

**NACCHO
ANNUAL
2012**

NAVIGATING THE CURRENTS

positioning local health departments for the future

July 11-13, 2012

HYATT REGENCY CENTURY PLAZA
2025 Avenue of the Stars • Los Angeles, California, USA 90067



Public Health
Prevent. Promote. Protect.

NACCHO

National Association of County & City Health Officials
The National Connection for Local Public Health

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Preliminary Information & Schedule

THE NATIONAL ASSOCIATION OF COUNTY AND CITY Health Officials (NACCHO) will convene for its annual meeting this summer in Los Angeles, California. Start making your plans now to attend the NACCHO Annual 2012 Conference, set for July 11-13, at the Hyatt Regency Century Plaza. “Navigating the Currents: Positioning Local Health Departments for the Future” is this year’s timely and forward-looking theme.

Join 1,000 of your colleagues for the year’s largest gathering of local health officials in the United States. NACCHO is the only national organization that hosts annual conferences that specifically address the needs and concerns of local health officials. NACCHO’s conferences are vital, one-of-a-kind, learning and networking opportunities for local health officials and their public health partners from all geographic regions of the nation to share perspectives and engage in dialogue on common key public health practice issues.

As with past conferences, NACCHO Annual 2012 is being planned by local health officials for local health officials and their public health partners. This year’s conference will serve as a platform for our members, affiliates, alumni, partners, and the public to learn about NACCHO’s recent activities and accomplishments, as well as current public health issues, resources, and innovations. Conference features will include skills-building trainings, educational sessions, networking opportunities, and access to information about available resources.

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MISSION

The mission of the National Association of County and City Health Officials is to be a leader, partner, catalyst, and voice for local health departments in order to ensure the conditions that promote health and equity, combat disease, and improve the quality and length of all lives.



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Naccho Annual Conference Workgroup

Lee A. Lane, Chairperson

Executive Director, Texas Association of Local Health Officials

Ruth Maiorana

Executive Director, Maryland Association of County Health Officers

Nancy Mills, MPA, CPHA

Administrator, Clay County Health Department

Bruce Pomer, MPA

Executive Director, Health Officers Association of California

Carol Schefers, RN, PHN

Public Health Director, Wright County Human Services

John Wiesman, MPH

Director of Public Health, Clark County Public Health

LOCAL HOST LIAISON

Rose Anne Rodriguez, Esq.

*Director, External Relations & Communications,
County of Los Angeles Public Health*

CENTERS FOR DISEASE CONTROL AND PREVENTION LIAISONS TO THE ANNUAL CONFERENCE WORKGROUP

Sharon Hall, RN, PhD

*Nurse Planner/CE Consultant, Office of Surveillance,
Epidemiology and Laboratory Services, CDC*

Bud Nicola, MD, MHSA, FACPM

*Faculty, Northwest Center for Public Health Practice/CDC Field
Assignee, University of Washington School of Public Health*

Sara J. Olson, MS, CHES

*Public Health Educator, Office of State, Tribal, Local and
Territorial Support, CDC*



Conference Goal and Objectives

NACCHO Annual 2012 will provide an interactive setting for local health officials and their public health partners from around the country to examine strategies, share ideas, and plan actions necessary for public health leaders to create and build upon a forward-looking vision of local public health through disease-prevention interventions and wellness promotion, elimination of health inequities among individuals and communities, and expanded leadership capacity within local health departments.

In today's economy, health officials have competing priorities. LHDs must be prepared to manage these challenges before crises arise. The NACCHO 2012 Annual Conference will attract sessions showcasing how LHDs have successfully addressed these challenges in a variety of ways including identifying and prioritizing key services; understanding and managing budgetary change and shifting strategies; understanding how changing legislation and policies impact LHDs, learning how to market public health, using emerging and best practices to impact winnable battles in public health; implementing successful prevention programs; and the value of public health research. Sessions will also address how the past and the present can be instructive for the future of public health.

Continuing Education Credits

Pending approval from the Centers for Disease Control and Prevention, continuing education credits will be offered to attendees for all general and sharing sessions for the following professions:

- Certified Health Education Specialist
- Nurses
- Physicians
- General

In addition, pending approval from the National Environmental Health Association, continuing environmental health education credits will also be offered at NACCHO Annual 2012. CPHCE credits will be offered through the National Board of Public Health Examiners.

