

The Tennessee Public Health Association
presents

one health one environment one world



one health...one environment...one world

Cool Springs Marriott Hotel & Conference Center | Franklin, Tennessee | September 11-14, 2012



2012 Annual Continuing Education Conference

arrive early, stay late!

Williamson County - Discover a great place to visit, a great place to shop, and a great place to live. The history of Williamson County and Franklin, its county seat, dates back more than two centuries to their founding in 1799. Step into the past as you stroll the old-fashioned streets of Franklin and experience its rich history.



Visitors to Historic Downtown Franklin experience an award-winning Great American Main Street town. The Victorian commercial district with its beautifully renovated historic buildings is the heart of Franklin and Williamson County. Downtown Franklin offers an eclectic mix of antique shops, gift and book stores, art galleries, and clothiers.

History is alive in Williamson County and whether your interest lies in beautiful architecture or the Civil War, there is something for everyone. Must See Attractions include:

- Battle of Franklin Battlefield Sites
- Carnton Plantation
- Carter House
- Natchez Trace Parkway
- The Factory at Franklin
- Village of Leiper's Fork
- Franklin Theatre



Williamson County invites you to experience all the heritage, beauty, and tradition it has to offer. For more information on all the attractions and events that Williamson County has to offer, please visit www.visitwilliamson.com.

conference at-a-glance

tuesday, september 11, 2012

2:00 PM - 3:30 PM	TPHA Board of Directors & Committee Chairs Meeting
5:30 PM - 7:00 PM	LIFEPATH Session

wednesday, september 12, 2012

9:00 AM - 4:00 PM	Conference Registration
9:00 AM - 10:45 AM	Student Section Meeting
9:45 AM - 10:30 AM	TPHA New Member Orientation
10:00 AM - 5:00 PM	Exhibits
10:00 AM - 5:00 PM	Poster Session
11:00 AM - 11:20 AM	TPHA Business Meeting
11:20 AM - 11:45 AM	Opening General Session
11:45 AM - 12:45 PM	Opening Session Luncheon
12:45 PM - 1:00 PM	APHA President's Welcome
1:00 PM - 2:00 PM	Plenary Session #1
2:00 PM - 5:30 PM	TPHA Silent Auction
2:30 PM - 3:30 PM	Plenary Session #2 - Keynote
3:30 PM - 3:45 PM	Fitness Break
4:00 PM - 5:15 PM	TPHA Section Meetings
5:30 PM - 6:15 PM	Exercise Class
6:00 PM - 8:30 PM	Environmental Hall of Fame Dinner & Silent Auction

thursday, september 13, 2012

7:00 AM - 7:30 AM	Zumba Class
7:30 AM - 3:00 PM	Exhibits
7:30 AM - 4:00 PM	Conference Registration
8:00 AM - 2:00 PM	Poster Session
8:00 AM - 11:00 AM	TDH WORKshop Sessions
8:00 AM - 9:15 AM	Workshops #1 - #3
9:15 AM - 5:30 PM	TPHA Silent Auction
9:45 AM - 11:00 AM	Workshops #4 - #6
11:15 AM - Noon	TPHA Awards Luncheon
Noon - 1:00 PM	Plenary Session #3
1:00 PM - 1:30 PM	TPHA Awards Presentation
2:00 PM - 3:00 PM	Plenary Session #4
3:00 PM - 3:15 PM	Fitness Break
3:30 PM - 4:45 PM	Workshops #7 - #9
5:00 PM - 5:30 PM	Group Walk
6:00 PM - 7:00 PM	TPHA President's Reception
7:00 PM - 9:00 PM	Fun & Fitness

friday, september 14, 2012

8:00 AM - 9:15 AM	Workshops #10 - #13
9:30 AM - 10:45 AM	Workshops #14 - #17
11:00 AM - Noon	Plenary Session #5
Noon - 12:30 PM	Closing Session



tuesday, september 11, 2012 - pre-conference events

2:00 PM - 3:30 PM **TPHA Board of Directors and Committee Chairs Meeting**

5:30 PM - 7:00 PM **LIFEPATH Session**



Canaries and Coal Mines: Exploring Links between Human, Animal, and Environmental Health

