower; Mobilize Community Partnerships; Monitor

**Target Audience:** All public health professionals

## Room C - Ptarmigan C

11:30am-12:00pm

### C3 - Easy access to county/regional public health and health disparities data via the web

*Alyson Shupe, Chief, Health Statistics Section, Colorado Department of Public Health and Environment, Angela Sauaia, MD, PhD, University of Colorado Denver, Margaret Moore, MPH Student, University of Colorado Denver*

**Brief Description:** In early 2009, the State Health Department unveiled a new data web, which brings together, in one place, the public health data that has previously been located on multiple sites or unavailable. The data web was created to enable data users to conveniently access a broad range of public health data for use in monitoring, planning and evaluation. This session will orient conference participants to the data web and will solicit feedback and suggestions for improvement of the site. Certain features of the data web will be highlighted including recently generated county/regional health profiles, environmental health data, and a brand new product, the Colorado Health Disparities Profiles.

**Learning Objectives:** (1) Participants will be able to access timely, relevant public health data at the local level.; (2) Participants will be able to access Project TEACH and related resources for reducing health disparities.

**Public Health Topic(s):** Epidemiology and Statistics; Health Disparities and Underserved Populations; Enhancing Public Health Systems

**Essential Service(s):** Monitor; Develop Policies and Plans; Inform, Educate, Empower

**Target Audience:** Public health professionals, medical professionals, community based organizations

**LUNCH**  
**12:00 p.m. – 1:00 p.m.**

### Lunch

*For those not attending the COSOPHE Business Meeting.*

**COSOPHE BUSINESS MEETING**  
**with LUNCH**  
**12:00 p.m. – 1:00 p.m.**

Hasty's

**Colorado Society for Public Health  
Education Business Meeting and Lunch**

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## WORKSHOP SESSION 2

1:15 p.m. – 3:15 p.m.

**Room D - Lodgepole**  
1:15-3:15pm

### D4 - Public Health and Public Education: A Natural Partnership

*Marilyn Bruce, BS, MS, School Health Coordinator, Teller County Public Health, Christina Rubin, RN, MSN, APN; Director, Teller County Public Health; Martha Hubbard, BSN, Teller County Public Health nurse*

**Brief Description:** Public Health and Public Education have many opportunities to support and help each other in developing a strong partnership which will benefit the common population. However, too many times the opportunity to nurture and develop this partnership is neglected and missed because there is no common ground on which to build this relationship. Now there is a Coordinated School Health Model that is supported by the Centers for Disease Control and Prevention. Through the use and implementation of this model, schools and public health departments can create a valuable partnership for their communities.

**Learning Objectives:** (1) The participants will be able to describe the coordinated school health model and how it can be used effectively to inform, educate and empower people about health issues; (2) The participants will be able to identify the key relationships that need to be developed with a school district which will link people to needed personal health services and assure the provision of health care otherwise unavailable; (3) The participants will be able to develop a plan to work within a school district's coordinated school health model to assure a competent public and personal health care workforce

**Public Health Topic(s):** Health Promotion, Disease Prevention, Education; Physical Activity, Food, and Nutrition; Health Disparities and Underserved Populations

**Essential Service(s):** Inform, Educate, Empower; Link People; Assure a Competent Workforce

**Target Audience:** Public health nurses, health educators, public health administrators, school administrators, school nurses

**Room E - Bristlecone**  
1:15-3:15pm

### D5 - Crucial Conversations: Getting Unstuck

*Joan Eden, M.S., R.D., Private Consultant, Leadership Skills Development, Barbara Ritchen, BSN, MA*

**Brief Description:** Normally a two-day workshop covering eight modules, this skill-building workshop will

cover the first module, "Getting Unstuck", of the widely acclaimed Crucial Conversations program. Whenever someone is not getting successful results, there's a good chance that a crucial conversation is keeping him/her stuck. Whether it's a problem with poor quality, declining customer satisfaction or a strained relationship - whatever the issue - the skills contained in this Crucial Conversation module can improve results.

Utilizing many learning modalities including observation of video clips, individual and group reflection, skill practice, small and large group discussion and lecturette, the presenters will also use specific examples geared towards situations that public health professionals experience on a routine basis. Participants will develop a list of personal and professional situations/circumstances where they are feeling unsuccessful and brainstorm ideas about how to get "unstuck" and move towards success.

**Learning Objectives:** (1) -Participants will be able to: describe how adding to "the pool of shared meaning" increases the candor with which ideas, opinions and feelings are shared during a high stakes conversation where emotions are strong and opinions vary.; (2) - Participants will be able to: spot the conversations that are keeping them from getting what they really want from an important conversation.; (3) -Participants will be able to: notice when safety in a conversation is at risk and when unhealthy dialogue takes over the interaction.

