

Public Health in a Reforming Health Care System



**CCLHO Fall 2010 Semiannual Meeting
and Continuing Education Program
October 6-8, 2010**

**Hyatt Regency San Francisco Airport
1333 Bayshore Highway
Burlingame, CA 94010**

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

CCLHO FALL SEMIANNUAL BUSINESS MEETING:

The Business Meeting will be held on Wednesday, October 6, 2010 from 8:30 a.m. to 4:30 p.m. (registration begins at 8:00 a.m.) at the Hyatt Regency San Francisco Airport. The meeting will highlight important issues and late breakers and will lay the groundwork for the continuing education portion of the conference. Please see the attached draft agenda and contact Roberta Lawson or Dr. Ed Moreno if you have suggestions for revision.

CONTINUING EDUCATION PROGRAM:

The Continuing Education Program (CME) Program, “*Public Health in a Reforming Health Care System*” will be held on Thursday, October 7, from 8:00 a.m. to 5:00 p.m. and Friday, October 8, from 8:00 a.m. to 12:00 p.m. The program will include several sessions of importance: 1) best practices in community-based, collaborative prevention; 2) evaluation strategies for measuring the impact of programs and policies on community health and well being; and 3) integrating prevention initiatives with medical care delivery.

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, October 6, from 12:00 noon 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 Hyatt Regency San Francisco Airport. CCLHO is fortunate to have the Director of the Department of Public Health/State Public Health Officer, Mark Horton, MD, MSPH, as a speaker.

FUN RUN:

The *Fifteenth Almost Semiannual 5K Run, Walk or Crawl* will be held on Thursday, October 7, 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 noon **September 15, 2010** 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 \$119.00 plus taxes and fees per night for a single or double room, please make your hotel reservation by **September 18, 2010**. Make reservations by calling 1-800-233-1234 or (650) 347-1234 and referencing the California Conference of Local Health Officers or reserve on line at the CCLHO dedicated site: https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=2510149.



DIRECTIONS:

For directions to the hotel go to: <http://sanfranciscoairport.hyatt.com/hyatt/hotels/index.jsp>.

TRANSPORTATION:

San Francisco Airport: A complimentary shuttle is available every day, 24 hours a day and runs every 10 to 15 minutes. Take your luggage to the departures level, center island, and look for the area marked “**Hotel Shuttle.**” The shuttle is a large bus marked “**Hyatt Regency and Marriott.**”

PARKING:

The discounted self parking rate for the conference is \$9.00 per day.

CONTINUING 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 takes responsibility for the content, quality, and scientific integrity of this CME activity.

HOAC designates this educational activity for a maximum of 10.5 AMA PRA Category 1 Credits(s)TM. Physicians should only claim 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. Non-physicians who participate in this session will receive a Certificate of Attendance. This program is designed to benefit health officers, deputy health officers, other public health physicians, and all other professionals interested in improving the practice of public health at the local level.



CONFERENCE OBJECTIVES:

After attending this conference, participants will be able to:

- Identify several sources of information on best practices in community-based prevention strategies.
- Articulate pros and cons of different approaches to evaluating health impacts and change at the community level.
- Describe a range of strategies for integrating prevention into primary care and medical care delivery systems.
- Identify leadership approaches and relationships necessary for effective public health prevention to work at the broader community level.



