

Driving Public Health **FORWARD**

A DYNAMIC RESPONSE TO WORKING TOGETHER

June 29–July 1 2021 | VIRTUAL



Live Schedule

Monday, June 28, 2021

11:00 AM - 1:00 PM EDT

Public Health Law for Practitioners

Speakers: *Nessia Berner Wong, BA, MHP, Alexis Etow, BA, JD*

Today, public health challenges often require the assistance of legal or policy solutions. Public health practitioners at the local level need to have a foundational knowledge of our legal system and the role it plays in improving overall population health, yet understanding and analyzing the connection between law and health outcomes is one of the primary knowledge gaps among the public health workforce. This interactive session designed for local public health practitioners will offer public health law training on topics including how the law affects the social determinants of health and health equity and the legal power of public health agencies and will provide an opportunity for public health practitioners to provide input into a feasibility study on the requirements for standardized legal training in schools and programs of public health.

Healthy People 2030: Driving Public Health Forward through Health Equity

Speakers: *Tiffani Kigenyi, MPH, David Huang, PhD, MPH, CPH, Carter Blakey*

In August 2020, HHS released Healthy People 2030 (HP2030), the fifth iteration of the initiative. For four decades, Healthy People has provided a comprehensive set of science-based, national health promotion and disease prevention objectives with 10-year targets aimed at improving the health of the nation. It establishes benchmarks and monitors progress throughout the decade. Healthy People serves as a roadmap to advance the nation's health and a tool to convene partners from across sectors to improve the health of the nation.

Over time, Health People's emphasis on health equity and social determinants of health has evolved. This decade, the HP2030 framework uses a risk factors and determinants of health approach to inform and guide improvements in health and well-being. HP2030's vision is "a society in which all people can achieve their full potential for health and well-being across the lifespan." HP2030's mission is to "promote, strengthen, and evaluate the nation's efforts to improve the health and well-being of all people."

Presenters from HHS's Office of Disease Prevention and Health Promotion and CDC's National Center for Health Statistics will provide an overview of the HP2030 initiative including the framework, objective development, target setting methodologies, population-health data, Leading Health Indicators, and tools and resources. Additionally, this presentation will address how HP2030 can be used as a tool to develop community health assessments/community health improvement plans.

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Partnerships with Intention: Leaning into the Challenges of COVID-19

Speakers: Julia Flannery, BS, Emily Waldron, MPH, Kathleen Amos, MLIS

Academic health department (AHD) partnerships are crucial to the health and vitality of the community. At the core of these partnerships are public health professionals committed to shaping the future of public health. Pima County Health Department and the Mel and Enid Zuckerman College of Public Health AHD partnership is committed to public health excellence that enhances organizational capacity, augments shared funding opportunities, strengthens the public health workforce, and upholds national accreditation standards.

Through participatory discussion, session participants will explore strategies and activities that align AHD activities that support the 10 Essential Public Health Services, as well as strengthen AHD initiatives to create effective, sustainable, and thriving partnerships. Additionally, opportunities to connect with resources to support local health departments in AHD partnership efforts, such as the AHD Learning Community, will be provided, as will practical tips and tools for creating and enhancing AHD partnerships.

COVID-19 Mitigation in Child Care Programs: Supporting LHD and Early Childhood Education Collaboration

COVID-19 vaccines have not yet been approved for young children, and mitigation measures will need to remain in place in early childhood education (ECE) settings for the foreseeable future. Because child care programs typically operate independently, they often do not have the resources or partnerships to implement best public health practices. Collaboration between LHDs and child care programs is critical in preventing outbreaks in ECE settings and will also support other infectious disease, immunization, chronic disease prevention, and other public health goals for young children.

In this workshop, LHDs will learn about different types of child care programs, how local public health typically interacts with ECE settings, operational guidance for COVID-19 mitigation in child care programs, and how to strengthen collaboration between LHDs and ECE settings. In this interactive session, participants will be invited to share best practices, challenges, and needs, and will leave with action steps to improve their working relationship with child care programs.

Climate for Health Ambassadors Training at NACCHO 360

Speakers: Rebecca Rehr, MPH, Meighen Speiser, BA

As they witness and experience impacts on their health, livelihoods, and communities, Americans are growing more concerned about climate change. ecoAmerica's research shows a 15-point increase since 2015 in Americans who are very concerned about climate change; from 31 to 45% of respondents. However, only 59% of people think others around them are concerned about climate change, which means that many people feel alone in their concern.

People know climate change is happening and influencing their health, but they need support to act. They are increasingly looking for guidance on solutions from leaders in their daily lives and connections to communities taking action. Health leaders are some of the most trusted messengers for information on climate change, and addressing climate change is becoming an increasingly central service of public health departments. The Climate for Health Ambassador Training equips health professionals with knowledge, hands-on experience, and resources to speak and act confidently on climate change and



solutions. With this training, health professionals will be able to engage their colleagues, associations, the public, and policymakers to inspire climate solutions that help protect the health of our families and communities, and ensure a prosperous, just, and secure future. All trained Ambassadors are provided guidance and resources online, and are brought together quarterly for updates and to share learnings and best practices.

1:30 PM - 3:30 PM EDT

Program Evaluation for Program Managers: Answering the "So What?" Question

Speakers: Kellie Hall, MSOD, Karissa Avignon, BA, Debra Dekker, PhD

This interactive workshop is designed for program managers with little knowledge of program evaluation, and will share basic evaluation principles to help attendees build an awareness and appreciation of evaluation. Participants will engage in discussions and activities focused on best practices in identifying process and outcome measures to understand the value of their work, and putting that data to work to inform program development efforts.

NACCHO staff evaluators will introduce the concepts of program evaluation through short presentations highlighting how to design and plan an evaluation and disseminate program results to various audiences. Participants will be given multiple scenarios and allowed free time to work individually or in small groups to practice their new skills.

At the conclusion of this workshop, participants will have an appreciation for evaluating programs; a better understanding of the importance of evaluation to program development; and coaching from seasoned evaluators familiar with evaluating public health programs at local health departments.

Alzheimer's and Dementia Public Health Action

Speakers: Lisa McGuire, PhD, Joseph E. Gaugler, PhD, Matthew Baumgart, Joshua Chodosh, MD

Under the auspices of the BOLD Infrastructure for Alzheimer's Act, passed by Congress in 2018, the Centers for Disease Control and Prevention (CDC) has established three Public Health Centers of Excellence (PHCOEs) to address Alzheimer's disease and related dementias. Awarded in the Fall of 2020, the three PHCOEs are:

- Dementia Caregiving – University of Minnesota
- Dementia Risk Reduction – Alzheimer's Association
- Early Detection of Dementia — New York University

Each PHCOE is charged with identifying, translating, and then disseminating research findings and evidence-based public health best practices in their particular area of focus – and then to work with state, local, and tribal public health agencies across the country in engaging in dementia-related activities in their communities.

After providing a brief overview of the specific goals and work of each PHCOE, the main focus of this session will be for the heads of the PHCOEs to receive input, feedback, and suggestions from local public



health officials on how the PHCOEs can be of most help to them. During this structured listening session, the PHCOEs will engage with workshop attendees to discuss issues such as:

- What challenges do local public health agencies face in addressing dementia in their communities?
- How can the PHCOEs help build local capacity to take on the dementia issue?
- What is the best way for PHCOEs to interact with local public health agencies?
- How can the PHCOEs provide support to local public health – and what tools and resources would be most helpful?

Because the PHCOEs are just beginning their work, this input from local public health officials will be vitally important as the PHCOEs plan their work over the coming months and years.

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3:00 PM – 5:00 PM EDT

2021 National Academy of Medicine (NAM) Report Panel: Rebuilding Local Public Health

Unveiling of the 2021 NAM report on state and local public health post-COVID with the emphasis on how this can set a strategic agenda for rebuilding local public health.



Tuesday, June 29, 2021

10:00 AM – 11:15 AM EDT

Meet & Greet Conference Kickoff

NACCHO invites all members and conference attendees to hear from NACCHO leadership about NACCHO's critical role in public health. During this virtual Meet & Greet, you'll learn more about your member benefits and navigating the NACCHO 360 conference.

Join us to kick off NACCHO 360 and connect with other local health department officials and staff through innovative networking, games, prizes, and more!

11:30 AM - 12:00 PM EDT

Billing and 340B: Local Public Health Financing Listening Session

Speaker: Rebekah Horowitz, JD, MPH

This session is a listening session to hear how LHDs are implementing billing and/or using the 340B drug pricing program in their jurisdictions. We hope to identify technical assistance or support needed by LHDs to utilize these systems for financial stability.

50 State Survey on Laws to protect Local Health Organizations

Nationwide, state and local public health officials, who work to protect the public from COVID-19, are on the receiving end of threatening and harassing conduct for imposing or enforcing orders that require masking, business closures, and other preventive measures. Sometimes these threatening activities interfere with a health officer or department fulfilling their duties. In some cases, the threats place health officials and their staff in reasonable fear for their safety and that of their families when "protestors" appear at the workplace or home with firearms, hanging effigies of health officials, and blaring loudspeakers. In addition to causing interference and fear, this conduct has caused public health officials to leave their jobs and may dissuade others from stepping into the public health field, creating a workforce challenge.

In response, the Network conducted a 50-state survey to examine whether the states and Washington, D.C., have criminal statutes that prohibit conduct that impedes public health officials' duties or otherwise specifically protect public health officials from such abuse. The research led to publication on the Network's website of the survey and accompanying fact sheets for each state with a relevant law. With many states lacking fulsome protections, the Network tracked state legislatures to determine whether they would consider legislation to add similar protections in 2021."

This presentation will address existing state level statutes which may be employed to provide protection for local health officials. Enabling health and related government officials to do their jobs will create healthier communities and ease the spread and impact of the global pandemic.

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Enhancing Local Infection Prevention & Control Capacity- Successes and Tools from NACCHO's BLOC COVID-19 Project

NACCHO, with support from the Centers for Disease Control and Prevention (CDC) Division of Healthcare Quality and Promotion, selected 25 local health departments (LHDs) to receive funding and technical support to enhance infectious disease prevention and control in high-risk facilities through the Building Local Operational Capacity for COVID-19 (BLOC COVID-19) demonstration site project. The BLOC COVID-19 project supports LHDs in preventing outbreaks of infectious diseases in healthcare settings, including COVID-19, by increasing capacity to identify and address gaps in infection, prevention, and control (IPC) practices such as hand hygiene, use of personal protective equipment, and proper environmental cleaning. These demonstration sites worked with an IPC content expert to develop customized training plans for their staff to implement CDC's COVID-19 infection assessment, prevention, and control guidance at the local level and conducted outreach and response activities at high-risk facilities.

