

sponsored by
*Massachusetts Department
of Public Health*



Ounce of Prevention 2008



Tuesday, October 21, 2008

9:00 am–4:45 pm

Best Western Royal Plaza Hotel & Trade Center
Marlborough, MA

support provided by

AdCare Educational Institute, Inc.

Power of Community

Objectives

1. Build relationships and culturally competent skills for promoting wellness and preventing injury and disease.
2. Broaden strategies for addressing social determinants of health disparities.
3. Strengthen the professional identity and recognition of Community Health Workers (CHWs) as a vital sector of the prevention workforce.

Keynotes

Dr. Nancy Krieger

Harvard School of Public Health

Dr. Krieger's work focuses on social inequalities in health. She is a social epidemiologist, with a background in biochemistry, philosophy of science, history of public health, and involvement as an activist in issues involving social justice, science, and health. Her work involves: etiologic studies of health inequities, methods for improving monitoring of social inequalities in health, and development of theoretical frameworks, including ecosocial theory, to guide work on understanding and addressing societal determinants of health.

Sergio Matos

Executive Director, Community Health Worker Network of New York

Sergio Matos has a long and distinguished career as a CHW locally, nationally, and internationally, and is a visionary leader in promoting the unique contributions of CHWs. He is the co-founder and executive director of the Community Health Worker Network of NYC, which currently has over 400 members. In addition, Sergio has developed and delivered model CHW training programs across the country and internationally in the Republic of Trinidad and Tobago and the member nations of the Organization of Eastern Caribbean States. He currently serves as the Chair of the CHW Special Primary Interest Group of the American Public Health Association.

Fees & Deadlines

The non-refundable **\$50** per person fee pays for registration, Continuing Education Credits, continental breakfast and lunch. Pre-registration is required. The deadline for registration and payment is **October 6, 2008**. If you register and do not attend, you are still responsible for the fee.

There are a limited number of **scholarship opportunities** available at \$25. For an application contact Jennifer Fahey at AdCare, (please see the following contact information). Applications must be received by **September 30, 2008**.

Registration & Further Information

You may register by mail or on-line. To register on-line, please visit our website at www.adcare-educational.org. To register by mail, please complete the registration form and mail a copy and a non-refundable check to AdCare Educational Institute.

If you have specific questions, please call: AdCare Educational Institute, Inc. at (508) 752-7313; TTY: (508) 754-0039 or e-mail Jennifer Fahey at jadoros@aol.com

Exhibitor & Sponsorship Information

Organizations interested in exhibit space should contact Laura Innis, at the Massachusetts Department of Public Health laura.innis@state.ma.us, (617) 624-6021 by **September 22nd**.

For sponsorship opportunities, contact Jennifer Fahey at AdCare (please see the contact information above).

Emergency Cancellations

If a conference is cancelled due to inclement weather, a cancellation message will be recorded on AdCare Educational Institute's voicemail at (508) 752-7313, before 6:30 a.m. the morning of the conference.

Continuing Education

Continuing Education will be available for Certified Alcohol and Drug Abuse Counselors (CAC/CADAC); Certified Addiction Specialists (CAS); Licensed Alcohol and Drug Counselors (LADC-I, LADC-II, LADC Assistant); Nurses (RN/LPN); and Licensed Mental Health Counselors (LMHC). AdCare Educational Institute, Inc. is recognized by the National Board for Certified Counselors (NBCC) to offer continuing education for National Certified Counselors (NCC). We adhere to NBCC Continuing Education Guidelines. To ensure state credentials, contact your local board of certification. For Social Work credits, contact AdCare Educational Institute to determine if an authorization number has been secured.

AdCare Educational Institute, Inc. is approved by the American Psychological Association to sponsor continuing education for psychologists. AdCare Educational Institute, Inc. maintains responsibility for this program and its content.

