Public Health Week in Oregon: April 4 - 10, 2016

Join us in celebrating Public Health Week 2016!

Public Health Week is an opportunity to promote the public health system in Oregon, provide networking and learning for public health professionals, and highlight timely public health issues.

The Public Health Division is sponsoring a wide range of presentations and networking opportunities, including a panel discussion about the State Health Improvement Plan (SHIP) and an OHSU-PSU Public Health student poster showcase. The Wellness Center is sponsoring daily activities for everyone in PSOB, and the cafeteria is planning to make healthy options more prominent and accessible.

Jump to event descriptions for each day of the week:
Monday  |  Tuesday  |  Wednesday  |  Thursday  |  Friday

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**Keynote Speakers**

- **Russell Kirby** is the Chairman of the Department of Community and Family Health at the College of Public Health, University of South Florida. Dr. Kirby is a human geographer with extensive training and experience in public health practice, academic medicine, and academic public health. He will discuss population health informatics as it pertains to health equity, chronic disease and improving outcomes across a person's lifespan.
  **Monday, April 4th, at 6:00 p.m. at OHSU at the Center for Health and Healing**

- **John A. Powell** leads the UC Berkeley Haas Institute for a Fair and Inclusive Society. Dr. Powell will share experience and insight on health equity, social justice and advocacy for the communities we live in and serve. Attendees will learn how community and government partners can engage in strategic and targeted interventions that lead to health equity and transformation.
  **Thursday, April 7th, at 5:30 p.m. at 3920 N Kerby Ave., Portland, OR**

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**Staff Networking and Interaction: "Hopes and Dreams"**

- **How we see ourselves in a modernized public health system.**
  An activity for Public Health employees. What excites you about public health modernization? What makes you nervous? Moving forward, how do you want to be engaged in public health modernization? What unanswered questions do you have? Come explore these questions and more in this interactive setting.
  **Tuesday through Thursday, 9:00 a.m. -2:30 p.m. in Room 1C PSOB**

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**Event Calendar**

- See all Oregon events at the OPHA calendar: [www.oregonpublichealth.org](http://www.oregonpublichealth.org)
- [YouTube playlist for livestreaming and recorded events](#)
MONDAY, APRIL 4th — 4 EVENTS

**Oregon State Health Profile and the State Health Improvement Plan**

Presented by: Dr. Katrina Hedberg

Oregon's State Health Profile includes a broad set of indicators that offer a snapshot of the health of people in our state. Dr. Hedberg will talk about the State Health Profile and how population health data were used to inform the State Health Improvement Plan.

9:00 - 10 a.m.

**State Health Improvement Plan (SHIP): Setting the Course for Oregon's Health--Panel**

Panel Discussion - Facilitated by Sara Beaudrault

Join Public Health Division leaders as they discuss how the SHIP will improve the health of all people in Oregon by 2020, and about the challenges and opportunities that lie ahead. Bring your ideas for setting a course to success.

12:30 - 2 p.m.

**Increasing Syphilis Awareness in Oregon: Behind OHA’s SyphAware Campaign**

Presented by: Josh Ferrer

Perhaps you've seen the Tri-Met bus and MAX ads proclaiming "Portland... Nationally we're #1 for coffee, #1 for fitness, #5 for syphilis?". Come learn more about Oregon's syphilis epidemic and the SyphAware public information campaign created last fall by the HIV and STD Prevention Programs. What are the lessons learned so far? What do other programs interested in transit advertising for public information campaigns need to know about the process?

3:00 - 4 p.m.
Keynote: Population Health Informatics and the Life Course Perspective on Chronic Disease

Keynote Speaker: Dr. Russell Kirby
Chairman of the Department of Community and Family Health at the College of Public Health, University of South Florida. Dr. Kirby is a human geographer with extensive training and experience in public health practice, academic medicine, and academic public health. He will discuss population health informatics as it pertains to health equity, chronic disease and improving outcomes across a person's lifespan.

6:00 p.m.
Location: OHSU Collaborative Life Sciences Building
Room # 3A003A
2730 SW Moody Ave,
Portland, OR, 97201

TUESDAY, APRIL 5 — 4 EVENTS

Hopes and Dreams
Staff Networking and Interaction
How we see ourselves in a modernized public health system: An activity for Public Health employees. What excites you about public health modernization? What makes you nervous? Moving forward, how do you want to be engaged in public health modernization? What unanswered questions do you have? Come explore these questions and more in this interactive setting.