This session will highlight the best practices, lessons learned, and tools developed to support LHD capacity in IPC. NACCHO staff will share themes and highlights pulled from across the project, examples of IPC content experts leveraged to inform this work, as well as select training materials and resources available for LHDs. BLOC COVID-19 demonstration sites will speak to their experience working with an IPC content expert to develop the customized IPC training plan, the implementation of that plan, and the impact of their expanded capacity on the services and support they are able to provide to high-risk facilities.

This session will speak to strengthening local public health department infectious disease workforce by leveraging infection prevention and control (IPC) content experts to enhance staff capacity and capabilities. It will highlight several health department experiences engaging in this work and show the impact of this capacity building on the high-risk facilities supported through the work.

Sustaining a Youth Violence Prevention Initiative – What the Pandemic Reveals

Speakers: Linda McGlone, MPH

While COVID has stretched local health departments (LHDs) thin, drawing in available staff from other unrelated programs, assessments of the internal and external environments may reveal opportunities for the sustainability of discretionary programs such as youth violence prevention. A county health department, located in Salinas, CA, is recognizing that community partnerships developed overtime will enhance their youth violence prevention initiative's sustainability. Evaluation results from this successful youth violence prevention program have shown significant declines in violent crime, assaults of youth and the homicide rate, over the last decade. In this session, sustainability approaches for violence prevention efforts will be detailed, including the role of coalitions and specific implementation strategies that expand program reach and engage community support. This session will identify stakeholders and partnerships that increase the potential of program sustainability. These collaborative partnerships can affect youth violence prevention, public safety and systems that impact violence. Sustainability is particularly challenging now, as public health departments are stretched thin during the covid 19 pandemic.

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Words Matter: How to Advance Racial Equity Through Specific and Intentional Policy Language

Speaker: April Wallace, MHA, Terra Hall, MS, Diane Conners, BA

No matter where they live, all children should grow up with access to healthy, affordable foods, clean drinking water, and safe places to learn and play. This is the mission of Voices for Healthy Kids, an initiative of the American Heart Association.

We partner with advocates, volunteers, lawmakers, and more to advance this mission. Part of that work involves providing those with whom we collaborate with the resources they need to pass successful, meaningful public policy.

One of those resources entitled, “Message Guide–Racial Equity in Public Policy,” provides effective ways to discuss health equity with decisionmakers. The intention, then and now, is to make it clear where and how to prioritize policy implementation and funding because equal does not equate to equitable.

During this session, we will give an overview of the health equity guide, including the research, message testing, case studies, and intentions that went into its creation. We will also hear from a Michigan-based

grantee who is using the guide in her policy work to advance racial equity through specific and intentional policy language at the state and local levels.” In addition to an in-depth discussion on leveraging a wide array of tools and resources related to health equity messaging, this session will include discussion of innovative communication resources for use to ensure policy development is successful at the local and state levels. As a result of the presentation, attendees will leave with a better understanding of how to advance conversations related to both racial and health equity, how to link health inequities and systemic racism to policy, and how to obtain specific racial equity language in policy.

Leveraging Strategic Partnerships to Develop Informatics Tools in Support of COVID-19 Response

Speaker: Brian Dixon, MPA, PhD, FACMI, FAMIA, FHIMSS, P. Joseph Gibson, MPH, PhD

In response to the COVID-19 pandemic, a local health department leveraged an established academic partnership to quickly develop an integrated data system and visualization tool to help guide decisions. Integrating data across public health and healthcare systems was possible through existing, strategic relationships. More importantly, the partnership provided the opportunity to rapidly identify and improve metrics and validate data streams to ensure information systems were complete and metrics reliable for decision-making, while requiring only a relatively small effort from the LHD. Frequent interactions enabled the team to make progress while, in parallel, responding to a rapidly changing environment. This session will describe the partnership and the processes used to develop innovative tools for rapid cycle development, implementation, and use in an emergent health crisis.

The session is practice oriented, focusing on how a local health department manages an academic partnership that supports the agency's operations during an outbreak or pandemic. These strategies

could be used by other health departments to enhance their strategic operations and augment their informatics workforce during emergent health threats.

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CDC Foundation: Public Private Partnerships to Support Our Essential Services during COVID-19

Speaker: Suzanne McMillan, MSPH, Ramot Adebeyejo, MPH

The CDC Foundation will share expertise on emergency response strategies developed and utilized during the COVID-19 pandemic. These innovative methods to support local health departments and ensure their continued delivery of essential services during the COVID-19 pandemic can serve as a guide for future emergency responses.

The presentation will cover work being done by the CDC Foundation and our partners to support strong and effective COVID-19 responses among local public health departments, which includes providing staffing, equipment, PPE, grants, programmatic expertise, communications support, and connection with community-based organization and funders to bolster their public health work. Many of these methods can be replicated or inspire similar creativity for attendees wanting to help with health department preparedness and response to COVID-19 and other public health emergency responses. This will include practical and successful approaches for utilizing public private partnership and philanthropy to ensure continuity of operations, maintaining and surging the public health workforce, and building the resilience of communities during public health emergencies. The presentation will cover work being done by the

CDC Foundation and our partners to support strong and effective COVID-19 responses among local public health departments to ensure continuity of essential health services, workforce recruitment and surge staffing, and communication strategies utilized in health departments during the COVID-19 response. The presentation will cover different partnerships and projects with local health departments to show the innovative models for philanthropy and public private partnerships in emergency response.

Promotion of Population Health and Health Equity through Improving the Built Environment in Partnership with Local Government

Speakers: Scott Brown, PhD, Katherine Theall, PhD, Jennifer Avegno, MD

Place-based interventions affect social and physical environmental conditions in neighborhoods and are policy-relevant opportunities to promote population health and health equity. Such interventions often require collaboration and cooperation across government departments, community organizations, and other stakeholders. Additionally, when evaluating the impacts of such interventions, research teams may be involved. Presenters will discuss blight reduction work taking place in New Orleans, a southern U.S. city with elevated rates of violence and neighborhood inequities as well as a greening effort in Miami-Dade County, FL.

Dr. Theall will share information on the development of and preliminary results from a neighborhood-level cluster randomized trial in New Orleans that advances the science of place-based violence prevention and health promotion, as well as potential measurement tools to understand place-based disparities that can also be used to monitor progress toward neighborhood equity. Dr. Brown will present information that builds on an analysis conducted with partners in the Florida Department of Health at Miami-Dade County and Miami-Dade Parks Recreation and Open Spaces that examined the impact of greenness on health in the county's Medicare beneficiaries. The discussion will be facilitated by Jennifer Avegno, Director of New Orleans Health Department, who will offer an important lens and perspective. In addition to research

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findings, the presenters will discuss the benefits and challenges associated with conducting work that involves stakeholders in the community, funders, researchers, and individuals from local health and other city/county departments."

The speakers will showcase collaboration and cooperation across government departments, community organizations, researchers, and other stakeholders around two interventions targeting the built environment in New Orleans and Miami-Dade County, and whether those interventions positively impacted population health and health equity in their communities. The speakers will present their research findings, as well as discuss strategies for working together, challenges faced, lessons learned, and more.

1:30 PM – 3:30 PM EDT Keynote

Driving Public Health Forward: Where do we go from here?

Public Health has been engaged in an unprecedented response over the past 18 months, which has stretched our workforce and reshaped our system. While the pandemic has exposed gaps in the public health system, we have also seen incredible innovation in outreach strategies, service delivery models, technology, and data to promote the health of communities. As we look ahead, we will examine lessons learned and opportunities to consider for building the public health system of the future.

3:45 PM – 4:45 PM EDT

Addressing Legal and Policy Barriers to Harm Reduction Interventions

Speaker: Corey Davis, JD, MSPH, Amy Lieberman, JD

Overdose is largely a public health problem that demands a public health solution. Harm reduction methods adopted by public health organizations face legal barriers such as criminalization of drug use and the long legacy of systemic racism and stigma against people who use drugs. This session will provide an overview of how public health officials can better serve people who use drugs, as well as their broader constituencies through the lens of harm reduction law and policy.

In this session, attorneys from the Harm Reduction Legal Project will discuss barriers to harm reduction interventions and provide specific examples of legal and policy changes that have been made to reduce drug-related harm, including recent state initiatives to decriminalize the possession and use of some drugs, increase access to sterile syringes and drug checking equipment. We will discuss federal law regarding the establishment of safer consumption sites and recent changes to federal law regarding opioid agonist treatment in response to the COVID-19 pandemic and strategies to address the dramatic recent increase in harm-related to illicitly manufactured fentanyl and stimulants such as methamphetamine.

Legal experts will illustrate how public health professionals can identify high-priority areas for legal and policy change to increase the adoption of public health focused, harm-reduction centered approaches to drugs and individuals who use them. Specific examples of success stories will be provided, together with actionable suggestions for public health officials to address legal and policy barriers to the further

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adoption of proven and promising harm reduction interventions." We will discuss the laws and policies that create barriers to help for people who use drugs and how public health professionals can choose innovative ways to overcome these barriers.

Staffing Up: A New Tool for Determining Public Health Workforce Staffing Levels

Speaker: Rachel Hare Bork, PHD, Nafissa Egbuonye, PhD, MPH, Jessica Solomon Fisher, MCP

What does a sustainable governmental public health workforce look like? How do you know what staffing levels your public health department needs to perform the foundational public health services? Since 2008, there has been a 20% decrease in the governmental public health workforce, severely impacting staffing capacity and hindering the ability of our country's health departments to address community needs and protect and promote health in the communities they serve. A lack of consistent data on the current state of public health infrastructure, including funding and staffing, has made it difficult for health departments to identify and champion the right level of staffing to respond to public health needs.

"Staffing Up: Determining Public Health Workforce Levels Needed to Serve the Nation" is an initiative of the Public Health National Center for Innovations and the de Beaumont Foundation that brought together public health experts to create a tool for governmental public health systems that can be used to Inform decisions about how to staff health departments; advocate for increased funding; and more clearly communicate the value and role of public health workers to other fields." Health departments are understaffed and under-resourced, but until now there was not a tool to help determine what they needed to provide the foundational public health services to their community. This session will share research on workforce levels and introduce a tool to help local health departments determine their needs, with a research-driven resource to help communicate these needs with key stakeholders.