Schedule

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- 8:00 Registration and Networking
 - 9:00 Welcome & Opening Remarks by MDPH Commissioner John Auerbach
 - 9:30 Keynote with Q & A by Dr. Nancy Krieger
 - 10:15 Commissioner's Leadership Award Presentation
 - 10:25 Break
 - 10:45 Workshops (1–14)
 - 12:15 Community Health Worker Awards and Lunch with Keynote by Sergio Matos
 - 2:00 Plenary Sessions (A–E)
 - 3:30 Break
 - 3:45 Networking Forums (a–k)
 - 4:45 Adjourn

Workshops (10:45 am–12:15 pm)

1. Creating a Culture of Health: Organizational Approaches to Protecting and Promoting Employee Health

Presenters

Lisa Erck, Hilary Wall, *Massachusetts Department of Public Health*
Nicole Champagne, Suzanne Nobrega, Julie Brodie,
University of Massachusetts Lowell

Worksites can create environments that are healthier for employees and enable them to more easily engage in healthy behaviors. The workshop is designed to provide participants with 1) an understanding of the evidence-based policies and environmental changes that support worksite health improvement and 2) a survey tool designed to assess the health of worksites. Specific attention will be given to changes in work organization and culture that reduce job stress and strain. Interactive approaches will be used to engage participants in job stress reduction strategies that look beyond the individual worker to address the workplace environment including the organization of work and approaches that nurture a workplace culture that promotes health.

2. Youth Leadership and Environmental Justice in Worcester

Presenters

Janice Serrano, Sam Toussaint, Sergio Castillo, Averi Hamilton, Sarah Assefa,
Toxic Soil Busters Team, Worcester Roots Project

The Toxic Soil Busters program of the Worcester Roots Project will present their unique approach for youth empowerment, building the capacity of teenagers as community organizers and entrepreneurs to create healthy and safe urban environments. The workshop will cover lead soil contamination, childhood lead poisoning prevention, the use of cooperative business strategies to achieve environmental health and environmental justice goals, and youth empowerment strategies. The workshop will encourage and inspire participants to seek out ways to meaningfully engage young people in positive community change.

3. Creative Approaches to Violence Prevention

Presenters

Rebecca Bialecki, *North Quabbin Community Coalition*

Heather McCauley, *North Quabbin PATCH*

Timothy Anderson, *Town of Athol Police Department*

Anisha Chablani, Dana Betts, James Davis, *Roca*

Presentations from two vibrant communities in the state, Athol and Chelsea, will feature two community-driven models of violence prevention. The Athol-based North Quabbin Community Coalition will discuss key elements in developing a process to build collaboration across diverse partners and interests and share lessons learned from a long-term partnership. Roca, a community based organization in Chelsea, will present a model to reach out to young adults to re-engage them in transformational relationships that benefit them and the community. Participants will gain an understanding of a comprehensive strategy designed to meet the needs of young adults and communities of color.

4. Early Awareness and Behavioral Change for Healthy Nutrition and Physical Activity

Presenters

Kimberley Lee, Debora Flynn-Gonzalez, Tommie Johnson, *Square One*

Jessica Collins, *Partners for a Healthier Community*

This workshop will explore the use of evidence-based research to inform the development of a comprehensive, agency-wide model for early awareness of healthy nutrition and physical activity in a preschool setting at Square One. The approach pays particular attention to low-income populations and communities of color. All perspectives of agency-wide delivery will be discussed, including curriculum development for children, staff training, involvement of parents, analysis of facilities for physical activity, and a review of nutritional guidelines for on-site meals. The use of the expertise of community partners including local health care providers and institutions of higher education will also be discussed.

5. Intersecting Realities: Substance Abuse and HIV/AIDS/HCV

Presenters

Eliza Wheeler, Katrina Christensen, *Cambridge Cares About AIDS*

Mary Wheeler, Amy Delaney-Monks, *CAB Health and Recovery Service, Inc.*

The intersection of HIV/STD/HCV is a continuing concern for agencies serving marginalized populations at heightened risk for all three conditions. This workshop will explore two different approaches to addressing these health disparities for at-risk youth and intravenous drug users. Interactive exercises will stress priority population involvement in programming, true harm reduction philosophy, and the importance of client centered services

6. Using Web-Based Technology to Organize, Publicize and Promote Healthy Communities: The Experience of Healthy City Fall River and Social Capital Inc.