**Public Health Topic(s):** Health Promotion, Disease Prevention, Education; Enhancing Public Health Systems; Emergency Preparedness and Response

**Essential Service(s):** Mobilize Community Partnerships; Develop Policies and Plans; Assure a Competent Workforce

**Target Audience:** everyone

**Room F - Ponderosa**  
1:15-3:15pm

### D6 - Addressing Health Literacy by Writing Easy-to-Read Materials

*Sallie Thoreson, Health Professional, Colorado Department of Public Health and Environment*

**Brief Description:** Health literacy is the ability to get, read, and understand basic health information and services in order to make good health decisions. National data demonstrate that much of the currently available health information is too difficult for average Americans to use to make health decisions. We are more successful when we use plain language (easy-to-read) to inform about health and our services. Writing easy-to-read is one tool for improving health literacy. In this skill building session we will explore the key elements of writing easy-to-read. This skill-building session will include a number of participatory exercises where individuals will practice writing easy-to-read or work in groups to evaluate

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materials and rewrite some sections. The group will also practice evaluating materials for readability.

**Learning Objectives:** (1) Demonstrate a basic understanding of key health literacy concepts.; (2) Analyze and practice the methods and measures used in writing easy to read materials.; (3) Identify specific ways to integrate health literacy into your work.

**Public Health Topic(s):** Health Promotion, Disease Prevention, Education; Emergency Preparedness and Response; Health Disparities and Underserved Populations

**Essential Service(s):** Assure a Competent Workforce; Inform, Educate, Empower; Diagnose and Investigate

**Target Audience:** health educators, env. health specialists, publi health nurses

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**SHOWCASE SESSION 4**  
**1:15 p.m. – 1:45 p.m.**

**Room A - Ptarmigan A**  
 1:15-1:45pm

**\* CANCELED – Replacement session below \***  
**D1 – Update on Adult Tobacco Usage, Cessation, and Disparities in Colorado: Results of the 2008 Colorado Adult Tobacco Attitudes and Behaviors Survey**  
*Emily Burns, MD, MSPH, Instructor of Epidemiology, Colorado School of Public Health*

**\* REPLACED WITH:**  
**H2 - Creating Community Involvement to conduct a Perinatal Periods of Risk (PPOR) Assessment**  
*Rita Beam, Nurse Manager, Perinatal Services, Tri - County Health Department, Julie Davis, RN, MPH*

**Brief Description:** "Creating Community Involvement to conduct a Perinatal Periods of Risk (PPOR) Assessment" This session will describe how a community collaborative was formed to address a health disparity in an urban community and how an epidemiologic method (Perinatal Periods of Risk / PPOR) was utilized to focus the efforts of the collaborative to improve birth outcomes of the African American Community in Aurora, Colorado. This collaborative was the result of a partnership formed between a Healthy Start Program, the local health department, a non-profit organization and local city government. The formation of a community collaborative to examine complex health disparities have

been supported by both the National Institute of Medicine and Healthy People 2010. This effort was chosen to mobilize the Aurora community to take action to solve this serious health problem effecting birth outcomes.

**Learning Objectives:** (1) -To describe how a community collaborative was formed to address a complex health disparity; (2) -To explain the PPOR process as an epidemiologic approach to identify opportunity gaps for improving birth outcomes; (3) -To discuss lessons learned as a community was mobilized to action to address a health problem.

**Public Health Topic(s):** Epidemiology and Statistics; Health Disparities and Underserved Populations; Maternal and Child Health

**Essential Service(s):** Monitor; Inform, Educate, Empower; Mobilize Community Partnerships

**Target Audience:** Target Audience: public health nurses, maternal / child health professionals, social workers, public health advocates, program coordinators, public policy makers, public health administrators, epidemiologists and researchers.

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**Room B - Ptarmigan B**  
 1:15-1:45pm

**D2 - Encrucijada, Sin Salud No Hay Nada: An Entertainment-Education Project Addressing the Health Access Needs of the Spanish Speaking Community of Colorado**  
*Mariana Enriquez-Olmos, PhD, Director of Education Research, Center for Research Strategies, Kelly Dunkin, Senior Program Officer for Health Coverage, The Colorado Health Foundation, Kim Riley, Director of Health Education, Center for Research Strategies, Anne Smith, Principal, Evolve Communications, Alexis Weightman, Evaluation Director, The Colorado Health Foundation*

**Brief Description:** During this session we will present the research on which Encrucijada, an entertainment-education project, has been based as well as the process followed to produce this television program. Information about the topics of the telenovela as well as its expected outcomes will be shared with the audience. Finally, we will present preliminary findings collected through a mix methods design and will explain its meaning to the overall purpose of the project.

**Learning Objectives:** (1) Describe why a soap opera is expected to impact the health behaviors of the Spanish speaking community in Colorado.; (2) Explain the importance of using alternative means of reaching hard to reach communities.

**Public Health Topic(s):** Health Promotion, Disease Prevention, Education; Health Disparities and Underserved Populations; Other

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**Essential Service(s):** Inform, Educate, Empower; Evaluate; Research

**Target Audience:** All public health professionals, especially those providing health services to Colorado's Spanish speaking community.