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Conference At-A-Glance

WEDNESDAY, JULY 11

8:00 AM–3:00 PM	Various Pre-Conference Workshops
8:00 AM–3:00 PM	NACCHO Business Meetings
3:00 PM–5:30 PM	Town Hall Meeting
5:30 PM–7:00 PM	President's Welcome Reception in the Exhibit Hall

THURSDAY, JULY 12

6:00 AM–7:00 AM	Physical Activity
7:00 AM–8:00 AM	Breakfast with the Poster Presenters
8:00 AM–9:30 AM	Opening General Session
9:30 AM–10:00 AM	Coffee Break in the Exhibit Hall
10:00 AM–11:30 AM	Sharing Sessions
11:30 AM–1:00 PM	Lunch in the Exhibit Hall
1:00 PM–2:00 PM	Sharing Sessions
2:00 PM–2:45 PM	Refreshment Break in the Exhibit Hall
2:45 PM–3:45 PM	Sharing Sessions
4:00 PM–5:00 PM	Sharing Sessions
5:30 PM–7:30 PM	NACCHO Grand Award Ceremony and Reception

FRIDAY, JULY 13

7:30 AM–8:30 AM	Breakfast
8:30 AM–10:00 AM	Sharing Sessions
10:00 AM–10:30 AM	Coffee Break
10:30 AM–11:30 AM	Sharing Sessions
11:45 AM–1:00 PM	Closing General Session

Conference Tracks

CHRONIC DISEASE PREVENTION AND CONTROL – FUNDING PREVENTION VS TREATMENT

These sessions will focus on the national strategic direction to implement, evaluate, and disseminate evidence-based community preventive health activities in order to reduce chronic disease rates, prevent the development of secondary conditions, address health disparities, and develop a stronger evidence base for effective prevention programming.

POLICY, SYSTEM, ENVIRONMENT, AND ORGANIZATIONAL CHANGE

These sessions will focus on how the public health system plans for and reacts to the dynamic elements affecting public health departments and/or the greater public health systems within which they function including how public health is influencing the conditions in which people live, work, play, study, and worship to improve the health of populations through policy, system, environment, and organizational changes.

MAKING THE CASE FOR LOCAL HEALTH DEPARTMENTS WITH LIMITED RESOURCES

These sessions will describe effective strategies, methods, and programs that demonstrate the value and contributions of local health departments in an era of limited financial and staffing resources.

TRANSFORMING AND SUPPORTING THE LOCAL PUBLIC HEALTH WORKFORCE

The sessions will showcase training efforts, programs, policies, and stories that are preparing our workforce for the new public health.

PUBLIC HEALTH RESEARCH

The sessions will present public health researchers with an opportunity to influence the practice of public health and help public health practitioners to learn from the research experiences of others and to apply what they learn to their own practice.

BUILDING A DISASTER RESILIENT COMMUNITY: SUSTAINABLE APPROACHES TO PLANNING, RESPONSE, AND RECOVERY FOR PUBLIC HEALTH EMERGENCIES

Rapidly declining budgets and an equally declining public health workforce has resulted in local health departments needing to face a sobering fact....having to “do less with less.” These sessions will explore the use of innovative tools, resources, and practical applications that LHDs have implemented to build and sustain public health preparedness and ensure community resilience in the face of overwhelming fiscal and operational challenges.



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Sharing Sessions

Sharing sessions are facilitated, interactive concurrent sessions. Fifty different 60-minute and 90-minute sharing sessions are being planned and developed for presentation at NACCHO Annual 2012. Sessions will fall into one of the six tracks— Chronic Disease Prevention and Control, Policy, System, Environment, and Organizational Change, Making the Case for Local Health Departments with Limited Resources, Transforming and Supporting the Local Public Health Workforce, Public Health Research, and Building a Disaster Resilient Community: Sustainable Approaches to Planning, Response, and Recovery for Public Health Emergencies. Certain sessions will be designated as “federal sessions” and will showcase the programs and activities of NACCHO’s federal partners working in areas that also relate to the NACCHO Annual 2012 conference theme.

