



**2013 Empowering Communities for a Healthy Mississippi  
MAY 21-24, 2013  
JACKSON MARRIOTT HOTEL**

## **AGENDA**

**Tuesday, May 21, 2013**

**FREE Pre-Conference Workshops**

**Wednesday, May 22, 2013**

**8:30am-10:30am Opening Plenary  
Room: Windsor I & II**

Keynote by Camara Phyllis Jones, MD, MPH, PhD, Adjunct Professor, Rollins School of Public Health (Emory University), Adjunct Associate Professor, Morehouse School of Medicine

**BREAKOUT SESSION TRACKS:**

**HC – Healthy Communities (Churchill)**

**BH – Behavioral Health/Patient Centered Care (Winston)**

**TH – Teen/Adolescent Health (Windsor IV,V)**

**WN – Wellness & Nutrition (Surrey)**

**EH – Environmental Health (Canterbury)**

**10:45am – 12:00pm Concurrent Breakout Sessions in All Conference Tracks**

**HC 1 Healthy Communities**

**Collaborating to Create Healthy Communities, Success Stories Panel Discussion**

**Room: Churchill**

**Expert Panelist:**

Brenda Buck, County Administrator, Claiborne County Board of Supervisors

Ella Jackson, RN, Executive Director, Abundant Living Organization, Delta Alliance of Congregational Health Nurses

Jackie Hawkins, MS, Bureau Director Mississippi State Department of Health

**Moderator:**

DeMarc A. Hickson, PhD, Chief Operating Officer, My Brother's Keeper, Inc.

This session will spotlight community champions and programs while offering an interactive opportunity for participants to discuss reasons to celebrate, reevaluate, or obliterate community health programs. This session aims to provide examples of various community transformation practices to improve community health while promoting participants' ability to distinguish multiple methods of programmatic approaches and detours appropriate community program. This session also intends to demonstrate specialized evaluation processes for participants to consider for their respective projects or plans.

**Objectives:**

- To share and discuss best practices and lessons learned with the implementation of community health programs.
- To define and illustrate specialized evaluation processes for utilized in healthier community projects and plans.
- To promote how communities can take ownership in shaping the health of their fellow residents.

**BH 1 Behavioral Health/Patient Centered Care****Integration and the Healthcare Home: Integrating Primary Care into Behavioral Health Settings Panel Discussion****Room: Winston****Speakers:**

Robert J. Smith, MS, Executive Director, Northeast Mental Health, Mental Retardation Commission, Region 3

Donald G. Brown, MS, Warren County Director, Warren-Yazoo Mental Health Service

**Moderator:**

A panel discussion on the integration of behavioral health and primary healthcare services in light of the national conversation regarding the development of patient-centered medical homes, and exploring the question of what does a medical home look like for people living with mental illness.

**Objectives:**

- Understanding the concept of patient centered health systems and the integration of care
- Understand how better coordination and integration of primary care and behavioral health leads to improved access, prevention, and early intervention
- Assess how integration of mental health services into primary care impacts patient outcomes
- Describe barriers to sustainable programs and use of health information technology

**TH 1 Teen/Adolescent Health  
Alcohol and the Adolescent Brain****Room: Windsor IV,V****Speaker:**

Isabel Burk, MS, CPP, CHES, Director Health Network

**Moderator:**

Alcohol is the substance most teens select as their drug of choice. However, recent research on the physiology and neurology of the brain reveals that alcohol can definitely impact brain development. Current research reveals definitive evidence about age of initiation of alcohol use and an individual's later abuse or dependence on alcohol. This session will explore alcohol's effects on brain development, mental and physical functioning, relationships, cognitive functions and other issues. We will also discuss how brain research can be used within a prevention framework.

**Objectives:**

- Explain the impact of age of initiation as it relates to future alcohol dependence
- Identify at least three behavioral issues related to teen alcohol use
- Discuss how alcohol use patterns may impact relationships, cognitive functions, motor skills, and other brain-based issues
- Outline prevention strategies that utilize brain research

This Breakout Session Speaker brought to you by DREAM, Inc. We thank you for your support.

