



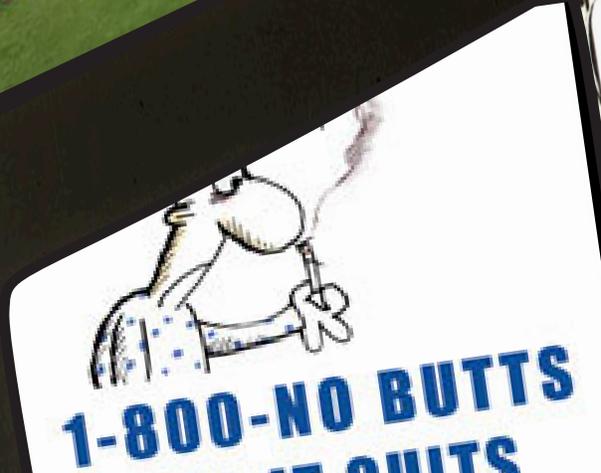
**CCLHO Spring 2013
Semiannual Meeting and
Continuing Education Program
May 1-3, 2013**



The Changing Role of Public Health in the New Era

California Conference of Local Health Officers (CCLHO)
Health Officers Association of California (HOAC)
California Department of Public Health (CDPH)

Sheraton Suites San Diego at Symphony Hall
701 A Street, San Diego, CA 92101



CCLHO SPRING SEMIANNUAL BUSINESS MEETING:

The Business Meeting will be held on Wednesday, May 1, 2013 from 8:00 a.m. to 5:00 p.m. (registration begins at 7:30 a.m.) at the Sheraton Suites San Diego at Symphony Hall. This meeting will highlight important business issues and presentations. Please see the attached draft agenda and contact Roberta Lawson or Dr. Wilma Wooten if you have suggestions for revision.

CONTINUING MEDICAL EDUCATION PROGRAM:

The Continuing Medical Education (CME) Program, “*The Changing Role of Public Health in the New Era*” will be held on Thursday, May 2, from 8:00 a.m. to 5:00 p.m. and Friday, May 3, from 8:00 a.m. to 12:00 p.m. The program will include several sessions of importance on Social Determinants of Health and Health Disparities, Public Health and the Affordable Care Act, and Public Health Messaging.

The continuing education program is cosponsored by the California Department of Public Health, the Health Officers Association of California, and the California Conference of Local Health Officers. The agenda is in draft form because speakers are still being confirmed.

HOAC BUSINESS MEETING/LUNCHEON:

The HOAC Business Meeting/Luncheon will be held on Wednesday from 11:45 a.m. to 1:30 p.m. Concurrently, there will be a luncheon for other participants.

WEDNESDAY DINNER BANQUET:

The Dinner Banquet will occur Wednesday evening at the Sheraton Suites San Diego at Symphony Hall. Ron Chapman, MD, MPH, State Public Health Officer/Director, California Department of Public Health, will be the speaker.

FUN RUN:

The *Seventeenth Almost Semiannual 5K Run, Walk or Crawl* will be held on Thursday morning, May 2 from 6:30 a.m. to 7:30 a.m. For a \$15 fee you will get a T-shirt, plus see your colleagues in action! Please fill out the “Fun Run” portion of the registration form and fax it to (916) 440-7595 by **April 15, 2013** so we have your T-shirt size for ordering. Please pay with the other registration fees. Runners not wishing a T-shirt may, of course, run for free.

HOTEL RESERVATIONS:

In order to receive the Conference rate of \$110.00 plus taxes and fees per night for a Traditional King Suite with single/double occupancy, please make your hotel reservation by **March 31, 2013**. Make reservations by calling 1-800-962-1367 and referencing the California Conference of Local Health Officers. You may also reserve your sleeping room online at: <https://www.starwoodmeeting.com/StarGroupsWeb/res?id=1210044245&key=95B73>.

DIRECTIONS:

For directions to the hotel go to: <http://www.sheratonsuitessandiego.com/directions>.



PARKING:

The discounted self parking rate for the conference is \$20.00 per day.