Lisa Conti, DVM, MPH, DACVPM, Affiliate, Yale University School of Medicine, Tallahassee, Florida, and Peter Rabinowitz, MD, MPH, Associate Professor of Medicine (Occupational Medicine) and Director of Electives, Yale University School of Medicine, New Haven, Connecticut

The "One Health" concept stresses the need for human and animal health professionals to collaborate in order to face environmental hazards including emerging infectious diseases and shared toxic exposures. Yet actually working across professional communities can be challenging. This talk will be a co-presentation between a physician and a public health veterinarian discussing, through a series of cases, how public health and clinical professionals have overcome such challenges to develop new practice paradigms.

wednesday, september 12, 2012

9:00 AM - 4:00 PM **Conference Registration (Registration Area)**

9:00 AM - 10:45 AM **Student Section Meeting (Franklin)**

9:45 AM - 10:30 AM **TPHA New Member Orientation (Saddlebred)**

10:00 AM - 5:00 PM **Exhibits (Salons 1-4)**

10:00 AM - 5:00 PM **Poster Session (Main Hallway)**

11:00 AM - 11:20 AM **TPHA Business Meeting (Champion Ballroom)**

11:20 AM - 11:45 AM **Opening General Session (Champion Ballroom)**

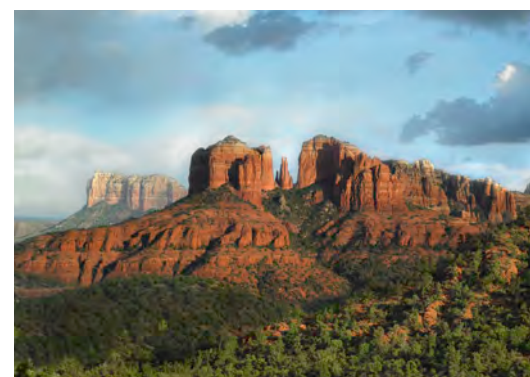
Presiding: Dr. Marian Levy, TPHA President

Opening Remarks & Welcome: The Honorable Rogers C. Anderson
Williamson County Mayor

11:45 AM - 12:45 PM **Opening Session Luncheon (Champion Ballroom) - TICKET REQUIRED**

12:45 PM - 1:00 PM **APHA President's Welcome**

Dr. Melvin D. Shipp, President, American Public Health Association





1:00 PM - 2:00 PM

Opening Plenary Session (*Champion Ballroom*)

Public Health Challenges and Opportunities

John J. Dreyzehner, MD, MPH, FACOEM, Commissioner,
Tennessee Department of Health, Nashville, Tennessee

2:00 PM - 2:30 PM

Break

2:00 PM - 5:30 PM

TPHA Silent Auction (*Williamson*)

2:30 PM - 3:30 PM

Plenary Session #2 - Keynote Address (*Champion Ballroom*)

One Health: A New Paradigm to Address Infectious Diseases

Lonnie J. King, DVM, MS, MPA, ACVPM, Dean, College of Veterinary
Medicine, The Ohio State University, Columbus, Ohio

Our rapidly changing and complex world is now interconnected in unique and profound ways. Implicit with our connectivity is the unprecedented convergence of people, animals, and our environment. This convergence is accelerating, intensifying, and the impact and threat to our health is significant and consequential. A new paradigm has emerged, One Health, which offers new thinking, perspective, and strategies to address our contemporary threats to human, animal, and environmental health, but in a more holistic and integrated manner.

After attending this session, participants will be able to: define One Health; understand the factors driving the emergence and re-emergence of infectious diseases; better appreciate the critical changes in the domains of people, animals, and our environment that underpin the need for a One Health view; comprehend the remarkable challenges of our global food system as a key feature in the convergence; and finally, be able to understand why One Health is needed and know the skills and competencies critical to successfully work at the human-animal-environmental interface; and hopefully, develop some new actions and strategies that the attendee can implement in his/her daily public health work and responsibilities.

