



People & Policy: The Power to Improve Health

Impacting public
health at every level



Oklahoma Public Health Association

2012 OPHA SPONSORS

Tobacco Settlement Endowment Trust
Oklahoma Health Care Authority
Oklahoma Public Health Training Center (OUHSC)
University of Oklahoma College of Public Health
Tulsa Health Department
Employee Benefits Council
Blue Cross and Blue Shield of Oklahoma

73RD ANNUAL OKLAHOMA PUBLIC HEALTH ASSOCIATION CONFERENCE

April 5 - 6, 2012
Embassy Suites
2501 Conference Dr. Norman, OK 73069

“Everything we can do to improve the quality of life of individuals in our society has an impact on their health and is a health policy.”

David R. Williams, PhD, MPH,
Harvard professor and executive director of the Robert Wood Johnson Foundation
Commission to Build a Healthier America

2012 Conference Overview

This conference will focus on policy and its far reaching impact on the overall health of Oklahomans. Presentations from nationally-recognized experts will help facilitate discussions on innovative, broad-based approaches to health policy change. The complex ways of how social, economical, and environmental influences, (e.g., education, employment, and housing) can affect physical and mental health will be addressed along with a discussion of positive health outcomes of some successful interventions.

Conference Objectives

1. Participants will understand that all policy is health policy.
2. Participants will be able to explain the difference between “health equity,” “health disparity,” “health inequity,” and “social determinants of health.”
3. Participants will gain greater awareness of how policies impact the overall health of all Oklahomans.
4. Participants will identify new partners and kindle alliances to bolster efforts to positively impact health for all Oklahomans.
5. Participants will gain insight into a growing body of evidence demonstrating need for more “upstream” policies that provide all Oklahomans the opportunity for good health.

2012 Feature Speakers

RON SIMS

Ron Sims served for two years as the Deputy Secretary for the U.S. Department of Housing and Urban Development. Prior to his appointment at HUD, Sims served for 12 years as the elected Executive of Martin Luther King, Jr. County in Washington State, the 13th largest county in the nation with 1.8 million residents and 39 cities including the cities of Seattle, Bellevue and Redmond. As County Executive, Sims was nationally recognized for his work on the integration of environmental, social equity and public health policies that produced groundbreaking work in health care improvement, affordable housing, climate change, mass transit, environmental protection, land use, and equity and social justice.

RAJIV BHATIA, MD, MPH

Dr. Bhatia is the Director of Occupational and Environmental Health for the San Francisco Department of Public Health, where he has been responsible for developing and implementing environmental health law and policy in San Francisco since 1998. Dr. Bhatia has broadened the scope of local environmental health practice in the San Francisco Bay Area to include the issues of labor rights and working conditions, sustainable land use and transportation planning, traffic injury surveillance and prevention, and food policy. He co-founded the non-profit organization, Human Impact Partners, which works to advance the field of health impact assessment in the US. He has published numerous articles on HIA as well as other local health agency practices to achieve health equity. He is the co-editor of Tackling Health Inequities through Public Health Practice: Theory to Action.

MARY M. LEE, Esq.

As Deputy Director of Policylink, a national research and action institute advancing economic and social equity by Lifting Up What Works.® Mary Lee guides PolicyLink's Center for Health and Place, providing research, technical assistance, and training to public and private agencies collaborating to build healthy communities. She has co-authored reports and journal articles on access to healthy food, the built environment, and the impact of place and race on health. Lee is a practicing attorney with more than 25 years of experience working on civil rights, land use, and economic development strategies to revitalize neighborhoods and enhance public participation in the policy arena. Lee now serves as a member of the Los Angeles Food Policy Council. She is a graduate of Boalt Hall School of Law, U. C. Berkeley.

