CONFERENCE AGENDA

Tuesday, May 20

8:00 - 8:45 am
Registration

9:00 - 10:30 am
Welcome
Sharon Nelson, North Carolina Division of Public Health (N.C. DPH)
Ruth Petersen, N.C. DPH

Plenary Session

Promising Approaches for Creating Sustainable Community Change
Presenters: K. Jehan Benton-Clark, Kate B. Reynolds Charitable Trust
Marilyn Pearson, Johnston County Health Department
George Reed, N.C. Council of Churches
Forrest Toms, N.C. A&T University

During this session, panelists will discuss the importance of multi-sector partnerships in creating sustainable community changes for healthy living. Participants will learn how various organizations are addressing health equity and the importance of understanding your community to identify assets, issues and priorities. Finally, panelists will highlight the characteristics of strong partnerships that have led to innovative community approaches for implementing and sustaining changes.

10:45 – 12:00 pm
Breakout Sessions (participants choose one)

Emerging Tobacco Products: Trends and Strategies for Change
Presenters: Jim Martin, N.C. DPH
Erin Sutfin, Wake Forest School of Medicine

Emerging tobacco products such as e-cigarettes, hookahs and little cigars are quickly gaining popularity. This session will focus on the latest national and state data regarding the use of these tobacco products among specific populations and discuss the increased marketing, availability, and visibility of these products. Participants will get a better understanding of the current national, state and local prevention strategies.

Creating Strong Community Support for Chronic Disease Management (CME credits available)
Presenter: Karen Southard, The Carolinas Center for Medical Excellence (CCME)

Community support is critical to people with chronic diseases who have recently been admitted to hospitals. It is important to have a robust community structure to support a smooth transition of care from the hospital to the home. In this session, participants will learn how relationships within a health system can lead to improved personal health.

Shared Use Evaluation Findings from Public Schools and Faith Communities
Presenters: Jason Bocarro, N.C. State University

By creating new farmers markets or enhancing existing markets, underserved community members have increased access to fruits and vegetables. In this session examples from the field will demonstrate lessons learned, barriers encountered, and strategies for engaging community members to inform future work toward increasing healthy eating opportunities.

Sarah Tennyson, Macon County Public Health Center
Daniella Uslan, CDC Healthy Eating Fellow
In this session, state and regional evaluation activities focused on shared use plans will be highlighted. Panelists will discuss the methods and tools used in evaluation activities and note the areas of N.C. in which their work occurred. They will share lessons learned while implementing evaluation activities. Panelists will also share the findings of their evaluation activities and how these findings can be translated into actions that support shared use plans.

Cross-site Findings from an Implementation Case Study of CTG Program Awardees in Rural Areas
Presenters: Laura Arena, RTI International
Laurie Hinnant, RTI International

This session will include a brief description of the study goals and design of the Implementation Case Study of CTG Program Awardees in Rural Areas. Presenters will discuss cross-site findings regarding the challenges, facilitators, and lessons learned with regard to implementing CTG strategies in rural areas; technical assistance and resource needs among CTG Program awardees implementing CTG strategies in rural areas; how CTG Program awardees are working to address health disparities in rural areas; study limitations, and next steps.

12:00 - 1:00 pm
Lunch

1:00 – 2:15 pm
Breakout Sessions
(participants choose one)

Healthy Food Financing in North Carolina
Presenters: Sarah Jacobson, N.C. Alliance for Health
Lee Storrow, N.C. Alliance for Health

This session will focus on the North Carolina Alliance for Health’s work related to healthy food access. Information presented will connect food insecurity to childhood obesity. Presenters will discuss and brainstorm strategies for local CTG Project staff and partners to share this information with community leaders.

Translating Research into Practice: Diabetes Primary Prevention Programs Save Lives and Money (CME credits available)
Presenter: Jeffrey Katula, Wake Forest University

Research has shown that Diabetes Primary Prevention programs can reduce the risk of developing type 2 diabetes by 58% in people with prediabetes. Wake Forest University staff who are involved with the Healthy Living Partnership to Prevent Diabetes will discuss how they have translated research into practice and developed a cost-effective program that can be replicated across North Carolina.