SHARING SESSION SCHEDULE

THURSDAY, JULY 12

10:00 AM–11:30 AM	Sharing Sessions
1:00 PM–2:00 PM	Sharing Sessions
2:45 PM - 3:45 PM	Sharing Sessions
4:00 PM - 5:00 PM	Sharing Sessions

FRIDAY, JULY 13

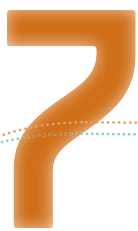
8:30 AM–10:00 AM	Sharing Sessions
10:30 AM–11:30 AM	Sharing Sessions





SHARING SESSIONS SORTED BY NAME

- A Path to Partnerships: The Role of Local Health Departments in Accountable Care Organizations
- A Seat at the Planning Table: Strategies and Tools for Local Health Departments to Play an Active Role in Reshaping the Built Environment
- A Synopsis of Local Boards of Health: Findings from the 2011 National Profile of Local Boards of Health
- A Template for Workforce Development Planning in Your Agency
- Accreditation and Quality Improvement: Preparing, Achieving and Beyond
- Advancing Law in Public Health: Lessons Learned from a Study of Public Health Law Collaboration in State and Local Health Departments
- Aligning Public Health and Community Organizing for Health Equity
- Best Practices of the National Public Health Improvement Initiative: Successes, Challenges and Meaningful Use
- Boards of Health Teaming With Health Department Staff to Use Recommended Evidence-Based Strategies for Health Promotion
- Building Leadership and Capacity at Local Health Departments to Conduct System Level Quality Improvement: Evaluation of Multi-Model Strategy
- Building the Evidence for Multi-Jurisdictional Entities in Providing Essential Local Public Health
- Building and Maintaining a Quality LHD Website: Strategies for Small and Medium-Sized Health Departments
- Building Local Public Health Workforce Capacity to Address Health Inequities: The Importance of Data
- Change in Local Public Health Agencies Following State Public Health Law Modernization Collaborating for Community-Wide Impact: Partnerships and Tools for Community Health Improvement Plans
- Creating a Comprehensive, Integrated Media Campaign Targeting a Large Ethnically Diverse Community
- Creating Policy, Systems, and Environmental Change Capacity through Local Health Departments
- Diabetes Today: Training, Action Planning and Implementation for Control and Prevention
- Embracing Quality in Public Health: A Public Health QI Resource
- Emergency Preparedness Training Needs Assessment Template
- Enhanced School and Syndromic Surveillance through Efficiencies in Technology
- Food to Families: Successes and Challenges in Working with Diverse Partners to Address Obesity and Lack of Access to Fresh Produce
- Fostering Collaboration through Ongoing Twitter Chats
- Improving Core Environmental Health Services through Local Public Health Governance
- It's Personal: Supporting the Public Health Workforce in Adopting a Social Justice Framework
- KEYS 4 HealthyKids
- LHD Role in Healthy Communities: Laying the Foundation for a Healthy Built Environment
- Los Angeles County Department of Public Health and the Tzu Chi Foundation: Engaging the Community to Improve Health Equality and Services in Times of Limited Resources
- Making the Healthy Choice the Easy Choice: Offering Apples and White Milk as the Default
- Making Your Health Department PHAB-ulous
- Mass Care/Mass Fatality Planning – Responding Together Starts with Planning Together
- Navigating the Currents to Disaster Medicine and Public Health Information Resources
- Options to Regulate Non-Cigarette Tobacco Products
- Overcoming Challenges to Emergency Preparedness in Vulnerable Communities: Connecting the Public Health Workforce to Community Gatekeepers
- PPHR Criteria, CDC PHEP Capabilities, and PHAB Standards, Oh My! - How They Interrelate and 'Measure' Up to One Another
- Public Health through the Eyes of Elected Officials
- Raising the Visibility and Perceived Value of LHDs: Building a Strong LHD Brand
- Reducing Disaster Risks and Building Community Resiliency through Engagement of Medical Reserve Corps Volunteers
- Re-Envisioning Health Care: Integrating Community and Clinical Prevention