Presenters

David Weed, *Healthy City Fall River*

David Crowley, *Social Capital Inc.*

AmeriCorps Members

More and more people are connecting globally through web-based technology yet often fail to connect with their own neighbors and their own community. This workshop will demonstrate how internet-based information can promote the development of healthier, better-connected communities. After reviewing research about some of the ways technology impacts public health issues, the workshop will focus on positive strategies for using these tools to advance the work of prevention. Strategies and tools developed by Social Capital Inc. will be shared as well the web-site format and e-newsletter design used by Healthy City Fall River.

7. Community Re-Entry After Incarceration

Presenters

Steve Kelley, Ann Clegg, *Mass Parole Board*

Lisa Jean, *Team Coordination Agency (TCA)*

Cheryl Noyes, *Greater Lawrence Family Health Center*

Melinda Rodriguez, Linda Franklin, Juanita Cruz,

Springfield College Research Project

The transition from incarceration is difficult for former inmates. Barriers such as the CORI laws and discrimination based on previous involvement with the criminal justice system present obstacles to individuals returning to the community after incarceration. This workshop will highlight two initiatives that provide positive solutions for successful reintegration.

One of nine Regional Re-entry Centers established by the Massachusetts Parole Board, the Center in Lawrence provides a comprehensive array of services for ex-offenders. A best practice model that partners with housing, substance abuse and primary care providers to ensure a continuum of care will be presented.

The workshop will also address the special needs that women experience around their re-entry. The Springfield College of Human Services Research Project, in collaboration with women prisoners, has developed a working document, “Welcome Home”, based on concerns and needs expressed by the women. Formerly incarcerated women, clinicians, and outreach programs will share their experiences in making re-entry as productive as possible.

8. Learning From Each Other: CHWs and Employers as Partners for a Stronger Workforce

Presenters

Keyse Angelo, *Community Health Worker Initiative of Boston and MACHW*

Jessica Aguilera-Steinert,

PACT (Prevention and Access to Care and Treatment)

Milta Franco, Jeff Scavron, *NEON (North End Outreach Network)*

Public health programs employ community members as liaisons to the community in order to successfully reach diverse populations. These community health workers (CHWs) provide a unique understanding of the experiences, language and culture of the communities they serve. CHWs are an essential element of successful health and human service programs but retention can be a challenge for a variety of reasons. In this workshop, CHWs and employers will participate in a facilitated discussion of these challenges and explore solutions that improve CHW satisfaction, retention, and effectiveness.

9. Communities Taking Action: Practical Tools for Confronting Racial and Ethnic Health Disparities

Presenters

Roxanne Reddington-Wilde, Kerone Anderson, *Critical MASS*

Anulekha Rao, *Cambridge Health Alliance*

Jacquelyn Caglia, Lisa Montuori, Eileen Dryden,

Institute for Community Health/Cambridge Health Alliance

This workshop will highlight the importance of community organizing and the collection of self-identified demographic information for understanding and addressing health disparities. Presenters will review the “nuts and bolts” of collecting basic, yet detailed, demographic information from a target population or community (age, gender, race, ethnicity, language). Participants will engage in practical exercises for collecting this information and will learn how to incorporate demographic data in program evaluation, needs assessments and community-based research. Presenters will discuss the use of demographic information to develop prevention and intervention strategies that address racial and ethnic health disparities. The workshop will include an overview of the Critical MASS toolkit that provides practical tools and techniques to assist community members in organizing their community to address health disparities. Strategies to successfully engage the professional public health community in community efforts to eliminate health disparities will be discussed.