How to Evaluate Communicating for Policy Change
Presenters: Leah Ferguson, Buncombe County Health Department
Jill Fromewick, Sparrow Research Group
Courtney Thompson, FHI 360

In this breakout session, FHI 360 will discuss the importance of building evaluation into communications and share methods for doing so. External evaluation expert, Dr. Jill Fromewick of Sparrow Research will share the Region 2 logic model and local evaluation plan with an emphasis on how the logic model and evaluation are used. Finally, Leah Ferguson, Region 2 Communication Lead, will walk the audience through a local communications campaign, Madison@Heart, and show how this campaign was designed to build champions, increase public will, and influence the political environment.

Land-Use Planning and Facility Siting for Active Living
Presenters: Tom Dawson, City of Durham
Chuck Flink, Greenways, Inc.
David Salvensen, UNC Center for Sustainable Community Design
Libby Smith, N.C. Department of Commerce

Speakers in this session will present research and practice-based experience regarding land-use planning for schools and parks to improve active living in N.C. communities. The session will describe strategies
for increasing connectivity for walking and bicycling in local municipalities, and present planning designs from N.C. examples. Topics include planning for greenways and trails, siting schools and municipal parks, and revitalizing local Main Streets to attract pedestrians to downtown business districts.

**Cultural Diversity and Civic Engagement**
Presenter: Forrest Toms, N.C. A&T University

This session will focus on integrating principles of cultural competence and cultural diversity within the context of implementing CTG Project strategies. During this presentation, participants will learn strategies to extend the learning provided on community engagement to include a key aspect of working with communities – Civic Engagement. Combined, these topics will provide a solid foundation for collaborating with communities to support and sustain the implementation of CTG Project strategies.

**2:30 – 3:45 pm**
**Breakout Sessions**
(participants choose one)

**Moving Toward Comprehensive Tobacco-Free Policies: Action Steps Toward Achievable Goals**
Presenters: Gayle Harris, Durham County Department of Public Health
Lisa Phillips, Dare County Department of Public Health
Stacy Shelp, Orange County Health Department
Wesley Smith, Hyde County Health Department
Buck Wilson, Cumberland County Department of Public Health

This panel presentation and discussion will highlight successful movement along the spectrum of local tobacco control regulations in Cumberland, Durham, Hyde, and Orange Counties. Specific attention will be given to maintaining positive momentum, and ensuring that future progress is not hampered by current efforts. County progress to be highlighted will include grounds policies, incorporation of e-cigarettes into policy language, and examination and evaluation of regulations post implementation.

**Improving Access to Preventive Services through Systems Changes and Community-Clinical Linkages**
Presenters: Leah Ferguson, Buncombe County Health Department
Heather Gates, Western North Carolina Health Network
Tashara Milligan, Wake Area Health Education Center

Presenters will discuss how healthcare systems changes and community-clinical collaborations can improve access to preventive services for disease prevention and health promotion among all populations.

**Health Equity Collaborative Evaluation Planning and Implementation Project (HECEPP)**
Presenters: Lori Carter-Edwards, UNC Center for Health Promotion and Disease Prevention
Abby Lowe, UNC Center for Health Promotion and Disease Prevention
Maihan Vu, UNC Center for Health Promotion and Disease Prevention

In this session, health equity evaluation activities across three CTG Project strategy areas (smoke-free multi-unit housing, farmers’ markets, and shared use) will be highlighted. Panelists will discuss the community engagement framework that drives the evaluation, the design of the evaluation, formative work to develop the project, and the three distinct methods used to answer the primary evaluation questions. Initial findings from the photo elicitation component of the evaluation, including lessons learned, will be shared.

**Using the Community Readiness Model to Improve Healthy Eating and Physical Activity**
Presenters: Tammy Bass, Community Transformation Catalyst
Jamie Cousins, N.C. DPH
Mary Bea Kolbe, N.C. DPH
Marjorie Lanier, N.C. DPH
Rachel Pohlman, N.C. DPH

This presentation will explain how the Community Readiness Model (CRM) can assist organizations and leaders in understanding how “ready” the
community is to deal with a public health issue, select strategies that are likely to be effective, and make the best use of limited resources. This session will explore lessons learned through a pilot implementation of the model, including the importance of infusing community perspectives into the work and the ways the Community Readiness Model can inform action and increase community engagement in and awareness of health issues.

