

NEWSLETTER

Kentucky Public Health Association

January 2017

President's Message

It's hard to believe that we are already accepting abstracts for the 69th annual KPHA Conference coming up in April. It seems like I was planning last year's conference just a few weeks ago! We, as an organization, are continuing our push to broaden the view of public health as we move away from specific sections (health education, nursing, administration, etc.) and move towards the **areas** of Prevent, Promote, and Protect. None of us only perform one duty anymore but instead we must focus on how we work to Prevent the spread of disease, Promote healthy behaviors, and Protect the community from health hazards.

It has and will continue to be my focus to provide as many benefits as possible for our membership. All of us deserve the biggest bang for our buck! We plan to begin quarterly educational offerings from our state universities for all members because we realize that not everyone can make the trip to our annual conference. I also hope to change our scholarship program to ensure that at least one of our scholarships goes to a current KPHA member that is wanting to further their education. I believe we have one of the strongest workforces

in the nation. We need to continue to invest in all of you to further our mission and we hope you take advantage of the opportunity. If you need anything from KPHA, please don't hesitate to contact me or our office in Frankfort. Visit our website at www.kpha-ky.org for more information and I hope to see all of you in Owensboro in April.

-Drew



Drew Beckett, MPH, KPHA President

*The 69th Annual
KPHA Conference
is April 11-13,
2017 at the
Owensboro
Convention
Center!*

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Membership Type	Dues (1 year)	Dues (2 years)
Individual	\$40	\$70
Organizational (12 members; e.g., health departments, businesses, non-profits)*	\$350	\$600
Local Governing Agency (12 members; e.g., Boards of Health, Fiscal Courts, City Commissions)*	\$200	N/A
Students (Full-Time)	\$20	N/A
College/University (25 members)*	\$1,000	N/A
2016 KPHA Conference Picture		

Conference Registration

By: Mark Hensley
KPHA President-Elect

Early-bird registration is available until **March 24, 2017**. Registration is available at www.kpha-ky.org and fees are:

- Member Early Registration- \$170
- Member/Nonmember Regular Registration- \$220
- Student Registration- \$30
- Life Member Early Registration- \$85
- Life Member Regular Registration- \$110

KPHA Membership

By: Carla Tillett
KPHA Membership Specialist

Don't Be Late!

In case you forgot, your KPHA membership dues payment for 2017 was due by **December 31**.

You can renew easily on our website www.kpha-ky.org. Just click on the "Member Login" tab in the upper right hand corner and enter your login name and password. You will be asked to establish a login name and password if you haven't done so already. You may then proceed to renew on-line. If you have forgotten your Login Name, the KPHA office staff will be happy to provide you with it; please contact Carla Tillett or Jill LeMaster at 502-875-2255, or through email at ctillett.kpha@gmail.com. We urge you not to create a new account; doing so will cause you to have two accounts which will not reflect your renewal payment in our records.

If you choose to renew by using a check and the postal service, please print and complete a membership application/renewal brochure, which also can be found on the website at www.kpha-ky.org, under the "About KPHA" tab. Mail your completed renewal form to Carla Tillett, P.O. Box 4647, Frankfort, KY 40604, with your check. She will submit the information for you! If you need us to mail you a renewal form, please notify us at the numbers above.

Current membership rates are listed in the chart above.

Conference Sponsorships and Exhibit Booths Available:

By: Janie Cambron, RS, MPH

*KPHA Board of Directors/
Exhibitor Chair*

Diamond: \$5,000

- Exhibit table
- Four conference and awards luncheon tickets for April 12, 2017
- Back cover conference program ad
- KPHA website and social media ads for one year
- Acknowledgment at conference awards luncheon and on hotel signage

Platinum: \$2,500

- Exhibit table
- Two conference and awards luncheon tickets for April 12, 2017
- 1/2 page conference program ad
- KPHA website and social media ads for one year
- Acknowledgement at conference awards luncheon and on hotel signage

Gold: \$1,000

- Exhibit table
- One conference and awards luncheon ticket for April 12, 2017
- 1/4 page conference program ad
- Acknowledgement on KPHA website conference page
- Acknowledgement at conference awards luncheon and on hotel signage

Local Health Department: \$300

- Exhibit table
- 1/4 page conference program ad

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There are five critical dimensions in the enhanced scope of public health practice:



Strong leadership and workforce



Strategic partnerships



Flexible and sustainable funding



Timely and locally relevant data, metrics, and analytics



Foundational infrastructure

Public Health 3.0

KPHA Legislative Platform

By: Georgia Heise, DrPH

KPHA Legislative Committee Chair

The Kentucky General Assembly Legislative Session begins January 3, 2017. The KPHA Board voted on December 14, 2016 to adopt the CDC Public Health 3.0 ideology as its 2017 legislative platform. This aligns KPHA with the Kentucky Health Department Association (KHDA) legislative goals.