10. Advocacy to Oppose Alcohol Advertising

Presenters

Amy Helburn, *Greater Boston Center for Healthy Communities*

Stacy Carruth, *Regional Center for Healthy Communities (Metrowest)*

Steve Schnapp, *United for a Fair Economy*

Patricia Alvarez, *Southwest Boston Community Development Corporation*

Frank Kartheiser, *Worcester Interfaith*

This workshop will address the work of Massachusetts Banding Together Against Alcohol-Advertising (MBTAA). A panel of community organizers will share perspectives about additional strategies and tactics that might be considered to overcome Massachusetts Bay Transit Authority resistance to MBTAA's objectives. Workshop participants will have an opportunity to participate in the discussion and learn about tools and concepts (e.g., power analysis, force field analysis, strategic choices) that may be helpful when institutional forces and/or powerful stakeholders do not share the

core values and aims of public health practitioners and community members. The workshop is intended to provide useful ideas and new connections to help MBTAA achieve its goals and to help public health practitioners expand their strategic frameworks for addressing social determinants of health and health disparities.

11. Stepping Up to the Challenge: Addressing CHW Workforce Issues Through Advocacy

Presenters

Cindy Marti, *Massachusetts Association of Community Health Workers*

Terry Mason, *Massachusetts Public Health Association*

Cheryl Sbarra, *Massachusetts Association of Health Boards*

A strong CHW workforce is required to address the needs of our communities. Opportunities for systems change to improve the field and strategies for advocating for adequate and appropriate funding will be discussed during this workshop. A discussion of lobbying, “What you can do, what you can’t do, and what you should do,” will be included. Advocacy training will be provided to assist employers, CHWs, and CHW supporters in becoming active advocates for strengthening the CHW workforce. Each participant will receive an advocacy toolkit developed by MACHW.

12. Innovative Strategies for Reaching the Hard to Reach

Presenters

Anne Rosen, Octavio Hernandez, Jacqueline Matta, *Community Partners*

Marisa Chiang, Sergut Wolde-Yohannes, Eric Kamba, Naima Agalab,

MDPH State Lab Refugee and Immigrant Health Program

Reaching both rural and refugee and immigrant populations is a challenge community health workers (CHWs) often face. In this workshop, participants will learn about two innovative models for meeting people “where they’re at” and reducing barriers to care. One program uses mobile technology in the field and draws on the experience of three veteran outreach workers using laptops and wireless technology to enroll people in public benefit programs. The other model connects refugees to mainstream services with the goal of reducing racial and ethnic health disparities using bi-cultural, bi-lingual community health workers. The workshop will provide a safe space in which to discuss the successes and challenges of implementing such a model given limited resources. Participants will hear the perspectives of providers in three different sectors: public, private, and non-profit.

13. Accountability in the Non-Profit Sector

Presenters

Laura Ames, Michael Stuart, *Spectrum Health Systems*

Through the implementation of a strategic planning process, organizational change can improve treatment services, reduce compliance risk, and have a profound impact on the “bottom line.” Spectrum Health Systems has implemented such a process designed for accountability and for achieving organizational excellence for today and for the future. The organization transitioned from a reactive system to a proactive system. The presentation will focus on methods of facilitating organizational change through the management process; the correlation between marketing, customer service, and revenue; and how you can improve the quality of treatment while minimizing compliance risk through a quality improvement process. Participants will be presented with a road map for change, focusing on accountability. The road map will include specific outcome data and information on the impact of the changes.

14. Emerging Responses: Transgender Individuals and Communities

Presenters

Hutson Inniss, *Tapestry Health*

Lee Thornhill, Bliss Tyler, Charito Suarez, *Cambridge Cares About AIDS*

Healthcare disparities for transgender individuals continue to be a serious problem in Massachusetts with many of their health threats minimized or overlooked by well intentioned human service providers. This workshop will help shed light on the current challenges of providing competent transgender health services by exploring the range of experiences and identities classified under the term transgender and examining a case study where transgender individuals were active partners in the planning, implementation, and evaluation of social service delivery systems.