Conference Highlights

SECTION & CAUCUS MEETINGS

Administrative Services
Emergency Preparedness & Epidemiology/
Laboratory Services
Oral Health
Health Equity Caucus
Public Health Nursing
Public Health Education & Promotion
Environmental Health
Maternal Child Health
Gerontological Health
Health Administration & Policy
Student Caucus

OPHA AWARDS PRESENTATION

REGGIE WHITTEN FOUNDATION LEGISLATIVE PANEL

POST CONFERENCE TRAINING WORKSHOP

April 6th, 2 p.m.
“Health Impact Assessment and the Healthy
Development Measurement Tool: Emerging
Strategies to Improve Public Policy”
Speaker: Rajiv Bhatia, MD, MPH

Economic, environmental and social conditions all determine the opportunities and obstacles for population-based health. Participants in this training workshop will learn about Health Impact Assessment (HIA). As a decision support, this tool assists in determining anticipated adverse and beneficial health effects for policy-related decisions. Learn how to apply HIA methods to land use, transportation, and employment policy. Public agencies as well the for-profit and non-profit sectors identify key applications for HIA and objectives and performance indicators for healthy development. Other tools that will be in review include the Healthy Development Measurement Tool (HDMT), which includes citywide healthy development objectives, measures to chart progress toward those objectives, development standards for project evaluation, and policy and design options, as a way to support productive engagement among

the health and planning sector. The use of HIA and the HDMT has resulted in significant improvements to the design of land use and transportation plans and projects and has facilitated collaboration between planning and health interests.

Target Audience: Policy leaders, Public Officials, and Private and Non-Profit Stakeholders Engaged in Public Policy and Urban Planning

CONTINUING EDUCATION CREDITS

Certified Health Education Specialists

Application pending approval of the National Commission for Health Education Credentialing, Inc. (NCHEC) for CHES Category I continuing education contact hours (CECH)

Oklahoma State Department of Health Employees

OSDH education credits pending approval

Oklahoma State Agency Employees

Continuing education credits pending approval of the Oklahoma Office of Personnel Management

Occupational Therapists and Physical Therapists

Pending the approval of the Oklahoma Board of Medical Licensure and Supervision

American Planning Association (AICP)

Pending the approval of the American Institute of Certified Planners

HOTEL RESERVATIONS

Conference Hotel: Embassy Suites Norman-Hotel & Conference Center, 2501 Conference Dr., Norman, OK 73069, (800) 325-3535.

Rooms blocked for “OPHA” participants from April 4-6, 2012.

Conference Rate: \$119.00 Standard Suites plus 12.25% Tax.

Deadline to reserve: March 9, 2012.

Must cancel by 3 p.m. prior to the day of arrival.

Conference Registration Form

Pre-Registration is encouraged and must be received by March 23, 2012. Once payment is received, there will be no refunds. One registrant per form. Onsite registration will not be available. OPHA Registration Badges are required for admittance to conference events. Continue to check website for conference updates, www.opha.net.

Early Bird Registration Deadline—due by 2/08/12

Regular Registration Deadline—3/28/12

Please check the appropriate box to indicate your preference.

Full Conference April 5-6	Early Bird Registration Due 2/08/12	Regular Registration Due 3/28/12
OPHA Members	<input type="checkbox"/> \$60.00	<input type="checkbox"/> \$85.00
Non-Members	<input type="checkbox"/> \$100.00	<input type="checkbox"/> \$125.00
Member Retiree/Student	<input type="checkbox"/> \$35.00	<input type="checkbox"/> \$50.00
Non-Member Retiree/Student	<input type="checkbox"/> \$50.00	<input type="checkbox"/> \$70.00
One Day Only	Early Bird Registration Due 2/08/12	Regular Registration Due 3/28/12
OPHA Members	<input type="checkbox"/> \$50.00	<input type="checkbox"/> \$65.00
Non-Members	<input type="checkbox"/> \$60.00	<input type="checkbox"/> \$75.00
Member Retiree/Student	<input type="checkbox"/> \$20.00	<input type="checkbox"/> \$40.00
Non-Member Retiree/Student	<input type="checkbox"/> \$35.00	<input type="checkbox"/> \$55.00
Total Conference Fees Enclosed		

Vegetarian Diet Request for Thursday Lunch

Yes No

Make check payable to “OPHA”

Return completed form with check to:

Oklahoma Public Health Association
121 N.E. 52nd St. #260
Oklahoma City, OK 73105

Name _____

Employer/Organization _____

Mailing Address _____

City, State, Zip _____

Daytime Phone _____

E-Mail Address _____

Questions contact: Jan Howard, Executive Secretary
(405) - 605 - 2099, janhoward@opha.net