

# CONFERENCE PROGRAM

---



7th Annual

State  
of the  
Public's  
Health

conference

**Thursday, October 18, 2018**

University of Georgia Center for Continuing Education & Hotel



**College of Public Health**

*Office of Outreach and Engagement*

**UNIVERSITY OF GEORGIA**



# WELCOME LETTER

## From the College of Public Health

Welcome to the 7th annual State of the Public's Health Conference! Over the last six years, we've convened participants from all parts of the state to grow our community of practice. This conference is specifically designed to stimulate multi-sector solutions to improve the public's health throughout Georgia. We encourage you today to talk with someone outside of your field and share your expertise and innovative ideas to strengthen Georgia's capacity to create health everywhere.

Today Dr. Umair Shah, Executive Director, Harris County Public Health and Immediate-Past President of the National Association of County & City Health Officials (NAACHO) will present ways we can work together to increase the value and visibility of public health to improve community health. Dr. Laura Magaña, President of the Association of Schools & Programs of Public Health (ASPPH), will share ideas pertaining to challenges and opportunities to support the public health workforce. Dr. Pat O'Neal, Commissioner of the Georgia Department of Public Health, will share the priority initiatives of the Georgia Department of Public Health. Dr. William Foege, world renowned for his work at the Centers for Disease Control and Prevention and the Task Force for Global Health, will reflect upon pivotal moments in the history of public health and outline the essentials for public health programs. At our closing networking session, Dr. Foege will be available to sign his three latest books.

Workshops and poster presentations throughout the day will focus on several key public health issues in the state. Session topics will include Improving Georgia's Public Health through Collaborative Leadership, Greenways to Better Public Health, The Georgia Department of Public Health's Initiatives to Address the Opioid Epidemic, Promoting a Healthy Start for Georgia's Children and Mothers, Engaging Communities to Promote Policy for the Public's Health, Cultivating Leadership through Professional Development, Innovative Strategies to Improve Food Access for all Georgians, Highlights from Programs Supporting the Health of Vulnerable Georgians, Hidden Lead Hazards in Georgia, and Addressing the Lesser Known Complexities of Georgia's Opioid Epidemic.

Once again, we welcome you to this important event. Whether you are a student, long-time public health professional, policy maker, funding partner, or new to public health, we invite you to share your best ideas as we work together to improve the public's health across our great state and beyond.



Phillip L. Williams  
Dean, College of Public Health  
University of Georgia



Marsha Davis  
Associate Dean for Outreach and Engagement  
College of Public Health  
University of Georgia

# AGENDA

7:30 - 9:00 **Registration, Refreshments, & Poster Viewing**  
Hill Atrium

9:00 - 10:30 **Welcome Address**  
Mahler Hall  
Marsha Davis, PhD  
Associate Dean, Office of Outreach and Engagement, College of Public Health, University of Georgia

## **Morning Keynote Presentation**

**Amplifying Public Health Practice and Advancing the Workforce:  
Lessons Learned from Public Health Leaders**

Umair Shah, MD, MPH  
Executive Director, Harris County Public Health  
Immediate-Past President, National Association of County & City Health Officials

Laura Magaña, PhD  
President, Association of Schools & Programs of Public Health

10:30 - 11:00 **Refreshment Break**  
Hill Atrium

11:00 - 12:15 **Morning Workshops**

Room Y/Z **Improving Georgia's Public Health Through Collaborative Leadership**

Room T/U **Greenways to Better Public Health**

Room Q **The Georgia Department of Public Health's Initiatives to Address the Opioid Epidemic**

Mahler Hall **Promoting a Healthy Start for Georgia's Children and Mothers**  
Addressing Maternal and Child Health Issues in Georgia, 2018  
Improving Infant Health in Georgia: Assessment of the Taking Care of You Initiative

Room R **Addressing Public Health Challenges for an Aging Nation**  
All the Lonely People: Public Health Implications of Loneliness Among Older Adults  
Falls Prevention Among Older Adults

12:30 - 1:45 **Lunch**  
Magnolia Ballroom  
**Taking Aim at Georgia's Persistent Health Challenges**  
J. Patrick O'Neal, MD | Commissioner, Georgia Department of Public Health

**Public Health Leadership Academy: Building Georgia's Culture of Health**

Marsha Davis, PhD | Associate Dean, Office of Outreach and Engagement, UGA's College of Public Health  
Matt Bishop, PhD | Director, J.W. Fanning Institute for Leadership Development, University of Georgia

Hill Atrium **Poster Viewing**

2:00 - 3:15

**Afternoon Workshops**

Room Q

**How to Win Partners & Influence Policy**

Policy Engagement for the Public's Health

Building a Community For All: Data and Community Partnerships

Room Y/Z

**Cultivating Leadership through Professional Development: Strategic Skills Needed by Georgia's Public Health Workforce**

Room F/G

**Innovative Strategies to Improve Access to Healthy Food for all Georgians**

Pathways to Healthy Eating Through Community Coalitions

Everybody Eats Fresh FREE Fridays Network: An Adaptable Fresh Fruit and Vegetable Distribution Model

Farm to School Strategies to Support Healthy Development and Learning for Young Children

Room T/U

**Highlights from Programs Supporting the Health of Vulnerable Georgians**

Farmworker Family Health Program

Breaking the Cycle of Vulnerability During Emergencies for the Underserved Population

Northwest Georgia Healthy Babies

Room R

**Hidden Lead Hazards in Georgia**

Lead Testing in Georgia's Schools

Where Obesity Interventions and Lead Safety Intersect

Mahler Hall

**Opioid Panel: Addressing the Lesser Known Complexities of Georgia's Epidemic**

3:30 - 4:30

**Afternoon Keynote Presentation**

Mahler Hall

**Essentials for Public Health**

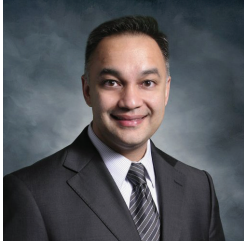
**William Foege, MD, MPH** | Emeritus Presidential Distinguished Professor of International Health, Emory University

4:30 - 5:30

**Book Signing & Reception**

Hill Atrium

# SPEAKERS



## **Umair Shah, MD, MPH**

Executive Director, Harris County Public Health in Texas  
Immediate-Past President, National Association of County & City Health Officials

Since 2013, Dr. Umair A. Shah has served as Executive Director and Local Health Authority for Harris County Public Health (HCPH) – the county public health agency for the nation’s 3rd largest county with 4.7 million people.

Dr. Shah earned his B.A. from Vanderbilt University, his M.D. from the University of Toledo Health Science Center, and completed an Internal Medicine Residency, Primary Care/General Medicine Fellowship and M.P.H., at the University of Texas Health Science Center. He also completed an international health policy internship at World Health Organization headquarters in Switzerland. He started his formal public health journey as Chief Medical Officer at Galveston County’s Health District before joining HCPH to oversee its clinical health system and infectious disease portfolio.