Plenary Sessions (2:00 pm–3:30 pm)

A) Community Health Workers—The Emerging Profession: Training, Education, and Certification

Peggy Hogarty, *Community Health Education Center (CHEC)*

Keyse Angelo, *Community Health Worker Initiative of Boston*

Tatyana Gorodetsky, *Outreach Worker Training Institute*

Mary Lou Woodford, *MDPH, Women's Health Network*

Durrell Fox, *American Association of Community Health Workers*

Rebekah Gowler, *Department of Public Health*

Silvia Serrano, *Community Health Worker, MGH*

As an emerging profession, training and education needs of community health workers are on the forefront. Additionally, the Massachusetts health care reform law includes CHW language which mandated recommendations for a CHW certificate program. During this session, Massachusetts' model CHW training and education will be discussed, as well as the recommendations for a statewide CHW certificate program. The session will also include a national perspective on training, education and certification from the American Association of CHWs. Participants will gain insight to the future of CHW training, education, and CHW certification in Massachusetts.

B) Chronic Disease Management: New Tools and Partnerships

Dawn Heffernan, *Holyoke Health Center*

Lucy Candib, *Family Health Center of Worcester*

Patty Flanagan, *YWCA of Central Mass*

Many innovative strategies have been developed to address the challenge of chronic disease management. This plenary session will focus on two creative models:

- 1) Holyoke Health Center has integrated promotoras into the health team. Trained in the health system, promotoras play an important role in assisting patients with referrals, and helping them navigate the health system and better manage their illness;
- 2) Family Health Center of Worcester has partnered with the local YWCA to offer open access to physical activity for health center patients. Participants attending this plenary will learn about successful efforts to improve chronic disease management. These initiatives can be adopted and customized to other locations and organizations.

C) The Built Environment and Public Health—Making the Connection and Taking Action

Valerie Fletcher, *Adaptive Environments/Institute for Human-Centered Design*
Cheryl Sbarra, *Massachusetts Association of Health Boards*
DJ Wilson, *Massachusetts Municipal Association*

Over the past decade there has been a growing recognition of the correlation between the built environment and public health concerns such as physical inactivity resulting in overweight/obesity and chronic disease, as well as problems related to pedestrian safety, water quality, air quality, and social capital. Creating safe, active, livable communities calls for partnerships across agencies and among different sectors to ensure that communities are designed in a way that are health enhancing. 21st century demographics indicate a growing proportion of older people and people with disabilities, and the focus should be on creating communities that give people of varying age, wealth, and physical abilities a range of safe, affordable, convenient choices in where they live and how they get around. This session will discuss the relationship between community design and health and identify strategies for municipal action.

D) Poverty, Community Economic Development, and Public Health

E. Vicente Sanabria, *Central MA Center for Healthy Communities*
Steve Schnapp, *United for a Fair Economy*

Public health practitioners understand that poverty is closely correlated with poor health status and health disparities, but overt strategies to overcome poverty are often pursued outside of the public health practice domain. This plenary will present factual information about poverty and income inequality in the U.S. and Massachusetts, summarize evidence linking poverty and poor health outcomes, and explore anti-poverty strategies, particularly community economic development, from a public health perspective.

E) Environmental Justice and Health Disparities: Communities Take Action

Penn Loh, *Alternatives for Community and Environment (ACE)*
Roseann Bongiovanni, *Chelsea Collaborative*

Low-income communities and communities of color have been ravaged by environmental pollution and associated health disparities, typically resulting from a combination of corporate practices and government neglect. This session will examine the role of community organizing in addressing social determinants of health, drawing on the experience of organizations that have won significant victories to prevent disease and protect health by involving community members in efforts to influence policy and change power relationships.

Networking Forums (3:45 pm–4:45 pm) for

- a) Community Health Workers
- b) Community Health Network Area (CHNA) Coordinators
- c) Regional Centers for Healthy Communities Staff
- d) School Health
- e) Nutrition & Fitness
- f) Substance Abuse Prevention Coalitions
- g) Healthy Relationships/Healthy Sexuality: Connections Across Disciplines
- h) Environmental Health
- i) Disabilities
- j) Arts & Culture
- k) “Public Health and the Presidential Campaign”

et al

Directions

**Best Western Royal Plaza Hotel, Route 20, Marlboro, MA
(508) 460-0700**

For overnight accommodations, contact the hotel directly.