Public Health 3.0

The key points of Public Health 3.0 are:

- Strong Leadership and Workforce
- Strategic Partnerships
- Flexible and Sustainable Funding

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Upcoming KPHA Meetings

By: **Drew Beckett, MPH**
KPHA President

- Wednesday, February 15, 2017, 10 AM, Location TBD.
- Wednesday, March 15, 2017, 10 AM, Location TBD.
- During the Annual Conference, Annual Business Meeting, Time TBD, Owensboro Convention Center.

Legislative Agenda *(Continued)*

(Continued from page 3)

- Timely and Locally Relevant Data, Metrics, and Analytics
- Foundational Infrastructure

To access the full Public Health 3.0 report please visit <https://www.healthypeople.gov/sites/default/files/Public-Health-3.0-White-Paper.pdf>.

On January 12, 2017 at 6:30 PM there will a statewide Board of Health population health training covering public health 3.0. The event will be broadcast live via YouTube. Numerous health department sites will be broadcasting this training and we hope you are able to attend.

Please also stay tuned for a 2017 Public Health Day at the Capitol. This is will be our opportunity to advocate for Public Health 3.0 on a statewide level. This event will include attending a Health and Welfare Committee meeting and individual meetings with your legislators to educate them about the vital role of Kentucky Local Health Departments, Kentucky's poor health status and how funding population health strategies that are already included in Kentucky Statute will improve health status.

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**Exhibits: \$600 For Profit,
\$300 Not for Profit**

- 10X10 booth with draped table, two chairs, identification sign, free WIFI, electricity available for additional fee
- One conference and awards luncheon ticket for April 12, 2017
- Company description and contact information in conference program
- ONLY 80 SPOTS AVAILABLE!

Friends of KPHA: \$150

- Name/Company included in the conference program

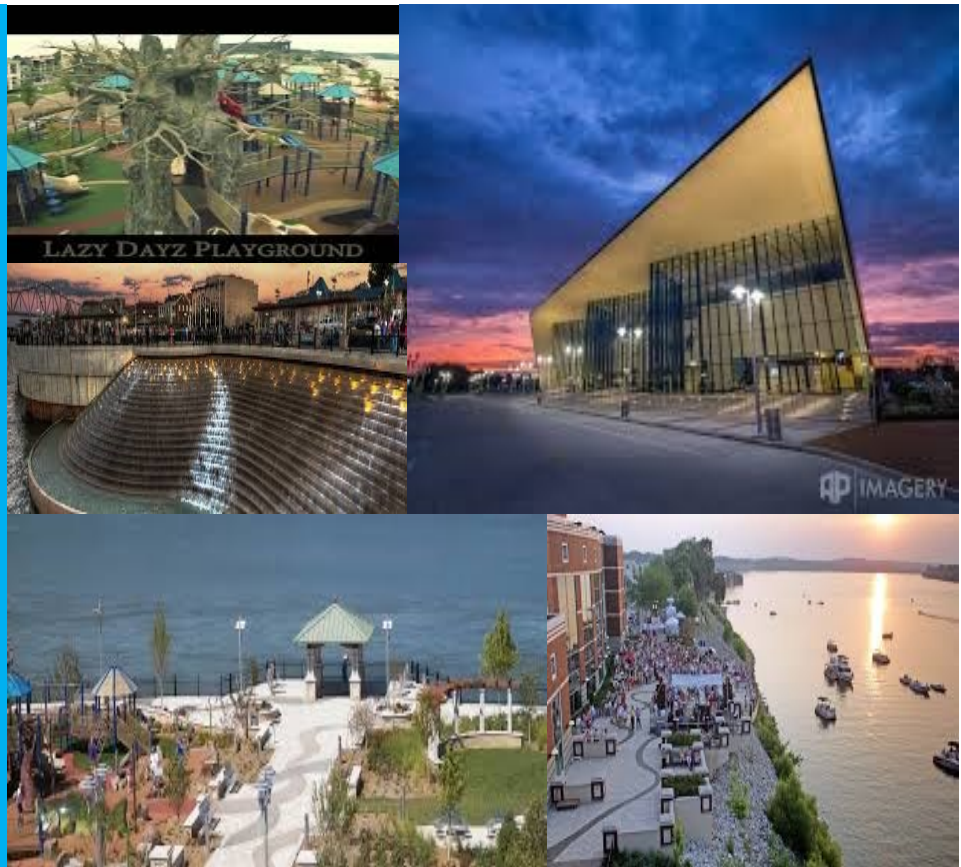
DEADLINE IS
MARCH 17, 2017!

Exhibits Contact:

Janie Cambron
Janie.Cambron@ky.gov
502-564-4537 ext. 4088

Sponsors Contact:

Steve Bing
Sbing.kpha@gmail.com
502-875-2255



Owensboro

By: Janie Cambron, RS, MPH

KPHA Board of Directors

We greatly appreciate your support for the 69th KPHA Annual Conference being held at the brand new Owensboro Convention Center!