Dr. Shah currently holds numerous leadership positions with respected entities like the National Academies of Sciences, Engineering, and Medicine; U.S. Centers for Disease Control & Prevention; Trust for America’s Health; Network for Public Health Law; and Texas Medical Association.



## **Laura Magaña, PhD**

President, Association of Schools & Programs of Public Health  
Academic Dean, National Institute of Public Health in Mexico

Dr. Magaña has more than 30 years dedicated to successfully leading the transformation and advancements of public and private universities in Mexico; educational organizations in the USA; United Nations programs and NGO’s in Central America and Europe. She has a diverse portfolio of research, training, and technological developments in national and foreign Universities, much of which related to learning environments and the use of technology in education.

Dr. Magaña was elected to the U.S. National Academies of Sciences, Engineering and Medicine global commission in 2014. Additionally, she is an active member of professional and scientific educational committees around the globe for her recognized expertise in education. She holds a Bachelor of Arts in Special Education, Master of Science in Educational Technology, and a PhD in Educational Administration.

### **AMPLIFYING PUBLIC HEALTH PRACTICE AND ADVANCING THE WORKFORCE: Lessons Learned from Public Health Leaders**

Dr. Shah will describe his agency’s core values of Innovation, Engagement, and Equity, and how they have shaped the path towards building healthy communities. He will show how each value has been operationalized to put Harris County Public Health on the forefront of local public health, and how these values are critical to improving the visibility of public health to the community at large.

Dr. Magaña will share valuable insights on the evolving needs of adult learners and implications for supporting the public health workforce in all settings.



## **J. Patrick O'Neal, MD**

Commissioner, Georgia Department of Public Health

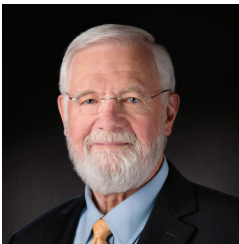
In addition to his role of Commissioner, Dr. O'Neal serves as the director of Health Protection for the Georgia Department of Public Health (DPH), where he has oversight responsibility for Emergency Medical Services (EMS), Trauma, Emergency Preparedness, Epidemiology, Infectious Disease, Immunizations and Environmental Health.

Since 2002, Dr. O'Neal has served as the medical director for the Office of EMS/Trauma in the Georgia Division of Public Health under the Department of Community Health. For 29 years prior, he practiced emergency medicine at DeKalb Medical Center in Decatur. In his final seven years at DeKalb Medical Center, he served as the regional medical director for EMS throughout the Greater Atlanta area.

He earned his bachelor's degree from Davidson College in North Carolina and received his medical education at the Tulane University School of Medicine in New Orleans.

### **TAKING AIM AT GEORGIA'S PERSISTENT HEALTH CHALLENGES**

Among the public health challenges facing Georgia communities, the Department of Public Health has prioritized the three issues that have had the greatest impact on our health. Dr. O'Neal will discuss how DPH is addressing the opioid epidemic, implementing programs to support early brain development and creating strategies to improve cardiac care and treatment.



## **William Foege, MD, MPH**

Emeritus Presidential Distinguished Professor of International Health,  
Emory Rollins School of Public Health

William Foege, MD, MPH, is considered to be one of the giants of public health. Dr. Foege directed the Centers for Disease Control and Prevention from 1977 to 1983, going on to co-found the Task Force for Global Health in 1984. He is credited with developing the global strategy leading to the eradication of smallpox in the late 1970s and improving immunization rates in developing countries in the 1980s.

Dr. Foege was an original consultant to the Bill and Melinda Gates Foundation and currently serves as a Senior Fellow. He also served as the executive director of The Carter Center from 1986 to 1992. His many awards and honors include receiving the Presidential Medal of Freedom in 2012.

He is the author of several influential books, including *House on Fire: The Fight to Eradicate Smallpox* and in 2018, *The Fears of the Rich, the Needs of the Poor: My Years at the CDC* and *Task Force for Child Survival: Secrets of Successful Coalitions*.

### **ESSENTIALS FOR PUBLIC HEALTH**

Dr. Foege will reflect upon pivotal moments in public health and his contributions to public health during his tenure at the Centers for Disease Control and Prevention (CDC), and through the Task Force for Global Health to deliver “essentials for good public health programs.” A review by the American Journal of Public Health predicts that Dr. Foege's three books, upon which his talk is based, “will likely become classics in the public health literature—analogueous to publications by such 19th century giants of the field as Farr, Semmelweis, Snow, and Virchow.”

# WORKSHOPS

## **Improving Health Through Collaborative Leadership: Lessons from the Public Health Leadership Academy**

Carolina Darbisi, PhD, Assistant Director & Public Service Associate, Fanning Institute, UGA  
Louise Hill, MED, Senior Public Service Faculty, Fanning Institute, UGA

The mission of the Public Health Leadership Academy (PHLA) is to improve the health of Georgians by increasing the capacity of leaders to transcend boundaries and work collaboratively, while transforming the health of their communities. Since 2015, in partnership with the UGA College of Public Health, the J.W. Fanning Institute for Leadership Development provides training to individuals from across the state to advance their leadership skills and foster a culture of health in their communities. During this presentation, participants will learn collaborative leadership principles, as well as lessons learned from PHLA participants.

## **Greenways to Better Public Health**

Jake Maas, Communications & Outreach Chair, Oconee Rivers Greenway Commission  
Melinda Cochran-Davis, Assistant Director, ACC Leisure Services  
Mark Ralston, Chair and PR Chair, Firefly Trail Inc.  
Madeline Van Dyck, Oconee Rivers Greenway Commission, Founding Chair, Oconee River Land Trust

By providing the public with easy access to opportunities for moderate to strenuous exercise in a natural environment, greenways and other multi-use trails may be able to contribute to the improvement of two public health crises in Georgia – the diabetes epidemic and the recent rise in some forms of mental illness such as depression and anxiety. But building a greenway trail and getting people to use it requires substantial financial, political, and social investments. This session uses the case of the Oconee Rivers Greenway (ORG) as a springboard for municipalities, public health officials, health practitioners, exercise enthusiasts, and others to launch their own greenway or multi-use trail initiatives in communities throughout the state.