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**Room C - Ptarmigan C**  
 1:15-1:45pm

\* Canceled \*

~~**D3 - Building Better Business Management Systems for Public Health through Collaborative Open-Source Software Development**~~

~~*Adrienne LeBailly, MD, MPH, Director, Larimer County Department of Health and Environment, Marie Macpherson, B.S., Director of Administrative Services, Larimer County Department of Health and Environment*~~

**SHOWCASE SESSION 5**

**2:00 p.m. – 2:30 p.m.**

**Room A - Ptarmigan A**  
 2:00-2:30pm

**E1 - Creating A Culture of Positive Change using the American Lung Association Smoking Cessation Program for Teens called Not On Tobacco**

*Dianne Draper, Not On Tobacco Coordinator, American Lung Association in Colorado*

**Brief Description:** This session will give an overview of the Not on Tobacco Program to include how and where it can be implemented. Not on Tobacco Program evaluation data will be reviewed to show success in helping youth to quit or cut back their tobacco use while developing life long problem solving and interpersonal skills and shows disparate populations positively responding to the program. This session will also link attendees with information and resources to promote the program in their community.

**Learning Objectives:** (1) Describe the holistic approach of the N-O-T program and how the 10-session program it is implemented throughout Colorado; (2) Discuss the N-O-T program evaluation results showing the wide reach throughout the state, learning that 87% of youth in the N-O-T program either quit or cut back their tobacco use and conveying demographic data that includes at risk youth and disparately; (3) Explain how the audience can access and utilize this program through the Colorado website, the national N-O-T website and direct contact information

**Public Health Topic(s):** Tobacco, Alcohol, and Drug Use; Health Disparities and Underserved Populations; Enhancing Public Health Systems

**Essential Service(s):** Inform, Educate, Empower; Link People; Enforce Laws and Regulations

**Target Audience:** Community service providers, health educators, physicians, program coordinators, administrators, nurses, public health officers, realed health specialists

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**Room B - Ptarmigan B**  
 2:00-2:30pm

**E2 - Child Health Liaison Program: A Modified Approach in El Paso County**

*Alana Podratz, Public Health Nurse, El Paso County Department of Health and Environment, Deniz Kitchen, El Paso County Department of Health and Environment*

**Brief Description:** The session will describe how the Child Health Liaison program was implemented in El Paso County. The planning, implementation and evaluation will be presented. How to identify community partners and stakeholders will also be discussed.

**Learning Objectives:** (1) Participants will be able to describe how the Child Health Liaison program was implemented in El Paso County.; (2) Participants will leave the session with the framework to plan, implement and evaluate a Child Health Liaison program using a modified approach appropriate for their county and community.; (3) Participants will be able to identify community partners and stakeholders that are interested in improving health and safety and integrating health into early childhood settings.

**Public Health Topic(s):** Maternal and Child Health; Health Promotion, Disease Prevention, Education; Epidemiology and Statistics

**Essential Service(s):** Inform, Educate, Empower; Mobilize Community Partnerships; Evaluate

**Target Audience:** Program Coordinators, Public Health Nurses, Early Childhood Educators, Health Educators, Epidemiologists

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**Room C - Ptarmigan C**  
 2:00-2:30pm

**E3 - The Way of the Future: Pubic Health Informatics in Colorado**

*Chris Wells, Director, Public Health Informatics Unit, Colorado Department of Public Health & Environment*

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**Brief Description:** Public Health Informatics has been defined as the systematic application of information and computer science and technology to public health practice, research, and learning. In broad terms, today's public health professionals must be able to use information effectively; to use information technology effectively; and to manage information technology projects effectively. This session is relevant to conference attendees in that it describes innovations in the field of information technology and introduces participants to resources available through the state health department. In addition, this session relates to the conference theme in that public health informatics serves as a bridge between the many disciplines of public health. It is our goal to act as a resource for public health practitioners and support their goal of improving community health.

**Learning Objectives:** (1) Participants will be able to define public health informatics and describe its utility to public health practice and research.; (2) Participants will be able to describe the functions of the state health department's public health informatics unit.

**Public Health Topic(s):** Enhancing Public Health Systems; Other

**Essential Service(s):** Monitor; Monitor; Monitor

**Target Audience:** Public health practitioners

will be utilized to provide feedback to the CMHC's regarding the current prevalence rates of tobacco use in their youth clientele and youth perceptions on what they believe would help them in their cessation attempts. Following the feedback portion of the project, BHWP will partner with the CMHC's to develop practical and consumer-preferred tobacco cessation strategies to incorporate into current intervention protocols. This session will review the data collected from the youth tobacco survey as well as the CMHCs' plans to address tobacco cessation in response to the project data. Implications for public health will be addressed.

**Learning Objectives:** (1) Describe the rationale for the Quality Improvement study presented.; (2) Explain the outcomes of the presented study.; (3) Discuss the public health implications of tobacco cessation programs for youth with mental illnesses.