### WN 1 Wellness & Nutrition

#### Community and School Based Gardens: Getting Kids Involved in Health and Nutrition

Room: Surrey

##### Expert Panelist:

Lisa Long, MA, Research Associate II, MSU, Social Science Research Center, Family and Children Research Unit

Tiffany Fennell, MS, Director, Emerson Family Preschool

Ryan Betz, BA, Gardens Project Manager, Delta Health Alliance; Delta Farm to School Coordinator  
Delta Fresh Foods

##### Moderator:

This session will illustrate best practices from existing Mississippi Garden Programs. Information will be discussed regarding partners within local garden-based community organizations that currently implements unique and effective community and school garden support programming. After hearing about how these networks achieve success, participants will have the opportunity to share their own experiences and ask questions.

##### Objectives:

- Identify steps to designing and implementing a garden in a school or community setting
- Describe what impact the community/school garden initiatives have on health
- Demonstrate innovation and techniques for sustainability of community/school gardens

### EH 1

#### Environmental Health Healthy Housing Panel Discussion

Room: Canterbury

##### Expert Panelist:

Bruce Brackin, MPH, Epidemiologist, University of Mississippi Medical Center and Environmental Epidemiology Consultant, Mississippi State Department of Health

Roy Hart, MPH, Director, Mississippi State Department of Health Office of Tobacco Control

Crystal Veazey, BS, Program Manager, Mississippi State Department of Health

##### Moderator:

Melissa Collier, Director, Office of Community Engagement, Mississippi Department of Environmental Quality

Indoor pollution sources that release gases or particles into the air are the primary cause of indoor air quality problems in homes. There are many sources of indoor air pollution in any home. These include combustion sources such as oil, gas, kerosene, coal, wood, and tobacco products; building materials and furnishings as diverse as deteriorated, asbestos-containing insulation, wet or damp carpet, and cabinetry or furniture made of certain pressed wood products; products for household cleaning and maintenance, personal care, or hobbies; central heating and cooling systems and humidification devices; and outdoor sources such as radon, pesticides, and outdoor air pollution.

##### Objectives:

- To describe the sources associated with indoor air pollution in the home
- To identify the known health conditions that are linked to household hazards
- To assess the potential conflicts between energy conservation in homes and reduction in radon exposure

**12:00pm Lunch Plenary**  
**Room: Windsor I & II**

**Better Care, Better Health, and Lower Costs**

Introduction by James McIlwain, IQH

Keynote by Dr. David Dzielak, Director of Medicaid

Keynote by Mr. Tray Hairston, Associate Counsel and Policy Advisor, Office of Governor Phil Bryant

This Plenary Session Sponsored by the Mississippi State Department of Health Office of Genetics. We thank you for your support.

**1:45pm-3:00pm Concurrent Breakout Sessions in All Conference Tracks**

**HC 2**

**Healthier Foods, Stronger Communities Panel Discussion**

**Room: Churchill**

**Expert Panelist:**

Judy Belue, Project Coordinator, Delta Fresh Foods Initiative, Inc.

Darnella Winston, Cooperative Field Specialist, Mississippi Association of Cooperatives

Nathan Rosenburg, JD, Mississippi Delta Fellow-Mississippi State University & Harvard Law School

**Moderator:**

Tonitric Wicks, BS, MPH, Worksite Wellness Coordinator, Mississippi State Department of Health

Food production and policy experts will share fundamental approaches to community gardens, Farm-to-School and Farm-to-Institution initiatives, farmers' markets, as well as the healthy physical and economical results of buying, selling and consuming local foods. Session will also offer participants do-it-yourself resources and contacts to enhance healthier food missions in their respective communities. At the conclusion of this panel discussion, participants should be able to define "healthier foods" and environmental risk factors of unhealthy communities while being able catalogue selected resources to support rural and urban access to healthier food.