## **The Georgia Department of Public Health's Initiatives to Address the Opioid Epidemic**

Bianca Anderson, MPH, Opioid Program Evaluator  
Laura Edison, DVM, MPH, LCDR US Public Health Service, CDC Career Epidemiology Field Officer  
Sheila Pierce, MPA, Director, Prescription Drug Management Program

The Georgia Department of Public Health Opioid Project is a data-driven initiative that began in March 2017. The goals of the project are to track and understand the behavior of the epidemic, and to work with communities and partners to develop and implement a multi-sector prevention plan. The project's objectives are to 1) Establish a strong multi-sector steering committee committed to providing project oversight and input; 2) Gather data to identify affected communities, populations, and changing trends; 3) Enhance the Prescription Drug Monitoring Program (PDMP); and 4) Develop a statewide strategic plan for responding to the Opioid and Prescription Drug Overdose epidemic. In this panel discussion, we will discuss state epidemiologic and prescribing trends, and Georgia PDMP activities. We will identify next steps for prescribers and dispensers, and highlight the goals, objectives and action steps of Georgia's Opioid Response Strategic Plan.



## **Promoting a Healthy Start for Georgia's Children and Mothers**

### **Addressing Maternal and Child Health Issues in Georgia, 2018**

José F Cordero, Patel Distinguished Professor of Public Health, College of Public Health, UGA  
Danielle Brown, Director, Maternal and Child Health, March of Dimes, Greater Atlanta Area  
Emily Jones, Director, Advocacy and Government Affairs, March of Dimes, Greater Atlanta Area

The rate of preterm births is on the rise in the United States following many years of declining rates, and Georgia is no exception. These higher rates are an even greater concern in southern States, especially in rural areas, among African Americans, lower socioeconomic status populations and even greater among those lacking health insurance. In Georgia, counties in South Georgia have the highest rates of preterm births and many of those areas have limited access to prenatal services. It is time to turn the tide and reduce the rate of preterm birth in Georgia. This session will describe the challenges of preterm births in Georgia and the impact of several preterm prevention strategies in improving access to prenatal care as well as reducing the rate of preterm births in Georgia.

### **Improving Infant Health in Georgia: The Taking Care of You Initiative**

Anne Dunlop, Associate Professor, Emory University

The Healthcare Georgia Foundation funded an initiative in three Georgia public health districts known as Taking Care of You (TCOY) to design, implement, and evaluate evidence-based approaches to reducing adverse infant outcomes based on the Perinatal Periods of Risk Approach. We conducted a mixed-methods cross-site evaluation of TCOY, analyzing program-level process and outcome data triangulated with qualitative data collected from key informant interviews and client focus groups. This presentation will address some of the key findings of that evaluation.

## **Addressing Public Health Challenges for an Aging Nation**

### **All the Lonely People: Public Health Implications of Loneliness Among Older Adults**

Kerstin Gerst Emerson, PhD, Clinical Assistant Professor, Institute of Gerontology, UGA

Increasing evidence suggest that loneliness is a public health crisis among older adults. This presentation will summarize the research on the public health consequences of loneliness among older adults, including increased physician visits, risk of cognitive decline, and even early death. Dr. Emerson will also highlight existing community interventions across the globe and in our own backyard.

### **Falls Prevention Among Older Adults**

Jennifer Edwards, PhD, Principal Research Scientist, National Network of Public Health Institutes

The Centers for Disease Control and Prevention STEADI Initiative – Stopping Elderly Accidents, Deaths, and Injuries – represents a comprehensive approach to falls prevention among older adults. The breakout session will detail an effective approach to conducting a collaborative evaluation that evolves into applied continuous quality improvement (CQI) action as well as relevant decision points for determining CQI priorities and scope.

# WORKSHOPS

## **How to Win Partners & Influence Policy**

### **Policy Engagement for the Public's Health**

Jane Branscomb, Senior Research Associate, Georgia Health Policy Center  
Jimmy Dills, Research Associate, Georgia Health Policy Center

Every population health concern is influenced by policies; and public health professionals can play important roles in seeing that these influences are positive and equitable. Yet many describe a need for greater knowledge and skill in the policy arena. This interactive session addresses these gaps, sharing frameworks to help public health professionals engage more fully in policy. Using the CDC's Policy Process, we identify the stages and cross-cutting domains of policy engagement. And using the Georgia Health Policy Center's Adaptive Actions framework we provide examples of roles public health professionals can take in each. The session will also highlight real-world examples of establishing public-private partnerships to conduct research and guide policymaking in a community setting.

### **Building of Community For All: Data and Community Partnerships**

Grace Bagwell Adams, PhD, Assistant Professor, College of Public Health, UGA  
Erin Barger, Executive Director, Envision Athens

Community partnerships and the utilization of data to drive decision making are two integral components to pushing us forward in building a culture of health. In this session, Envision Athens, a 20-year strategic plan that seeks to build a community for all, and Athens Wellbeing Project, a data platform to inform community action, have partnered to focus on how to build robust partnerships between such initiatives and the utilization of quantitative and qualitative data to improve health outcomes.

## **Cultivating Leadership through Professional Development: Strategic Skills Needed by Georgia's Public Health Workforce**

Laura M. Lloyd, MPH, MCHES, Region IV Public Health Training Center  
Michelle Carvalho, MPH, MCHES, Region IV Public Health Training Center  
Melissa (Moose) Alperin, EdD, MPH, MCHES, Region IV Public Health Training

The mission of the Region IV Public Health Training Center (R-IV PHTC) is, in part, to strengthen competence of the current public health workforce in the eight southeastern states located in HHS Region IV. In Georgia, a 2017 statewide assessment indicated that top training needs fell within the following Council on Linkages (COL) Core Competency domains: analytic/assessment skills; communication skills; leadership/systems thinking skills; policy development/program planning skills; and public health sciences skills. This session will describe the R-IV PHTC's needs assessments and the role of the R-IV PHTC in meeting current and emerging training needs in Georgia. The session will have an interactive component which will allow participants to identify and discuss not only their own professional training needs as related to the strategic skill areas but also how these training needs align with agency plans and initiatives.

# **Thinking Outside the Grocery Store: Innovative Strategies to Improve Access to Healthy Food for all Georgians**

## **Pathways to Healthy Eating Through Community Coalitions**

Denise Everson, MED, Program Development Coordinator, Northeast District, UGA Extension  
Courtney Brown, PhD, RDN, Extension 4-H Specialist, Healthy Living Programs

The purpose of the Healthier Together initiative is to implement environmental change strategies for obesity prevention through Extension at the community level in Calhoun and Taliaferro Counties, where the CDC determined over 40% of adults are obese. This session will describe how the Healthier Together Taliaferro Coalition, UGA Extension, and UGA College of Public Health worked together to increase access to healthy food in Taliaferro County through school gardens, a community garden, and a sliding scale CSA style farmer's market.

## **Everybody Eats Fresh FREE Fridays Network: An Adaptable Fresh Fruit and Vegetable Distribution Model**

Cristina Pasa Gibson, Chronic Disease Prevention Director, Coastal Health District

The Everybody Eats Fresh FREE Fridays (E2F3) Network is a four-site produce-only distribution program that provides fresh fruits and vegetables free of charge to around 70 families at each event. Collectively, it also moves an average of 48 tons of produce each year, that may otherwise be thrown away. This presentation will address how the E2F3 model was adopted by a church, a high school and a YMCA, and how you can move your community towards improved access to healthy foods.