**Public Health Topic(s):** Tobacco, Alcohol, and Drug Use; Enhancing Public Health Systems; Health Promotion, Disease Prevention, Education

**Essential Service(s):** Mobilize Community Partnerships; Develop Policies and Plans; Evaluate

**Target Audience:** Mental health professionals, health educators, pediatric medical professionals

## SHOWCASE SESSION 6

2:45 p.m. – 3:15 p.m.

**Room A - Ptarmigan A**  
2:45-3:15pm

### F1 - Tobacco Use in Youth with Mental Illnesses: A Quality Improvement Project for Community Mental Health Centers

*Tamara DeHay, Postdoctoral Fellow, University of Colorado Denver, Behavioral Health and Wellness Program, Mandy Graves May, M.P.H., University of Colorado Denver, Behavioral Health & Wellness Program*

**Brief Description:** This session will review a Quality Improvement Project implemented by the Behavioral Health and Wellness Program (BHWP) at the University of Colorado Denver. The project is addressing tobacco cessation for youth with mental illnesses in Community Mental Health Centers (CMHC's) across Colorado. BHWP, in collaboration with the CMHC's, has developed a youth tobacco prevalence survey, which addresses demographic data, diagnostic data, tobacco use patterns, history of cessation attempts, motivation to quit, perceptions about intervention strategies and their utility, and desire to receive cessation help. The survey is being administered to every youth client at the participating CMHC's over a 4 week time period. This "Point in Time Prevalence" data

**Room B - Ptarmigan B**  
2:45-3:15pm

### F2 - SHARE: A Community-based Sexual and Reproductive Health Curriculum for Denver's "Sheltered-Homeless" Women and Adolescents Using a Collaborative Approach

*Allegra Melillo, MD, MS, Assistant Professor; Department of Family Medicine, University of Colorado, Health Sciences Center, Stephanie Wood, MPH, CHES; Department of Health and Behavioral Sciences, University of Colorado, Denver, CO, Suzannah Bozzone, MD, University of Colorado, Denver, Health Sciences Center, CO N/A N/A N/A*

**Brief Description:** The disparities experienced by Colorado's sheltered-homeless women and adolescents is an important issue for local clinicians and public health professionals because of the prominent role we play in the urgent need to improve reproductive health outcomes among this high risk group. The SHARE Program, (Sexual Health and Reproductive Education) is an exciting, community-based outreach program in the Metro-Denver area that offers an innovative collaborative approach to peer-based health education and reproductive health access for this largely invisible population. In this session, the organizers will discuss how SHARE serves as a model of health education and outreach that demonstrates successful collaboration in public health, encourages community participation, and empowers participants. The session provides a description of

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characteristics of Denver's sheltered-homeless women and adolescents concerning attitudes, behaviors and barriers to reproductive health care. The session also discusses SHARE's successes and lessons learned. Public health professionals will leave the session feeling inspired to both create their own collaborative programs and support other professionals already working to establish such programs.

**Learning Objectives:** (1) Increase knowledge of characteristics, behavior and barriers to reproductive health care for sheltered-homeless women in Denver, CO; (2) Identify important skills for community-based outreach programs necessary for the personal, holistic, and integrated care of vulnerable populations; (3) Acquire perspectives on advantages and challenges from both the interdisciplinary team and the community participants regarding their experience in the SHARE program

**Public Health Topic(s):** Health Promotion, Disease Prevention, Education; Health Disparities and Underserved Populations; Reproductive Health

**Essential Service(s):** Inform, Educate, Empower; Mobilize Community Partnerships; Research

**Target Audience:** All Public Health Professionals and Clinicians working with marginalized populations, reproductive health or community-based health education

## Room C - Ptarmigan C 2:45-3:15pm

### F3 - Utilizing GIS to Assess the Need for Additional HIV Services in Disproportionately Impacted Communities in Denver County.

*Christie Mettenbrink, Epidemiologist, Denver Public Health*

**Brief Description:** This presentation will focus on discussing the disproportionately affected race/ethnicity groups within the HIV epidemic and one approach towards trying to summarize various risk variables within these communities.

**Learning Objectives:** (1) At the end of this session, participants will be able to identify the highest at risk race/ethnic groups for HIV as well as potential barriers that explain this trend.; (2) At the end of this session, participants will be able to apply this method for evaluating STI High Risk Areas in their community

**Public Health Topic(s):** Epidemiology and Statistics; Health Disparities and Underserved Populations; Application of Geographic Information Systems in Public Health

**Essential Service(s):** Evaluate; Mobilize Community Partnerships; Inform, Educate, Empower

**Target Audience:** All

## SHOWCASE SESSION 7

3:30 p.m. – 4:00 p.m.