**Objectives:**

- To increase knowledge on farm-to-institution and farm-to-school initiatives
- To promote the farm to school and farm to institution initiative as an effective mechanism for addressing access to healthier food
- To define healthier foods and develop an understanding of resources that are available to support the implementation of programs

**BH 2**

**Integration and the Healthcare Home: Integrating Behavioral Health into Primary Care from a Community Health Center Perspective Panel Discussion**

**Room: Winston**

**Expert Panelist:**

Robert Pugh, MPH, Executive Director, Mississippi Primary Healthcare Association

Aurelia Taylor, MBA, CEO, Aaron E. Henry Community Health Services Center  
Bettie Knight, MD, Family Health Care Clinic  
Geraldine Bates, MSW, LCSW, G.A. Carmichael Family Health Center  
**Moderator:**  
Joyce Smith, Mississippi Primary Health Care Association

A panel discussion on the integration of behavioral health and primary healthcare services in light of the national conversation regarding the development of patient-centered medical homes, and exploring the question of what does a medical home look like for people living with mental illness from a community health perspective.

**Objectives:**

- Understanding the concept of patient centered medical home and the integration of care
- Understanding how coordination and integration of primary care and behavioral health leads to improved access, prevention, and early intervention
- Assess how integration of mental health services into primary care impacts patient outcomes
- Describe barriers to sustainable programs and use of health information technology

**TH 2**  
**Cyber Crime – Internet Safety**  
**Room: Windsor IV,V**

**Speaker:**

Leah Campbell, BS, BA, JD, Internet Crimes Against Children Educational Specialist, Mississippi Attorney General's Office Cyber Crime Unit

**Moderator:**

Today's young children and teens utilize technology on a daily basis. An April 2010 report by the Pew Center found that 72 percent of teens regularly text message. Teens text an average of 50 to 100 messages a day. When it comes to computers, children ages 8-18 spend an average of 1 ½ hours daily surfing the Internet, checking e-mail and social networking. The purpose of this workshop is to identify how adolescents are using social networking websites and outline the roles and responsibilities of parents, school officials and community advocates in addressing cyber crime activities.

**Objectives:**

- To define and illustrate examples of cyber-bullying
- To identify the roles and responsibilities of parents, school officials, and community advocates regarding cyber crimes and internet safety for effective collaboration and decision-making efforts
- To increase understanding of the Mississippi Statute S.B. 2015 regarding cyber-bullying activities and outline available resources in the community

**WN 2**  
**Childhood Nutrition: Communities Rallying for Healthy Children**

**Room: Surrey**

**Speaker:**

Lydia West, BS, MPH, Division Director, Nutrition Standards, Mississippi Department of Education and Consultant, Mississippi Public Health Institute

**Moderator:**

This session will provide an overview of statewide programs and initiatives developed to meet regulations in the Mississippi Healthy Students Act, and to support student health.

**Objectives:**

- Provide an overview of evidence based programs that address childhood obesity in MS
- Explain how the community can effectively promote childhood nutrition
- Assess current statistics as it relates to childhood obesity in MS

**EH 2**

**Home Health & Home Renovations Panel Discussion**

**Room: Canterbury**

**Expert Panelist:**

Dennis Kelly, BA, Environmental Administrator, Mississippi Department of Environmental Quality

Dejonnette King, BA, MS, MBA, President and CEO, Advanced Environmental Consultants, Inc.

Bruce Brackin, MPH, Epidemiologist, University of Mississippi Medical Center and

Environmental Epidemiology Consultant, Mississippi State Department of Health

**Moderator:**

Melissa Collier, Director, Office of Community Engagement, Mississippi Department of Environmental Quality

Understanding how working on your home and doing a little remodeling might be exposing you to more than you bargained for.

**Objectives:**

- To determine homes that are free from health and safety hazards
- To discuss potential exposure faced due to home remodeling
- To identify the known health conditions that are linked to household hazards

**3:30pm-4:45pm Concurrent Breakout Sessions in All Conference Tracks**

**HC 3**

**The Taboo Talk: Issues Rarely Approached Panel Discussion**

**Room: Churchill**

**Expert Panelist:**

Edelia Carthan, DEd, Adjunct Professor, Department of Educational Technology, Jackson State University

June Gipson, PhD, CEO, My Brother's Keeper, Inc.