## **Farm to School Strategies to Support Healthy Development and Learning for Young Children**

Roslyn Johnson-McCurry, Board Member/Trainer, Georgia Farm to Early Care and Education Coalition

This interactive session will highlight strategies being implemented by the Georgia Farm to Early Care and Education Coalition to address the significant challenges the early childhood population faces, including the growing rate of children ages 2-5 who are currently overweight or obese (causing health complications and delayed cognitive, social and emotional development), as well as the growing number of families facing food insecurity.

# WORKSHOPS

## **Highlights from Programs Supporting the Health of Vulnerable Georgians**

### **Farmworker Family Health Program: Promoting Health Equity & Access to Care for Migrant Farmworker Families in Rural Georgia for 25 years**

Laura Layne, Deputy Chief Nurse, Dept. of Public Health  
Trina von Waldner, PharmD, Dir. Continuing Professional Development & Outreach,  
UGA College of Pharmacy

Migrant farmworkers are one of our most vulnerable populations. The Farmworker Family Health Program (FWFHP) is a unique community-academic partnership designed to promote health equity and increase access to care for farmworker families. The FWFHP has a 25 year history of interprofessional collaboration to bring primary healthcare services directly to farmworker families in the places where they live, work, and go to school. This program can be replicated by others working with at-risk populations in rural communities.

### **Breaking the Cycle of Vulnerability During Emergencies for the Underserved Population**

Natasha Dixon, SNS Program Specialist, Dept. of Public Health

What does emergency planning for vulnerable populations look like? This presentation addresses the collaborative efforts of the State Strategic National Stockpile (SNS) Program along with the Metro Atlanta Health Districts to encourage partnerships with agencies/organizations working with the vulnerable/underserved population groups. There will be a discussion of the Hazard Vulnerability Analysis tool used to assess the level of vulnerability, a walkthrough of the processes taken from both the District and State SNS Program to address these populations and planning efforts made to ensure that there is education of the tools and skills needed to foster the reduction of vulnerability during emergencies.

### **Northwest Georgia Healthy Babies**

Sharrel Jones, Whitfield County Nurse Manager, North Georgia Health District

The purpose of the program is to offer prenatal care to uninsured, low income residents of Whitfield and Murray County. Along with prenatal care, clients are linked with a Family Planning Navigator who serves as a liaison between the client and practitioner to provide education on family planning options for the client upon delivery to improve future pregnancy planning, the client is also linked with a literacy ambassador to encourage the importance of talking and reading with children even while in utero. Focusing to increase knowledge related to family planning and literacy, the future family of the client improves.

## **Hidden Lead Hazards in Georgia**

### **Lead Testing in Georgia's Cities and Schools**

Andy Miller, Editor & CEO, Georgia Health News  
Brenda Goodman, Senior News Writer, WedMD

The Flint water crisis reawakened health professionals and the public to the dangers of lead, and public schools have recently come under scrutiny for lead testing. Lead poses serious health dangers for children, including impairment of memory and thinking skills, as well as behavioral problems. A 2018 federal report found that only half of public schools are testing their faucets and drinking fountains for lead, but of those that did test, one-third found lead in their drinking water. Andy Miller will discuss his reporting on Georgia schools' lead testing habits and what is being done about it.

### **Where Obesity Interventions and Lead Safety Intersect**

Caree Cotwright, Assistant Professor, College of Family and Consumer Sciences, UGA

This session will present current beverage practices in the early care and education setting in Georgia and recommendations for policy to create sustained change in healthy behaviors, including decreasing consumption of sugar-sweetened beverages and increasing access to and consumption of safe water.

## **Opioid Panel: Addressing the Lesser Known Complexities of Georgia's Epidemic**

Melinda Campopiano von Klimó, MD, FASAM, Medical Officer, Center for Substance Abuse Treatment  
Orion Mowbray, Assistant Professor, School of Social Work, UGA  
Thomas Griner, Attorney, Law Office of Thomas E. Griner

Moderated by: Lauren Baggett, Health Writer & Communications Coordinator, UGA College of Public Health

This panel will explore some of the co-occurring efforts to address the opioid epidemic in Georgia. The panelists will present brief summaries of their professional work before opening into a moderated conversation. The topics will include practices regarding pregnant women and mothers and infants with neonatal opioid withdrawal syndrome (NOWS), naloxone laws, and the availability of mental services in Georgia and access to medically-assisted treatment.

# PUBLIC HEALTH LEADERSHIP ACADEMY

Call for 2019 Cohort  
Applications due  
November 30, 2018

The College of Public Health, with support from Georgia Power, has partnered with the J.W. Fanning Institute for Leadership Development at the University of Georgia, to offer the annual Public Health Leadership Academy (PHLA). PHLA provides training for individuals from across the state with the goal of advancing leadership skills to foster a culture of health in their communities.

The mission of the Public Health Leadership Academy is to improve the health of Georgians by increasing the capacity of leaders to transcend boundaries and work collaboratively, while transforming the health of their communities.

**Program Design:** This program offers an array of experiential learning activities that include five face-to-face two day sessions, discussions with subject matter experts and national public health leaders, as well as support and peer networking.