Framing: Understanding the Difference Between Frames and Messages
Presenter: Elaine Meija, Public Works

The Public Works message framing workshop exposes the tendency for messages to trigger automatic responses in individuals. This introductory workshop will help participants better understand how frames work, techniques used to uncover them, and how to shift frames to better communicate with intended audiences.

4:00 – 5:00 pm
Plenary Session

Healthy Connections: Current Strategies for Marketing to Improve Community Health
Presenter: Dewey Mooring, Jennings

This session will look at strategies and tactics being used by innovative healthcare organizations to reach patients and physicians and demonstrate their application to public health. Case studies will include Dartmouth-Hitchcock’s approach to digital advertising, Signature Healthcare’s use of video and social media, and the growing importance of online communities in healthcare.
Wednesday, May 21

8:00 - 8:45 am
Registration

9:00 - 10:15 am
Plenary Session

Leveraging Clinical-Community Linkages to Improve Community Health
Presenters: Roxanne Elliott, FirstHealth of the Carolinas
Ann Lefebvre, N.C. Area Health Education Centers
John Morrow, Pitt County Health Department
Tom Wroth, Community Care of North Carolina

Panelists will describe the critical role clinical settings play in chronic disease prevention. Speakers will discuss the benefits of creating sustainable community-clinical linkages and identify strategies for leveraging and maintaining community and clinical partnerships.

10:30 – 11:45 am
Breakout Sessions (participants choose one)

How to Create Big Smoke-Free Housing Change on a Small Budget: Lessons from the Smoke-Free Housing Coalition of Maine
Presenters: Tina Pettingill, Breathe Easy Coalition of Maine

This session will review the smoke-free housing movement in Maine and how to create success on a shoe-string budget. As the only state in the nation with all of their public housing authorities having achieved 100% smoke-free status, Maine is well-known leader in the movement. Ms. Pettingill will describe how Maine has built a smart and effective campaign based on the power of partnerships, social marketing, free and earned media, incentive programs and much more. Participants will learn proven programs and successes that can be replicated in rural and urban areas on a lean budget.

Tools for Integrating Health into Planning
Presenters: Danielle Hewson, CDC Active Living Fellow
Lori Rhew, N.C. DPH
Jerry Weitz, East Carolina University

This session will explore the need for, and benefits of, integrating health considerations into the planning process. The session highlights strategies for integrating health considerations into local planning from two North Carolina-specific resource tools. Participants will gain a better understanding of the use of these tools for beginning conversations between planners and public health professionals.

Evidence-Based Community Resources for Disease Prevention and Health Promotion
Presenters: Audrey Edmisten, N.C. Division of Aging and Adult Services
Mary Bea Kolbe, N.C. DPH
Kelly Nordby, N.C. State University and N.C. DPH
Joyce Swetlick, N.C. DPH

Presenters will describe the purpose, reach and mechanisms for patient referral and engagement of four evidence-based interventions to slow chronic disease progression and change lifestyle behaviors.

Evaluation of the CTG Project Farmers' Market Strategy
Presenters: Annie Martinie, Alamance County Health Department
Stephanie Pitts, East Carolina University

In this session, state and regional evaluation activities focused on farmers' markets will be highlighted. Panelists will discuss the methods and tools used in evaluation activities and note the areas of NC in which their work occurred. They will share lessons learned while implementing evaluation activities. Panelists will also share the findings of their evaluation activities and how findings can be translated into actions that support healthy eating.

11:45 - 12:45 pm
Lunch
Remarks from Penny Slade-Sawyer, Director, N.C. DPH

12:45 – 1:45 pm
Plenary Session

Improvisation
Presenter: Zach Ward, DSI Comedy Theater

The art of improvisation (improv) trains professionals to actively listen with the intent to understand, to practice greater flexibility in communication, and to target messages for specific audiences. Improv skills help you know when and how, and
maybe more importantly, why we take risks. During this session the founder and Executive Producer of the DSI Comedy Theater in Chapel Hill, Zach Ward, will deliver an interactive keynote, allowing for the practice and development of improv skills, offering advice and examples of how to increase your ability to engage and influence others.