The Best Western Royal Plaza Hotel in Marlborough is conveniently located about one hour from Boston, Providence and Worcester near the junction of the Massachusetts Turnpike (Route 90) and Route 495. Parking is free.

From Boston: Take the MassPike (Route 90) West. Go North on Route 495 and take Exit 24B. Follow Route 20 West for one mile, take a right into the entry just after the hotel sign, and follow the drive to the hotel entry at the end.

From Providence: Take Route 95 North to Route 495 North, to exit 24B. Follow Route 20 West for one mile, take a right into the entry just after the hotel sign, and follow the drive to the hotel entry at the end.

From Worcester: Take Route 495 South and take Exit 24B. Follow Route 20 West for one mile, take a right into the entry just after the hotel sign, and follow the drive to the hotel entry at the end.

For directions and a map online:

http://www.rplazahotels.com/pages/61_directions.cfm

Registration Form

Ounce of Prevention Conference, 2008: "Power of Community"

Tuesday, October 21, 2008

To register on-line visit our website at www.adcare-educational.org or to register by mail, please complete and mail the registration form (or photocopy) with a non-refundable check, made payable to:

AdCare Educational Institute, Inc., 5 Northampton Street, Worcester, MA 01605

Registration Deadline: October 6, 2008

Name _____

Title _____

Organization _____

Street Address _____

City/State/Zip _____

Telephone _____

E-mail Address _____

Agency Web Address: _____

- Please check box if you are a Community Health Worker.
- Please check box for a vegetarian lunch.

Morning Workshops

Sessions (1-14) 1st Choice _____ 2nd Choice _____

Afternoon Plenaries

Sessions (A-E) 1st Choice _____ 2nd Choice _____

Networking Forums (a-k)

1st Choice _____, or write in a forum you would like to attend that doesn't appear on the list:

If you are deaf or hard of hearing, or are a person with a disability who requires accommodations, please contact AdCare Educational Institute, Inc. at (508) 752-7313, TTY: (508) 754-0039 or jadoros@aol.com by **September 30, 2008**.



Ounce of Prevention: The Power of Community
Exhibitor Registration
October 21, 2008
Best Western Royal Plaza Hotel, Marlborough, MA

Registration deadline is September 22, 2008. Exhibitors will be confirmed by October 7, 2008. Space is awarded on a first come, first serve basis. Exhibit space for this conference usually fills quickly. We encourage you to register early.

Organization/Company _____

Contact Name _____ Phone _____

Address _____

City _____ State _____ Zip _____

E-Mail _____ Fax _____

Names and titles of booth staff for nametags

1) _____

2) _____

Products or services to be displayed _____

Will you need an electrical outlet? No _____ Yes _____ (\$35 additional cost)

Fees:

- I am including a gift of \$_____ toward the conference scholarship fund
- \$300 For-profit company booth exhibit
- \$100 Non-profit organization/small business booth exhibit
- \$ 35 Electrical outlet
- \$ 40 Each additional lunch (please specify number: _____)

Total enclosed: _____

Please send payment with this form to: AdCare Educational Institute, 5 Northampton Street, Worcester, MA 01605. Make checks payable to AdCare Educational Institute, Inc. For more information contact Jennifer Fahey jadoros@aol.com (508) 752-7313

Exhibitors receive one continental breakfast, one lunch and refreshments, a 2' x 6' draped exhibit table, listing in the conference program, admission to all conference workshops and keynote addresses.

Additional meals, which include breakfast, lunch and refreshments must be ordered and paid for in advance of the conference, at a cost of \$40 per person. Exhibitors are also welcome to bring lunch and eat at their exhibit tables.

Acceptance of exhibitors does not imply endorsement of any specific organizations or products by the MDPH.