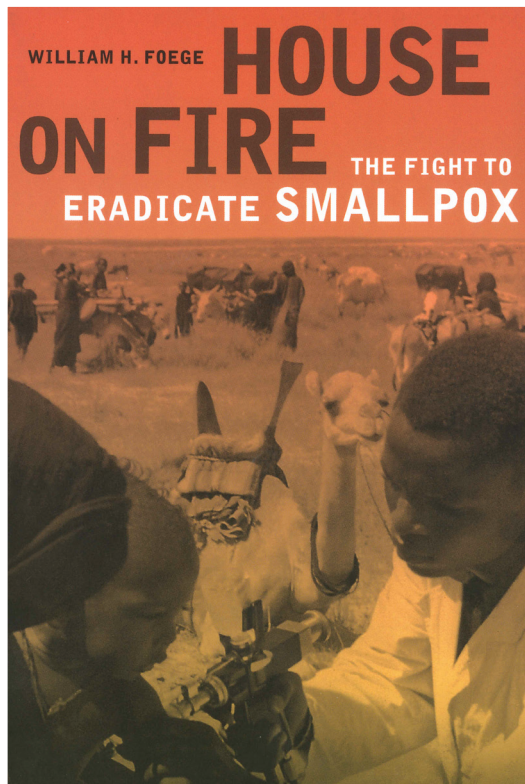
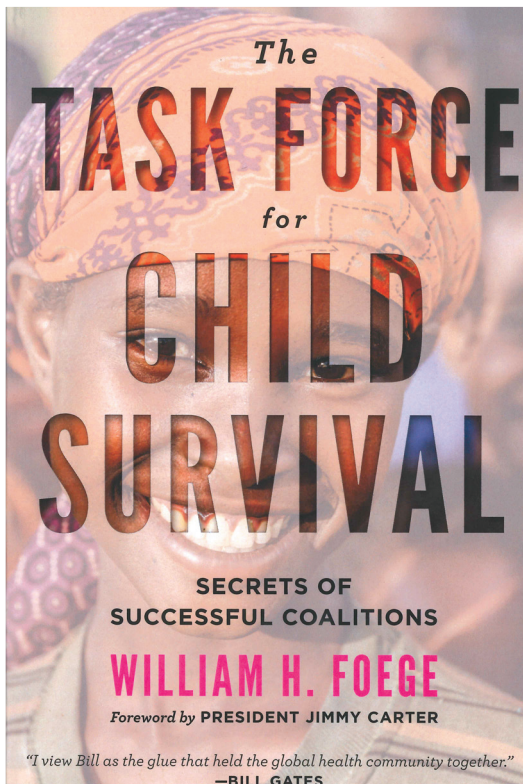
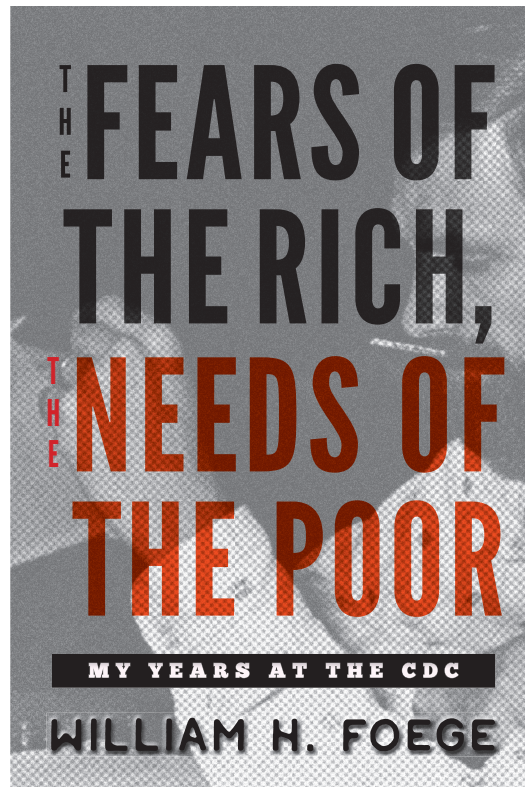
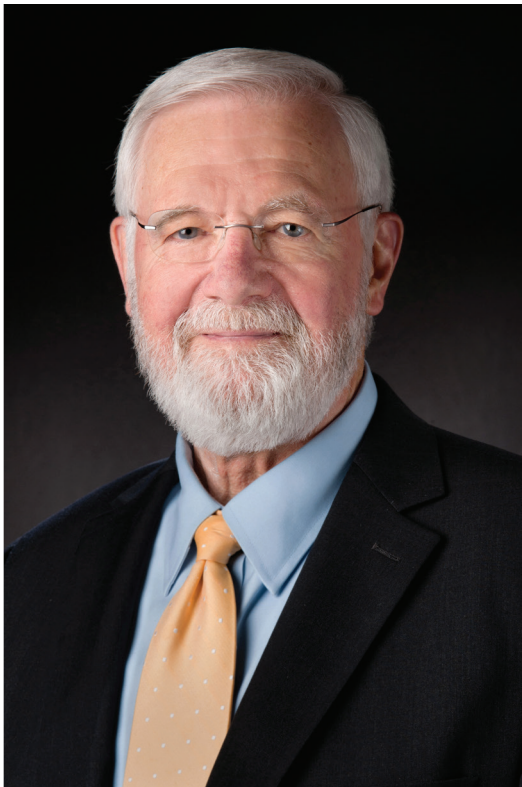
The five sessions will focus on leadership themes that have been identified as critical to building a culture of health in community based partnerships. A strong emphasis on collaborative leadership will guide the program content. A collaborative leader is able to assist in building a culture of health by 1) clarifying roles, responsibilities, and relationships in the community; (2) designing mechanisms for ensuring community accountability; (3) increasing community involvement and ownership; and (4) creating and sustaining collaborations.

**Sessions:** Sessions will be held in Athens on the University of Georgia campus. Each session will begin at 1:00 pm on the first day and conclude by 3:00 pm on the second day. Sessions are February 12-13, April 2-3, June 4-5, August 20-21, October 16-17 (concluding with recognition and examples presented at the 2019 State of the Public's Health Conference).

**Participants:** The participant pool may include, but is not limited to, business, non-profit, and public leaders; professionals from multiple sectors including health, social work, psychology, ministry, and education; as well as other community-based entities that have an impact on factors that affect public health.

**Tuition:** Tuition for the program is \$500 per participant. Participants will be responsible for their travel expenses including lodging and meals.

**Application Process:** Twenty participants will be chosen for the 2019 cohort. Applications are due November 30. Participants will be notified of their acceptance by December 15. Find applications at <https://fanning.uga.edu/programs/public-health-leadership-academy/> Please contact Dr. Marsha Davis at [davism@uga.edu](mailto:davism@uga.edu) with any questions.



Book Signing with **Dr. William Foege**  
**4:30 p.m.** | Hill Atrium

# POSTERS

## 1 The Fusion of Public Health and Health Care in Whitfield County, GA

Primary Author: Jennifer King, North Georgia Health District 1-2

The need to integrate public health services and health care in Whitfield County, GA became apparent in the late 1990s as immigrant workers flocked to available jobs in the expanding carpet and poultry industries of North Georgia. The fusion of public health and the local health care community to meet the health needs of immigrant workers and their families, primary health care is now more easily accessible to everyone in Whitfield County, GA.

## 2 Caregivers' perceptions of children's asthma control among Georgia low-income families

Primary Author: Lu Meng, PhD, Georgia Department of Public Health

Asthma is a prevalent controllable chronic disease in Georgia among children 0-17, especially in low-income families. Caregivers' overestimation of their child's asthma control may contribute to worse asthma symptoms and poorer asthma self-management. Strategies for improving asthma control include: effective communication to address the standards of "well-controlled" asthma, raising the awareness of available resources, and informing the caregivers of the need for asthma self-management education.

## 3 How Children's Medical Services in the Northeast Public Health District is promoting health & wellness in children with asthma

Primary Author: Michelle Gillig, RN, Northeast Health District - Children's Medical Services

Asthma is one of the Center for Disease Control and Prevention's (CDC) targeted chronic illnesses. Having asthma can lead to a lower quality of life and higher rates of absenteeism from both school and work for children and parents. In response to the impact asthma has on our local community, a recent study by the Athens Wellbeing Project, which is comprised of multiple community stakeholders, estimated 7% of Athens-Clarke County residents suffer from asthma. As patient enrollment increases, more children and young adults with asthma will receive education about asthma, benefit from exams by a local Asthma and Allergy Specialist, and may obtain nutrition counseling from a Registered Dietician. In the efforts between CMS and the community, the goal is to better control asthma for patients and create an overall healthier community.