Sandra Parks, MS, BS, Division Director of Children and Youth Services, Mississippi Department of  
Mental Health

Dionne Richardson, DDS, MPH, State Dental Director, Mississippi State Department of Health

**Moderator:**

Deja Abdul-Haqq, Program Manager, Environmental and Policy, Project CHANGE,  
My Brother's Keeper, Inc.

During this panel, specialists will lead a "gloves off" educational session that addresses health issues many communities do not speak openly: oral, mental, sexual and financial health. The aim of this session is to deflate myths and offer participants an opportunity to understand how taboo can affect personal and community paths to comprehensive health. This discussion intends to classify fact from fiction via the presentation of scientific data and the results of sound health practices.

**Objectives:**

- To classify fact from fiction on a variety of health related issues
- To present scientific data and the results of sound health practices on health topics that are culturally considered “restricted”
- To increase the understanding of how health topics that are taboo can have an impact on personal and community comprehensive health
- To provide an open and frank conversation on health topics that are taboo and social determinates correlate

**BH 3****Innovative Approaches to Chronic Disease Management: The Self-Management Model****Room: Winston****Speaker:**

Kate Lorig, DrPH, Professor, Stanford University, School of Medicine

This session will introduce the Stanford Medical School Model of self-management as it relates to integration of care. The Chronic Disease Self-Management model is based on self-efficacy theory and reasons that improvements in patient’s self-efficacy about chronic diseases will lead to better health outcomes and lower health system utilization.

**Objectives:**

- Describe evidence based interventions that demonstrate increased quality of life by decreasing healthcare utilization
- Explain how the chronic care model impacts improved chronic illness care outcomes
- Discuss how to implement patient self-management of chronic disease in primary care
- Describe the inherent challenges to life style changes for individuals living with a chronic condition

**TH 3****At-Risk Behaviors: Your Medicine Cabinet, The New Drug Dealer for Teens****Room: Windsor IV,V****Speaker:**

Gini Tucker, BA, Prevention Education Training Specialist, DREAM, Inc.

**Moderator:**

Did you realize that more young people, ages 12-17, abuse prescription drugs more than any illicit drug except marijuana-more than heroin, cocaine, and methamphetamine combined? This workshop will examine the most frequently abused prescription and over-the-counter drugs, how they are obtained, and the dangers of prescription drug misuse and abuse. Participants will be given a wealth of resources they can use in their own communities to address this prevalent issue.

**Objectives:**

- Identify the most common over-the-counter and prescription drugs of abuse among teens
- Explain the effects of over-the-counter and prescription drug abuse
- Advocate for prescription drug take-back initiatives in your community

**WN 3**

## How the Mind and Body Work Together to Achieve Wellness Panel Discussion

Room: Surrey

### Expert Panelist:

Debi Lewis, BA, Yoga Instructor, Studio Owner, Joyflow Yoga

Jerusha Stephens, MS, Chief Acupuncturist, Mon Ami Spa

Jason Vaden, Supplements Manager, Rainbow Natural Grocery Cooperative

### Moderator:

Caroline Newkirk

When the mind and body are in balance, the outcome is optimum health and wellness. Attendees will learn how physicians and practitioners of diverse healing traditions and modalities focus on patient-centered primary and specialist care to optimize health, prevent illness and treat acute and chronic conditions.

### Objectives:

- Explain how complementary wellness therapies influence and enhance well-being
- Learn techniques to reduce stress and improve health
- Assess the impact of lifestyle on health, affirming the innate potential for self-healing in everyone

## EH 3

### Environmental Health & Water Quality

Room: Canterbury

### Speakers:

William Kenneth Dean, EPA-MDOT Liaison, U.S. EPA, Region 4, NEPA Program Office

Ralph Hayes, BS, Engineering Director-Mississippi State Department of Health, Division of Public Water Supply

### Moderator:

Melissa Collier, Director, Office of Community Engagement, Mississippi Department of Environmental Quality

The quality of drinking-water is a powerful environmental determinant of health. Assurance of drinking-water safety is a foundation for the prevention and control of waterborne diseases. Human health ambient water quality criteria are numeric values limiting the amount of chemicals present in our nation's waters. These human health criteria are developed under Section 304(a) of the Clean Water Act of 1972. Learn where to find the Water Quality Reports for your communities' water supply and what the information means.