3:30 PM - 3:45 PM

Minutes to Move It Fitness Break - Offered by YMCA of Middle TN
(*Champion Ballroom*)

3:30 PM - 4:00 PM

Break

4:00 PM - 5:15 PM

TPHA Membership Section Meetings

5:30 PM - 6:15 PM

Exercise Class (*Appaloosa*)

6:00 PM - 8:30 PM

**Tennessee Environmental Hall of Fame Dinner, Silent Auction,
and Induction Ceremony** (*Franklin*) - PRE-PURCHASED TICKET REQUIRED





thursday, september 13, 2012

- 7:00 AM - 7:30 AM **Zumba Class** (*Champion Ballroom*)
- 7:30 AM - 3:00 PM **Exhibits** (*Salons 1-4*)
- 7:30 AM - 4:00 PM **Conference Registration** (*Registration Area*)
- 8:00 AM - 2:00 PM **Poster Session** (*Main Hallway*)
- 8:00 AM - 11:00 AM **Tennessee Department of Health WORKshops**
(*Appaloosa, Arabian, and Clydesdale*)



Using Baldrige Performance Excellence as the Framework for Improvement in the Tennessee Department of Health

Bruce Behringer, BS, MPH, Deputy Commissioner, Tennessee Department of Health, Nashville, Tennessee

Based upon feedback from public health professionals in 2011, there is concern that the general public in Tennessee neither understands nor truly appreciates public health. There is unease that the true scope and value of public health is narrowed to limited awareness of local county health departments' services. The population health focus of the Tennessee Department of Health (TDH) is seen as not highly visible nor understood. To address this, TPHA will partner with TDH to develop model public education campaigns through these experiential WORKshops.

Experienced professionals from several fields of expertise will present principles of planning campaigns, message development including market segmentation, and tactics selection. During these three-hour WORKshops, pre-registered participants formed into six separate teams will apply these principles to develop their own campaigns on a pre-selected public health topic. Resource materials and consultants will be available to assist teams. Final campaigns will be presented by teams during a conference session on Friday morning. Communication experts will evaluate, judge, and provide feedback to each presented campaign.

Note: For additional information on the pre-selected public health topics and pre-registration guidelines for participation, please visit www.tnpublichealth.org. This website will be updated on a regular basis prior to the conference.

8:00 AM - 9:15 AM

Concurrent Sessions

Workshop #1

America's National Parks: Living Laboratories for Translating the Vision of One Health into Practice

David Wong, MD, Chief, Epidemiology Branch, National Park Service
Office of Public Health, Albuquerque, New Mexico

Although the One Health Initiative has received broad support from many health organizations, there are limited examples of how One Health concepts can be operationalized and turned into practical programs and





activities. In this presentation, Dr. Wong will review several pilot projects at the National Park Service that utilize an inter-disciplinary One Health approach to address varied topics, such as disease response, surveillance, education, research, and training. Highlighted activities will include inter-agency initiatives and partnerships involving national parks in and near Tennessee.

Workshop #2

The National Network of Fusion Centers

Steve Hewitt, Supervisory Intelligence Officer and Co-Director, Tennessee Fusion Center, Tennessee Department of Safety and Homeland Security, Nashville, Tennessee

The attacks of September 11, 2001, lead to the transformation of information sharing within the United States federal, state, local, and tribal law enforcement communities. This information sharing transformation also now encompasses the broader public safety community to include: fire service, emergency medical services, emergency management agencies, public health, critical infrastructure/key resource owners and operators, and other private sector and public partners as well. Key to this transformation has been the development and maturity of the National Network of Fusion Centers. This presentation will provide an overview of the fusion center concept of operations, specific fusion center initiatives, fusion center funding, their successes, and challenges facing them in the future.

Workshop #3

The Joplin Tornado

R. Hilton McDonald, DO, Department of Otolaryngology, Mercy Clinic, Joplin, Missouri

At 5:41 PM on May 22, 2011, St. John's Mercy Hospital in Joplin, Missouri, took a direct hit from an EF-5 tornado with 200+ mph winds and duration of approximately 45 seconds. As a result, walls moved and floors lifted vertically. Doors were torn from their hinges, and all glass was blown out. The entire building shifted off its foundation. The community suffered 160 deaths, and 8,000 structures, 18,000 vehicles, 400 businesses, and eight schools were destroyed. In the aftermath, 183 patients at the hospital were evacuated within 90 minutes of impact.