## 4 Program Collaboration and Service Integration at North Central Health District

Primary Author: Amber Erickson, MPH, North Central Health District

In alliance with Public Health 3.0 strategies of improving the public health workforce and increased partnerships, North Central Health District (NCHD) merged their Infectious Disease and Epidemiology programs to form the Department of Epidemiology and Assessment (DoEA). Utilizing the evidence-based practice of program collaboration and service integration, an evaluation of staff and services was conducted and PCSI was implemented based on those results. The benefits of the implementation of PCSI by NCHD's DoEA can be seen through the five critical dimensions of the public health 3.0 model: workforce development, strategic partnership, funding, use of relevant data, and foundational infrastructure.

## 5 East Georgia Cancer Coalition: Preventing Cancer in Asian American Populations

Primary Author: Christine So, East Georgia Cancer Coalition

Cancer is the leading cause of death for Asian populations in the U.S. Cancer screening rates in Asians have lagged despite rapid increases of health insurance coverage. This is associated with language and cultural barriers Asians face when accessing and utilizing care. Through the expansion of the East Georgia Cancer Coalition's (EGCC) community navigation program and partnering with Asian businesses and organizations, the EGCC will provide cancer prevention education in community settings and increase awareness of available services/screenings. Preliminary, anecdotal results have confirmed the necessity of health education, screening, and navigation in the target population. 1,458 mammograms and 1,255 colorectal cancer screenings have been conducted that would not have occurred without this program.

## 6 A 17-Year Overview of the Opioid Epidemic in Georgia

Primary Author: Clay Royster, University of Georgia

In this presented research, we assessed the magnitude of effect that the opioid epidemic has had on the state of Georgia. We performed a retrospective cohort study of opioid overdoses with data collected between the years 1999 to 2015 in Georgia. We determined demographic characteristics through stratified analyses and incorporated population health data with community data to further define underlying factors which may contribute to opioid overdose deaths. We observed a drastic increase in the number of adult opioid related fatalities, from 122 in 1999 to 908 in 2015, a 644% increase between the two years.



## 7 Dietary Patterns, CVD Risk Factors and Socioeconomic Determinants Among Adolescents in the Southeastern Region of the U.S.

Primary Author: Haidong Zhu, PhD, Augusta University

Dietary patterns vary across different ethnic or culture groups and may be associated with the risk of cardiovascular disease (CVD). Socioeconomic status (SES) may affect adolescents' choices of dietary patterns. Therefore, we aim to analyze the associations between dietary patterns and CVD risk factors, and explore the socioeconomic determinants. Unhealthy dietary patterns are all associated with CVD intermediate biomarkers, among which "sugar-sweetened beverage and fried food" dietary patterns is most prevalent. Lower parental education levels and occupations, black population, single family and working mother are associated with poor dietary pattern choices. Efforts are warranted to alleviate this disparity.

## 8 High-Mobility Group Box-1 (HMGB1) Level in Adolescents Is Associated with Mothers' Education but Not Fathers' Education

Primary Author: Li Chen, Ph.D., Augusta University

Parental education is a widely applied index of childhood socioeconomic status, which is associated with many aspects of childhood health, but the underlying mechanisms are still not clear. High-mobility group box-1 (HMGB1) is an important mediator of inflammation, and also a responder to stress. In this study, we found that the mother's education levels were associated with the HMGB1 levels in their children, which suggested a potential pathway between parental education and their children's health.

## 9 Celebrating Quick Wins to Engage Staff in Quality Improvement (QI)

Primary Author: Miranda G. Helms, North Central Health District

North Central Health District is improving the organization's culture of quality by celebrating quick wins to engage staff in quality improvement. Engaging staff in small QI projects that are quick wins for NCHD allows all staff at all levels of the organization to participate in QI; furthermore, improving the organization's culture of quality and advancement towards Public Health 3.0.

## 10 Trends and sociodemographic factors associated with FOBT utilization for colorectal cancer screening among adults in Georgia

Primary Author: Nicolette Lewis, Augusta University

Colorectal cancer (CRC) is third most prevalent cancer, and the third most common cause of cancer deaths in the U.S. Early screening has been demonstrated to improve clinical outcomes for CRC. However, the reduction in mortality rate of CRC differs by the type of screening method. Fecal Occult Blood Test (FOBT) reduces the number of deaths by 15 to 33% (compared to 60 to 70% for colonoscopy). The United States Preventive Services Task Force (USPSTF) recommends that adults between the ages of 50 and 75 use FOBT for CRC screening every year. This study examines the trends and sociodemographic factors associated with FOBT utilization for CRC screening among adults in Georgia.

## 11 The Effects of Maternity Leave and Workplace Breastfeeding Support on Breastfeeding Rates among Working Women

Primary Author: Rachel McCardel, University of Georgia, Workplace Health Group

Despite the health benefits of breastfeeding for infants and mothers, the national rates for breastfeeding duration and exclusivity are below the Healthy People 2020 objectives. Recent studies show that, for working women, length of maternity leave and support for breastfeeding at work impact breastfeeding outcomes. Additionally, working women face several barriers to achieving their breastfeeding goals such as inflexible work schedules, inadequate spaces to express breast milk, and lack of support from coworkers and managers. This study examines the relationship between maternity leave and workplace support for breastfeeding on breastfeeding outcomes among working mothers in the U.S.

## 12 Using Smartphones and Bluetooth Breathalyzers to Monitor Alcohol Consumption and Medication Use among People Living with HIV/AIDS: A Pilot Study

Primary Author: Alexis Whitmire, University of Georgia

For people living with HIV/AIDS (PLWHA), alcohol consumption is associated with poor HIV/AIDS treatment outcomes and medication adherence. This pilot study examined the feasibility of using iPhones, Bluetooth breathalyzers, and mobile surveys for monitoring alcohol and medication use among PLWHA. Participants used these technologies to report their alcohol consumption and medication use two times/day for two weeks in response to text message prompts and completed questionnaires before and after the monitoring period. Overall, this preliminary research suggests that smartphone monitoring of alcohol consumption among PLWHA is feasible and results in relatively high reporting rates.

# POSTERS

## 13 Disparities in the utilization of colonoscopy/ sigmoidoscopy for colorectal cancer screening in Georgia

Primary Author: Zachary Hoffman, University of Georgia

Colorectal cancer (CRC) is the third most prevalent cancer, and the third most common cancer-related cause of death in the United States. Screening can reduce both CRC incidence and mortality, and the United States Preventive Services Task Force (USPSTF) recommends that adults between the ages of 50 and 75 screen for CRC via sigmoidoscopy every 5 years, and colonoscopy every 10 years. Understanding sociodemographic disparities will help guide healthcare providers and researchers in targeting underserved populations and providing tailored programs that promote screening.