SHUTTLE:

The Hotel does not provide a shuttle. Taxi fee from the airport should be approximately \$14.

CONTINUING MEDICAL EDUCATION CREDIT INFORMATION:

The Health Officers Association of California (HOAC) is accredited by the Institute for Medical Quality/California Medical Association (IMQ/CMA) to provide continuing medical education for physicians.

HOAC designates this live activity for a maximum of 10.75 AMA PRA Category 1 Credits(s)TM. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

This credit may also be applied to the CMA Certification in Continuing Medical Education. This activity is targeted to health officers, public health physicians, and other public health professionals. There are no prerequisites for this CME activity.



CONFERENCE OBJECTIVES:

After attending this conference, participants will be able to:

- Explain the role of community organizing in advancing public health and the impact of social determinants on the public's health.
- Understand the impact of the Affordable Care Act and realignment on public health programs.
- Implement innovative techniques to prepare and distribute compelling public health messages for special language populations, specific age groups, cultural communities and those with particular political convictions.



SPRING SEMIANNUAL BUSINESS MEETING

WEDNESDAY, MAY 1, 2013

SHERATON SUITES SAN DIEGO AT SYMPHONY HALL

DRAFT AGENDA

- 7:30 a.m.** **REGISTRATION AND BREAKFAST**
- 8:00 a.m.** **INTRODUCTIONS AND WELCOME**
San Diego County Supervisor Greg Cox (Invited)
- 8:15 a.m.** **PRESIDENT'S REPORT**
Wilma Wooten, MD, MPH, Health Officer/Director, San Diego County
- 9:00 a.m.** **CDPH DIRECTOR'S REPORT**
Ron Chapman, MD, MPH, State Public Health Officer/Director, CA Dept of Public Health (CDPH)
- 9:25 a.m.** **COMMITTEE REPORTS AND ACTION ITEMS FROM COMMITTEES**
- ****Chronic Disease Control - Janet Berreman, MD and Wendel Brunner, MD**
 - **Communicable Disease Control - Robert Kim-Farley, MD and Todd Stolp, MD**
 - ****Emergency Preparedness and Response - Richard Johnson, MD**
 - **Environmental Health - Charles Mosher, MD**
 - ****Health Information and Data - Bela Matyas, MD**
 - ****Small Jurisdiction Committee - Kenneth Cutler, MD**
- **Committee did not meet since last Board meeting or has no Action Items**
- 10:10 a.m.** **BREAK**
- 10:25 a.m.** **CAL-OSHA AEROSOL TRANSMITTED DISEASE STANDARD AND LOCAL HEALTH DEPARTMENT ROLES AND RESPONSIBILITIES**
- *Barbara Materna, PhD, CIH, Occupational Health Branch, CDPH*
 - *Deborah Gold, Senior Safety Engineer, Research & Standards Health Unit, Cal/OSHA*
- 11:15 a.m.** **HEALTH OFFICER'S ASSOCIATION OF CALIFORNIA (HOAC) REPORT**
- *Edward Moreno, MD, MPH, Health Officer/Director, Fresno County Public Health Dept & HOAC President*
 - *Bruce Pomer, Executive Director, HOAC*
 - *Kat DeBurgh, Assistant Executive Director, HOAC*
- 11:45 p.m.** **HOAC BUSINESS LUNCH**
- *HOAC Members Only*
 - *Separate Lunch for Others*
- 1:45 p.m.** **REPORTS**
- *Minutes*
 - *Affiliate Presidents/Representatives*
 - *Other Meetings/Activities*
- 2:15 p.m.** **PUBLIC HEALTH INDICATORS PROJECT**
- *Russell Schuh, EdD, Research Instructor, University of Pittsburgh School of Medicine*
- 3:15 p.m.** **BREAK**
- 3:30 p.m.** **REGIONAL GROUPS AND SMALL JURISDICTIONS ROUNDTABLES - ACCREDITATION AND HOT TOPICS**
- *Association of Bay Area Health Officers*
 - *Central Valley Health Officers*
 - *Southern California Health Officers*
 - *Small Jurisdictions*
- 4:15 p.m.** **GROUPS REPORT BACK**
- 4:45 p.m.** **CCLHO STRATEGIC PLAN**
- 5:00 p.m.** **BUSINESS MEETING ADJOURNED**
- 6:00 p.m.** **DINNER BANQUET**
Ron Chapman, MD, MPH, State Public Health Officer/Director, CDPH