FALL SEMIANNUAL BUSINESS MEETING

WEDNESDAY, OCTOBER 6, 2010

HYATT REGENCY SAN FRANCISCO AIRPORT

AGENDA

- 8:30 a.m.** INTRODUCTIONS AND WELCOME
- 8:45 a.m.** PRESIDENT'S REPORT
Edward Moreno, MD, MPH, Health Officer/Director, Fresno County
- Action Items
- 9:15 a.m.** STATE OF PUBLIC HEALTH
Mark Horton, MD, MSPH, Health Officer/Director, California Department of Public Health
- 9:50 a.m.** STATE OF HEALTH CARE
David Maxwell-Jolly, Director, California Department of Health Care Services
- 10:25 a.m.** BREAK
- 10:40 a.m.** CALIFORNIA DEPARTMENT OF PUBLIC HEALTH REPORTS ON EMERGENCY PREPAREDNESS
Betsey Lyman, Deputy Director, Public Health Emergency Preparedness, California Department of Public Health
- 11:10 a.m.** LEGISLATION
Bruce Pomer, Executive Director, Health Officers Association of California
- 11:45 a.m.** HOAC BUSINESS LUNCH
- Health Officers Only
 - Separate Lunch for Others
- 1:30 p.m.** CHRONIC DISEASE CONTROL STATEWIDE CONFERENCE OUTCOMES
- *Wendel Brunner, MD, PhD, MPH, Director of Public Health, Contra Costa County*
 - *Bob Prentice, PhD, Bay Area Regional Health Inequities Initiative, Public Health Institute*
- 2:15 p.m.** REPORTS
- Minutes
 - Affiliate Presidents/Representatives
 - Committees
 - Other Meetings/Activities
- 3:00 p.m.** BREAK
- 3:15 p.m.** CHANGING ROLE OF LOCAL HEALTH DEPARTMENTS IN THE ERA OF HEALTH CARE REFORM
- *Peter D. Jacobson, JD, MPH, Professor of Health Law and Policy, Director, Center for Law, Ethics, and Health, Department of Health Management and Policy, University of Michigan School of Public Health*
- 4:00 p.m.** LATE BREAKER/ROUNDTABLE DISCUSSION
- 4:30 p.m.** ELECTION OF BOARD OF DIRECTORS
- 4:45 p.m.** BUSINESS MEETING ADJOURNED
- 6:00 p.m.** DINNER BANQUET
Mark Horton, MD, MSPH, Health Officer/Director, California Department of Public Health

FALL 2010 SEMIANNUAL MEETING

PUBLIC HEALTH IN A REFORMING HEALTH CARE SYSTEM

OCTOBER 7-8, 2010

HYATT REGENCY SAN FRANCISCO AIRPORT

DRAFT AGENDA

Thursday, October 7, 2010

7:15 a.m.

BREAKFAST AND REGISTRATION

8:00 a.m.

WELCOME

Ann Lindsay, MD, Health Officer, Humboldt County, HOAC President, and Facilitator

BEST PRACTICES IN COMMUNITY-BASED, COLLABORATIVE PREVENTION

8:10 a.m.

HEALTH OFFICER LEADERSHIP IN HEALTH CARE REFORM

William Walker, MD, Health Officer, Contra Costa County

9:00 a.m.

GUIDE TO COMMUNITY PREVENTION SERVICES

Jonathan Fielding, MD, MPH, Health Officer, Los Angeles County, and Chair, Taskforce on Community Preventive Services

9:50 a.m.

BREAK

10:05 a.m.

LIFESPAN APPROACH TO PREVENTION

Michael C. Lu, MD, MPH, Associate Professor, Obstetrics and Gynecology and Public Health, Associate Director, Child and Family Health Training Program, University of California, Los Angeles

10:55 a.m.

HEALTH IN ALL POLICIES

- Linda Rudolph, MD, MPH, Center for Chronic Disease Prevention and Health Promotion, California Department of Public Health
- Wilma Wooten, MD, MPH, Health Officer, San Diego County

11:45 a.m.

LUNCHEON

EVALUATION STRATEGIES: MEASURING THE IMPACT OF PROGRAMS AND POLICIES ON COMMUNITY HEALTH AND WELL-BEING

Facilitator: Edward Moreno, MD, MPH, Health Officer, Fresno County

1:30 p.m.