## 14 Focus Group Evaluation and Design Recommendations for Breathe Easier Mindfulness Mobile App for Lung Cancer Survivors and Caregivers

Primary Author: Jenay M Beer, PhD, UGA College of Public Health

Although survival rate for individuals with lung cancer is increasing, symptom burden remains a public health concern. Survivors (typically aged 55+) have difficulty managing symptoms, such as, dyspnea, fatigue and long-term stress. Transportation is an issue for some survivors and caregivers; therefore, being able to access information, behavior-changing interventions, and social connection to others from home is important. To this end, our goal is to develop a mobile app that delivers an evidence-based mindfulness intervention to lung cancer survivors and caregivers.

## 15 Predictors of Loneliness in Cisgender Sexual Minorities in the Central Savannah River Area

Primary Author: Kasey Shepp, BS, Medical College of Georgia

Sexual minorities experience more loneliness than the general population. Loneliness could be associated with the health disparities found in the cisgender sexual minority population. This study examined healthcare-related, minority stress and identity predictors of loneliness in cisgender sexual minorities in the Central Savannah River area (CSRA). Responses from 140 cisgender sexual minority participants from a community health needs assessment were used in this study. Creating more community visibility and inclusiveness, and decreasing stigma and discrimination, particularly in healthcare, is imperative in reducing loneliness in this population.

## 16 Suicidality and Discriminatory Experiences with Healthcare Providers in LGBT Young Adults

Primary Author: Susan Brands, Medical College of Georgia

LGBT young adults have higher rates of suicide than the general population, and discriminatory experiences are a major mental health stressor. This study specifically examines the relationship between discrimination from healthcare providers and suicide attempts in LGBT young adults. Survey results from 71 LGBT young adults between the ages of 18-24 in the Central Savannah River Area were used in this study. In the full model, being blamed as an LGBT person for one's health status and provider refusal to touch the patient were significant ( $p < .005$ ).

## 17 Walking the Wrong Way: Georgia's Pedestrian Fatalities

Primary Author: Charles A. Warnock, University of Georgia

As the number of overall yearly traffic fatalities stabilizes, the number of pedestrian fatalities and the proportion of traffic fatalities that are pedestrians has increased every year since 2014 both statewide and nationally. Understanding the characteristics of pedestrian fatalities allows for the development of successful evidence-based interventions and life-saving roadway and pedestrian engineering efforts. The purpose of this poster presentation is to examine the trends and contributing characteristics of pedestrian fatalities in Georgia from 2014 to 2017.

## 18 Let's Talk about Cervical Cancer Prevention: Innovative Strategy to Increase Adolescent HPV Vaccination

Primary Author: Erin Hernandez, MPA, BSEd., Northwest Georgia Regional Cancer Coalition

Every year in the United States, 32,500 women and men are diagnosed with a cancer caused by HPV infection. HPV vaccination could prevent most of these cancers from ever developing. Many parents are interested in vaccinating their children against HPV infection, but have questions about safety and recommended age of vaccination. Since its inception, the NWRGCC has educated over 1000 mothers and daughters. Participants increased their knowledge of the HPV vaccine and its role in cervical cancer prevention by 37%. According to information obtained from follow up, 15% had received their HPV vaccination at the time of the call. Mothers appreciate the opportunity to have meaningful dialogue with their daughters about sensitive subjects with the guidance of a healthcare professional.

## 19 “Courage 2 Test:” An Evaluation of a Social Media Marketing HIV Testing Campaign

Primary Author: Jamal Jones, PhD, Georgia State University School of Public Health

The purpose of this study was to evaluate a social media marketing (SMM) campaign to increase HIV testing among young Black men attending a public university in Atlanta, GA. “Courage 2 Test” was a three-month SMM campaign launched from February 2017 to April 2017 at a public university in Atlanta, GA that included targeted Facebook and Instagram advertisements to encourage HIV testing. Evaluation of the campaign involved comparing pre- and post- differences in HIV testing frequency and mean scores for covariates.

## 20 An Evaluation to Enhance the GA MIECHV Workforce Through Professional Development and Partnership

Primary Author: Ceaira Hyde, MPH, Georgia Department of Public Health

Georgia created its first multi-tiered model for professional development to inform future trainings and enhance the Maternal, Infant, and Early Child Home Visiting (MIECHV) Workforce. This model includes a needs assessment of Georgia’s Home Visitors and Home Visiting leadership, workforce development through partnerships, and workforce sustainability.

The evaluation used a mixed method design to answer the major evaluation questions. Several surveys were used to collect quantitative data, while interviews with HV leadership and other key informants provided qualitative data.

## 21 Socioeconomic Status & Hesitancy: Barriers to Infant Vaccination in the United States

Primary Author: Jackie Mesenbrink B.S., MPH Georgia Southern University

One child dies every 20 seconds from a vaccine preventable disease. As of 2015, the Centers for Disease Control (CDC) reported that more than 90% of children were up-to-date on their vaccinations. However, children below the poverty level and living in rural areas continually reported lower vaccination coverage. Focusing on Healthy People 2020 Leading Health Indicator of Clinical Prevention Services, the purpose of this study is to analyze how factors such as access to care, socioeconomic status, and vaccine-hesitant parents (VHP) affect vaccination rates for children between ages 19-35 months.

## 22 Examining Infant Safe Sleep Interventions Targeted Towards African American Mothers and Grandmothers

Primary Author: Marcie McClellan, MA, UGA College of Public Health

Sleep related infant deaths are a major public health problem and the third leading cause of infant mortality in Georgia. In 2014, 158 infants died from sleep related causes. As with national trends, racial and ethnic disparities exist among infant sleep-related deaths in the state. More than 60% of the infant victims were black. The purpose of this study is to examine the effectiveness of infant safe sleep interventions targeted towards African American mothers and grandmothers.

## 23 Evaluation of an Animal Bite Protocol in the Emergency Department

Primary Author: Raybun Spelts, PharmD, MPH, Miller County Hospital

Human rabies can be prevented through post-exposure prophylaxis (PEP). The cost of rabies diagnostics, prevention, and control is significant. The Advisory Committee on Immunization Practices (ACIP) provides recommendations regarding which patients should receive PEP, though several studies demonstrate a high frequency of unnecessary prescribing of PEP. The purpose of this study is to determine if an animal bite protocol improves compliance with the ACIP recommendations regarding treatment of patients presenting to the emergency department (ED). Potential cost-savings will also be evaluated.