9:00 a.m. - 2:30 p.m.
Location: Portland State Office Building
Room 1C
800 NE Oregon Street, Portland, OR 97232

Perspectives on Age-friendly & Equitable Communities
Presented by: Alan DeLaTorre
PhD, PSU School of Community Health, Institute on Aging. The presentation will detail perspectives on age-friendly communities from the local (i.e., Portland and Multnomah County) to the national (e.g., should age be considered an equity issue?). The presenter will also discuss the case for creating age-friendly communities from health and policy perspectives, as well as detailing some preliminary data collected nationally pertaining to age-friendly communities

11:00 - Noon
Location: Portland State Office Building
Room 1A
800 NE Oregon Street,

Watch a video of the event
Wellness Center: Strength Training

12:00 - 1 p.m.

Location:
Portland State Office Building
Room 1E
800 NE Oregon Street, Portland, OR 97232

The Raising of America: The Signature Hour
Presented by: Brittany Elmore
The Signature Hour interweaves discoveries from neuroscience with the stories of families and communities struggling to provide the nurturing environments all babies and young children need to thrive—while too often hindered by social conditions that put their children on low developmental paths. It reveals how stressors on parents can drip down on their infants and young children, literally altering the wiring of their developing brains with enduring effects. Why are so many children faring so poorly in the richest nation on the planet? How might we do better?

2:00 - 3:30 p.m.

Location:
Portland State Office Building
Room 1E
800 NE Oregon Street, Portland, OR 97232

Learn more at: www.raisingofamerica.org

WEDNESDAY, APRIL 6 — 8 EVENTS

Putting the FUN in Family Planning
Presented by: Malika Edden
Join us for a morning of interactive sexual and reproductive health education. Check out the most current birth control methods, learn about the services the Reproductive Health Program provides, practice talking about prevention and brush up on your condom skills.

9:00 - 10:00 a.m.

Location:
Portland State Office Building
Room 1B
800 NE Oregon Street, Portland, OR 97232
The Raising of America: Once Upon a Time -- Movie & Discussion  
Presented by: Brittany Elmore  
Childcare in America is a patchwork - uneven in quality, unaffordable to most and failing many of our youngest children. How might American life might be different today if all of the nation's children had access to high-quality early care and education for the past four decades? We almost did. Join us for this episode and discussion to learn more!

10:00 - 11 a.m.  
Location: Portland State Office Building Room 1D  
800 NE Oregon Street, Portland, OR 97232  
Learn more at: www.raisingofamerica.org

Hopes and Dreams  
Staff Networking and Interaction  
How we see ourselves in a modernized public health system: An activity for Public Health employees. What excites you about public health modernization? What makes you nervous? Moving forward, how do you want to be engaged in public health modernization? What unanswered questions do you have? Come explore these questions and more in this interactive setting.

9:00 a.m. - 2:30 p.m.  
Location: Portland State Office Building Room 1C  
800 NE Oregon Street, Portland, OR 97232

Resilience Roundtable  
Presented by: Emily York  
A new Resilience Plan is under development for Oregon's public health system and the Climate and Health Program would like your feedback. Come watch the beta-version of an animated video that explains how climate change is acting as a "risk multiplier", placing additional stressors on communities already facing a disproportionate number of burdens. Join the conversation about how our public health system can support our diverse communities, building our collective capacity to thrive in a changing climate.

11:00 a.m. - Noon  
Location: Portland State Office Building Room 1B  
800 NE Oregon Street, Portland, OR 97232

Wellness Center: Yoga  
Presented by: Adrienne Mullock  

12:30 - 2 p.m.  
Location: Portland State Office Building
# Modernizing Public Health: What we have learned from our assessment

**Presented by:** Rebecca Pawlak, Sara Beaudrault  
Oregon is modernizing its public health system to align with the current challenges to health for Oregonians. This session will describe the changing landscape of health in Oregon and the approach Oregon is taking to create a more efficient and effective governmental public health system; increase our ability to respond to emerging issues; and improve health outcomes for all Oregonians.

**1:00 - 2:00 p.m.**  
**Location:** Portland State Office Building  
Room 1B  
800 NE Oregon Street, Portland, OR  
97232

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## What is Reducing Alcohol Use in Oregon?