This session will describe the health system response to the total destruction of the hospital building. The statewide approach to emergency preparedness planning utilizing funds from the ASPR Hospital Preparedness Program and adopting the medical surge capability and capacity tier structure provided the foundation for an effective response. The strengths and weaknesses of the approach taken will be discussed, and lessons learned will be highlighted.

9:15 AM - 9:45 AM

Break

9:15 AM - 5:30 PM

TPHA Silent Auction (Williamson)



9:45 AM - 11:00 AM

Concurrent Sessions



Workshop #4

Public Health Education in Tennessee: Current and Future Priorities

Paul Campbell Erwin, MD, DrPH, Professor and Department Head, Department of Public Health, College of Education, Health, and Human Sciences, The University of Tennessee, Knoxville; Lisa M. Klesges, PhD, Dean, School of Public Health, University of Memphis; William N. Washington, DPA, MPA, MPH, CHES, Director, Master of Science in Public Health Program, Meharry Medical College; and Randy Wykoff, MD, MPH, Dean, College of Public Health, East Tennessee State University

A panel of academic leaders in Tennessee will discuss each university's efforts to address the many public health challenges in our state and nation. The deans of several schools/departments of public health across the state will speak about his/her institution's unique contributions to public health education, research, and/or practice, as well as future priorities and visions for growth. Following presentations from the panel, there will be an open forum for interactive discussion.

Workshop #5

Peace through Science

LTC Jeff Brown, Commander; MAJ Donald W. Allen, Physician Assistant; and CPT Jason G. Griner, Nuclear Medical Science Officer; Weapons of Mass Destruction 45th Civil Support Team, Tennessee National Guard, Smyrna, Tennessee

The mission of a Weapons of Mass Destruction Civil Support Team (WMD-CST) is to respond to support civil authorities at a domestic chemical, biological, radiological/nuclear, or explosive (CBRNE) incident by identifying CBRNE agents/substances, assessing current and projected consequences, advising on response and mitigation measures, and assisting with appropriate requests for additional state/federal support. Tennessee's 45th Civil Support Team is an asset that is available to any jurisdiction to determine the nature of the attack, provide medical and technical advice, identify the type and source of contamination, and to be an initial link to the federal government in time of a WMD attack.

There are currently 55 teams located throughout the United States and Territories. Tennessee's WMD-CST is comprised of 22 full-time Army National Guardsman who are trained in a variety of mission essential tasks and consists of seven specific sections comprised of specialist in each of the primary functional areas: command, operations, communications, decontamination/logistics, medical, science, and survey. They also bring a suite of equipment that is unparalleled to even the most sophisticated hazardous materials team in the nation. The WMD-CST deploys to incident locations by the most expeditious means possible and is equipped to transport its assets by ground, helicopter, and fixed-wing air platforms.

Workshop #6

Blood:Water Mission - Addressing the HIV/AIDS and Water Crises in Africa

Mike Hamilton, President of US Operations, Blood:Water Mission, Nashville, Tennessee





Over 750 million people in the world lack access to clean water, and 325 million of those individuals are on the continent of Africa. In addition, 33 million in the world are affected by the HIV/AIDS virus, and 22 million live in Africa. Lack of access to clean water is devastating in multiple ways to those who fight HIV, and it is into this discussion that Blood:Water Mission approaches its work in this arena - both in its work in the US and in Africa. Founded by the multi-platinum, Grammy Award-winning band, Jars of Clay, Blood:Water Mission is focused on maximum sustainability through localized, on the ground, community-based solutions specific to each unique area.

These issues are mostly unfamiliar to Americans as access to clean water solutions is not problematic, and the HIV/AIDS virus has somewhat lost its voice in the social consciousness of Americans due to advancement of medicine and protocol in the US. Blood:Water Mission wishes to challenge Americans to ask questions and engage in this discussion as it has global impact in healthcare issues and costs and potential economic asset generation through improvement of third world infrastructure.

11:00 AM - 11:15 AM

Break

11:15 AM - Noon

Awards Luncheon (Champion Ballroom) - **TICKET REQUIRED**

Noon - 1:00 PM

Plenary Session #3 (Champion Ballroom)

Vaccines: Triumphs and Tribulations

William Schaffner, MD, Chairman, Department of Preventive Medicine, and Professor of Infectious Diseases, Department of Medicine, Vanderbilt University School of Medicine, Nashville, Tennessee

Vaccines are considered one of the most successful public health interventions of the 20th century. As a consequence of their wide use, many microbial threats to infant and child health have been virtually eliminated. Despite these successes, the early years of the 21st century find vaccines to be in a threatened position. Because vaccine-preventable diseases no longer are a part of common experience, the public's appreciation of vaccines has waned. The very number of vaccines has created concern, and allegations about vaccine safety have made parents cautious.