Room A - Ptarmigan A  
3:30-4:00pm

### G1 - Physical Activity Duration and Patterns of Adolescent Smoking Behaviors Among a Population-based Cohort

*Stephen Nkansah-Amankra, Assistant Professor, Colorado School of Public Health/University of Northern Colorado, Ashley Walker, Assistant Professor*

**Brief Description:** The session will briefly discuss current knowledge and research on the interrelationships among physical activity, cigarette smoking and other risks across the state and in the country. We will then elaborate on some previous research in the state of CO and examine gaps or questions pertaining on these interrelationships (using the existing risk and protective factors). We will briefly elaborate on research objectives and discuss the questions guiding the study. The study design will be discussed and operationalization of constructs/variables assessed in the analysis plan. Finally, we will present the results and elaborate what it suggests in the discussion section. In particular, we point out the modifying effects of risks and protective factors in determining physical activity duration. Issues emerging requiring attention of public health practice will be greatly emphasized. Options for audiences' perspectives and way forward for adolescent increment in physical activity as a way of reducing smoking intensities across the state will be discussed.

**Learning Objectives:** (1) Describe relationships among adolescent physical activity duration, smoking patterns and other health risks;; (2) Evaluate changes emerging from physical activity duration in relation to other adolescent risks and protective behaviors.; (3) Explore the supportive evidence of the interrelationships as an opportunity to galvanize other youth friendly groups to advocate increased minimum physical activity duration as a prerequisite for improving health and reducing youth risk behaviors.

**Public Health Topic(s):** Physical Activity, Food, and Nutrition; Tobacco, Alcohol, and Drug Use; Epidemiology and Statistics

**Essential Service(s):** Develop Policies and Plans; Research; Mobilize Community Partnerships

**Target Audience:** Public Health Practitioners, Prevention Researchers, Policy Makers, Program Managers and others (parents) interested in improving adolescent health.

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## Room B - Ptarmigan B 3:30-4:00pm

### G2 - The Association of Prepregnancy Body Mass Index and Adverse Maternal and Perinatal Outcomes

*Christine Demont-Heinrich, MPH Candidate, Colorado School of Public Health*

**Brief Description:** This study was done for Ms. Demont-Heinrich's master's student practicum project as part of a requirement for the master in public health curriculum. Ms. Demont-Heinrich completed her practicum project at the Colorado Dept. of Public Health and Environment where she was given permission to analyze 2007 birth certificate data. She also collaborated with staff from the Prevention Services Division for guidance on which adverse maternal and perinatal outcomes to study.

**Learning Objectives:** (1) Describe the prevalence of both overweight and obesity in the U.S. and how it can negatively affect maternal and perinatal outcomes.; (2) Explain the results of a logistic regression analysis used to determine the association between prepregnancy body mass index and adverse maternal and perinatal outcomes using 2007 Colorado birth certificate data.; (3) Discuss the importance of preconception health as a means to improve maternal and perinatal outcomes.

**Public Health Topic(s):** Maternal and Child Health; Epidemiology and Statistics; Reproductive Health

**Essential Service(s):** Research; Diagnose and Investigate; Develop Policies and Plans

**Target Audience:** public health nurses, physicians, public health professionals, health educators, researchers

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## Room C - Ptarmigan C 3:30-4:00pm

### G3 - Characterization of HIV Incidence Cases in Colorado - 2007 and 2008

*Ralph Wilmoth, STI/HIV Section Chief, Colorado Department of Public Health and Environment, Melanie Mattson, STI/HIV Section Surveillance Program Manager*

**Brief Description:** A strong surveillance system for HIV infection is essential to guide Colorado's HIV prevention efforts. Monitoring trends in recently acquired HIV infections has historically posed a major challenge, in part because many HIV infections are not diagnosed until years after transmission occurs. New technology developed by the Centers for Disease Control and Prevention is being used to distinguish recent HIV infection from long-standing HIV infection in Colorado. Utilizing this new technology the Colorado Department of Public Health and Environment is better able to identify persons who have recently acquired HIV infection (those that occurred approximately within the past five months),

and characterize persons most at risk for newly acquiring HIV infection. These efforts will allow for improved targeting and evaluation of prevention efforts for the populations at greatest risk in Colorado.

**Learning Objectives:** (1) Attendees will be able to characterize behavioral risk for HIV infection among persons identified as recently acquiring their HIV infection.; (2) Attendees will be able to discuss possible public health interventions and strategies to prevent HIV infections among persons identified as recently acquiring their infections.

**Public Health Topic(s):** Infectious Disease Control; Epidemiology and Statistics; Health Promotion, Disease Prevention, Education

**Essential Service(s):** Monitor; Diagnose and Investigate; Inform, Educate, Empower

**Target Audience:** Health professionals that may encounter persons at risk for, or diagnosed with a STI or HIV infection.