### Objectives:

- To interpret what appears in a Water Quality Reports and how it can impact the community
- Identify potential hazards that can affect the water supply
- Determine ways of reporting potential water hazards on a local level

**Thursday, May 23, 2013**

**8:30am Opening Plenary**

**Room: Windsor I & II**

Keynote: Mrs. Kris Jones, Director of Quality Management Operations and Standards, Mississippi Department of Mental Health

Keynote: Scott Sumrall, Director, Division of Disaster Preparedness and Response, Mississippi Department of Mental Health



Keynote:

## 10:45am-12:00pm Concurrent Breakout Sessions in All Conference Tracks

### HC 4

#### Collaborating to Create Healthy Communities, Success Stories Panel Discussion (REPEAT)

Room: Churchill

##### Expert Panelist:

Brenda Buck, County Administrator, Claiborne County

Ella Jackson, RN, Executive Director, Abundant Living Organization, Delta Alliance of Congressional Health Nurses

Jackie Hawkins, MS, Bureau Director Mississippi State Department of Health

Robin McCrory, Mayor of Lexington, Mississippi

##### Moderator:

DeMarc A. Hickson, PhD, Chief Operating Officer, My Brother's Keeper, Inc.

This session will spotlight community champions and programs while offering an interactive opportunity for participants to discuss reasons to celebrate, reevaluate, or obliterate community health programs. This session aims to provide examples of various community transformation practices to improve community health while promoting participants' ability to distinguish multiple methods of programmatic approaches and detours appropriate community program. This session also intends to demonstrate specialized evaluation processes for participants to consider for their respective projects or plans.

##### Objectives:

- To share and discuss best practices and lessons learned with the implementation of community health programs
- To define and illustrate specialized evaluation processes utilized in healthier community projects and plans
- To promote how communities can take ownership in shaping the health of their fellow residents

### BH 4

#### Motivational Interviewing: Application and Practice

Room: Winston

##### Speaker:

Deborah Konkle-Parker, PhD, FNP, Associate Professor, University of Mississippi Health Care

Division of Infectious Diseases/Department of Medicine

##### Moderator:

This session will examine the model of therapeutic approach developed as an effective evidenced based approach to help people examine their road blocks to change. Having identified ambivalence as the primary barrier to change, Motivational Interviewing spirit and techniques are utilized to assist the individual in examining what they want and what they currently do that might be preventing them from having it.

##### Objectives:

- Gain an understanding of the fundamental principles and spirit of motivational interviewing
- Learn how to ask open-ended questions to evoke "change talk"
- Acquire familiarity with the OARS interaction technique

**TH 4**  
**Innovations in Health Literacy & Coordinated School Health**  
**Room: Windsor IV,V**

**Speakers:**

Estelle Watts, RN, MSN, NCSN, State School Nurse Consultant, Mississippi Department of Education  
Christine Philley, M.Ed., CFCS, School Health Administrator, Mississippi Department of Education

**Moderator:**

Since the passing of the Mississippi Healthy Students Act, schools have made strides to implement coordinated school health programming and to advance health literacy of students. In this session participants will learn about innovations in health literacy and coordinated school health that are making a difference in the lives of Mississippi students. Speakers will share planned, sequential, school-affiliated strategies, activities, and services designed to promote the optimal physical, emotional, social, and educational development of students in this state.

**Objectives:**

- Define and illustrate the role of health literacy
- Increase understanding of the responsibilities and effect that schools have on promoting optimal health
- Explain the impact of coordinated school health

**WN 4**  
**Childhood Nutrition in Mississippi: Impact of Farm Bill**  
**Room: Surrey**

**Speaker:**

Amy Radican-Wald, MPH, DrPh, Senior Policy, Center for Mississippi Health Policy group

**Moderator:**

U.S. Congress is set to reauthorize the Food, Conservation, and Energy Act of 2008, commonly referred to as the “Farm Bill” during 2013. Provisions of the bill determine what farmers grow, what people eat, ease and access of foods, as well as prices paid for these foods. Farm bill policies, in turn, impact nutrition and ultimately the health of every Mississippian. As reauthorization debates are currently ongoing, the window of opportunity is open for health professionals to inform these debates in order to align the Farm bill with the goals of improving health and nutrition. This session explores the impact of the current Farm Bill on the health and nutrition of Mississippians.