Nonetheless, vaccines will continue to be fundamental to healthy communities, and their impact is being felt increasingly around the globe. Smallpox in humans and rinderpest in animals have been eradicated from the world by vaccination. We now have two vaccines that prevent cancer (hepatitis B and human papillomavirus). New vaccines against a variety of diseases will continue to be developed by modern microbiologic science. A continuing public health challenge will be to deliver vaccines equitably to our entire population and to extend this benefit of prevention to the world's population as well.

1:00 PM - 1:30 PM

TPHA Awards Presentation (Champion Ballroom)

1:30 PM - 2:00 PM

Break



2:00 PM - 3:00 PM

Plenary Session #4 (Champion Ballroom)



Emerging Microbial Threats: Issues, Challenges, and Opportunities at the Human-Animal-Ecosystem Interface

James M. Hughes, MD, Professor of Medicine, Emory University School of Medicine, and Professor of Public Health, Rollins School of Public Health, Atlanta, Georgia

Emerging infectious diseases pose challenges for the medical, veterinary, research, and public health communities in the United States and around the world. Reviews of the historical experience indicate that no country is free of the risk of disease emergence, and that two-thirds to three-quarters of recent emerging events have involved vectorborne or zoonotic diseases, with the majority of those originating in wildlife. Recent examples include hantavirus pulmonary syndrome, Nipah virus encephalitis, West Nile encephalitis, SARS, monkeypox, H5N1 influenza, and pandemic H1N1 influenza. Health workers (physicians, veterinarians, microbiologists, public health officials, pathologists, wildlife biologists, etc.) have played important roles in the initial recognition of many of these events. This presentation will review factors contributing to disease emergence, discuss some recent illustrative examples, describe challenges in zoonotic disease detection and response, and review current efforts to strengthen global capacity for early detection, response, and control of emerging diseases.

3:00 PM - 3:15 PM

Minutes to Move It Fitness Break - Offered by YMCA of Middle TN (Champion Ballroom)

3:00 PM - 3:30 PM

Break

3:30 PM - 4:45 PM

Concurrent Sessions

Workshop #7

Recent Pharmacological and Therapeutic Developments Affecting Public Health Practitioners

Glen E. Farr, PharmD, Professor of Clinical Pharmacy and Associate Dean, College of Pharmacy, University of Tennessee, Knoxville, Tennessee

This presentation will review recent drug-related studies, controversies, and developments, as well as the pharmacology and therapeutic applications of recently introduced medications, with a focus on those agents affecting public health practitioners.

Workshop #8

Healthy Parks Healthy People US

Diana Allen, BS, MCRP, Program Manager, Healthy Parks Healthy People US, National Park Service, St. Louis, Missouri

Attend this session and learn about the Healthy Parks Healthy People global movement, and how you can take part. The National Park Service's Healthy Parks Healthy People US program has been launched to promote parks and public lands as a source of health and well-being for all species and the planet we share. Healthy Parks Healthy People US works to encourage





and promote innovative approaches to bring a broad array of sectors and interests together to promote parks and public lands for physical, mental, and spiritual health. The program involves national, state, and local parks, as well as business innovators, healthcare leaders, scientists, foundations, and advocacy organizations to foster the health-related role of public lands in contributing to public health. Key areas of innovation to be explored will include Let's Move Outside Junior Ranger programs, park prescriptions, and healthy foods strategies as gateways for youth and families to finding fun and enjoyment in parks and the great outdoors.

Workshop #9

Minnesota Department of Health Approach to the Investigation of Foodborne Disease Outbreaks

Kirk E. Smith, DVM, MS, PhD, Supervisor, Foodborne, Vectorborne, and Zoonotic Diseases Unit, Minnesota Department of Health, St. Paul, Minnesota

The Minnesota Department of Health (MDH) has played an important role in solving numerous large, multi-state outbreaks caused by commercially distributed food products. This presentation will provide an overview of the system used by the MDH to detect and investigate foodborne disease outbreaks. Many outbreak examples will be discussed to illustrate the approach used by MDH to investigate these types of outbreaks.