- Rethinking Public Health Informatics: Assessment and Quality Improvement in the Rural Service Area
- Riding the Waves of Disease Investigations
- Rising Tide: Community Health Assessments and Community Health Improvement Plans for Accreditation
- Roots of Health Inequity Curriculum: Concepts and Applications for Practice
- The Power of Storytelling: Communicating the Importance of Local Health Departments to Policymakers and the Public
- There's an App for That: Mobile Technology in Public Health
- Three for Free
- Trends in Revenue Streams and Service Delivery among Connecticut Local Health Jurisdictions (2001 - 2010): The Impact of Economic Conditions and Other Factors
- Twitter Said What? - Using Social Media to Inform #PublicHealth in Disasters and Improve Public Health Situational Awareness
- Using Quality Improvement as a Model for Change - Implementation and Evaluation
- Using the MAPP Process to Address Chronic Disease in a Unique Ethnic Population
- You're Not Alone: Dialogue about Cross-Jurisdictional Sharing

SESSIONS SORTED BY TRACK

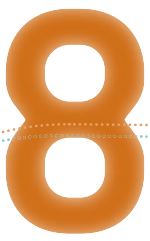
CHRONIC DISEASE PREVENTION AND CONTROL — FUNDING PREVENTION VS TREATMENT

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COMMUNICATING THE CASE FOR LOCAL HEALTH DEPARTMENTS WITH LIMITED RESOURCES

- Accreditation and Quality Improvement: Preparing, Achieving and Beyond
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- Creating a Comprehensive, Integrated Media Campaign Targeting a Large Ethnically Diverse Community
- Fostering Collaboration through Ongoing Twitter Chats
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- Riding the Waves of Disease Investigations
- The Power of Storytelling: Communicating the Importance of Local Health Departments to Policymakers and the Public





EMERGENCY PREPAREDNESS FUNDING & THE LOCAL HEALTH DEPARTMENT

- Emergency Preparedness Training Needs Assessment Template
- Enhanced School and Syndromic Surveillance through Efficiencies in Technology
- Mass Care/Mass Fatality Planning – Responding Together Starts with Planning Together
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- It’s Personal: Supporting the Public Health Workforce in Adopting a Social Justice Framework
- Making Your Health Department PHAB-ulous
- Roots of Health Inequity Curriculum: Concepts and Applications for Practice
- Using Quality Improvement as a Model for Change - Implementation and Evaluation



Poster Showcase Presentations

THURSDAY, JULY 12 7:00 AM–8:00 AM
9:30 AM - 10:00 AM

Join us for the eighth annual NACCHO Poster Showcase featuring poster presentations selected to be of special interest to local public health practitioners. NACCHO's posters will be available for viewing during breakfast.

Exhibit, Sponsor, Advertise!

Act now to position your message in front of 1,000 public health decision makers at this year's event. Maximize your time and marketing dollars while receiving immediate feedback on new products and services. You can answer questions that lead to future clients, close sales on the spot, schedule follow-up meetings and sales calls, and learn what information and services local public health officials need.

NACCHO Annual 2012 is the premier event for local health officials to learn about breakthrough research and technologies, meet colleagues, and share ideas. Come and see for yourself why this is also your once-a-year opportunity to meet and identify prospects and leads, build new relationships with leaders from health departments across the nation, and reconnect with existing customers. Don't delay. Make plans now to come to NACCHO Annual 2012 to reach the year's most concentrated audience of local public health officials. For more information on exhibiting, sponsorships, and advertising, contact Maggie Pearson at NACCHOExhibits@conferencemanagers.com or 703-964-1240.

For more information, visit <http://www.nacchoannual.org/exhibits/> to reserve your booth today!"