2:00 – 3:15 pm
Breakout Sessions
(participants choose one)

Praying With Our Feet: Faith Based Organizations and Promoting Physical Activity through Shared Use
Presenters: Ellie Gladstone, ChangeLab Solutions Ben Winig, ChangeLab Solutions

This session will begin with an overview of the importance of, and opportunities for, moving beyond the school yard and will focus on the role of faith-based organizations in promoting shared use. The session will: present examples of shared use efforts by faith based organizations in North Carolina; provide an overview of potential legal issues for faith based organizations engaged in shared use, including liability; discuss potential barriers to shared use; and provide practical solutions for faith leaders and public health professionals.

The Geography of Intervention: Using Mapping Techniques for the Health Equity Lens
Presenters: Monique Bethell, N.C. DPH Shea Cox, Guilford County Health Department Dianne Enright, N.C. Center for Health Statistics Leah Ferguson, Buncombe County Health Department Don Kostelec, Kostelec Planning Michelle Madeley, UNC

This session will describe how the CTG Project developed a “level of need” equity variable which was GIS mapped throughout the state for initial strategic planning, and later to identify target locations requiring a health equity focus. Speakers will explore alternatives to the “level of need” concept, alternative map development, and describe how they have applied the health equity mapping technique in unique ways in the CTG Project regions.

Active Living and Injury Prevention: Resources to Address Bike and Pedestrian Safety
Presenter: Dan Gelinne, UNC

Active living and highway safety share common goals. This session will present resources and examples of successful highway safety initiatives that complement and promote active living. The University of North Carolina, Highway Safety Resource Center (HSRC) which includes a national resource for Bicycle and Pedestrian Safety, will provide examples of successful projects and provide an overview of bicycle and pedestrian safety tools and resources available to communities in North Carolina.

Communicating for Sustainability
Presenters: Ashley Hill, FHI 360 Lisa Tensuan, FHI 360 Courtney Thompson, FHI 360

This session will help participants learn how to motivate partners to action and create messages for sustainability outside of current funding streams. The training will focus on the “how” rather than the “why” and also include examples from North Carolina’s CTG Project regions. The bulk of the session will discuss the importance of telling the story to leverage the state’s communication efforts and extend partnerships.

Embracing Personality Differences and Improving Team Results
Presenter: Carolyn Crump, UNC

Participants should know either their Keirsey Sorter or Myers-Briggs Type Indicator preferences prior to attending the session. If you don’t know your preferences, you can complete the Keirsey Sorter at the following website: http://www.keirsey.com/sorter/register.aspx. Characteristics of each of the four personality dimensions will be reviewed with examples of applications in work teams approach to decision making, idea generation, work pace, and general communication. Materials will be provided that will summarize general strengths, areas to develop, and ways to become
more resourceful when under stress. Participants will have an opportunity to engage with others of similar and different style preferences to compare experiences and approaches to common work preference differences.

3:30 – 4:45 pm
Breakout Sessions
(participants choose one)

Successful Tobacco Free Living Strategies: How to Build and Maintain Relationships with Local Decision Makers and Stakeholders
Presenters: Carleen Crawford, Catawba County Public Health
Donald Duncan, City of Conover
Dewey Harris, Catawba County
Amy McCauley, Catawba County Public Health
Douglas Urland, Catawba County Public Health

This session will highlight the umbrella approach taken by Catawba County in advancing tobacco free policies, the strategies and tools used, lessons learned, and include a discussion of barriers and how they were addressed. Participants will learn from government champions on the county and city levels as they describe the role they played in the collaborative effort while working toward policy implementation.

Shared Use Panel: Lessons from the Field
Presenters: Robert Barden, Robeson County Health Department
Jen Hames, Davidson County Health Department
Alice Keene, Pitt County
Annie Martinie, Alamance County Health Department
Regional CTG Project staff will share successes and lessons learned regarding partnering with community stakeholders to increase access to spaces for physical activity for community members. Speakers will focus on agreements and/or policies that were implemented in a variety of settings, including schools, community colleges, and faith-based organizations.