**Objectives:**

- Identify major food crops and nutrition programs defined and financed by the federal farm bill
- Distinguish how farm bill provisions affect food and nutrition choice, as well as the health of consumers
- Assess farm bill policy options to inform farm bill reauthorization debates for improved nutrition and health

**EH 4**  
**Transforming Brownfields into HealthFields Panel Discussion**  
**Room: Canterbury**

**Expert Panelist:**

Miles Ballogg, Director, Brownfields and Economic Development, Cardno TBE  
Trey Hess, BS, MS, MBA, Brownfield Program Coordinator for Mississippi Department of Environmental Quality  
Ed Johnson, BS, Urban Development Manager, City of Tampa

**Moderator:**

Melissa Collier, Director, Office of Community Engagement, Mississippi Department of Environmental Quality

Learn how communities in Florida have taken abandoned and blighted properties and, using coordinated funding and community-based mechanisms, turned them into thriving economic developments that also improve access to healthy lifestyle choices for all. The session concludes with a discussion of the incentives that Mississippi has to offer to do the same.

**Objectives:**

- Discuss best practices, strategies and processes for obtaining site investigations and remediation services
- To identify contaminated petroleum site cleanup process, land-use planning issues and lessons learned
- To share best practices and lessons learned in working toward healthy community solutions to brownfields

**12:00pm Lunch Plenary**

**Room: Windsor I & II**

**Legislative Panel**

**Moderator:**

This Plenary Session Sponsored by the Mississippi State Department of Health Office of STD/HIV. We thank you for your support.

**1:45pm-3:00pm Concurrent Breakout Sessions in All Conference Tracks**

**HC 5**

**The Unintended Consequences of Enacted Policy**

**Room: Churchill**

**Speaker:**

Dr. Corey Wiggins, MPH, PhD, Senior Consultant, i-think Group

**Moderator:**

Roy Mitchell, Executive Director, Mississippi Health Advocacy Program

This session will focus on Mississippi's policies and how they hinder and/or help build and sustain healthier communities. The educational session will provide basic concepts about MS policy from conception to implementation and provide participants an overview of current policies relevant to healthier communities. Resources will be provided to support participants' relations with elected officials and pertinent committees.

**Objectives:**

- To discuss the impact of policy on building and sustaining healthier communities
- To increase knowledge on the development and implementation of policies within the State of Mississippi
- To provide an overview of current policies and resources that are available to assist communities in the policy development process

**BH 5**

**Person-Directed Planning & Recovery**

**Room: Winston**

**Speaker:**

Kathy Reynolds, LMSW, ACSW, Vice President, Health Integration and Wellness Promotion, National Council for Community Behavioral Healthcare

**Moderator:**

Melissa Collier, Director, Office of Community Engagement, Mississippi Department of Environmental Quality

This session will discuss the patient-directed care concept into the integration of care for individuals recovering from drug or alcohol dependence. The educational session will demonstrate the concept of consumer choices, assessing their own needs, and how these can be met while ensuring high quality in the services provided to the individual.

**Objectives:**

- Discuss the importance of recovery/person-centered approaches in healthcare
- Elaborate on the components of recovery
- Explain Mississippi's approach to incorporating recovery into practice

This Breakout Session Speaker brought to you by the Mississippi Department of Mental Health. We thank you for your support.