Integration of National Guard and Public Health Partners at COVID-19 Testing Sites in High Rural/Minority Identified Counties

Speaker: Jaymie Brooks Dumproff, MPH, MS, Todd Fredricks, DO, Neil Copeland, MD

Rural and minority populations are at an increased risk of contracting Coronavirus Disease 2019 (COVID-19), caused by the SARS-CoV-2 virus. To reduce disease transmission of SARS-CoV-2 and control the COVID-19 pandemic among the most vulnerable in West Virginia, targeted testing sites are established in counties with high rural and minority identified populations. With recognition of the need for support of public health agencies, the state's governor ordered a federal activation of the West Virginia National Guard to assist the county health departments at COVID-19 testing sites throughout the state. This session will speak on both the benefits and challenges of this partnership during COVID-19 response. In states experiencing similar challenges related to decreased public health staff and funding, this session will explain how activation of the National Guard helps to augment local health departments during COVID-19 pandemic response. First objective is met by demonstrating the importance of building these

types of collaborations (between health departments and the National Guard) now will not only help with the current public health emergency, but it will also save time in the future by enabling a more efficient and quicker response when the state experiences their next public health emergency. Second objective is met by speaking on the way rural/minority populations in WV were targeted at COVID-19 testing site events. Third learning objective met by describing the successes and lessons learned on communication to the public regarding the COVID-19 testing site events.



Collaborating Across Counties and Sectors to Improve Community Health: The Maryland Rural Health Collaborative Experience

Speaker: Roger Harrell, MHA, Ron Bialek, MPP, Kathleen Amos, MLIS

Local health departments can serve a critical role within their communities in bringing together diverse players to work collaboratively to improve health. Cross-sector partnerships and collaboration expand the reach of local public health, strengthen the public health system, and stretch limited resources to do as much good as possible for the community.

In Maryland, a unique cross-sector collaborative was established in 2018 to improve access to and delivery of health services in a rural area of the state, with the ultimate goal of improving health outcomes for the population. The Mid-Shore Rural Health Collaborative brought together representatives of local public health, hospital systems, a federally qualified health center, primary care services, specialty care services, behavioral health services, emergency services, social services, area agencies on aging, transportation, education, and a local management board, as well as healthcare consumers from each of five counties. These stakeholders have worked together to develop a foundation for addressing health needs in the Mid-Shore Region and in other rural areas across the state.

Join this session to explore a model for both facilitating cross-sector partnerships and addressing rural health needs. Through an interactive discussion of developing and operationalizing this collaborative, session participants will learn how the collaborative was created, efforts to develop buy-in and engagement, how priorities were identified and consensus achieved, and pros and cons of a legislatively established collaborative. Participants will discuss benefits and challenges of engaging in cross-sector partnerships, and leave the session with tips and strategies for making these partnerships work."

Connections between public health, health care services providers, social services providers, and others with the potential to impact health are vital to ensuring individuals can access the services they need and to enhancing community health. This session will explore a cross-sector collaborative linking public health, health care, social services, and others to improve access to and delivery of health services in a rural area. Participants will discuss benefits and challenges of cross-sector partnerships and strategies for making partnerships work. Exploring how partnerships are created and operationalized can support others in realizing opportunities to strengthen connections within their own communities.

Practical Strategies to Promote Physical Activity: Implementing the Move Your Way Communications Campaign

Speaker: Frances Bevington, MA, Stephanie Weiss, MPH

Physical activity is vital to improving the health of people of all ages. Approximately half of all American adults have one or more preventable chronic diseases, most of which can be improved or prevented with regular physical activity. The Physical Activity Guidelines for Americans, 2nd edition, provides evidence-based guidance to help Americans maintain or improve their health through physical activity, including recommendations for the amount and types of physical activity individuals need. Despite known benefits, only 24% of adults and 20% of adolescents meet these federal guidelines.

Local health departments play a critical role in identifying local-level strategies that support the health of their communities, including promoting healthy behaviors. They can use the Move Your Way campaign to

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communicate how much physical activity people need, the benefits of physical activity, and strategies to overcome common barriers. To support the implementation of Move Your Way by local health departments, NACCHO developed a new issue brief detailing best practices, potential barriers, and unique solutions to implementation.

At the end of the session, attendees will understand the theoretical and research foundation of the Move Your Way campaign, how the campaign can support existing health department efforts, and best practices for implementation."

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Public Health and Community Development Investment: Partnering to Advance Health and Racial Equity

Speaker: Kathleen ("Kitty") McKune, JD, Alexis Pickering, MHS, Ariel Hamburger, MPH, MA

In the U.S, over \$1 trillion is spent on medical care each year, treating health conditions created by systematic racism and poverty. However, the root causes of poor health and poverty persist — lack of access to good jobs, clean water, public transportation, caliber of education, quality affordable housing, safe streets and neighborhoods, and financial health.

Build Healthy Places Network will describe how multi-sector partnerships are working to change the paradigm by fostering public health, healthcare, and community development partnerships. Community development is a multi-billion-dollar sector that serves as an action arm for addressing social determinants of health through the development and financing of affordable housing, grocery stores, community centers, health clinics, and services in low- and moderate- income communities. The public health, community development, and healthcare sectors have worked to address the root causes of poverty and poor health, but even when serving the same places and people, they are still nascent in coordinating their activities.

This session will bring together local health department perspectives from Western Idaho and San Diego, and a community perspective from Louisville, Kentucky, working in multi-sector partnerships to increase and influence investments in built environment projects that advance health and racial equity. Speakers will explore three case studies of multi-sector partnerships dedicated to addressing the social determinants of health and improving population health outcomes; how they partnered with public health departments and used public health data to unmask health and racial inequities; and how it informed the development of new partnerships."

Local health departments and community perspectives will explore three case studies of multi-sector partnerships dedicated to addressing the social determinants of health and improving population health outcomes; how they partnered with public health departments and used public health data to unmask health and racial inequities; and how it informed the development of new partnerships. Build Healthy Places Network (BHPN) will highlight collaborative methods like community engagement, landscape analyses, and making the case to advance health and racial equity. BHPN will share their resources, tools, and examples that have implications for public policy and how multi-sector partnerships can incorporate health considerations.

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Using Data to Inform Community Interventions to Prevent Opioid Use Disorder and Overdoses

Speaker: Molly Dowling, MPH, Loretta Jackson Brown, PhD RN CNN,

In 2018, a total of 67,367 drug overdose deaths occurred in the U.S. Opioids were involved in 46,802 overdose deaths in 2018 (69.5% of all drug overdose deaths). Local data is critical to supporting local health departments in implementing interventions to prevent opioid use disorder (OUD) and overdoses. This session will detail strategies health departments can take to:

- Increase and maximize use of the prescription drug monitoring programs (PDMPs), including using data to determine “hot spots” and targeting interventions, as well as using PDMP to send “proactive” reports to providers, licensing boards, or law enforcement agencies to identify inappropriate prescribing trends.
- Help jurisdictions to put effective practices to work where needed, including using the FRED (Framework for Reconstructing Epidemiologic Dynamics) Simulator for OUD and Overdose to understand the impact of prevention interventions, including naloxone and medication for OUD and overdoses at the county level.
- Increase naloxone distribution to first responders, family and friends, and community members in affected areas.
- Increase availability and access to treatment services, including mental health services and medication for opioid use disorder. Collaborating with emergency departments (EDs) for immediate care and treatment, and implementing a post-overdose protocol that includes naloxone, initiation of buprenorphine, and linking persons to treatment.
- Support programs that reduce harms from injecting opioids, including those screening for HIV and hepatitis B and C, in combination with referral to treatment.
- Support the use of the CDC Guideline for Prescribing Opioids for Chronic Pain, which encourages using prescription drug monitoring programs (PDMPs) to inform clinical practice.
- This session will discuss strategies and supporting data resources and tools from CDC to address the opioid overdose epidemic. Strategies include increasing and maximizing use of the prescription drug monitoring programs (PDMPs), helping jurisdictions to put effective practices to work where needed, increasing naloxone distribution, and increasing availability and access to treatment services. It will also detail how to use data from information technology tools, such as the prescription drug monitoring program (PDMP) and Framework for Reconstructing Epidemiologic Dynamics (FRED) Simulator for Opioid Use Disorder and Overdose, to inform drug overdose prevention program interventions at the community level.

The Future of LHD HIV, STI, Hepatitis and Harm Reduction Programs Throughout & Beyond the COVID-19 Pandemic

Speaker: Kat Kelley, MPH, Julia Zigman, BA

This session will characterize the impact of COVID-19 on the syndemic of HIV, STIs, hepatitis, and substance use in the U.S. and what these trends mean for local health department HIV, STI, viral hepatitis, and harm reduction (HSHH) programs throughout and beyond the pandemic. The session will

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include a national overview of the impact of COVID-19 on LHD HSHH programs and services, how LHD HSHH programs have adapted during the pandemic, and how lessons learned from the broader COVID-19 response can be leveraged to advance HSHH efforts in the future. The presentation will also include case studies highlighting the experiences, challenges and successes, and innovations from health departments across the country.

The presentation will be followed by a discussion among health departments about these impacts and innovations, lessons learned, and the future of LHD HSHH programs, including what they need to recover from the pandemic and scale back up their HSHH work, the COVID-era innovations they want to maintain beyond the pandemic, and how they can address the inequities and vulnerabilities that were exacerbated by the pandemic.

Participants will obtain an increased understanding of the national impact of COVID-19 on HSHH programs and trends and strategies for adapting, sustaining, and scaling up HSHH services as the pandemic and response continues to evolve."

This session will highlight strategies that local health department (LHD) HIV, STI, hepatitis, and harm reduction (HSHH) programs have used to maintain and adapt services throughout the COVID-19 pandemic and how these strategies and innovations can be leveraged to advance HSHH efforts throughout and beyond the pandemic.

The urgency and magnitude of the COVID-19 pandemic has increased public awareness and engagement with LHDs. This session will explore how LHD HSHH programs can apply the lessons learned and relationships developed through COVID-19 communications, education, engagement, and contact tracing efforts to advance their work and address inequities.

Safe Return to Schools Townhall

With new cases of COVID-19 on the decline and the recent authorization of vaccines for school-aged children and adolescents, families, communities, and staff are eager for students to return to school safely. Much is required to achieve a safe return to school: mitigation measures must remain in place; infection prevention and control measures and policies must be integrated; schools must coordinate routine testing for students and staff; schools can provide or coordinate the provision of COVID-19 vaccinations; students must catch-up on routine immunizations prior to the start of the school year; and schools and communities must be prepared to support the social and emotional needs of children and adolescents who have been without the stability that in-person learning provides for over a year. Local health departments (LHDs) are key partners for schools in preparing for a safe return to in-person learning. While the role of LHDs varies by jurisdiction, they have taken on a number of responsibilities, including: providing guidance on mitigation strategies; sharing relevant data and guidance from CDC and national partners; providing training to school staff on reducing spread within schools, quarantine guidance, and cleaning recommendations; establishing partnership agreements to streamline positive case notifications and quarantining of students/staff; providing rapid testing and vaccinations for staff; providing schools and buses with PPE; coordinating vaccination clinics for routing immunization catch-up; and providing a dedicated phone number and email line for schools that have questions.