Be prepared to enjoy the conference during the day in the serene setting of the new convention center while overlooking the Ohio River, then walk around downtown afterwards and enjoy the local eclectic shops, delicious restaurants, safe, well-lit, family friendly parks, fountains and walking areas!

All you need is downtown and literally steps away from the conference center and hotels! Everything is within walking distance.

Recently voted an All American City by the National Civic League, Owensboro continues to experience positive growth and a revitalization that some have come to call, "Owensboro's Renaissance." This renaissance not only includes the \$270 million public and private investments in all of the new downtown development projects, but also the continued growth of Owensboro's staples— Barbecue and Bluegrass.

We promise you won't be disappointed this year, so don't delay, register today! From Owensboro's signature barbecued mutton and burgoo to our ties to the roots of bluegrass music, Owensboro is the culinary and cultural hub of western Kentucky.



2016 KPHA Conference Opening Session

2016 KPHA Conference Recap

By: Jill LeMaster
KPHA Office Manager

The 2016 KPHA Annual Conference was another success in beautiful Owensboro. There were a total of 400 attendees.

A new conference activity for 2016 was casino night. It was a blast with casino games and door prizes.

Call for Abstracts

By: Mark Hensley
KPHA President-Elect

Conference Theme: “Meeting the Challenge to Improve Kentucky’s Health Status”

Please help distribute this to all of your contacts and encourage them to submit an abstract. Abstracts are due by **January 20, 2017** and the link to submit them online is <https://www.surveymonkey.com/r/rMSMTRLX>.

KPHA welcomes abstracts related to the following focus areas:

Prevent: should describe programs, interventions, case studies, policy or advocacy impacts, or new resources that are related to the prevention of poor health outcomes and the spread of disease. Efforts that resulted from multi-sector participation, applied previous research, or included evaluation are particularly encouraged.

Promote: should describe programs, interventions, case studies, policy or advocacy impacts, or new resources that are related to the promotion of healthy behaviors. Efforts that resulted from multi-sector participation, applied previous research, or included evaluation are particularly encouraged.

Protect: should describe programs, interventions, case studies, policy or advocacy impacts, or new resources that are related to the protection of the public from health hazards. Efforts that resulted from multi-sector participation, applied previous research, or included evaluation are particularly encouraged.

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NEW KPHA Educational Offerings

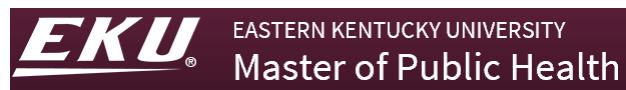
By: Angie Carman, DrPH

KPHA Board of Directors

University of Kentucky, University of Louisville, Eastern Kentucky University and Western Kentucky University have all agreed to offer quarterly educational opportunities to KPHA membership. While this is a new endeavor it is thought that these trainings will be offered electronically via either an interactive web meeting or a taped training session. KPHA is grateful to each University for their partnership and contributions to the future and current Kentucky public health workforce.

Topics will be geared toward public health professionals at all levels and may address programs that impact all positions such as emergency preparedness and customer service. Other topics may include quality improvement and the difference between advocacy and lobbying.

Please e-mail angela.carman@uky.edu with ideas or suggestions for trainings as the University representatives will be meeting soon to begin planning for 2017. Dr. Angela Carman is representing the University of Kentucky, Dr. Richard Wilson is representing the University of Louisville, Dr. D.B. Barnett and Vonia Grabeel are representing Eastern Kentucky University and Gretchen Macy is representing Western Kentucky University. Drs. Carman and Wilson and also members of the KPHA Board of Directors.



Silent Auction

By: Brittany Parker, MPH
KPHA Silent Auction Chair

Be sure to stop by the KPHA Silent Auction while you are in Owensboro. The Silent Auction will be open during conference breaks and winners will be announced by the closing session.

Items up for bid include some of Kentucky's finest spirits, handmade crafts, gift baskets and much more. We are looking forward to some friendly competition to support KPHA. Proceeds from the silent auction benefit KPHA's scholarships.

Board Members

Don't forget that KPHA Board Members should each donate two items to the KPHA silent auction. Please contact BrittanyN.Parker@ky.gov listing the items you plan to donate. Please plan to bring items to the KPHA conference. Donations from all KPHA members and public health partners are greatly appreciated. Donations are tax deductible as KPHA is a nonprofit organization.

Call For Abstracts (Continued)

(Continued from page 6)

Abstract Submission Types

Oral Presentations

Oral presenters will deliver a 30 minute presentation during concurrent sessions. Panel presentations (3-4 speakers) will deliver a 60 minute presentation.

Poster Presentations

The poster program is an effective mechanism for dissemination and networking. Selected posters will be displayed during a session devoted exclusively to poster viewing with no competing programming.

To submit an abstract for consideration, please complete and submit the following information at <https://www.surveymonkey.com/r/rMSMTRLX>:

1. Name and Contact information
2. Session Title
3. Abstract (max of 500 words)
4. Learning Objective
5. Focus Area
6. Speaker Bio to include degrees and certifications (max of 250 words)

Contact Us

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