EXHIBIT HALL SCHEDULE

WEDNESDAY, JULY 11

8:00 AM – 1:00 PM	Installation
5:30 PM–7:00 PM	President's Welcome Reception
8:00 PM	Hall Closes

THURSDAY, JULY 12

9:30 AM	Coffee Break
11:30 AM – 1:00 PM	Networking Lunch
2:00 PM	Refreshment Break
2:45 PM	Hall Closes

FRIDAY, JULY 13

Hall Not Open This day

Local Information / Transportation

LOS ANGELES

The City of Los Angeles holds many distinctions. LA is the entertainment capital of the world, a cultural mecca boasting more than 300 museums, and a paradise of good weather. From tourist attractions like the Walk of Fame's collection of stars (numbering 2,445, and growing by one or two a month) to career opportunities like those presented in the expanding biotech industry, Los Angeles is the place to be. It is the only city in North America to have hosted the Summer Olympics twice. Downtown LA is the largest government center outside of Washington, D.C.

For more information about Los Angeles, visit <http://www.discoverlosangeles.com/>.

GETTING THERE

There are two airports with convenient access to the Hyatt Regency Century Plaza. Los Angeles International Airport (LAX) and LA/Ontario International Airport (ONT).

Los Angeles International Airport (LAX) is approximately 14 miles from the Hyatt Regency Century Plaza.

Super Shuttle costs \$14 one-way and can be reserved by calling 1-800-258-3826 or visiting www.supershuttle.com

Taxis can be found curbside on the Lower/Arrival Level islands in front of each terminal under the yellow sign indicating Taxis. It costs approximately \$35 each-way.

For more information visit: www.lawa.org/flyaway.

LA/Ontario International Airport (ONT) is approximately 35 miles east of Downtown Los Angeles. Super Shuttle costs \$80 one-way and can be reserved by calling 1-800-258-3826 or visiting www.supershuttle.com

LOCAL TRANSPORTATION

Please visit <http://www.nacchoannual.org/travel/transportation.html> for information regarding public transportation options.

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Facilities

NACCHO Annual 2012 will be held at the:

HYATT REGENCY CENTURY PLAZA

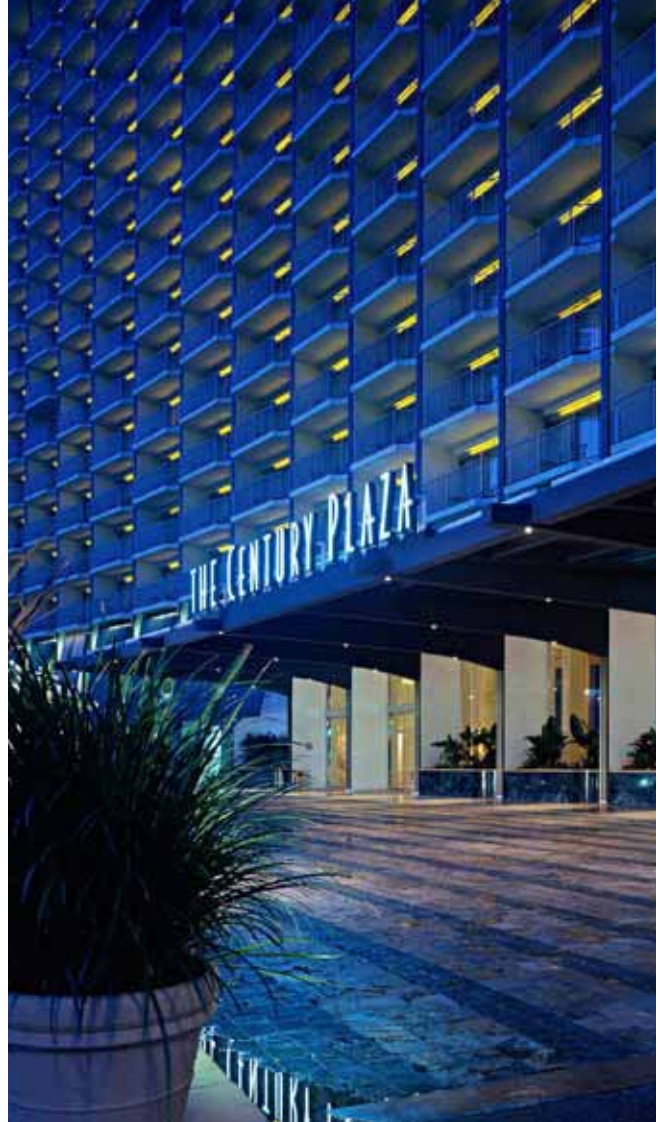
2025 Avenue of the Stars
Los Angeles, California, USA 90067

RESERVATIONS

Reservations can be made directly with the Hyatt Regency Century Plaza by calling toll-free at 888-421-1442 for Friday, July 6, 2012 through Monday, July 16, 2012. Please request the group rate for the National Association of County and City Health Officials (NACCHO). The rate for NACCHO attendees is \$199 single/double plus tax. This rate is available until **Monday, June 18, 2012**, or until the block is exhausted, whichever comes first.