Wednesday, June 30, 2021

10:00 AM - 11:00 AM EDT

Building Community Resilience through Collaborative Community Health Planning

In leading community health planning efforts as part of its core function. Consistent community health planning efforts in which the health department is a key partner result in collaborative partnerships and builds community resilience that bolster public health response efforts.

This session will discuss Kane County Health Department's collaborative process and how using NACCHO's Mobilizing for Action through Planning and Partnerships framework contributed to building community resilience. The session will show how Kane County leveraged their successes as a collaborative and was able to transition into a successful participatory, and informed process that contributed to a joint community health assessment. Key findings from the assessment revealed areas of excellence tied to community health planning efforts that were closely linked to response to the COVID-19 pandemic and civil unrest including surveillance, emergency response, community engagement, and communications activities.

This session will focus on lessons learned through their 2020 MAPP assessments including how to:

- Utilize local health and social determinants of health data to identify disparities and better understand the root causes of health inequities
- Integrate emerging data and analytics into community health assessments to identify common areas for action
- Leverage community health assessment and planning process to form partnerships and multi-sector collaboratives

Kane County's experience can inform how other health departments and local community collaboratives can use the MAPP framework to build resilient communities that are ready for current and future public health challenges.

11:00 AM - 12:00 PM EDT

Model Practice Winners - Quick Hits

Every year, NACCHO honors the best of the best local public health practices through the Model Practices Program.

Please join us for a Quick Hits session to learn about this year's top award-winning practices on topics ranging from chronic disease management to overdose prevention. Local health departments will present their award-winning practices followed by an interactive Q&A session.

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Expanding Access through Partnerships with Retail Health and Pharmacies: Listening Session

Retail health clinics (RHCs) and pharmacies offer an access point to healthcare services that could help local health departments best serve their communities. This listening session will explore the barriers and facilitators that LHDs see to working with RHCs and pharmacies.

Accreditation Resilience – Moving Forward During an Emerging Pandemic

Speaker: Jennifer Jimenez, MPH, Michele Bowman, RS, Janine O'Donnell, MPH

Understanding the strain health departments were under just to keep up with the emerging pandemic, PHAB recognized it was necessary to be flexible and work with those departments that were applying for or maintaining accreditation.

This session will highlight the experiences of two health departments and describe changes made to the Public Health Accreditation Board's review process of health departments seeking and maintaining accreditation while responding to the COVID-19 pandemic. Health departments have benefited from the modifications implemented by PHAB, allowing them to continue with their accreditation reviews. Health department presenters will describe how they were able to use the new PHAB modifications and apply their experiences in responding to the COVID-19 pandemic to move forward with their accreditation process.

With over 500 health departments either accredited or in process, it was imperative that PHAB's accreditation process demonstrate agility and support throughout COVID-19. Health departments have indicated that accreditation helped their response, specifically related to preparedness plans/policies, and relationships with other sectors/stakeholders.

This session will offer examples of innovative strategies that two local health departments implemented to maximize their resources, respond to the COVID-19 pandemic and continue with their accreditation process. Speakers will describe methods to incorporate their evolving internal and external COVID-19 work into evidence and documentation for their accreditation purposes, which support the 10 Essential Public Health Services.

Building a Multi-Sector Collaboration to Advance Health Equity, Improve Nutrition Security, and Drive Policy Change

Speaker: Janna Cordeiro, MPH, Mariana Carranza, RD, Katie Ettman, MPA, Rita Nguyen, MD

The Food as Medicine (FAM) Collaborative is a multi-sector coalition of 26 organizations bridging healthcare and food systems to address food insecurity, support nutritional behavior change, and advance health equity. We support on-site food programming within healthcare settings through robust clinical-community linkages; promote culture and systems change in healthcare to embrace food insecurity as a healthcare issue; and support policy change, such as getting health insurers to pay for food as a covered medical benefit. During this session, facilitated by Dr. Rita Nguyen, founder and director of the FAM Collaborative, we will dive into how the Collaborative first came together, built strong partnerships across health systems, nonprofits, food businesses, funders, and other community stakeholders, and leveraged our on-the-ground work to drive a successful statewide policy campaign.

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Presenters include representatives from our healthcare, food, and policy partners, including a dietitian who launched a Food Pharmacy at her clinic; a program manager at a nonprofit which coordinates the sourcing of high-quality, culturally relevant produce to Food Pharmacies across the city; and a policy associate at a Bay Area think tank who helps to facilitate the FAM Collaborative's policy work. As an Assistant Health Officer within the San Francisco Department of Public Health, Dr. Nguyen will share lessons learned, strategies for cultivating effective cross-sector partnerships, and ideas for how other health departments can support food-as-medicine initiatives."

This session will explore the development of a policy change agenda that emerged from the work of the Food as Medicine Collaborative and its partners. Speakers will share how key stakeholders were identified and how the group devised strategies to make the case for a spectrum of medically-supportive food and nutrition services to be included as covered medical benefits in California's Medicaid waiver.

The impact of COVID-19 on this effort and how it presented an opportunity to highlight the urgent need to address food insecurity through healthcare financing will also be explored.

How the Local Health System Can Support Infant Feeding: a Blueprint for Continuity of Care in Community Breastfeeding Support

Speaker: Harumi Reis-Reilly MS, CNS, LDN CHES, IBCLC, Emily Bernard MA, IBCLC

With funding from the Centers for Disease Control and Prevention (CDC) and in partnership with the U.S. Breastfeeding Committee, NACCHO developed the Continuity of Care (CoC) in Community Lactation Support Blueprint with inputs from over 100 experts in the field. This resource aims to ensure that lactation support services are continuous, accessible, and coordinated in communities across the country.

Designed for local-level organizations and local health staff that interact with pregnant and postpartum families, the Blueprint provides seven recommendations to establish CoC to strengthen the lactation landscape at the local level. Developed with a public health lens, these recommendations aim to increase local capacity to implement community-driven approaches to support chest/breastfeeding that are centered on the needs of disproportionately impacted populations. The Blueprint's recommendations are categorized into two themes: improvements within the community infrastructure and capacity building for the lactation workforce. Each recommendation is supported by practical strategies targeted at different stakeholders to enable the advancement of CoC in communities across the country.

This session will introduce the 2021 Continuity of Care (CoC) in Community Lactation Support Blueprint; provide an overview of the public health significance of chest/breastfeeding CoC; common challenges to establishing CoC; how local health departments can lead or support implementation of the blueprint recommendations and strategies; and share success stories of how CoC has been achieved in different communities."

The recommendations include building key collaborations to join efforts and leverage resources, therefore maximizing resources and streamlining service delivery. In addition, it calls for building capacity of the local health workforce to equip everyone who interacts with pregnant & postpartum families to better provide support. No-cost training to acquire new skills could also be part of a workforce retention plan. The nature of CoC include referrals and proper hand-offs to and from healthcare providers and settings. The presenters will discuss strategies to establish chest/breastfeeding continuity of care and practical steps and examples to build linkages within the local health system.

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Getting to the Root Cause: Leveraging MAPP to Achieve Health Equity

Speaker: Sarah Weller Pegna, MPH, Anna Clayton

Public health recognizes it has a role to play in combatting root causes of inequity, including power imbalances across political, social, and economic systems. NACCHO is evolving its Mobilizing for Action through Planning and Partnerships (MAPP) framework to bring health equity as the central focus. This session will highlight specific changes to MAPP, including new assessments that focus on identifying inequities, understanding why inequities exist, learning how inequities are experienced by marginalized communities, and mapping assets and strengths for action.

Strategies to strengthen and expand partnerships to grassroots organizers will underscore the need to transfer power to, and mobilize, communities. New guidance will be presented for acting on inequities through a strategy bank, which offers both strategies by topic area, including civic participation, poverty, or policy change, and community partners best positioned to act on each strategy. A local health department will be on hand to provide real-world context to each presented revision to the MAPP framework. This session will be grounded in a theory of change for approaching health equity through MAPP, and will push local health departments to think beyond traditional interventions and leverage their role as anchor institutions to achieve a vision that embraces health and well-being for all. "This session will provide ways in which health inequities can be addressed including increasing access to, and data disaggregation, to better understand inequities. This includes data sharing practices across sectors. The session will also describe the need to establish relationships with community organizers and grassroots organizations to address inequities by transferring power to, and mobilizing, those experiencing inequities. Lastly, it will emphasize the need to establish a shared narrative around the root causes of

health inequities to shift health communications strategies from individual behavior change to the recognition of political, social, and economic structures as the root cause of inequity.

Reaching Vulnerable Communities: Using the City Health Dashboard to Improve Health Equity

Speaker: Rebecca Ofrane, MPH, Hope Velarde, MPH, Nick Hart, JD, Rachel Newman Greene, MA

U.S. municipal governments and health departments administer many health-promoting programs and policies, yet often lack city-level metrics to characterize population health, relying instead on county data that has traditionally been more readily available. To fill this gap, NYU Grossman School of Medicine's Department of Population Health created the City Health Dashboard, providing city- and neighborhood-level data on 35+ measures of health outcomes, health determinants, and health equity for over 750 U.S. cities. This session will demonstrate how the City Health Dashboard can help diverse stakeholders incorporate data-based approaches into local efforts to reduce health disparities and engage underserved residents, thus improving health equity in their communities.

User uptake since launch has demonstrated the success of this tool in helping practitioners identify challenges and establish strategies specifically targeted towards high-need communities. Three case studies that demonstrate how the City Health Dashboard can drive community-based approaches to health equity are from Rancho Cucamonga, CA, Providence, RI, and Louisville, KY. Speakers from each of these cities will share how data helped to identify root causes of health inequities and shape their local strategies.

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The Dashboard's data and action-supporting resources provide local leaders with a comprehensive picture of the challenges facing their communities and tools to address them, making cities more healthy and equitable places to live. These case studies illustrate real-world applications of how the Dashboard can support local efforts for driving change, providing best practices for practitioners to integrate data-based approaches for reaching vulnerable communities and achieving health equity. The session will demonstrate how city and neighborhood level data, and the City Health Dashboard in particular, can be used by local health departments, governments, and community initiatives to uncover disparities in health and its social drivers; develop strategies to address these disparities; and implement programs and policies that improve health equity.

The panel will identify how publicly available data on the Dashboard can be combined with local data and knowledge to highlight gaps and disparities, and provide local stakeholders with strategies and examples of how to put data into action.