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## Room D - Lodgepole 3:30-4:00pm

### G6 - Using Social Network Analysis to Evaluate Community Partnerships

*Danielle Varda, Assistant Professor, University of Colorado Denver*

**Brief Description:** A major challenge facing state and local public health agencies is how to partner with other organizations, agencies, and groups to collaboratively address goals in population health while effectively maximizing resource sharing of the partners involved. Today's public health efforts require multi-agency partnerships between both governmental and non-governmental sectors to achieve this mission. However, the frequent reconfiguration of partnerships among government and non-governmental agencies has left many public health managers struggling to find ways to both develop public health collaboratives and to evaluate their success. In this skills session, we use network theory and Social Network Analysis to outline the core dimensions of connectivity used to measure progress in public health collaboratives (PHCs). Participants will be introduced to simple data gathering and evaluation techniques using the PARTNER (Program to Analyze, Record, and Track Networks to Enhance Relationships) tool. PARTNER, a tool developed by the session leader and funded by the Robert Wood Johnson Foundation, uses the principles of SNA. Several exercises will be used to build participant skills regarding what social network data is and how it can be analyzed in a public health setting.

**Learning Objectives:** (1) Describe what social network data is and how it can be used to evaluate public health

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partnerships.; (2) Explain how to apply PARTNER (Program to Analyze Record and Track Networks to Enhance Relationships) to evaluate current and upcoming public health partnerships.; (3) Practice applying social network analysis by engaging in skill building exercises.

**Public Health Topic(s):** Enhancing Public Health Systems

**Essential Service(s):** Mobilize Community Partnerships; Evaluate; Link People

**Target Audience:** public health practitioners who engage in community partnerships

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## Room E - Bristlecone 3:30-4:00pm

### G5 - The Center for Public Health Practice

*Tim Byers, Associate Dean, Colorado School of Public Health*

**Brief Description:** This session describes the purposes, personnel, and programs of the Center for Public Health Practice (CPHP) of the Colorado School of Public Health. The long-term vision for the CPHP is that it will develop institutes for training and program development, linking resources and people in the Colorado School of Public Health to needs and opportunities across Colorado to improve population prevention programs. This session will introduce the staff and programs of the developing Center for Public Health Practice, by describing details of selected ongoing projects, including the results of a training needs assessment, the plan for courses and trainings under development, a demonstration of the website and social networking plan, and the unveiling of a virtual catalogue of the wide range of public health-related services and programs across Colorado.

**Learning Objectives:** (1) describe the current structure and function of the Center for Public Health Practice; (2) introduce the staff of the Center for Public Health practice; (3) describe selected specific projects and products under development

**Public Health Topic(s):** Enhancing Public Health Systems; Built Environment; Other

**Essential Service(s):** Assure a Competent Workforce; Mobilize Community Partnerships; Inform, Educate, Empower

**Target Audience:** any individuals or organizations in Colorado doing work to improve the health of the public

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## Room F - Ponderosa 3:30-4:00pm

### G4 - Rewarding Healthy Behaviors

*Christina Torizzo, Wellness Consultant, Kaiser Permanente*

**Brief Description:** This session will showcase two worksite health promotion pilot projects. Worksite health promotion is a clear strategy to improve the health of employees and their families. Worksite programs can help link people to needed health services and can inform, educate, and empower people about health issues. In addition, research shows that cash incentives can greatly increase participation in worksite programs to upwards of ninety percent. However, few programs have been documented in Colorado that show the efficacy of specific strategies. Kaiser Permanente partnered with a mid-sized employer to implement an incentive program to encourage employees to complete a health risk assessment, complete screenings, and participate in programming. Kaiser Permanente implemented a similar pilot program for its Colorado employees. Results in both pilots indicate the strategies used increased participation and improved the health status of participants.

**Learning Objectives:** (1) Describe evidence-based and/or best practices for worksite health promotion.; (2) Discuss promising methods and strategies used to produce high participation rates in worksite health promotion programs.; (3) Discuss the strategies employers must use to demonstrate their commitment to the health and wellness of their employees.

**Public Health Topic(s):** Built Environment; Other

**Essential Service(s):** Inform, Educate, Empower; Develop Policies and Plans; Link People

**Target Audience:** health educators, public health professionals

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## WORKSHOP SESSION 3

4:15 p.m. – 6:15 p.m.

**Big Horn Ballroom**  
4:15-6:15pm

### H4 - Stretching Health Promotion Outcomes - Implementing Yoga in your worksite and community

*Jennifer Wieczorek, MPH, Health Program Administrator, Denver Public Health, Eileen Duin, CHES Denver Public Health*

**Brief Description:** Treat yourself to a physically active skill building experience. The lack of physical activity is a significant contributing factor to obesity. Programs that provide physical activity such as yoga are a common strategy utilized to prevent obesity. Increase your capacity

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to partner with non-traditional partners in implementing sustainable low cost and/or free yoga programs for worksites and community settings. Experience yoga programming that can be implemented in the worksites and communities that you serve. Practice basic, partner, "yoga at your desk," and restorative poses for approximately 1 hour. Leave energized and empowered to increase physical activity/yoga opportunities in your community and worksites.