Reservations may also be made online at <https://resweb.passkey.com/go/naccho0712>.

- To register for a room at the standard attendee rate, select "Attendee" as your guest type.
- To register for a room at the government rate, select "I have an access code" as your guest type. The government rate access code is: NACGOV0712



Conference Registration

Online registration for NACCHO Annual 2012 is now open. Register on or before June 8, 2012, to take advantage of early-bird rates.

NACCHO ANNUAL REGISTRATION RATES

REGISTRATION TYPE	EARLY RATE (ON OR BEFORE JUNE 8)	REGULAR RATE (BEGINNING JUNE 9)
NACCHO Member, Full Conference	\$485	\$535
Additional Member, Full Conference	\$435	\$485
Non-Member, Full Conference	\$600	\$650
Speaker, Full Conference*	\$385	\$435
Student, Full Conference**	\$60	\$60
Single Day Registration	\$260	\$285
Speaker, Single Day Registration*	\$160	\$210

* Individuals who submitted abstract proposals: Please wait for speaking acceptance before registering for this event.

** Proof of student standing must be submitted within two business days of registration completion. Unofficial transcript and student ID for summer and/or fall course enrollment should be e-mailed to NACCHOreg@conferencemanagers.com or faxed to 703-964-1246.

Please visit the conference website for updated pre-conference workshop and event ticket pricing and information.

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WHAT'S INCLUDED?

Full conference registration includes admittance to sessions, the exhibit hall, conference meals, the President's Welcome Reception, and the NACCHO Grand Award Ceremony and Reception.. Single day registration includes admittance to sessions, the exhibit hall, conference meals on the day which you attend, and any special events on your selected day. Student registration includes admittance to sessions ONLY. Meals, special events, and exhibit hall access are not included with student registrations.

ONE WAY TO REGISTER—THREE WAYS TO PAY

NACCHO online registration accepts payments by credit card (Visa, MasterCard, American Express, and Discover), checks (made out to "NACCHO Annual 2012"), and signed government purchase and training orders. Payment information is required at the time of registration. Your registration will not be considered final and you will not be granted access to NACCHO Annual 2012 until payment has been received. All payment instructions for PO and check submissions can be found during the registration process and in your event confirmation e-mail once registration has been completed. All payments by mail will receive a payment confirmation e-mail within two weeks of receipt. If you choose to pay by credit card online, your payment confirmation e-mail will be sent immediately. If you do not receive your confirmation e-mail, or have other registration questions, contact the NACCHO Registration Department at 703-964-1240 or NACCHOreg@conferencemanagers.com.

REFUND/CANCELLATION POLICY

Refunds are limited to conference fees paid, and do not include any travel, lodging, transportation, or other fees paid independently of conference registration at the time of refund request. Conference fees paid include but are not limited to event registration, additional guest tickets, workshop ticket purchases, and CE credit purchases. Cancellations may be submitted at any time, and must be submitted to the NACCHO registration department (NACCHOreg@conferencemanagers.com) in writing.

To qualify for a full refund minus a \$75 administrative fee, written cancellation must be received by the NACCHO Annual 2012 registration manager no later than 11:59 PM PST on June



20, 2012. Cancellations received between June 21, 2012, and July 6, 2012 inclusive, will receive a 50-percent refund minus a \$75 administrative fee. No refunds will be given beginning 12:00 AM PST on July 7, 2012.

Additional onsite purchases are non-refundable. All refunds will be remitted by check regardless of initial payment method.

Substitutions are available at any time for no processing fee, and must be submitted to the NACCHO Annual 2012 Registration Department (NACCHOreg@conferencemanagers.com) in writing.

REGISTER NOW:

<http://www.nacchoannual.org/register/>



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