Vouchers 4 Veggies & WIC: Working Together to Improve Dietary Intake and Health Outcomes During Pregnancy

Speaker: Cissie Bonini, BA, MPA, Priti Rane, MS, RD, IBCLC

Food insecurity — or the inability to access enough food for an active, healthy life — is particularly important to address during pregnancy, as it can have profound impacts on a number of health outcomes ranging from gestational diabetes to mental health and preterm birth. Poor birth outcomes elevate the risk of physical or cognitive impairment that can affect children throughout their lives and into adulthood. This session will highlight the innovative partnership with proven efficacy, initiated by the San Francisco Department of Public Health, between the Vouchers 4 Veggies program and SF WIC to address disparities in food insecurity rates experienced by pregnant African American and Latinx people. Vouchers 4 Veggies (V4V) is an evidence-based program that provides healthy food vouchers to low-income households to redeem at partnering vendors in underserved neighborhoods.

A recently published study, conducted to evaluate the impact of this partnership, found promising results that suggest the partnership improves fruit and vegetable intake, increases food security, and may have positive impacts on birth outcomes. This session will unpack the findings of that study, lessons learned from this partnership, and critical components of program replicability in different geographic locations. This session will outline the critical components of this multi-sector partnership, including the innovative strategies used to foster and develop sustainable and replicable solutions to reducing health disparities and improving birth outcomes among all pregnant people."

There is a growing interest in adopting produce prescription programs that improve health and multi-sector collaboration is the only sustainable way to make this happen. This session will outline innovative intervention strategies employed to develop a partnership between a healthy food intervention, with multiple collaborations across diverse stakeholders, and a local government agency. Driven by multi-sector engagement, this partnership is proven to improve food security and decrease odds of preterm birth.

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Assessing the Impact of COVID-19 Response on Local Health Department HIV PrEP Implementation Activities

Speaker: Latisia Grant, MPH, Dawn K Smith, MD, MS, MPH

This session will explore the results of a web-based assessment conducted by NACCHO in November 2020, in partnership with the Centers for Disease Control and Prevention, to assess local health departments' engagement in preexposure prophylaxis (PrEP) implementation and their resource needs to advance engagement in PrEP immediately before and during the COVID-19 response. The discussion will support health departments in identifying opportunities, strategies, and mechanisms to incorporate PrEP into their HIV prevention efforts and advancing PrEP implementation alongside the COVID-19 response.

This session will meet the learning objective by sharing data on what LHDs perceive as their role in PrEP implementation, identifying barriers that affect LHDs engaging in PrEP implementation, and discussing resources and support LHDs need to promote community uptake of PrEP

Fostering Cross-sector Partnerships to Improve Health and Equity

Speaker: Travis Lee, MBA, Sarah Bollig Dorn, MPA, Peggy Agron, MA, RD

Public health departments can play a vital role in cross-sector collaboration, whether by convening sector partners, leading and informing strategies, providing capacity and organizing support, or actively facilitating and participating in discussions. By working with healthcare, social services, and community organizations to advance population health and equity, health departments are a valuable partner in systems alignment efforts and contribute to building stronger, sustainable connections that address the needs of the communities they serve. These partnerships provide useful models for alignment efforts and underscore the unique challenges and opportunities that health departments face as they work together to improve population health, wellbeing, and equity for all.

In this session, two collaboratives — the Spokane Collaborative and the West Sacramento Accountable Community for Health — represented by a health department and healthcare, social services, and community organizations, among others, will share how they are implementing systems alignment initiatives to meet population health and health equity priorities. Participants will take away from this session an understanding of systems alignment strategies that elevate the critical role and value of health departments in transformation efforts. Additionally, participants will learn about practical examples of achieving population health and health equity goals that can be applied to their alignment work."

This session highlights how two health departments are fostering relationships in their respective collaboratives to implement systems alignment strategies that improve population health, wellbeing, and equity. The health departments have engaged various stakeholders to inform public policy and transform public health practice. Additionally, this session highlights how public health, healthcare, social services, and community organizations are working together to make sustainable progress toward improving their communities, especially among the populations most at risk of inequities. The two health departments will discuss how maintaining linkages to all systems partners, particularly healthcare organizations, help to achieve alignment priorities that sustain healthy communities.



1:30 PM – 3:30 PM EDT Keynote

Charting the Course: Using Data to Navigate the Way

Data has become an increasingly important tool in helping local public health understand the needs of our communities, target interventions, inform the public, and develop policy. While the underlying information does not change, we must consider our audience and make adjustments to effectively tell our story.

3:45 PM – 4:45 PM EDT

Racial Equity and Public Health: The Role of Pandemic Disparities Task Forces and Public Health Declarations

Speaker: Dawn Hunter, JD, MPH, Betsy Lawton, JD

COVID-19 has again illustrated the health inequities stemming from racist laws and policies that have long provided privileged groups with better access to the conditions needed to be healthy — healthy and stable housing, economic stability, access to affordable healthcare, clean air and water, high quality education, and healthy food — without providing that same access to people of color.

This session will assess two common legal and policy tools used by cities, counties, states, and organizations to address structural racism and promote health equity in communities of color: formal COVID-19 equity task forces or working groups and declarations of racism as a public health crisis. Participants will examine the legal and policy approaches used to establish the COVID-19 health equity task forces, group composition, and assigned duties and responsibilities. The session will also provide participants with a clear understanding of the scope and utility of declarations of racism as a public health crisis, and actionable opportunities to put these declarations to work to achieve long-term health equity." COVID-19 health equity taskforces and declarations of racism as a public health crisis recognize that health inequities will persist if public health decision makers fail to engage a broader set of community stakeholders. This session will explore the various paths for achieving broader stakeholder engagement recommended by task forces and declarations, including specific examples, as well as the sectors most often identified for creating collaborative change and prioritizing health outcomes.

PHAB Public Health Performance Pathways: A New Way Forward for Local Health Department Recognition

Speaker: Claude Jacob, MPH, Jessica Kronstadt, MPP, Chelsey Saari, DrPH, MPH

Over the past few years, PHAB has collaborated with multiple stakeholders representing small and under-resourced health departments to collect and synthesize input to inform a process enabling small and under-resourced local health departments to receive recognition for achieving milestones in performance improvement. PHAB's Public Health Performance Pathways Program will recognize health departments that are making progress toward performance improvement and support health departments in achieving PHAB accreditation if they choose to pursue it. By the time of the conference, the draft program components will be developed and ready for testing and feedback. Feedback about the draft program components will be solicited as part of this session.

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The Public Health Performance Pathways Program offers a phased approach for building organizational capacity and establishing performance improvement processes over a period of time, and with more direct support and technical assistance. This session will provide a detailed discussion of the Program, including specific details of program purpose, eligibility, structure, and benefits and the plans for collecting feedback and testing components of the program before it is finalized and made available." The presentation will describe the PHAB Public Health Performance Pathways Program as an innovative strategy to provide a means for small and underresourced health departments to receive recognition for enhancing the services they provide to their communities. The Pathways Program supports these departments in establishing a performance management focus while assuring their capacity to perform core elements of the PHAB Standards and Measures framework, and ultimately become better prepared to pursue PHAB accreditation, if they so desire.

The CHOICES Community of Practice: Tools & Resources to Make More Informed Decision-Making to Promote Healthy Weight for Kids

Speaker: Angie Cradock, ScD, MPE, Molly Garrone, MA, Peter Holtgrave, MPH, MA, Harumi Reis-Reilly, MS, CNS, LDN, CHES, IBCLC

Many health departments face challenges and limited resources for addressing this problem, particularly when selecting and prioritizing programs and policies that are both evidence-based and cost-effective. This session will describe how the CHOICES Community of Practice online platform can serve as a resource center to learn how cost-effectiveness analysis can advance efforts to promote healthy weight in their state, county, and/or city.

Since 2015, the CHOICES Project at the Harvard T.H. Chan School of Public Health has worked with 21 states, counties, and cities to evaluate childhood obesity prevention programs and policies through the Learning Collaborative Partnership (LCP). The CHOICES Project is excited to offer an exciting new opportunity to state and local health agency staff that our organizations have been working on together: the CHOICES Community of Practice. The goal of this community is to support efforts to promote healthy weight in states, counties, and cities by providing tools, resources, and opportunities to those working in chronic disease prevention, healthy eating, and/or active living. Tools and resources available through the online platform are organized into three key focus areas: promoting healthy weight, understanding cost-effectiveness analysis, and applying the CHOICES framework. Some of these tools include success stories from the CHOICES Project's work with local health departments, such as with partners in Colorado and Oklahoma. A member directory is also available to facilitate meaningful connections and networking with other members."

This session provides an overview of an online platform that provides exclusive access to tools, resources, and opportunities to a variety of audiences, including state and local health agency professionals who work in chronic disease prevention, healthy eating, and active living. The presenters will walk through this platform to demonstrate how the tools, resources, and opportunities available focus on promoting healthy weight, understanding cost-effectiveness analysis, and applying a framework that can enable more informed decision-making and prioritization of strategies to reduce childhood obesity.

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New Era of Smarter Food Safety: What Does it Mean for Retail?

Speaker: David McSwane, Christopher Smith, MPA, BA, REHS, Elizabeth Nutt, MS, BS, Laura Wildey, CP-FS

The U.S. Food and Drug Administration's New Era of Smarter Food Safety blueprint represents a new approach that leverages technology and tools to create a safer and more digital, traceable food system. One core element of the blueprint, New Business Models and Retail Modernization, addresses how to protect foods from contamination as new business models emerge and change to meet the needs of the modern consumer. The session will have the Retail Food Safety Regulatory Association Collaborative (the Association of Food and Drug Officials (AFDO), the Centers for Disease Control and Prevention (CDC), the Conference for Food Protection (CFP), NACCHO, the National Environmental Health Association (NEHA), and the U.S. FDA) discuss how retail partnerships are used to leverage strategic priorities of New Era.

This session will show that through the Retail Food Safety Regulatory Association Collaborative, state, local, tribal, and territorial retail food safety regulatory staff will become better equipped to handle foodborne illness and other retail food safety issues by offering them the coordinated resources and support they need. This session will discuss Collaborative projects that are aligned with New Era of Smarter Food Safety such as the development of a Food Code Adoption Toolkit and marketing strategy, increasing the utilization of Food Safety Management Systems, and improving outbreak response.

Assisting Local Health Departments with Data Sharing

Speaker: Jennifer Bernstein, JD, MPH, CIPP/US, Denise Chrysler, JD, Josh Sharfstein, MD

This session will discuss a collaborative project that provided local health departments with mini-consultations focused on a specific data sharing use case aimed at accelerating the adoption of innovative approaches to data sharing. The goal of each mini-consultation was to hone the public health approach, develop a strategy for engaging key data holders, and identify key legal issues. Each mini-consultation resulted in a detailed memorandum that outlined the project background and issue summary, the proposed data-sharing concept, the public health analysis, a comprehensive legal analysis, and recommendations.