5:00 PM - 5:30 PM

Group Walk (Marriott Terrace)

6:00 PM - 7:00 PM

TPHA President's Reception (Champion Ballroom) - **TICKET REQUIRED**

7:00 PM - 9:00 PM

Fun & Fitness (Champion Ballroom)

friday, september 14, 2012

8:00 AM - 9:15 AM

Concurrent Sessions

Workshop #10

Wildlife: The Wildcard in One Health

Christine Ellis, DVM, MPH, Animal Health Population Institute, College of Veterinary Medicine, Colorado State University, and The Rabies Project, National Wildlife Research Center, Fort Collins, Colorado

Our environment is the space that humans, domestic animals, and wildlife share. Inclusion of wildlife and environmental health in discussions of "One Health, One Environment, One World" is essential if development of a truly holistic framework is the goal for this important concept. This session will explore the importance of wildlife health and management to "One Health, One Environment, One World," and several diseases will be highlighted as examples.

Workshop #11 (part 1)

Encouraging Physical Activity and Health through Active Transportation

David R. Bassett, PhD, Professor, Department of Kinesiology, Recreation, and Sport Studies, and Co-Director, Obesity Research Center, The University of Tennessee, Knoxville





The built environment has profound effects on physical activity and health. Many communities in the US are built around the automobile, with little consideration given to pedestrians, cyclists, and transit users. These places tend to have higher rates of physical inactivity (defined as “no leisure time physical activity”) and higher rates of obesity, diabetes, heart disease, and stroke. However, in some European countries and selected US cities, communities have been constructed in ways that encourage active modes of transportation. In these places, a large segment of the population meets physical activity guidelines, due in part to the activity they acquire in performing daily tasks. In addition to promoting active transportation, these environments promote recreational walking, jogging, and cycling. With careful planning, cities can be designed in ways that enhance opportunities for physical activity and health.

Workshop #11 (part 2)

Transportation at a Crossroads: Intersecting with Health and Equity

Eloisa Raynault, MS, Program Manager for Transportation, Health, and Equity, American Public Health Association, Washington, DC

This presentation will discuss the complex connections between transportation, health, and equity and highlight impacts - both positive and negative - that transportation systems and programs may bring to health and equity in communities. Lessons learned from diverse communities across the US, innovative communications strategies, and the latest research on transportation, health, and equity topics from the public health perspective will be provided.

Workshop #12

Transforming Public Health: The Opportunities and Challenges of Health Reform and the National Prevention Strategy

Jeffrey Levi, PhD, Executive Director, Trust for America's Health, Washington, DC

The Affordable Care Act is not just a milestone for how health care is delivered and financed in the United States. It also reflects a dramatic shift in how we approach public health and prevention. The National Prevention Strategy outlines a path that promotes more than traditional community and clinical preventive services - but pushes public health to “set a larger table,” promoting the engagement of multiple government agencies and multiple sectors to improve the population's health. The investments supported by the Prevention and Public Health Fund support this broader engagement and expand the capacity of public health to work in a reforming health care system. This presentation will outline these aspects of health reform and also discuss how they require public health to approach its work differently.

Workshop #13

One Health: Moving from Concept to Practice

Carina Blackmore, DVM, PhD, ACVPM, State Public Health Veterinarian, Florida Department of Health, Tallahassee, Florida





Public health officials can accomplish little on their own but have moved mountains with the right partners at the table. Such partnerships are becoming increasingly important as we move forward with more limited resources. This presentation will provide examples of scenarios when adding domestic and wild animals (well, at least their spokespersons) and environmental experts using a One Health approach have improved strategies for preventing and controlling zoonotic and chronic diseases, as well as diseases transmitted from the environment.