**TH 5**

**Move to Learn, Fitness, Nutrition, and Childhood Obesity**

**Room: Windsor IV,V**

**Speakers:**

Mehul P. Dixit, MD, DM, Professor and Chief Medical Director, Pediatric Dialysis & Renal Transplantation, Pediatric Nephrology, Department of Pediatrics, Batson Children's Hospital, University of Mississippi Medical Center  
Naznin M. Dixit, MD, DM, Professor and Chief of Pediatric Endocrinology & Diabetes, Director of Pediatric Endocrinology Clinical Services, Department of Pediatrics, Batson Children's Hospital, University of Mississippi Medical Center

**Moderator:**

Mary Graydon, Admissions, Gulf Coast Health Care

Experts will discuss the childhood obesity issue in Mississippi, and explores options to address improving the health of children in Mississippi. This educational session examines the concept of physical activity being incorporated into school curricula. Experts will discuss the relationship of increased movement to improved academic scores.

**Objectives:**

- Explain the definition of childhood obesity
- Discuss how childhood obesity can lead to chronic diseases in adulthood
- Demonstrate how schools are a natural setting for influencing the food and physical activity environments of children

**WN 5**

**A Coordinated Health Care System: CMS Innovation Grant in the Delta**

**Room: Surrey**

**Speakers:**

Ellen Jones, PhD, Executive Director, Mississippi Public Health Institute  
Anna Lyn Whit, MPH, MSW, BSW, Project Manager, Mississippi Public Health Institute

**Moderator:**

This educational session will explain collaborations and initiatives in diabetes through strengthening patient self-management education, community-based supportive services and broad-based community mobilization. The session will discuss specifically an initiative targeting adult populations disproportionately affected by type 2 diabetes in Mississippi.

**Objectives:**

- Describe public/private partnerships to enhance health systems
- Identify the evidence based practice utilized in the CMS innovation project in Quitman County MS
- Discuss how positive outcomes can reduce health disparities among populations affected by type 2 diabetes

**EH 5**

**Transforming Brownfields into Healthfields Panel Discussion (REPEAT)**

**Room: Canterbury**

**Expert Panelist:**

Trey Hess, BS, MS, MBA, Brownfield Program Coordinator for Mississippi Department of Environmental Quality  
Miles Ballogg, Director, Brownfields and Economic Development, Cardno TBE  
Ed Johnson, BS, Urban Development Manager-City of Tampa  
Whitney Rawlings, BS, Mayor of McComb, Mississippi

**Moderator:**

Melissa Collier, Director, Office of Community Engagement, Mississippi Department of Environmental Quality  
Learn how communities in Florida have taken abandoned and blighted properties and, using coordinated funding and community-based mechanisms, turned them into thriving economic developments that also

**Objectives:**

- Discuss best practices, strategies and processes for obtaining site investigations and remediation services
- To identify contaminated petroleum site cleanup process, land-use planning issues and lessons learned
- To share best practices and lessons learned in working toward healthy community solutions to brownfields

**3:30pm-4:45pm Concurrent Breakout Sessions in All Conference Tracks**

**HC 6**

**The Taboo Talk: Health Issues Rarely Approached REPEAT**

**Room: Churchill**

**Expert Panelist:**

Edelia Carthan, DEd, Adjunct Professor, Department of Educational Technology, Jackson State University  
June Gipson, PhD, CEO, My Brother's Keeper, Inc.

Sandra Parks, MS, BS, Division Director of Children and Youth Services, Mississippi Department of  
Mental Health

Dionne Richardson, DDS, MPH, State Dental Director, Mississippi State Department of Health

**Moderator:**

Deja Abdul-Haqq, Program Manager, Environmental and Policy, Project CHANGE,  
My Brother's Keeper, Inc.

During this panel, specialists will lead a "gloves off" educational session that addresses health issues many communities do not speak openly: oral, mental, sexual and financial health. The aim of this session is to deflate myths and offer participants an opportunity to understand how taboo can affect personal and community paths

to comprehensive health. This discussion intends to classify fact from fiction via the presentation of scientific data and the results of sound health practices.

**Objectives:**

- To classify fact from fiction on a variety of health related issues
- To present scientific data and the results of sound health practices on health topics that are culturally considered “restricted”
- To increase the understanding of how health topics that are taboo can have an impact on personal and community comprehensive health
- To provide an open and frank conversation on health topics that are taboo and social determinates correlate

**BH 6**

**Serving Individuals with Autism Spectrum Disorders in Mississippi**

**Room: Winston**

**Speaker:**

Kimberly Stringer, BS, MPH, MD, Assistant Professor of Pediatrics in the Child Development Center, University of Mississippi Medical Center and Batson Children’s Hospital

This session will define the use of new and existing social media. Participants will understand how new and existing social media are being used with the healthcare field. Implementing social media effectively to promote health and encourage public engagement will be discussed.