We will discuss our process for conducting each consultation, including assisting agencies by talking through the issues and capturing their data-sharing goals in a more concrete way by summarizing the project background, the public health goals, and the proposed data-sharing concept. We will also discuss our process for conducting the legal analysis, the challenges that we faced in addressing the needs of local public health agencies, and how we developed recommendations. Finally, we will discuss how the information learned and generated from our research applies more broadly to data-sharing efforts by local health departments across the country, with key lessons for data-sharing success."

This session will provide a detailed overview of our process for assisting local health departments with developing a data sharing use case and conducting a legal analysis. When sharing data, the law creates complex systems of requirements based on the type of data, the source of the data, and the purpose for the data sharing. Developing a compelling use case that describes the flow of data within the larger "system" of a data sharing collaboration is necessary to identify and resolve legal issues in addition to



being good practice for clarifying and communicating the complex work done by collaborative partners.

California's COVID-19 Health Equity Metric

Speaker: Tracy Delaney, PhD, Helen Dowling, MPH, Jason Vargo, PHD, Priya Shete, MPH

The COVID-19 pandemic highlights the devastating impact of structural racism, placing communities with the least opportunities for health at greatest risk. How do we ensure that our response and recovery efforts elevate health equity, address the social determinants of health, and prioritize investments to the most affected communities?

California is the first state in the nation to implement a Health Equity Metric as part of its COVID-19 reopening framework. The metric utilizes the California Healthy Places Index (HPI), a statewide tool describing the cumulative impact of community conditions on life expectancy at birth for most neighborhoods in California. The Metric infuses health equity into the reopening process, and incentivizes local health jurisdictions to prioritize \$272 million in federal COVID-19 funding towards their most impacted communities. The Metric is the latest example of HPI being used to elevate health equity across sectors, with more than 100 use cases and over \$1 billion in resources being allocated using the tool.

Angela Glover Blackwell, Founder of PolicyLink, and Dr. Manuel Pastor, Director of the University of Southern California's Program for Environmental and Regional Equity, lauded it the Health Equity Metric in a Los Angeles Times op-ed as "a powerful idea for both advancing racial justice and creating a sustainable path to economic recovery."

This session provides an opportunity for attendees to hear directly from those who were involved with developing the metric, and learn how health equity metrics can be applied across public health practice, in policy, programming, and resource allocation. This session will include a discussion of the framework, approach, and methodology of two data measures – the Health Equity Metric itself, as well as the Healthy Places Index, which is utilized to identify the communities with the least opportunities for health within each local health jurisdiction. Using census tract-level data, both the metric and HPI were designed to unmask the health gaps and community conditions leading to poor population health outcomes and identify actionable policy and investment opportunities to address them and elevate health equity in decision making.

The Future Response to Sexually Transmitted Disease in the U.S.

Speaker: Jeffrey Crowley, MPH, Kees Reitsema, MD, MPH, MSPH, Raul Romaguera, DMD, MPH, Lucy Slater, MPH

The National Academies of Sciences, Engineering, and Medicine (NASEM) was tasked by the Centers for Disease Control and Prevention (CDC) to convene an expert ad-hoc committee to develop a national report on "The Future Response to Sexually Transmitted Disease in the U.S." In this session, NASEM and CDC will discuss key findings and recommendations from this national report, and their implications for the day-to-day work of U.S. local health departments. Promising and evidence-based opportunities around technology are discussed in the committee report, and ways in which they can be applied to sexual health and STIs will be presented



Opportunities for broad stakeholder engagement and accountability for STI prevention and control explored in the committee report will be discussed, as well as the policy options at the local to federal level for STI prevention and control.

Missing at the Top: Unprecedented Loss of Local Health Officials During COVID-19 Leaves Country Vulnerable

Local public health officials have been thrust into center stage by the current COVID-19 pandemic. Increasing challenges and anxiety over the pandemic's economic and political consequences coupled with anti-government sentiment has led to public and political pushback on COVID-19 protections, resulting in increasing criticism, scrutiny, harassment, and personal threats toward local health officials across the country. As a result, there has been an exodus of local public health officials in communities across the country. Between April and December 2020, over 150 local public health officials have been fired, resigned, or retired.

These local health official departures leave a leadership void at their respective health agencies at a time of great public health need, thus further weakening our country's public health system and leaving local communities less prepared to respond and protect the health of residents in the midst of a continuing pandemic.

The scope, testimonials, and impact of local health official threats, harassment and departures in communities across the United States will be presented. Underlying factors contributing to this distressing phenomenon will be discussed, and a call to action will be issued to address this challenge.

Given the COVID-19 pandemic as well as ongoing public health threats, such as substance use disorders, obesity, and climate change, actions to support and protect local public health officials in our nation's communities are critical. An immediate call to action is needed to support local public health officials now, as well as to assure adequate preparation for future public health challenges.

Describe factors that are underlying health officer departures to identify key stakeholders and partnerships that can help support and protect health officials in their efforts to protect the public's health and incorporate health considerations into health policy.

Describe factors that are underlying health officer departures to then identify structures and workforce policies to enhance long term leadership and capacity of local health departments to enhance service delivery to the community.

A Panel Discussion on Attorneys' Roles during COVID-19 and in Public Health Preparedness

The law is a central part in addressing any public health threat, including COVID-19. During this panel discussion, attorneys will discuss the lessons learned from the COVID-19 response, how to prepare for the next major public health response, and why an attorney is an essential part of the response team and the health department. In addition, tools and resources used throughout the COVID-19 response will be highlighted and shared with participants. "Each objective will be addressed through questions posed to the panelist and examples prepared by the panelists, including:

- How adding an attorney to the workforce of a health department can provide advice and guidance on the law and policy to provide for a more efficient and comprehensive a response.



- Specific strategies used for and examples from the COVID-19 response which attorneys can use to improve population health for the next response.
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Innovative Practice Winners - Quick Hits

In the midst of the COVID-19 pandemic, NACCHO created the Innovative Practice Award to recognize and honor local public health practices that were developed in response to the pandemic.

Please join us for a Quick Hits session to learn about the very best award-winning practices on topics ranging from mobile testing units to centering health equity in response efforts. Local health departments will present their award-winning practices followed by an interactive Q&A session.

Listening Session: COVID 19 Prevention among Refugee, Immigrant and Migrant (RIM) Populations

This event will provide LHD staff the opportunity to discuss successes, best practices, challenges, and needs around working with Refugee, Immigrant and Migrant (RIM) populations for the prevention of COVID 19 and other infectious diseases.

5:00 PM - 6:00 PM EDT

Awards Reception

NACCHO is proud to honor the exemplary work of local public health departments this year at our first ever virtual Awards Reception. In addition to recognizing the 2021 Model Practices Program, Innovative Practice Award, and Samuel Crumbine Award recipients, all local health departments will be recognized for your continued work to support you're the health and wellbeing of your communities through the pandemic.

Thursday, July 1, 2021

11:30 AM - 12:00 PM EDT

Building Information Systems to Improve Child and Adolescent Mental Health: A Playbook for STLT Public Health Partners

Speaker: Lura Daussat, MPH, Carol McPhillips-Tangum, MPH

Child and adolescent mental health (CAMH) is a public health issue that goes beyond the absence of mental disorders to encompass aspects of mental, emotional, and behavioral functioning and overall well-being. Children and adolescents who are mentally healthy have a positive quality of life and can function well at home, in school, and their communities. Timely and reliable data and on the mental health and mental health treatment status of children and adolescents can support communities' efforts to promote optimal development of children and adolescents.

With support from the Centers for Disease Control and Prevention, the Public Health Informatics Institute of the Task Force for Global Health virtually convened mental health, public health, legal, and informatics experts to identify the qualities of high-leverage CAMH indicators that could be used by state, local,

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territorial, and tribal health departments and their cross-sector partners. Lessons learned from this convening have led to the development of an online playbook for creating information systems for CAMH data and build surveillance capabilities for CAMH. One component of the playbook was released in 2020, “Summary of Laws Related to Child and Adolescent Mental Health” (available at PHII.org). The full playbook is scheduled for release July 30, 2021 and will address a wide range of practical planning and implementation considerations. This session will offer participants a preview of the playbook components and an opportunity to provide feedback and suggestions on playbook content, uses, and promotion.

With support from the Centers for Disease Control and Prevention, the Public Health Informatics Institute of the Task Force for Global Health virtually convened mental health, public health, legal, and informatics experts to identify the qualities of high-leverage CAMH indicators that could be used by local, territorial, tribal and state health departments and their cross-sector partners. Lessons learned from this convening have led to the development of an online playbook for creating information systems for CAMH data and build surveillance capabilities for CAMH. One component of the playbook was released in 2020, “Summary of Laws Related to Child and Adolescent Mental Health” (available at PHII.org). The full playbook is scheduled for release July 30, 2021 and will address a wide range of practical planning and implementation considerations. This session will offer participants a preview of the playbook components and an opportunity to provide feedback and suggestions on playbook content, uses, and promotion.

Moving Fatality Review Data Into Action: Building A Successful Overdose Fatality Review Teams

Speaker: Nava Bastola Joshy, MPH, Kimberly Reilly, MA, LPC

Can social autopsy data untangle the complexities of substance use disorder and overdose in a community? Like many counties and states, Ocean County, NJ has experienced an unprecedented number of overdose deaths resulting in a search to find an innovative way to identify the common denominator for overdoses in our community. Because substance abuse has complex biological and social determinants, the Ocean County Health Department (OCHD) developed an Overdose Fatality Review Program to bring community partners together to conduct a social autopsy on overdose decedents. The fatality review team is comprised of diverse, local stakeholders that meet monthly to perform a social autopsy identifying trends not captured in traditional data sets.

As the fatality review model gains popularity as a way to use localized data to combat the overdose epidemic, New Jersey has expanded their model to include social work interviews with the next of kin of overdose decedents, working with local police departments to go out in the community to residents post-Narcan, developing stigma-free campaigns, and working with local municipalities to create a profile of overdose decedents in their community to build targeted prevention and early intervention programming. It is through the foundation of a fatality review that these additional innovative programs can be launched to develop a holistic and robust crusade against the continued loss in a community. By enhancing the existing fatality review models, local counties can begin to see better partnership and collaboration in the fight against overdoses.