9:15 AM - 9:30 AM

Break

9:30 AM - 10:45 AM

Concurrent Sessions

Workshop #14

Oral Health Disparities and Intersectoral Remedies

Robert Weyant, DMD, DrPH, Professor and Chair, Department of Dental Public Health, University of Pittsburgh School of Dental Medicine, Pittsburgh, Pennsylvania

As with essentially all chronic diseases, social determinants play a central role in the etiology of many oral diseases. Due to the social nature of this risk, oral disease exhibits large disparities along economic gradients. This risk is characterized by a linear (no threshold) association across all socioeconomic strata, a fact that is important for understanding etiologic pathways as well as identifying optimal intervention strategies. In many ways, oral diseases are the “canary in the coal mine,” as they serve as markers for poor overall health.

To address the problem of oral health disparities, attention will need to be turned to upstream solutions that go beyond the traditional lifestyle interventions commonly used in clinical practice and traditional epidemiological research. Many of these solutions will require social and political remedies that will be strengthened by intersectoral partnerships and a “common risk factor” approach.

Workshop #15

Rethinking Financing Public Health in an Era of Health Reform

Jeffrey Levi, PhD, Executive Director, Trust for America's Health, Washington, DC

Health reform is being implemented at a time when there are diminishing federal, state, and local resources supporting the base of public health, mostly due to cuts made because of the recession at the state/local level and concern about budget deficits at the federal level. While the Prevention and Public Health Fund provides a mandatory funding stream for public health activities, cuts to the base of public health funding have diminished the Fund's impact. As health reform is implemented, public health agencies will need to work creatively to find new ways to finance many of their core activities. Some of the opportunities that will be explored are: maximizing reimbursements for clinical services, reimbursement by third party payers for non-clinical services and programs, coordinating “community benefit” investments by non-profit hospitals, and working with Accountable Care Organizations (and similar experiments).





Workshop #16 **Saving Lives in Tennessee**

Scott Ridgway, MS, Executive Director, Tennessee Suicide Prevention Network, Nashville, Tennessee

In any given year, over 800 people die by suicide in the state of Tennessee - more than are lost to homicide, drunk driving, or HIV infection. But most suicides are preventable if people know the warning signs. This presentation offers information about the Tennessee Suicide Prevention Network (TSPN), a statewide public-private partnership devoted to educating the general public and raising awareness about suicide prevention. Come learn how you can be involved in the ongoing effort to dispel the stigma surrounding mental health issues, promote mental health resources available in your community, and ultimately save lives.

Workshop #17

Using Baldrige Performance Excellence as the Framework for Improvement in the Tennessee Department of Health

Bruce Behringer, BS, MPH, Deputy Commissioner, Tennessee Department of Health, Nashville, Tennessee

On Thursday, experienced professionals from several fields of expertise presented principles of planning campaigns, message development including market segmentation, and tactics selection. During Thursday's TDH WORKshops, participants formed into six separate teams to develop their own public education campaigns on a pre-selected public health topic. During this session, final public education campaigns will be presented by the six teams. Communication experts will evaluate, judge, and provide feedback to each presented campaign.

10:45 AM - 11:00 AM

Break

11:00 AM - Noon

Plenary Session #5 (Champion Ballroom)

Instant Recess: Building a Fit Nation - 10 Minutes at a Time

Antronette K. (Toni) Yancey, MD, MPH, Professor, Fielding School of Public Health, UCLA, Los Angeles, California

Make the healthy option the easy option...it's just that simple! Organizational change is the sweet spot for getting society moving again. Brief, structured activity breaks integrated into daily routine sparks the chain reaction that results in a fitter and healthier society. Once you learn to make what's good for you more readily available, more affordable, and more socially acceptable, you'll be on the road to a healthier lifestyle.

Noon - 12:30 PM

Closing Session (Champion Ballroom)



conference need-to-know information

hotel information

All meetings, continuing education sessions, and special events at the 2012 TPHA Conference will be held at the Cool Springs Marriott Hotel & Conference Center in Franklin, Tennessee. A block of rooms has been reserved at the Cool Springs Marriott at a special rate of \$129 per night (single or double occupancy). Reservations can be made by calling the Marriott at (615) 261-6100. Please specify you are attending the TPHA Conference. The deadline for making hotel reservations is August 20, 2012. In order to avoid a penalty, you must notify the hotel at least two weeks in advance of the conference if you need to cancel the reservation. The Marriott can be accessed from I-65 South at Exit #68A, East Cool Springs Blvd.



