NACCHO Annual
2019

Theme and Conference Tracks

THEME
Improving the National's Health through Public & Private Partnerships

CONFERENCE TRACKS

Track 1: Emerging Trends in Public Health

LHDs play key roles in developing policies, plans and public health laws, dealing with emerging trends. This track will include any late breaking emerging trends or public health issues.

- New Technology;
- Disparity in Healthcare systems;
- Mental Health;
- Undiagnosed illness;
- Disease patterns;
- Hot topics;
- Opioid crisis;
- Vaccinations vs Non-vaccinators;
- How do you reach the public on emerging issues?
- Impacting the health of millennials;
- Now that marijuana is becoming legal……the role of the health department;
- Trends in craft foods such as home-based food manufacturing;
- Concierge wellness;
- Juuls and vaping;
- Syringe exchange and community partners such as law enforcement and faith-based organizations;
- Latest on concussion prevention community wide;
- Health apps;
- Fake health – e.g. supplements, oils, potions.

Track 2: Wellbeing (e.g. Youth, Community, Mental)

This session will focus on how LHDs can help improve the environments and places where people of all ages live, work, play, and worship through technical support and funding and how LHDs address mental well-being through the core functions of public health. LHDs can facilitate the process of developing local interpectoral collaboratives to create healthy communities. Examples of possible session abstracts include projects that focus on:

- Conduct Healthy community assessment -- Engage residents and partners - determine their needs and priorities;
- Share ways to identify new partners and how to build meaningful and sustainable partnerships across sectors;
- Increase residential access to affordable healthy foods;
- Increase opportunities for physical activity;
- Promote tobacco-free living;
- Engage youth in legislative policy change;
- Positive youth development (PYD) interventions or intentional processes that provide all youth with the support, relationships, experiences, resources, and opportunities needed to become competent, thriving adults;
- Improve environments in schools to create supportive environments (school climate);
- Implementing strategies that are effective for behavioral health issues;
- Educate the public regarding substance abuse, mental health and violence;
- Address comprehensive strategies towards violence prevention;
- Use the data to combat the opioid crisis in our local communities;
- Identify opportunities to provide intersects to the issues of behavioral health;
- Share the intersect of overall health with behavioral health issues;
- Work on resiliency focusing on its role in behavioral health;
- Reduce stigma associated with the spectrum of mental well-being, mental health, and mental illness;
- Describe how to develop and use messages and language to discuss how to apply a public health approach to non-public health policies;
- Plan and design our communities that improve physical, emotional and financial well-being.

Track 3: Leadership, Management and Workforce Development

Local public health needs strong leadership that has a clear vision of how to fulfill the role of local public health governance in their communities and be able to support public health service delivery. Local Health Officials and their LHDs must have a competent workforce that is able to succeed with the 3 core functions: assurance, assessment, and policy development. It is an ongoing challenge for LHDs faced with political uncertainty, strings tied to funding that are maladapted to public health needs, and difficulty retaining young leadership.

Recruiting, retaining, and managing competent, knowledgeable employees interested in public health is an annual challenge. Examples of possible session abstracts include projects that:

- Provide tools and technology that strengthen, support and demonstrate the power of local health department administration, management capacity, and foundational capabilities;
- Develop effective financial management systems;
- Build capacity to meet and address accreditation requirements;
- Evaluate the need for funding and resources to support public health infrastructure;
- Describe operational definitions and statements of local public health roles, responsibilities, and authorities and promote community understanding of the importance of these functions;
- Educate governing entities regarding the importance, value, and impact of public health and adequate funding of local health departments;
- Assess staff competencies, identify gaps, develop training and staff development plans, and provide appropriate continuing education and training;
- Illustrate partnerships in the community that help local health departments provide the necessary training and education for a qualified workforce and opportunities for students seeking public health careers;
- Develop leadership and management skills of the existing workforce, plans for leadership succession, and implementation and evaluation of these plans;
- Examine the effects of the changing healthcare delivery system on the local health department workforce and ways to plan for operating in a more business-minded environment while retaining the local public health mission;
- Examine existing internal procedures, policies, statutes, and mandates to identify those that negatively affect the health of specific populations and develop ways to resolve conflicts;
- Identify challenges and opportunities for redefining and expanding the role of local health departments in order to effect social and economic change and reduce health inequity;
- Provide examples of professional growth development programs with academic partners;
- Examples of using epidemiological staff in novel areas of the health department (e.g., HR, finance, operations); and
- Share how frontline staff engage with outside partners and become critical ambassadors of the LHD.

Track 4 - The Aftermath (e.g. Hurricane, Riots, Gun Violence)

The National Preparedness Goal is a "secure and resilient nation with the capabilities required across the whole community to prevent, protect against, mitigate, respond to, and recover from the threats and hazards that pose the greatest risk." One of the five National Planning Frameworks identified by The Federal Emergency Management Agency (FEMA) is the National Response Framework, which "covers the capabilities necessary to save lives, protect property and the environment, and meet basic human needs after an incident has occurred."

Local public health needs a strong, functional, and effective operational infrastructure that is nimble and viable to carry out the role of local public health response in their communities.

Examples of possible session abstracts include projects that:

- Illustrate how non-traditional partnerships can be successful in bringing groups together to solve health issues in a coordinated effort affecting the community after an incident
- Support effective policy implementation or policy change to improve health and safety (violence prevention) of the community and its members
- Use of after action reports from actual events or exercises to improve processes
- Address comprehensive strategies towards violence prevention
- Actual response stories and activities
- Expertise and leadership in the public health and medical component of all-hazards planning, preparation (including training and exercising), coordination and provision of funding, staff and material support for potential catastrophic events, natural or man-made, that may threaten the health of our citizens and compromise our ability to deliver needed health care services
- Training of staff
- Development, evaluation and approval of emergency plans
- Public health preparedness information dissemination and other communication
- Work (activities) done during recovery or before on building resilience of communities
- Addressing psychosocial needs of impacted populations and staff/responders during and after an emergency
- Addressing trauma of the community after mass shootings, natural disasters, floods, etc.
- Use of the Social Vulnerability Index: anyone using this to prepare for or address communities more at risk and has it made a difference?
- Any use of recovery tools and research related to them?

Track 5: Healthy Behaviors and Choices (e.g. Fitness, Tobacco, Opioids, Nutrition)

A focus of local health departments today is encouraging people to make healthy lifestyle choices such as exercising regularly, maintaining a healthy diet and avoiding the use or overuse of potentially harmful substances such as tobacco and opioids. Successfully encouraging those in the community to make these healthier choices leads to better health for the community overall. Encouraging such changes in communities requires cross cultural communication which would make the involvement of partners in academia such as anthropologists and sociologists beneficial. We would also need to coordinate with partners including but not limited to planners, policy makers, local businesses and healthcare providers. Submissions in this track should focus on the building partnerships for the creation of programs, policies and community initiatives that focus on the healthy behaviors and choices.

- Fostering partnerships which use health education, health promotion, and/or communication strategies to help those in the community make informed decision-making that support healthy lifestyles
- Deliver health messages through programs targeted at key health issues affecting individuals and communities including nutrition, physical activity, tobacco use, substance abuse, mental health, resiliency, health equity, and access to care.
- Demonstrate ways to increase public awareness of the relationship between prevention, clinical care, and treatment in overall health outcomes.
- The use of technology to communicate key health messages to target audiences

- Discuss strategies to identify non-traditional partners and stakeholders and work to build consensus, align resources, and achieve shared goals.
- Share prevention driven approaches that are promoting change within local jurisdictions