**Learning Objectives:** (1) Participants will increase capacity to partner with non-traditional partners to implement sustainable, low cost and/or free yoga programs for worksites and community settings; (2) Participants will utilize a model yoga wellness pilot project, provided tools and resources to begin worksite and community-based yoga programs throughout Colorado and Wyoming.; (3) Participants will build skills to practice yoga at work, school, home, and/or in their community

**Public Health Topic(s):** Physical Activity, Food, and Nutrition; Health Promotion, Disease Prevention, Education; Enhancing Public Health Systems

**Essential Service(s):** Inform, Educate, Empower; Mobilize Community Partnerships; Link People

**Target Audience:** Primary: Public Health Practitioners and Community-based Practitioners, anyone who is curious about yoga Secondary (as in attendance): Human Resources Staff, Health Care Practitioners, Funding Agencies

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**Room D - Lodgepole**  
 4:15-6:15pm

## H6 - Cavity Free at Three: Public Health's Role in Promoting Children's Oral Health

*Linda Reiner, MPH, Director of Planning and Evaluation, Caring for Colorado Foundation, John M. Westfall, MD, MPH, Associate Dean, UC Denver School of Medicine and Director, Colorado AHEC System*

**Brief Description:** Cavity Free at Three, a statewide oral disease prevention effort, aims to engage health professionals to increase access to oral disease prevention and early detection services for pregnant women and children less than 3 years of age. Our goal is stated in our project title. We want all children in our state to remain cavity free by the time they reach age three. To accomplish this, health professionals across Colorado will be educated about early childhood caries and given the tools to provide oral disease prevention education and services in public health, medical and dental clinics across the state.

**Learning Objectives:** (1) Participants will be able to describe the causes and consequences of early childhood caries.; (2) Participants will be able to conduct a caries risk assessment on an infant or toddler, apply fluoride varnish

to a child and educate a parent or caregiver about oral disease prevention using anticipatory guidance and motivational interviewing techniques.; (3) Participants will describe strategies for providing education and preventive care to women during pregnancy to enhance their oral health.

**Public Health Topic(s):** Health Promotion, Disease Prevention, Education; Maternal and Child Health; Health Disparities and Underserved Populations

**Essential Service(s):** Inform, Educate, Empower; Mobilize Community Partnerships; Assure a Competent Workforce

**Target Audience:** public health nurses, nutritionists and health educators

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**Room E - Bristlecone**  
 4:15-6:15pm

## H5 - Preparing to Present at APHA 2010

*Lisa VanRaemdonck, Project Manager, Colorado Association of Local Public Health Officials*

**Brief Description:** This conference session is for professionals interested in submitting an abstract to present at APHA 2010 conference. The workshop will include general information about the APHA conference and the options for presentations. Participants will actively think though how their work can be presented in a formal manner at a conference. In addition, participants will use the 2009 abstract requirements to select a sample APHA category for their work and to write a sample abstract. Participants will be encouraged to network with each other and the experienced APHA abstract writers and presenters during the workshop.

**Learning Objectives:** (1) Determine appropriate work for APHA abstract submission; (2) Write effective APHA abstract; (3) Describe APHA submission process

**Public Health Topic(s):** Enhancing Public Health Systems; Other

**Essential Service(s):** Inform, Educate, Empower; Assure a Competent Workforce; Research

**Target Audience:** Public health professionals interested in opportunities to present their public health work at the APHA conference in 2010 and at other statewide and national conferences will be most interested in this session.

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## SHOWCASE SESSION 8

4:15 p.m. – 4:45 p.m.

**Room A - Ptarmigan A**  
4:15-4:45pm

### H1 - The Burden of Anxiety and Depression in Colorado: Findings from the Colorado Behavioral Risk Factor Surveillance System, 2008

*Alyson Shupe, Chief, Health Statistics Section, Colorado Department of Public Health and Environment*

**Brief Description:** In 2008, the Colorado Behavioral Risk Factor Surveillance System implemented the anxiety and depression module to estimate the prevalence of anxiety and depression among Colorado adults. A preliminary analysis explores anxiety and depression and their relation to socio-demographic characteristics, health behaviors, chronic disease, obesity, and health related quality of life. This presentation summarizes some of the findings.

**Learning Objectives:** (1) (1) Participants will be able to describe the prevalence of anxiety and depression among Colorado adults.; (2) (2) Participants will be able to identify health and risk behaviors related to anxiety and depression.

**Public Health Topic(s):** Health Promotion, Disease Prevention, Education; Chronic Disease; Enhancing Public Health Systems

**Essential Service(s):** Inform, Educate, Empower; Evaluate; Research

**Target Audience:** public health nurses, physicians, health educators, community service providers, epidemiologists

**Room B - Ptarmigan B**  
4:15-4:45pm

### H2 - Creating Community Involvement to conduct a Perinatal Periods of Risk (PPOR) Assessment

*Rita Beam, Nurse Manager, Perinatal Services, Tri - County Health Department, Julie Davis, RN, MPH*

**Brief Description:** "Creating Community Involvement to conduct a Perinatal Periods of Risk (PPOR) Assessment" This session will describe how a community collaborative was formed to address a health disparity in an urban community and how an epidemiologic method (Perinatal Periods of Risk / PPOR) was utilized to focus the efforts of the collaborative to improve birth outcomes of the African American Community in Aurora, Colorado. This collaborative was the result of a partnership formed between a Healthy Start Program, the local health

department, a non-profit organization and local city government. The formation of a community collaborative to examine complex health disparities have been supported by both the National Institute of Medicine and Healthy People 2010. This effort was chosen to mobilize the Aurora community to take action to solve this serious health problem effecting birth outcomes.