**Cool Springs Marriott Hotel
& Conference Center**
700 Cool Springs Blvd.
Franklin, Tennessee 37067



conference registration

Registration for the full conference includes all educational sessions and luncheons, exhibits, poster session, and the Thursday evening reception. Additional guest tickets for the Thursday evening social event can be purchased as indicated on the registration form. Pay the daily registration rate only if you will be attending the conference for fewer than three days and indicate which days you plan to attend. If you register for the full conference, do not pay the daily rate. Attendance at the conference is limited; individuals who register for the full conference will be given priority. If the conference is sold-out, your full payment will be refunded.

cancellations and refunds

All cancellations must be received in writing for consideration. If TPHA is notified by August 31, 2012, a full refund will be issued, less a \$25 non-refundable fee, for all cancellations. No refunds will be granted after August 31, 2012.

registration materials

Name badges, tickets, programs, and other conference materials will not be mailed in advance. Attendees who have registered in advance can pick up their registration materials on-site at the registration area.

continuing education

Continuing education credit has been requested for conference attendees in the following professions: physicians, dentists, pharmacists, nutritionists, certified health education specialists, dental hygienists, dental assistants, emergency medical technicians, paramedics, environmental health specialists, and social workers.

TPHA is an approved provider of continuing nursing education by the Tennessee Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

tpha membership

The Tennessee Public Health Association is the official professional organization for those engaged or interested in public health services and is the voice for public health in Tennessee. Endorsed by the Tennessee Department of Health, TPHA is an organization where different disciplines work together to secure administrative policies and legislative actions that will afford all Tennesseans a safer and healthier life. TPHA, an affiliate member of the American Public Health Association, provides opportunities for health professionals representing diverse service areas to meet and share ideas in an effort to maintain high standards of quality in all aspects of public health. Membership is encouraged for any person, organization, or agency interested in the advancement of public health in Tennessee. Additional information about TPHA and the benefits of membership are located at the Association's website: www.tnpublichealth.org.

Mail completed registration forms to:

Doris Spain, TPHA Executive Director
P.O. Box 210147
Nashville, TN 37221

If you have questions or need additional information, visit the TPHA website at www.tnpublichealth.org, or contact the TPHA office at (615) 646-3805 or by e-mail: dgspain@tnpublichealth.org.

advance registration form | deadline - august 31, 2012

(please print legibly)

Name _____ Degree(s) _____

Title _____ Organization _____

Work Address _____

Office Phone _____ Fax _____ E-Mail _____

Do you prefer a vegetarian meal for the two luncheons? ☐ Yes ☐ No

- ☐ **Full Conference:** *Includes all educational sessions, meetings, luncheons, and Thursday evening reception. Does not include the Tennessee Environmental Hall of Fame Dinner.*

Enter Amount

☐ TPHA Member	\$150 (\$200 if postmarked after August 31, 2012)	\$ _____
☐ Non-TPHA Member	\$180 (\$230 if postmarked after August 31, 2012) (To become a member of TPHA, see below.)	\$ _____

Do you plan to attend Thursday evening activities? ☐ Yes ☐ No

- ☐ **Single-Day Registration:** *If space is available – registrants for entire conference receive priority. Do not register for individual functions if you have registered for the full conference.*

	TPHA Member	Non-Member	
Tuesday, September 11, 2012			
☐ LIFEPAATH Session	\$0	\$0	\$ _____
Wednesday, September 12, 2012			
☐ Sessions (includes lunch)	\$75*	\$85*	\$ _____
Thursday, September 13, 2012			
☐ Sessions (includes lunch)	\$90*	\$100*	\$ _____
☐ President's Reception	\$50*	\$60*	\$ _____
Friday, September 14, 2012			
☐ Sessions	\$45*	\$55*	\$ _____

*** \$10 must be added to each function if pre-registration is postmarked after August 31, 2012.**

☐ **Additional Tickets:** Thursday Evening Reception : _____ @ \$50 each \$ _____

TPHA Membership Dues: ☐ New member \$30 \$ _____

☐ Renewal membership \$40 (includes \$10 late fee) \$ _____

Total Amount Enclosed \$ _____

(Make check payable to TPHA.)

Online registration with credit card payment is available at www.tnpublichealth.org.



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