**Objectives:**

- Outline evidence based interventions that have been utilized
- Reflect on the policy development of serving individuals with ASD in the perspective of legislation, the creation of the Mississippi Advisory Autism Committee, and UMC
- To define and illustrate the impact Autism Spectrum Disorders has on Mississippi

**TH 6**

**Use of Social Media for Health Promotion**

**Room: Windsor IV,V**

**Speakers:**

Zakiya Summers, BS, Events & Communications Director-One Voice; Consultant- Lady Godiva Productions  
Jason Thompson, BBS, Vice President of Marketing, Fahrenheit Creative Group, LLC

**Moderator:**

Jennifer Cofer, MPH, CHES, AE-C, Vice President of Public Policy, American Lung Association, Plains-Gulf Region

This session will provide a basic understanding of the current research into Autism Spectrum Disorders, with an emphasis policy development. Discussions will address information relevant to independent living, community involvement, and improving life skills and functional independence. An emphasis will be on individual differences and the development of individualized programs and interventions.

**Objectives:**

- To understand social media’s role in promoting positive health behaviors
- To illustrate the most effective strategies of health promotion using social media
- Explain the effect social media has in health promotion

## WN 6

### Worksite Wellness: Bringing Wellness into the Worksite Panel Discussion

Room: Surrey

#### Expert Panelist:

Don Breckenridge, BS, Employee Wellness Coordinator, G.V. Sonny Montgomery VA Medical Center  
Murray Harber, BS, Wellness Coordinator, WebMD Health Services  
Tonitrice Wicks, BS, MPH, Worksite Wellness Coordinator, Mississippi State Department of Health  
Thad Williams, Program Planner/Evaluator, Mississippi Department of Mental Health

The right worksite wellness program can reduce costs to employers and improve employee health and morale. Experts will explain the worksite wellness legislation passed in Mississippi, discuss current initiatives being implemented in the public and private sector, and how implementation of such initiatives may improve health outcomes of the workforce over time.

#### Objectives:

- Explain the worksite wellness law
- Learn about the application of the law in worksites
- Discuss several worksite wellness initiatives currently being implemented in both public and private settings

## EH 6

### Healthy Community Planning Panel Discussion

Room: Canterbury

#### Expert Panelist:

Sheila Grogan, BS, Executive Director, Blue Cross Blue Shield Foundation  
Shelly Johnstone, MUP, Director of Community Development, City of Hernando  
Joan Wesley, PhD, Assistant Professor, Jackson State University

#### Moderator:

Melissa Collier, Director, Office of Community Engagement, Mississippi Department of Environmental Quality

This session will explore the role of planning and design at the community, neighborhood, and site scales in improving public health and promoting healthy lifestyles. The educational session will address public health trends and issues as they relate to community planning and design, including evidence-based finding on the role of community design in promoting healthy lifestyles.

#### Objectives:

- To understand the role and responsibilities associated with planning and implementing programs for a healthy community
- To identify competence in communicating and advocating for health and health education on a community level
- To explain concepts for recruiting community organizations and interest groups for support and assistance in program planning

### Networking Reception

### “Let’s Move Tonight”

**5:30pm**

**Room: Windsor III, IV, V**

**Sponsored by My Brother's Keeper, Inc.**

**Friday, May 24, 2013**

**8:30am-10:00am Closing Plenary**

**Room: Windsor I & II**

*"Education & The Brain"*

Opening & Greetings by Dr. by Scott Clements, Director, Office of Healthy Schools, Mississippi Department of Education and by Lynn House, Interim State Superintendent of Education, Mississippi Department of Education

Keynote: Mr. Mike Kuczala, President, Kuczala Consulting, Director of Instruction, Regional Training Center, Coauthor, *The Kinesthetic Classroom: Teaching and Learning through Movement*

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