SPRING 2013 SEMIANNUAL MEETING

THE CHANGING ROLE OF PUBLIC HEALTH IN THE NEW ERA

MAY 1-3, 2013

SHERATON SUITES SAN DIEGO SYMPHONY HALL

DRAFT AGENDA

Thursday, May 2, 2013

7:15 a.m.

Breakfast and Registration

8:00 a.m.

WELCOME

Edward Moreno, MD, MPH, Health Officer/Director, Fresno County Public Health Department and President, Health Officers Association of California

SOCIAL DETERMINANTS OF HEALTH AND HEALTH DISPARITIES

Facilitator: *Robert Kim-Farley, MD, MPH, Director, Communicable Disease Control & Prevention, Los Angeles County Department of Public Health*

8:10 a.m.

A Public Health Practice for the 21st Century: Tackling the Root Causes of Health Inequity

» *Anthony Iton, MD, JD, MPH, Senior Vice President of Healthy Communities, The California Endowment*

8:50 a.m.

Local Government Response to Addressing Health Disparities: The Role of the Public Health Department

» *Paul Simon, MD, MPH, Chronic Disease Control Director, Los Angeles Department of Public Health*

9:20 a.m.

Addressing Health Disparities at the Community Level

» *Juan Uranga, JD, Executive Director, Center for Community Advocacy*

9:50 a.m.

Questions and Answers

10:05 p.m.

Break

10:20 a.m.

Breakout Groups

11:20 a.m.

Open Discussion and Wrap Up

12:00 p.m.

Luncheon

Health Care Reform: Paving the Path Forward
»*Anthony Wright, Executive Director, Health Access*

Health Care Reform: What is the Impact on Public Health and Prevention?

»*George Flores, MD, Community Health Program Manager, The California Endowment*

1:30 p.m.

Break

2:15 p.m.

Preparing for the Implementation of the Affordable Care Act 2014: Are We Ready?

»*Richard Afable, MD, MPH, President and Chief Executive Officer, Hoag Memorial Hospital Presbyterian*

2:45 p.m.

»*Bela Matyas, MD, MPH, Health Officer/Director, Solano County*

3:00 p.m.

»*Mitchell Katz, MD, Director, Los Angeles County Health Services*

»*Dean Kelaita, MD, Health Officer, Calaveras County*

Open Discussion and Questions and Answers

ADJOURN

4:15 p.m.

5:00 p.m.

Friday, May 3, 2013

Breakfast and Registration

THE MEDIUM AND THE MESSAGE IN PUBLIC HEALTH

Facilitator: *Todd Stolp, MD, Health Officer, Tuolumne County*

7:15 a.m.

Public Health Messaging Film Festival and Discussion

»*Todd Stolp, MD, MPH, Health Officer, Tuolumne County*

8:00 a.m.

Medicine vs. Madison Avenue: Fighting Smoke with Fire

»*Alan Blum, MD, Director, Center for the Study of Tobacco and Society & Professor of Family Medicine, University of Alabama*

Break

9:00 a.m.

Communicate with Purpose: Marketing Tips for Health Departments and Counties of All Sizes

»*Jana Sczersputowski, MPH, President, Your Social Marketer, Inc.*

10:00 a.m.

10:15 a.m.

The Importance of Media/Message Impact in Public Health Communications

»*Don Stanziano, Vice President Marketing and Communications, Scripps Health*

»*Alan P. Brown, Managing Director, DeVito/Verdi Advertising WEST*

10:45 a.m.

Breakout Groups

Open Discussion and Wrap Up

11:30 a.m.