**Presented by:** Jill Dale, Jeff Ruscoe, Kerryann Bouska  
Join us for a game of Public Health Jeopardy and explore the population health issues with alcohol use.

**2:00 - 3:00 p.m.**  
**Location:** Portland State Office Building  
Room 1D  
800 NE Oregon Street, Portland, OR  
97232

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## EMS: Bridging the Gap Between Public Safety and Public Health

**Presented by:** David Lehrfeld  
Fire, Police and Emergency Medical Services (EMS) are the tripod of public safety. How does EMS merge public safety and public health to drive regional systems of care in Oregon’s communities? How is EMS organized to get Oregonians the right care, at the right place, in the right time?

**3:00 - 4 p.m.**  
**Location:** Portland State Office Building  
Room 1D  
800 NE Oregon Street, Portland, OR  
97232
THURSDAY, APRIL 7 — 3 EVENTS

Canceled: Genomics & Chronic Disease
Public health genomics has traditionally focused on rare diseases, such as within newborn screening programs. However, genomics plays a role in 9 of the 10 leading causes of death in the U.S., most notably chronic diseases such as cancer and heart disease. Therefore, the future promise of public health genomics largely depends on its application to chronic disease. Come learn how genomics and chronic disease can fit together in the context of public health.

Canceled

**Hopes and Dreams**
**Staff Networking and Interaction**
How we see ourselves in a modernized public health system: An activity for Public Health employees. What excites you about public health modernization? What makes you nervous? Moving forward, how do you want to be engaged in public health modernization? What unanswered questions do you have? Come explore these questions and more in this interactive setting.

**Location:**
Portland State Office Building
Room 1C
800 NE Oregon Street, Portland, OR 97232

Wellness Center: Tae Kwon Do--Brig

**9:00 a.m. - 2:30 p.m.**

**Location:**
Portland State Office Building
Room 1C
800 NE Oregon Street, Portland, OR 97232

**Keynote: Health Equity and Transformation**
**Presented by: John A. Powell**
Dr. Powell will share experience and insight on health equity, social justice and advocacy for the communities we live in and serve. Attendees will learn how community and government partners can engage in strategic and targeted interventions that lead to health equity and transformation.

**Location:**
Self Enhancement Inc
3920 N Kerby Ave,
Portland, OR 97232

FRIDAY, APRIL 8 — 4 EVENTS

**Vaccine-Preventable Diseases: Forgotten, Emerging, and Immunized**
**Presented by: Steve Robison**
This talk on vaccine-preventable diseases is based on a set of guest-lectures delivered at OSU and WOU.
Topics covered include immunization surveillance in Oregon, who does and doesn't get immunized, and observations on vaccine preventable diseases that are nearly forgotten or emerging such as Polio and Zika.

9:00 - 10:00 a.m.

Public Health Student Poster Session
Presented by: OHSU-PSU School of Public Health Students
The Student Poster Showcase is a unique professional learning opportunity for students to share their research, projects, and field experiences with peers and public health colleagues.

Location:
Portland State Office Building
Room 1E
800 NE Oregon Street, Portland, OR 97232

10:00 a.m. - 2 p.m.

Working Parent Listening Circle
Hosted by: OHA's Healthy Families Employee Resource Group (ERG)
ERG is hosting a lunch-time listening circle for working parents. Come share challenges, questions, and strategies that have supported you along the way. Hear about some new resources developed by the ERG and connect with other working parents in the building. Non-parents welcome.

Location:
Portland State Office Building
Room 1B/1C
800 NE Oregon Street, Portland, OR 97232

12:00 - 1 p.m.

Future of Public Health Workforce
Facilitated by: Kirsten Aird
Panelists: Danna Drum, Amanda Garcia-Snell, Karen Girard, David Howe and Collette Young
A modernized Public Health System will support health and optimal quality of life for all people in Oregon where they live, work, play and learn. This depends on a skilled workforce ready to tackle the complex health issues that face Oregonians. This session will bring together a panel of state and local public health managers to discuss the critical skills and core staff capabilities required for future of public health workforce and what they look for when hiring new employees.

3:00 - 4 p.m.

Location:
Portland State Office Building
Room 1D
800 NE Oregon Street, Portland, OR 97232

Watch a video of the event