**Learning Objectives:** (1) -To describe how a community collaborative was formed to address a complex health disparity; (2) -To explain the PPOR process as an epidemiologic approach to identify opportunity gaps for improving birth outcomes; (3) -To discuss lessons learned as a community was mobilized to action to address a health problem.

**Public Health Topic(s):** Epidemiology and Statistics; Health Disparities and Underserved Populations; Maternal and Child Health

**Essential Service(s):** Monitor; Inform, Educate, Empower; Mobilize Community Partnerships

**Target Audience:** Target Audience: public health nurses, maternal / child health professionals, social workers, public health advocates, program coordinators, public policy makers, public health administrators, epidemiologists and researchers.

**Room C - Ptarmigan C**  
4:15-4:45pm

### H3 - HIV in the Mexican Diaspora, Part One

*Marshall Gourley, MA, Health Program Administrator, Denver Public Health*

**Brief Description:** National statistics demonstrate that the Hispanic/Latino population is not only disproportionately impacted by HIV and AIDS, but that they tend to be tested many years later into their infections. Colorado data are consistent with these national trends. Though the exact percentage is unknown, anecdotal evidence suggests a significant number of HIV-positive Hispanics/Latinos in Colorado are either migrants or immigrants. This presentation will detail the historic and current patterns of migration and immigration from Central American and Mexico into the United States and, in particular, into Colorado. This presentation will also discuss the relationship between immigration and HIV infection in Mexico and the United States. "HIV in the Mexican Diaspora" is a two-part presentation. This first session which focuses on Immigration and its correlation to HIV infection will be complimented by the second session that focuses on the Immigrant Experience and the challenges that it presents to effective HIV Prevention, Testing and Counseling, and Comprehensive Care.

**Learning Objectives:** (1) Discuss the history and patterns of migration and immigration of Hispanic/Latino populations between the United States and Mexico.; (2) Explain the correlation between these immigration

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patterns and HIV transmission among Hispanic/Latino migrant/immigrant population.

**Public Health Topic(s):** Infectious Disease Control; Health Disparities and Underserved Populations; Health Promotion, Disease Prevention, Education

**Essential Service(s):** Inform, Educate, Empower; Assure a Competent Workforce; Evaluate

**Target Audience:** Public Health Nurses, Physicians, Health Educators, and anyone interested in working with Hispanic/Latino migrant populations.

**Target Audience:** Public Health Nurses, Physicians, Health Educators, and anyone who works with Mexican migrant populations

## HOT TOPICS & LATE BREAKERS 1 5:00 p.m. – 6:00 p.m.

**Room A - Ptarmigan A**  
5:00 – 6:00pm

**HLB1 - Hot Topics & Late Breakers I**  
*James E. Dale, D.V.M., MPH, MBA, Director, Environmental Health, JCPH*

**Target Audience:** public health professionals; all attendees

## SHOWCASE SESSION 9 5:00 p.m. – 5:30 p.m.

**Room C - Ptarmigan C**  
5:00-5:30pm

**J3 - HIV in the Mexican Diaspora, Part Two**  
*Marshall Gourley, MA, Health Program Administrator, Denver Public Health*

**Brief Description:** This is the second session of "HIV in the Mexican Diaspora". Though recommended, the first session is not a prerequisite for attendance at the second session. In this presentation, we will detail some of the cultural, social, religious, and family values that contribute to the creation of the Mexican identity and define how s/he views the world and their relationship to it. We will explore the "immigrant experience" and the tension between external and internal value systems which frequently manifest themselves in "sexual silence", "loss of agency", and in behaviors that facilitate the transmission of STDs and HIV infection. And finally, we will discuss the tension between efficient and effective programs of HIV Prevention, Testing and Counseling, and medical care for Mexican migrant and immigrant populations

**Learning Objectives:** (1) The participant will be able to describe some of the characteristics that help define the Mexican identity and world view.; (2) The participant will be able to recognize some of the factors that create the "immigrant experience" which can result in increased risk behaviors that facilitate the transmission of STDs and HIV.; (3) The participant will be able to discuss the tension between efficient and effective programs of HIV Prevention, Testing and Counseling, and medical care for Mexican migrant and immigrant populations.

**Public Health Topic(s):** Infectious Disease Control; Other

**Essential Service(s):** Inform, Educate, Empower; Assure a Competent Workforce; Evaluate