This session will provide guidance on building and sustaining a successful fatality review model through review of core components needed in both the development and executions stages of this initiative. Through the expertise of the panelists; different methods will be explored for implementation that can be used in any jurisdiction. The goal is to provide a robust framework of the fatality review model that can be delivered throughout the country using best practices developed in New Jersey. Throughout the session,



a focus on the integrity of a "social autopsy" combined with the importance of data collection will be highlighted.

Capacity Building: Expanding the Collaboration of Overdose Prevention, Response, and Treatment Coordination

Speaker: Brittany Irick, MPH, Jonathan Dower ICADC, CIP, SAP, CTP

In 2019, Monongalia County Health Department (MCHD) was awarded a grant to develop a Quick Response Team (QRT) to address the county's high number of fatal and nonfatal overdoses. The objective of the Monongalia County QRT is to organize community partners, first responders, and Peer Recovery Coaches (PRCs) to provide linkage to care for individuals who have overdosed or are at risk of overdosing. Over the past year, we have encountered and overcome many obstacles in relation to bringing partners together and creating an efficient flow of data from the initial 911 call to follow-up by peer recovery coaches. By documenting our challenges and successes since implementation, we have formalized a toolkit that entails how to construct and implement a QRT from the ground up, as well as our best practices, evidence-based models we use, and how to engage a variety of community partners to make a long-term positive impact in the lives of people with substance use disorder. The diversity of our team appeals to a cross-sector of community organizations and providers that are involved in the continuum of care for those with substance use disorder. Our toolkit provides a framework for how interested parties can create and manage an overdose prevention and response collaboration in their own community.

Monongalia County Health Department has established a multi-disciplinary team of community stakeholders to identify individuals who have overdosed by utilizing reports from first responders and linking them to professionals who provide referrals to healthcare and treatment as well as other services that support the individual's health and recovery. The diversity of our team appeals to a cross-sector of community organizations and providers that are involved in the continuum of care for those with substance use disorder. Our toolkit provides a framework for how interested parties can create and manage an overdose prevention and response collaboration in their own community.

Social Emotional Learning: The Key to a Better Future

Speaker: Katie Kucz, MPH

School violence is a serious, preventable public health issue. Exposure to school violence can lead to a wide array of negative health behaviors and outcomes, including alcohol and drug use, anxiety/depression, and suicide. Through this workshop, the Montgomery County Department of Health and Human Services will share lessons learned from providing teacher training in national model programs, classroom management training, present initial findings of student outcome data, and the impact of social emotional learning.

1. Montgomery County HHS uses data available through the PA Youth Survey (PAYS) to target public health strategies. PAYS data at the county and state level will be discussed.
2. HHS utilizes training and evidence-based student programming as two public health communication strategies implemented in schools and the outcomes of those strategies will be presented.



3. HHS has recently integrated all offices in order to increase community access to services and maximize internal resources. Because of the integration partnership between the LHD and county behavioral health, service delivery to school communities has been enhanced. The integration structure will be shared.

The Immunization Integration Program – Driving Immunization Interoperability Forward through Cross-Sector Collaboration

Speaker: Melissa McClung, MSPH

The American Immunization Registry Association (AIRA) and the Health Information Management Systems Society (HIMSS), with support from the Centers for Disease Control and Prevention (CDC), lead the Immunization Integration Program (IIP) to address immunization data sharing challenges and support interoperability between immunization information systems (IIS) and electronic health records (EHRs). The IIP engages stakeholders and experts to identify common issues and drive the development and adoption of solutions that enable clinicians and IIS programs to have access to quality data to improve clinical decision-making and inform public health vaccination campaigns.

A workgroup was established to address how immunization data submitters handle error messages about data sent to an IIS and consider how to improve error management by clinicians, EHRs, IIS, and health information exchanges. The workgroup focused on errors that prevent immunization records from being consumed by the IIS and prepared guidance on how to enable appropriate error mitigation. Quality immunization data is always essential and especially crucial to support effective public health response to COVID-19. Unsuccessful vaccination records must be addressed to ensure accurate and timely immunization information is available during a time when pandemic recovery is dependent on widespread vaccination. This session will focus on utilizing immunization acknowledgement messages to address failed transmission of immunization information." Increased interoperability between electronic health records and immunization information systems improves the success of public health vaccination strategies by providing better data quality including data completeness, accuracy, and timeliness. Given the urgency of COVID-19 vaccine administration, tiered delivery schedule and two dose vaccine series, access to quality immunization data is vital for public health planning vaccination activities, monitoring coverage and informing community recommendations and restrictions.

Pivoting During COVID-19—Implementing Telehealth for Contraceptive Service Provision

Speaker: Kate Beatty, PhD, MPH, Michael Smith, DrPH, MPH

When COVID-19 was declared a pandemic in the United States, many states issued stay-at-home orders and postponement of elective health services, which resulted in a decrease in in-person clinic visits. According to a recent study, about one-third of women delayed or cancelled a visit for sexual and reproductive health or had difficulty obtaining contraceptives.

The aim of this study was to assess contraceptive care service provision through telehealth during the initial months of the COVID-19 pandemic, and to examine facilitators and barriers between health department family planning clinics in two southeastern states with centralized structure.

This study utilized a multistate cross-sectional survey and key informant interviews conducted at clinic- and systems- level health departments to assess telehealth service provision before and during the initial



months of the COVID-19 pandemic, and perceptions of future provision. Survey items were mapped to discussion guide questions. Differences between telehealth provision in state 1 and state 2 were assessed for significance.

Results highlight trends in added telehealth services and barriers to implementation. Findings suggest reimbursement policies as a significant facilitator of telehealth service provision. These findings underscore the importance of state-level policy and procedure for HD family planning clinics in centralized states. Additionally, it is recommended that technological infrastructure be fortified to ensure telehealth service provision for contraceptive care services. Given the importance of reimbursement policy for telehealth services, it may be critical to expand billing options and ensure reimbursement through Medicaid.

This session will lend to discussion on how the implementation of telehealth has been a factor in health care access during the COVID-19 pandemic. Technological infrastructure and reimbursement policies are cited as key components to the utilization of telehealth in contraceptive care service provision. This study found differences in telehealth implementation two access- and legislation-similar southeastern states, which underscores the importance of understanding gaps in care access during COVID-19 and the ways in which Health Departments can continue to work toward developing telehealth patient care strategies.

New York State Local Health Department Preparedness for and Response to the COVID-19 Pandemic: An In-Progress Review

Speaker: Molly Fleming, MPH, Kathryn Simpson, MPH, CHES

To identify and describe lessons learned from local health department (LHD) response to the initial and apex stages of the COVID-19 pandemic, the New York State Association of County Health Officials, and the Region 2 Public Health Training Center, led an In Progress Review of LHDs' response efforts. This in-progress review consisted of an initial survey of New York's LHDs (excluding NYC) distributed in May 2020 and regional focus groups (also excluding NYC), which took place from June to July 2020. LHD leaders were asked about the effectiveness of their response capacities and capabilities in four categories—administrative preparedness, public health preparedness systems, epidemiology, and communications. This session will share the themes that emerged from the survey and focus groups and discuss practice and policy implications, including the importance of flexible and unrestricted LHD funding, public health preparedness drills, LHD relationship building with community organizations, and a proactive and coordinated approach to communicating with the public during a public health emergency.

1: This session will share examples from LHD communications with different audiences. Through their experiences during the pandemic, LHDs recognized the value of assembling public information teams or employing a public information officer to handle social media, press releases, requests from the media, and daily briefings.

2: Throughout the pandemic, LHDs supported school superintendents by providing instruction in COVID-19 risk mitigation and communication strategies to encourage compliance with public health guidance. Through this engagement, LHDs reached an important section of their populations with COVID-19 messaging. Partnerships with other sectors helped improve LHD emergency response capacity and ability to adapt to changing environments.



Addressing Health Equity during a Crisis: Flattening the Curve of Hispanics with COVID-19 in Somerset County, New Jersey

Speaker: Serena Collado, BS, MA, Paula Gutierrez, BS, MA

In this sharing session, learn how non-traditional collaborations and approaches can effectively reach vulnerable populations and address health disparities in a time of crisis. Understand the systemic barriers that affect the Hispanic community. Discover outreach strategies and resource allocations needed to increase equity in a pandemic. Recognize how various sectors of the community, who collaborate together, can impact health and improve outcomes and the role that public health plays in the process.

Objective 1: Local Data

Data provided on the County Health Department website identified surges of COVID-19 within the county. This data was used to target affected communities such as Bound Brook.

Objective 2: Communication Strategies

In aligning with messages from the Department of Health, communication to the public consisted of the 4Ws: Wear a mask, Wash your hands regularly, Watch your distance (6-feet) and When sick, stay home.

Objective 3: Stakeholders & Decisions

Hospitals are stakeholders that can strengthen partnerships. Decisions regarding data collected from Public Health, the crisis coordination by government and resource allocation by hospitals affect health/collaborations.

1:30 PM – 3:30 PM EDT Keynote

Public Health at a Crossroads: Structural Racism and the Law

The COVID-19 pandemic has brought racial inequities to the forefront and highlighted the disparate impact on health outcomes amongst communities of color. The underlying causes of these disparities are rooted in racism that has been woven into the fabric of our institutions and reinforced by policy and law. Public health plays a key role in changing existing policy and creating new laws to promote healthier communities.

3:45 PM – 4:45 PM EDT

Health Equity Town Hall: Rising to the Call

This time last year, people across the nation – and the globe – took to the streets to declare the once contentious term Black Lives Matter. These declarations rang with calls to address structural racism, mass criminalization, economic inequities, the housing crisis and food insecurity, all of which were exacerbated by the unprecedented global COVID-19 pandemic and were disproportionately impacting Black and Brown populations. Many of our local health departments haven't risen to the call with many more to follow as, one year later, the call remains as urgent as ever with much terrain left to cover. So,



where do we go from here? What can local health departments do to continue embedding health equity into public health practice across all sectors? What are the specific strategies we can adopt to build on the ground being covered to operationalize our efforts? Through the voices of those leading responses to the call, our town hall seek to answer these questions and provide our health departments with the tools to take their next step toward enacting health equity and justice.