Planning for Health: Examples of Partnerships that Work
Presenters: Don Kostelec, Kostelec Planning
Kelly Lasky, City of Roanoke Rapids
Wes MacLeod, Holland Consulting Planners
Rachel Miller, Appalachian District Health Department
Jaime Pearce, Johnston County Health Department
Betsy Redman, Robeson County Health Department
Sarah Tennyson, Macon County Public Health Center
Eric Woolridge, Destination by Design

This session will explore various paths taken to work with the planning community within the regions. The focus will be on how these relationships were strengthened to achieve mutually successful outcomes.

Improving Health with Faith-based Collaborations
Presenters: Annie Hardison-Moody, N.C. State University
Willona Stallings, N.C. Council of Churches

Presenters will discuss how collaboration with faith-based organizations can contribute to disease prevention and health promotion by identifying and reaching out to those most at risk for development of chronic disease and unhealthy lifestyles.

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4:45 – 5:30 pm
Networking Session

This session will allow conference participants to network and discuss common areas of interest relevant to the area of the state in which they are located.
Thursday, May 22

8:00 - 8:45 am
Registration

9:00 - 10:15 am
Breakout Sessions
(participants choose one)

Smoke-Free Multi-Unit Housing in North Carolina: What We Know Now and Where We Go From Here
Presenter: Anna Stein, N.C. DPH
This session will highlight findings of the 2013 survey regarding smoke-free policies in North Carolina’s affordable housing properties. Session attendees will have an interactive discussion with leaders from the multi-unit housing field to brainstorm strategies public health professionals can continue to build momentum on this issue.

Healthy Corner Store Marketing 101
Presenters: Erica McArthur Allison, Allison Development Group
Mandi Carringer, Jackson County Public Health Department
Melissa Rockett, Haywood County Public Health Department
Sarah Tennyson, Macon County Public Health Center
Panelists will inform participants of the marketing strategy used to effectively target rural communities and promote healthy corner stores. This session will demonstrate how to tailor messages that resonate with the community. Panelists will introduce participants to their Mountain Markets tool kit and share promotional strategies to increase the availability of healthy products in corner stores.

Health Data Resources for Chronic Disease and Injury Intervention Planning and Evaluation
Presenters: Eleanor Howell, N.C. DPH
Tanha Patel, N.C. DPH
Samuel Tchwenko, N.C. DPH
Sam Thompson, N.C. DPH
Representatives from several N.C. public health entities will identify data that is publicly accessible and useful for planning both interventions and evaluations. Speakers will describe data resources and provide examples of application in past projects. The session will also explore how agencies are building collaborative sharing of data to analyze health determinants from non-traditional data sources.

Opportunities for Walking and Biking to School: the Promise and the Proof
Presenters: Danielle Hewson, CDC Active Living Fellow
Ed Johnson, N.C. Department of Transportation
Nancy Pullen-Seufert, National Center for Safe Routes to Schools
This session will describe opportunities for supporting students in safely walking or biking to school across the nation and in North Carolina. Participants will learn about:

Safe Routes to School as a national effort to promote safe walking and biking to school, the North Carolina Department of Transportation’s Safe Routes to School Projects, and specifically about Active Routes to School.

Health Literacy and Cultural Communication
Presenters: Melissa Baker, Buncombe County Department of Health
Monique Bethell, N.C. DPH
Rebecca Golhson, Center for Plain Language
This session will highlight the significance of integrating principles of health literacy into the development of health education materials, newsletters, fact sheets and other community resource materials. In addition, the session will increase awareness about cultural communication and stress the importance of developing messages that are relevant to racial, ethnic, and other underserved populations. The panel of speakers will discuss implementation of strategies to promote health equity and support improvements in healthy outcomes.

10:30 – 11:15 pm
Networking Session
This session will allow participants to network and discuss conference topics related to their content area of expertise.
11:15 - 12:00 pm
Closing Session

Transforming Communities to a Healthier North Carolina
Presenters: John Morrow, Pitt County Health Department
Ruth Petersen, N.C. DPH

The session will discuss the state and community roles in health promotion and chronic disease and injury prevention initiatives. It will emphasize the need for strategic partnerships at the local and state levels with shared goals for healthier communities.

Funding for this conference was made possible by the Centers for Disease Control and Prevention. The views expressed in written conference materials or publications and by speakers and moderators do not necessarily reflect the official policies of the Department of Health and Human Services, nor does the mention of trade names, commercial practices, or organizations imply endorsement by the U.S. Government.