Expanding Your Lens to Advance Health Equity

April 19, 2017

7:30—8:10  Registration and Continental Breakfast

8:10—8:45  Welcome
Josie Rodriguez, DHHS Office of Health Disparities and Health Equity
Thomas Williams, MD, Chief Medical Officer and Director of the Division of Public Health, Department of Health and Human Services

8:45—9:45  Keynote
Jeanne Ayers, Assistant Commissioner, Minnesota Department of Health, St. Paul, MN
Advancing Health Equity: Key to Our Nation’s Health. Expand our understanding of what creates health disparities, including structural inequities and structural racism. Introduce an emerging public health practice to advance health equity and decrease health disparities.

9:45—10:00  Break and Exhibitors

10:00—11:00  Track Sessions

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<tr>
<th>Data to Inform Change</th>
<th>Place Matters</th>
<th>Health Through a Cultural Lens</th>
<th>Changing Healthcare Landscape</th>
<th>Community Outreach</th>
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<tr>
<td>Standardizing Demo-</td>
<td>Building a</td>
<td>Socio-Cultural Construction</td>
<td>Nebraska State Health</td>
<td>Refugees in Nebraska</td>
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<td>graphic Data Collection  Healthy Community through  of HIV/AIDS stigma  Improvement Plan: Creating and Implementing a Plan for   Kristin Gall, NDHHS; Pa</td>
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<td>Debora Barnes-Josiah,  Place-Based Work   among African-migrant  Action   Naw Dee, Karen Society</td>
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<td>NDHHS; Elizabeth Dee &amp;  Jessica Seberger,  women in Germany  Maya Chiese and Jeff    of Nebraska; Sheila</td>
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<td>Monet Goudreault,  NDHHS, and Marissa  Joyceline Ntah Yuh,  Armitage, NDHHS   Dorsey Vinton, Asian</td>
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<td>Public Health  Kluk, Public Health  University of Oldenburg,  This workshop will    Community &amp; Cultural</td>
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<td>Associate  Associate  Germany  reveal the new SHIP    Center</td>
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<td>Tools developed by  Participants will have  University  priorities, the process</td>
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<td>Nebraska’s Place  the opportunity to give  of Oldenburg,  utilized to create this</td>
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<td>Matters Learning  insights and discuss the  Germany  plan, and information</td>
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<td>Collaborative will  complexities surrounding  University  about implementation.</td>
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<td>be discussed, including an  different cultures and  of Oldenburg,</td>
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<td>infographic about place  challenges in dealing</td>
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<td>and a toolkit that can be  with HIV/AIDS stigma at</td>
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<td>used to develop place-  personal and</td>
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<td>based initiatives.    institutional levels.</td>
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11:00—11:15  Break
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11:15—12:15  **Track Sessions**

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| **From Zip Code to Genetic Code**  
Christian Minter, UNMC  
Learn how to navigate free biomedical websites and database resources through the NLM library. The focus will be on health hazards and genetic conditions, including relevant trials. Bring your laptop for hands-on activities. |
| **Social Economics and Environmental Matters**  
Jeannette Blackstone, WellCare of Nebraska  
Discuss the ways in which social economics and environmental factors impact health outcomes, and how we can have a positive impact in the community to improve those outcomes. |
| **Lyrics, Life & Lessons: Broadening the Scope of Public Health Education in Youth through Hip Hop Music**  
Errik Ejike, Creighton University  
Using the messages in lyrics of popular hip-hop music to educate, deconstruct barriers and ideas, and disseminate information to engage in meaningful dialogue with youth on social and public health issues, injustices and social determinants of health. |
| **Organizational Assessment and CLAS**  
Corstella Henley, US DHHS Region VII  
Learn about and discuss the national standards for Culturally and Linguistically Appropriate Services (CLAS), including implementation and assessment of national CLAS standards. |
| **Promotion of Physical Activity to Reduce Chronic Disease Health Disparities**  
Richard Brown, Creighton University  
Utilize grass roots partners to help train community ambassadors and others to understand the value of physical activity for children and adults in addressing chronic disease. Learn how to sustain community partnerships and convey your message. |

12:15—12:45  **Lunch**

12:45—1:00  **Awards**—Presentation of the Nebraska Minority Public Health Association awards recognizing a Community-Based Program, Community Health Worker, Service Provider, and individual (Frank Peak award)

1:00—2:00  **Keynote Panel**—Learn How Three DHHS Heritage Health Plans are working to improve health outcomes and advance health equity in Nebraska

- **Nebraska Total Care**—Ann Adler, Director of Quality Improvement
- **UnitedHealthcare Community Plan** — Adam Proctor, Behavioral Health Clinical Manager
- **WellCare of Nebraska**—Tiffany McGrue, Director of Quality Improvement

2:00—2:15  **Break**

2:15—2:30  **Networking/Booths**

Funding for this conference was made possible (in part) 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, organizations imply endorsement by the U.S. Government. Funds for this project were provided through the Centers for Disease Control and Prevention Breast and Cervical Early Detection Program #NU58DP003928-05-00.
### 2:30—3:30  Track Sessions

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| 2:30—3:30 | **Data to Inform Change**  
Programs & Resources for Community Stakeholders  
Nancy Rios and Rae Hutchison, HRSA  
Health Resources and Services Administration provides health care to geographically isolated, economically or medically vulnerable people. Highlights include HRSA programs and resources, key websites for data, ideas for new partnerships and how to request technical assistance for projects or grant applications. Includes live demonstrations. |
| 2:30—3:30 | **Place Matters**  
The Game of Prevention: The Chronic Disease Edition  
Celeste Ehrenberg, Douglas County Health Department  
A highly interactive session on strategies to improve chronic disease outcomes by building coordination between existing community assets. Experience the difference made in community members lives when grocery stores, transportation, lifestyle change programs, clinical care, and physician extenders work together. |
| 2:30—3:30 | **Health Through a Cultural Lens**  
Going Beyond Language: How to Talk About Cultural Competency to Funders  
Carla Gibson, REACH Healthcare Foundation  
Develop the skills to effectively communicate organizational efforts related to cultural competency to funders and learn what funders look for in an application. Advance the culturally competent practices of organizations, creating stronger, inclusive programs in the community. |
| 2:30—3:30 | **Changing Healthcare Landscape**  
myConnections: Improving Whole-Person Health through Integrated Health and Social Services  
Jason Schmit and Sarah Hughes, United Healthcare  
Addressing social and economic factors and closing gaps in care by improving access and delivery of community resources in areas such as employment, housing, and financial stability. Learn how myConnections touches lives through outreach, partnership and flexible service delivery to identify critical needs at local levels. |
| 2:30—3:30 | **Community Outreach**  
Strategies for Successful Outreach  
Maria Reyes, Lexington Regional Hospital; Kaley Bertucci, Omaha Tribe; Cheryl Ickler, Winnebago Tribe  
Community Health Workers and Community Health Representatives will provide strategies for successful outreach to Native American and Hispanic populations. |

### 3:30—3:45  Break and Exhibitors

### 3:45—4:45  Keynote

William Jahmal Miller, MHA, Deputy Director, Office of Health Equity, California Department of Public Health, Sacramento, CA

### 4:45—5:00  Closing remarks / Evaluations

Josie Rodriguez, MS, Administrator, DHHS Office of Health Disparities and Health Equity

Prize Drawings