MEETING ADJOURNED

11:50 a.m.

12:00 p.m.

REGISTRATION/CHARGES:

You may register separately for each day of the Meeting: the **CCLHO Business Meeting** on Wednesday, the Continuing Education Program, "**The Changing Role of Public Health in the New Era**" on Thursday and Friday, or you may register for the full conference. Lunches for Wednesday and Thursday are included in the registration fee. The Wednesday Dinner Banquet and Continuing Education Credits for physicians and nurses are extra. Please see the registration form for applicable charges. Please return the completed registration form with your check payable to "**CCLHO**" by **April 15, 2013** in order to avoid paying a late fee.

This meeting is a legal charge to the local health jurisdiction. There is no state reimbursement for travel.

THE CHANGING ROLE OF PUBLIC HEALTH IN THE NEW ERA

Sheraton Suites San Diego at Symphony Hall, May 1-3, 2013

Name: _____

Title: _____

Agency: _____

Address: _____

City, State, Zip Code: _____

Telephone: _____ Fax: _____ Email: _____

CONFERENCE REGISTRATION - INCLUDES WEDNESDAY AND THURSDAY LUNCHES:

	<u>Full Conference</u>	<u>Wednesday Only</u>	<u>Thursday Only</u>	<u>Friday Only</u>	<u>Amount</u>
Registration Fee:	\$350.00	\$150.00	\$150.00	\$70.00	_____

WEDNESDAY EVENING EVENT AND FUN RUN:

Wednesday: DINNER BANQUET with speaker \$60.00 _____

Select One: Statler Chicken Cedar Infused Wild Salmon Roasted Vegetable Strudel

Thursday Morning Fun Run (5K) \$15.00 _____

Please FAX (916) 440-7595 Fun Run form for T-shirt size by April 15th.

CONTINUING EDUCATION -- in addition to Registration Fee (Circle One)--Pay Dues and Save:

	<u>Thursday & Friday</u>	<u>Thursday Only</u>	<u>Friday Only</u>	
Physicians (HOAC member counties)	\$110.00	\$75.00	\$45.00	_____
Physicians (HOAC non-member counties & others)	\$220.00	\$150.00	\$90.00	_____
Nurses (HOAC member counties)	\$55.00	\$40.00	\$20.00	_____
Nurses (HOAC non-member counties & others)	\$110.00	\$80.00	\$40.00	_____

LATE FEE:

Postmarked After April 15th or On-Site Registration \$20.00 _____

Cancellation of paid registration must be in writing to CCLHO prior to the first day of the conference. **Refunds will be processed less a \$100 processing fee.**

TOTAL AMOUNT PAID: _____

VEGETARIAN/FOOD RESTRICTION:

Vegetarian Required for All Meals Other Restrictions: _____

Please mail this form and your check payable to "CCLHO" by April 15, 2013 to:

Roberta Lawson, Executive Administrator
California Conference of Local Health Officers, CDPH
PO Box 997377, MS 7003, Sacramento, CA 95899-7377
Phone: (916) 440-7594 Fax: (916) 440-7595

SEVENTEENTH ALMOST SEMIANNUAL 5K FUN RUN, WALK OR CRAWL

May 2, 2013, 6:30 a.m. - 7:30 a.m.

Registration fee is \$15 and includes a T-shirt (free without a T-shirt). Please fax your registration by **April 15th** to (916) 440-7595. Include the fee with registration amount.

Name: _____ T-shirt Size: Small Medium Large X-Large



DEPARTMENT 1615 Capital Ave., Suite 73.754
OF PUBLIC P.O. Box 997377, MS 7003
HEALTH Sacramento, CA 95899-7377

THE CHANGING ROLE OF PUBLIC HEALTH IN THE NEW ERA

MAY 1-3, 2013

SHERATON SUITES SAN DIEGO at SYMPHONY HALL

**A Continuing Education Program* Sponsored by:
Health Officers Association of California
California Department of Public Health
California Conference of Local Health Officers**