Exiting One Pandemic, Preparing Public Health Policy and Law for the Next

Speaker: Nicolas Terry, BA(Law), LL.M., Sarah de Guia, BA, JD, Lance Gable, JD, MPH, Donna Levin, BA, JD

COVID-19 has been an incredible test of local legal capacity to respond to pandemic disease. Law on the books — the formal structure of emergency public health law — generally passed the test, but the sustained and effective use of legal authority in practice turned out to be quite difficult logistically and politically, while seriously testing local health department resources. The pandemic also highlighted the fundamental problem that laws and measures that are non-discriminatory on their faces frequently have disparate, and inequitable, results. This presentation is based on the findings and recommendations of over 50 experts that are to be found in our two reports, *Assessing Legal Responses to COVID-19* (August, 2020) and *Assessing Legal Responses to COVID-19: Lessons Learned and Recommendations* (March 2021). The presentation provides a roadmap for increasing local capacity to successfully exit the current pandemic while preparing for the next. The following legal considerations and recommendations will be discussed: 1) Addressing equity in all laws and policies; 2) Liability risks and re-opening guidelines while protecting at risk workers and customers; 3) Lessons learned from COVID-19 emergency powers about the treatment of substance use; 4) Home rule, preemption, and local public health powers; 5) Eviction bans and housing law and policy; and 6) Reform of public health data collection, management, and distribution." Sharing relevant findings of over 50 public health law experts on COVID-19 response and a better way forward will enable local public health officials to understand the legal infrastructure that is central to every agency's ability to maximize resources and facilitate (or limit) effective public health response. Concrete recommendations will provide these officials with actionable ways to use law and policy as levers to amplify their resources and service delivery including more effective emergency response, and improved community health and resilience achieved through addressing: worker safety; substance use disorder; housing and food security; data collection and sharing, and other priorities.

Building the Workforce: Aligning Quality Improvement Efforts with Performance Improvement Competencies

Speaker: Nancy Wittmer, BS, Kathleen Amos, MLIS

Performance improvement (PI) professionals form an integral part of the public health workforce and are instrumental in the continuous improvement of individual, program, and organizational performance. These professionals play key roles within their organizations in the areas of quality improvement, performance management, workforce development, accreditation readiness, and community health assessment and improvement planning.

To support the continued development of knowledge, skills, competence, and confidence within the PI workforce, a set of competencies – the Competencies for Performance Improvement Professionals in Public Health (PI Competencies) – was developed specifically for PI professionals. This session will highlight the PI Competencies and demonstrate how Denver Public Health, a local public health agency, has used these competencies as a framework to develop agency-wide PI expectations for individuals,

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supervisors, and PI professionals. Join this session to learn about the PI Competencies, how to integrate them into your organization, and resources to support the development of PI knowledge and skills."

Local public health agencies engage in a variety of workforce development and performance improvement (PI) activities to enhance services. Development programs that are structured around public health competencies, including the newly developed PI Competencies, and are tailored to the knowledge and skills most needed for success in positions found within an organization, can help maximize the use of limited resources. Session participants will learn about the new set of PI competencies and learn from one local public health agency about how they have used these competencies as a framework to develop agency-wide PI expectations for individuals, supervisors, and PI professionals.

Balancing Public Health with Economic Development: Coalition Building During and Beyond COVID

Speaker: Susan Wheelan, MBA, BA

Building the infrastructure for the Public Health 3.0 model requires strategic and intentional work. The leader in this model operates as a Community Chief Health Strategist, the driver in the development of an integrated, responsive, and representative cross-sector collaboration. At the core of this work is the collective understanding that communities thrive when all citizens are healthy. The definition of healthy is expanded to include not only one's physical wellbeing, but also their economic vitality.

A case study focused on the role of public health leadership as the convener and catalyst for this model serves to illustrate key strategies, challenges, and considerations. This session explores how leadership at El Paso County Public Health initiated the development of a Regional Recovery Council that became the trusted space where public health and the business community sought to balance the emergent, pronounced needs of the El Paso Community.

The Public Health Director of El Paso County Public Health (EPCPH), Susan Wheelan, will engage participants in an in-depth examination of her work in establishing a cross-sector council as an integrated response effort to the pandemic. In a discussion format, session participants will explore the challenges, lesson learned, and recommendations for developing the infrastructure for a sustainable public health and business partnership." "This session outlines the development of a cross-sector council exemplifying a balanced approach to addressing both public and economic health needs. The case study approach explores the key strategies employed by the leadership team of El Paso County Public Health as they established a Regional Recovery Council representing both public health and the business sector.

The session examines specific examples of the council's work resulting in multiple, strategic, and collaborative communication efforts. Emphasis will be placed on the initial development of the council and the recruitment of critical partners which would represent the diverse needs of the community.

Building Water Safety: Investigating Concerns, Presenting New Discoveries and Resources

Speaker: Andrew Whelton, PhD, Caitlin Proctor, PhD, Kyungyeon Ra, Christian Ley, MS

Understanding of water safety in buildings, and identify how to strengthen public health building water safety awareness and collaborations at local, state, and federal levels. New findings from several ongoing studies will be shared and include studies funded by National Science Foundation grants, a U.S. EPA

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National Priorities building water safety research grant, and other initiatives. We will highlight water chemical and microbiological testing that occurred during stagnation and recommissioning, or as they return to use. Results of other residential and commercial building water safety and education efforts will also be shared, as well as information about a new online self-paced building water safety course for health officials. More information can be found at www.PlumbingSafety.org.

This session will raise the level of knowledge of participants in that it experiences of multiple public health agencies will be shared in their interactions with the Purdue Center for Plumbing Safety and ongoing research. County, city, and state health professionals can then understand how they may better engage in this topic in their own communities. Ultimately, decisions about how to test building water, where to test, how often, and what to do with the data are public policy decisions.

COVID-19 and Local Health Departments: The Importance of Centering Equity in Communications, Outreach, and Engagement

Speaker: Marley Williams, BA, MA, MS, Heather Jue Northover, BA, MPH, Katherine Schaff, DrPH, MPH

The COVID-19 pandemic has exposed both critical gaps in our public health infrastructure, as well as the stark underlying health inequities that place low-income and communities of color at higher risk. As local public health departments are the foundation of our country's local response, the Public Health Alliance of Southern California, a coalition of 10 local health departments throughout Southern California, and Berkeley Media Studies Group (BMSG), a nonprofit that works with public health practitioners, advocates, and journalists, have partnered to develop resources to support health departments in communicating about COVID-19, with a focus on equity.

The Los Angeles Department of Public Health (LADPH) has been a key partner in elevating both critical equity communications gaps, as well as developing new strategies and approaches to reach the most disproportionately impacted community members throughout this crisis. This ongoing partnership has led to the development of communications tools, resources, and approaches that have supported health departments throughout Southern California in advancing equity in their own communications, outreach, and engagement strategies. The communication challenges that Southern Californian health departments face are relevant to their counterparts across the country, as are the tools and approaches this unique partnership has created. In addition to providing information on a wide range of tools that other LHDs and their partners can immediately put into practice, this session will also include lessons learned and how centering equity in communications, outreach, and engagement can create opportunities to deepen overall health and racial equity work within local health departments.

Participants will be able to identify tools related to addressing racism and discrimination, understanding the impact of community conditions on health outcomes, guidance on communicating about data, masks in midst of misinformation, and communicating about the COVID-19 vaccines with a focus on equity as strategies to address community risk and prevention related to COVID. Participants will also be able to describe key components of each resource that they can apply to their work.



Assessing and Responding to Stigma Around Opioid Misuse and OUD

Speaker: Francis Higgins, MSc, Lawrence Yang, PhD

Stigma surrounding opioid misuse and opioid use disorder (OUD) is both ubiquitous and poorly understood. Decades of framing opioid misuse as a criminal, rather than a public health, issue have led widespread misunderstanding around OUD. This is particularly important to address among populations that regularly interact with individuals with OUD, such as first responders and clinicians, where

stigmatizing misconceptions could have an impact on the level of attention or care provided. Furthermore, stigma in the opioid use community (self-stigma), specific ethnic groups, and the general population can also disincentivize individuals with OUD from seeking care.

Despite all this, the nature and prevalence of stigma related to opioid misuse and OUD is not well defined. As part of a multi-year project supported by the CDC, selected local health departments, working with NACCHO and Dr. Lawrence Yang, set out to assess the level of stigma in both the general public and specific populations. This session will cover the various stigma assessments conducted by health departments over the course of this project, discuss differences between different populations, assess what these results mean for public health programming, and demonstrate how some health departments have moved to mitigate this stigma. Additionally, template resources to assess stigma related to opioid misuse and OUD created as part of this work will be shared."

Collected data on stigma related to opioid misuse and OUD in both the general public and specific populations will be presented. Understanding the nature and prevalence of stigma is critical to improving outcomes for individuals who have overdosed or suffer from OUD. Additionally, the work of several LHDs to mitigate this stigma through education and communications campaigns will be discussed.

The Impact of COVID-19 on Health Seeking Behaviors Among Pregnant and Postpartum People

NACCHO, in partnership with the What to Expect Project and with funding from CDC's Division of Reproductive Health, has developed a multi-media pulse check survey for What to Expect consumers and NACCHO membership. The goal of the survey is to identify concerns, information gaps, and health-seeking behaviors related to preconception and prenatal care and labor and delivery practices during the COVID-19 pandemic. This conference session will discuss the results of the pulse check and how the findings can be used to continue to provide and support critical services for pregnant and postpartum individuals.

Launching a New Health Department in the 21st Century

Speaker: Monica Taylor, MS, PhD, Reena Chudgar, MPH

Can you imagine launching a new health department today? How would you ensure public health modernization? What frameworks would guide your decisions?

In the midst of the COVID-19 pandemic, Delaware County, Pennsylvania, the nation's largest county (565,000) without a health department, plunged into developing a county health department. In this session, speakers will:



- Share an update on public health modernization, the foundational public health services, and where the field is going.
- Provide a deep dive into Delco establishing a health department, including how the process got started, the role of the Steering Committee, and the decisions to utilize specific frameworks, such as Public Health 3.0 and the foundational public health services; and
- Describe the role of state and local connections in this process.

Participants will have an opportunity to ask questions, learn about how a listening tour supported an equity lens, and envision how they can take Delco's learnings back to their own communities

Delaware County, PA is opening the first new health department in the United States in 20 years, and taking a strategic approach to ensure they will be able to establish a model to meet the foundational capabilities. For the first time, a new health department will be structured using the principles of Public

Health 3.0 and reflect the foundational public health services, while meeting the Pennsylvania Department of Health requirements and PHAB standards.

Friday, July 2, 2021

12:00 PM – 2:00 PM EDT

Leading through Crisis in a Trauma-Informed, Resilience-Oriented Way

General concerns and anxieties can be difficult to manage during the best of situations, but what happens when you are trying to manage them during an international pandemic and provide supportive leadership? This workshop will provide leaders and supervisors with a brief overview on how anxiety can impact our general functioning, our functioning in crisis, and different strategies to use to adapt your leadership style to minimize the impact of anxiety on your staff during this unprecedented time in our country and lives. By the end of this webinar, participants will be able to: 1. Recognize the impact anxiety has on general functioning 2. Identify two leadership interventions you can implement to manage the impact of anxiety on your staff 3. Learn how to set up daily routines to help.