THE NATIONAL QUALITY FORUM AND MEASURING PERFORMANCE

David Hopkins, PhD, Director of Quality Measurement, Pacific Business Group on Health

2:15 p.m.	HEALTH INFORMATION TECHNOLOGY AND IMPROVING CHRONIC DISEASE OUTCOMES IN THE KAISER POPULATION Joel Hyatt, MD, Assistant Medical Director/Population Health Care Management, Southern California Permanente Medical Group, Kaiser Permanente
3:00 p.m.	INTEGRATING PUBLIC HEALTH INTO CARE <ul style="list-style-type: none"> • Impact of Health Care Reform on the Safety Net Population Dan Castillo, MHA, FACMPE, FACHE, Administrator, County of Orange, Medical Services Initiative • Orange County Delivery System of Care for the Low-Income Uninsured Eric G. Handler, MD, MPH, Health Officer, Orange County
3:45 p.m.	BREAK
4:00 p.m.	POPULATION MANAGEMENT: IMPROVING EMPLOYEE HEALTH AND PRODUCTIVITY Paul Wallace, MD, Medical Director for Health and Productivity Management Programs, Senior Advisor for the Care Management Institute and Avivia Health, Kaiser Permanente International
4:45 p.m.	ADJOURN
<u>Friday, October 8, 2010</u>	
7:15 a.m.	BREAKFAST AND REGISTRATION
8:00 a.m.	INTEGRATING PREVENTION INITIATIVES WITH MEDICAL CARE DELIVERY <i>Facilitator: Robert Melton, MD, MPH, Consultant</i>
8:00 a.m.	INTEGRATING PUBLIC HEALTH INTO COMMUNITY CLINICS Jamila Edwards, MPP, Assistant Director of Policy, California Primary Care Association
8:45 a.m.	COMMUNITY BASED PARTICIPATORY RESEARCH AND EVALUATIONS THAT WORK <ul style="list-style-type: none"> • Sarah Samuels, DrPH, President, Samuels and Associates • Liz Schwarte, MPH, Senior Associate, Samuels and Associates
9:30 a.m.	INTEGRATING PREVENTION IN MEDICAL CARE AND THE ACCOUNTABLE CARE ORGANIZATION Wells Shoemaker, MD, Medical Director, California Association of Physician Groups
10:15 a.m.	BREAK
10:30 a.m.	SUPPORTING PEOPLE IN MOVING TOWARDS HEALTH Betsy Stapleton, Family Nurse Practitioner, Peer Outreach and Education Team, Humboldt County
11:15 a.m.	PREVENTION IN THE MEDICAL PROGRAM Neal D. Kohatsu, MD, MPH, Senior Medical Advisor, Department of Health Care Services
12:00 p.m.	ADJOURN

REGISTRATION/CHARGES:

You may register separately for each day of the Meeting: the **CCLHO Business Meeting** on Wednesday, the Continuing Education Program, "**Public Health in a Reforming Health Care System**" on Thursday and Friday, or you may register for the full conference. Lunches for Wednesday and Thursday are included in the registration fee. Friday's lunch, 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 **September 30, 2010** 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.**

PUBLIC HEALTH IN A REFORMING HEALTH CARE SYSTEM

Hyatt Regency San Francisco Airport, October 6-8, 2010

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, FUN RUN AND FRIDAY LUNCH:

Wednesday: DINNER BANQUET BUFFET with speaker \$55.00 _____
Select One: Rotisserie Chicken Atlantic Salmon Vegetable Paella

Thursday Morning Fun Run (5K) \$15.00 _____
Please FAX (916) 440-7595 Fun Run Form for T-shirt Size by noon September 15th.

Friday -- Box Lunch: Eat with colleagues or take with you \$25.00 _____
Select One Sandwich Type: Turkey and Gouda Chicken Salad Vegetarian Wrap

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 September 30th 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 September 30, 2010 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

FOURTEENTH ALMOST SEMIANNUAL 5K FUN RUN, WALK OR CRAWL

15th ALMOST SEMIANNUAL 5K FUN RUN, WALK OR CRAWL October 7, 2010, 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 **NOON September 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

PUBLIC HEALTH IN A REFORMING HEALTH CARE SYSTEM

OCTOBER 6-8, 2010

HYATT REGENCY SAN FRANCISCO AIRPORT

A Continuing Education Program* Sponsored by:

**California Conference of Local Health Officers
Health Officers Association of California
California Department of Public Health**

**The three days include Business Meeting of CCLHO and HOAC in addition to the Continuing Education Program*