## 24 Local Government Opioid Cost Study

Primary Author: Elizabeth Week, J. Alton Hosch Professor of Law, University of Georgia

Local governments across the country have sued drug manufacturers and distributors to recover the costs of opioids. Over fifty Georgia counties, including many rural areas, are involved. Our study comprehensively describes the costs on local governments from this public health epidemic, drawing on our legal research and local government finance expertise, further informed by qualitative interviews with public officials (e.g., corrections, law enforcement, parks and leisure, schools, health departments, child welfare, wastewater). This issue is of critical importance to the nationwide opioid lawsuits as well as all for budget and planning purposes going forward.

# POSTERS

## 25 Why does perinatal HIV transmission persist in Georgia? Characteristics of Perinatal HIV Exposures in Georgia, 2016

Primary Author: Fay Stephens, MPH, Georgia Department of Public Health

Preventing mother-to-child transmission of HIV (PMTCT) requires timely maternal diagnosis and treatment, newborn prophylaxis, and additional interventions when maternal viral suppression is not achieved by delivery. We used multiple data sources to develop a list of HIV-positive women who gave birth in 2016 in Georgia and abstracted data for each mother-infant pair. This data was analyzed overall and by location of birth (metro Atlanta versus rest of the state) to understand gaps in PMTCT in Georgia.

## 26 Twice as Deadly: Rural/Urban Disparities in Georgia Traffic Fatalities

Primary Author: Lila Ralston, MPH, UGA College of Public Health, Traffic Safety Research & Evaluation Group

The traffic fatality rate per 100 million vehicle miles traveled is more than twice as high for rural Georgians as for urban residents. In 2016, rural Georgians made up 17% of the state's population, but 39% of its traffic fatalities. Rural drivers differ from urban drivers in demographics, use of vehicle restraints, vehicle type and age, and driving patterns. They face different road hazards and longer delays before access to trauma care.

## 27 Telemedicine Increases Access to Subspecialty Care for Children Living with Sickle Cell Disease in Rural South Georgia

Primary Author: Rebecca B. Stone, DrPH, Augusta University - Institute of Public and Preventive Health

Sickle cell disease (SCD) is one of the most common genetic blood disorders worldwide affecting approximately 100,000 people in the United States. Despite progress made in medical care, people with SCD continue to experience barriers to receiving evidence-based standards of care, particularly those living in rural and medically underserved communities. The purpose of this work was to describe telemedicine clinics established in South Georgia and the results of surveys used to assess patient satisfaction with medical care delivered via this technology. Our data support telemedicine as a highly effective approach to enhance care for children living with SCD.

## 28 Creating Technology-Based Mindfulness Interventions for Breast Cancer Populations: a Literature Review

Primary Author: Taylor Kennedy, MPH/MSW candidate, University of Georgia

One in eight women will develop breast cancer in her lifetime. Mindfulness Based Stress Reduction (MBSR) is shown to reduce biological, psychological, and social symptom burden in persons with breast cancer. Furthermore, there is a growing trend in offering MBSR interventions via technology, such as websites, mHealth applications, and telemedicine. This literature review will summarize the known benefits of MBSR in breast cancer populations and identify technology design recommendations (i.e., usability, aesthetics, and functionality).

## 29 Community Health Workers in Georgia- Bridging the Gap Between Service Providers and the Community

Primary Author: Christine J. Wiggins, MS, CHES, Georgia Department of Public Health, Chronic Disease Prevention

Community Health Workers (CHWs) play a vital role in improving the health of a community. They serve as a bridge between individuals and the social determinants of health that affect one's overall quality of life. Two academic institutions (UGA and Morehouse School of Medicine) and one community serving organization (United Way of Greater Atlanta) trained CHWs and Promotoras to be resources to improve the health of the community. The training programs have equipped a cadre of people to serve as change agents for the communities in which they live, work, learn, and play.

## 30 Awareness or misunderstanding?: College male sexual violence behaviors at one Southeastern university

Primary Author: Deanna L. Walters, PhD, UGA College of Public Health

The number of survivors of sexual violence has long been estimated to be approximately 1 in 5 college women. Literature also indicates that between 5-15% of college men acknowledge forcing intercourse and that 15-25% of college men report sexual aggression (sexual coercion or assault including behaviors other than rape) while at college. This study examined self-reported sexual violence behaviors by college undergraduate males at one Southeastern university. The anonymous survey study found that 18.6% of the sample of 215 college male participants reported engaging in sexual behaviors without a female partner's consent. This research indicates a different approach may be necessary to address college sexual violence perpetrators, as consent education may not be effective for this group.

## 31 Creating a culture of recovery in Georgia high schools

Primary Author: Laura Colbert, MPH, MCHES, Georgians for a Healthy Future

In Georgia, 18% of high school students reported drinking alcohol for the first time before the age of thirteen and 18% of high school students have taken prescription drugs without a doctor's prescription according to the Youth Risk Behavior Surveillance System. One Georgia high school has implemented an evidence-based intervention using verbal screenings followed by brief counseling sessions to address substance use among its students and several other Georgia high schools are following suite. The initial pilot program has demonstrated early positive results including fewer student absences and youth-led recovery programs.

## 32 Cross-sector and Interprofessional Partnerships within Student Field Placements

Primary Author: Michelle Carvalho, MPH, MCHES, Georgia Department of Public Health

Experiential field placements provide rich opportunities for students to practice skills they have learned in the classroom while advancing their host agency's mission and provide students with cross-sector and interprofessional collaboration experiences that are integral to Public Health 3.0. The Pathways to Practice Scholars program provides public health students the opportunity to contribute to partnerships through their host agencies serving medically underserved communities (MUCs). Evaluation data suggest that field placement students are not only building skills to serve MUCs and rural areas, but they also find value in partnering with professionals from sectors other than public health.

# NOTES

# Save the Date

8th Annual



State  
of the  
Public's  
Health

conference

**Tuesday, October 22, 2019**

University of Georgia Center for Continuing Education & Hotel



# College of Public Health

## Health Sciences Campus

The University of Georgia College of Public Health (CPH) is working to address some of the most prominent public health concerns in Georgia, the U.S. and around the globe. Founded in 2005, CPH is comprised of four academic units and four research institutes. We offer degree programs in biostatistics, disaster management, environmental health, epidemiology, gerontology, global health, health promotion and behavior and health policy and management. In our home state, our research and outreach have contributed to positive health outcomes for all Georgians.

The College of Public Health is now the cornerstone of UGA's Health Sciences Campus (HSC). The 58-acre campus located near downtown Athens, Georgia, has a rich legacy in the Athens community. For more than 120 years, it has served students of various ages, levels and disciplines.

The Office of Outreach and Engagement supports the UGA College of Public Health's mission by conducting activities to improve the health of Georgia's citizens and their communities by partnering with academics, organizations and stakeholders to provide educational, research and training opportunities to individuals and communities throughout the state.