



### **CCLHO SPRING SEMIANNUAL BUSINESS MEETING:**

The Business Meeting will be held on Wednesday, April 29, 2015 from 8:15 a.m. to 5:00 p.m. (registration begins at 7:30 a.m.) at the Queen Mary Long Beach. The meeting will highlight important business issues and presentations. Please see the attached draft agenda and contact Leah Northrop or Dr. Muntu Davis if you have suggestions for revision.

### **CONTINUING MEDICAL EDUCATION PROGRAM:**

The Continuing Medical Education (CME) Program, “*Communication and Beyond: Reaching a New Generation of Public Health Leaders*” will be held on Thursday, April 30, from 8:00 a.m. to 5:00 p.m. and Friday, May 1, from 8:00 a.m. to 12:00 p.m. The program will include several sessions of importance on communicating public health issues.

The continuing education program is co-sponsored by the California Department of Public Health (CDPH), the Health Officers Association of California (HOAC) and the California Conference of Local Health Officers (CCLHO). The agenda is in draft form as speakers are being confirmed.

### **HOAC BUSINESS MEETING/LUNCHEON:**

The HOAC Business Meeting/Luncheon will be held on Wednesday, April 29, from 11:45 a.m. to 1:30 p.m. Concurrently, there will be a separate luncheon for other participants.

### **WEDNESDAY RECEPTION:**

A reception will occur Wednesday evening at the Verandah Grill on the Sundeck of the Queen Mary from 6:00-8:00 pm. CCLHO is fortunate to have the CDPH Director and State Health Officer, Karen Smith, MD, MPH, as a speaker.

### **CCLHO POLO SHIRT**

CCLHO blue polo shirts are available for a \$20 fee. Please indicate the preferred size for ordering on the registration form. Please pay the \$20 with the other registration fees and fax your registration form to (916) 440-7595 by **April 15, 2015**.

### **FUN RUN:**

The *Twenty-First Almost Semiannual 5K Run, Walk or Crawl* will be held on Thursday morning, April 30, from 6:30 a.m. to 7:30 a.m. Participate for free and come see your colleagues in action!

### **HOTEL RESERVATIONS:**

In order to receive the Conference rate of \$120.00 plus taxes and fees per night for single or double occupancy, please make your hotel reservation by **March 30, 2015**. You may make reservations by calling 1-877-342-0742 and referencing the California Conference of Local Health Officers (CCLHO) or book online to receive the Conference rate at: <https://gc.synxis.com/rez.aspx?Hotel=11042&Chain=6255&arrive=4/28/2015&depart=5/1/2015&adult=1&child=0&group=CCLH0415>



### **DIRECTIONS:**

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

**SHUTTLE:** The hotel does not provide a shuttle. You may make Super Shuttle reservations from LAX to the Queen Mary for \$19 by calling 800-BLUEVAN.

### **PARKING:**

The discounted conference parking rate for an overnight guest is \$10 for self-parking.

### **CONTINUING EDUCATION CREDIT INFORMATION:**

HOAC is accredited by the Institute for Medical Quality/California Medical Association (IMQ/CMA) to provide CME 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 10.75 AMA PRA Category 1 Credits(s)™. 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 tailor public health messaging campaigns to target specific audiences and build new public health partnerships in their communities.
- Learn leadership and communication skills that will enable them to better engage and educate others about public health concerns.



# SPRING SEMIANNUAL BUSINESS MEETING

## WEDNESDAY, APRIL 29, 2015

### QUEEN MARY LONG BEACH

#### DRAFT AGENDA

- 7:30 a.m.** REGISTRATION AND BREAKFAST
- 8:00 a.m.** WELCOME,  
*Robert Luna, Chief, Long Beach Police Department*
- 8:15 a.m.** INTRODUCTIONS AND PRESIDENT'S REPORT  
*Muntu Davis, MD, MPH, Health Officer, Alameda County, and CCLHO President*
- 8:30 a.m.** CDPH DIRECTOR'S REPORT  
(CCLHO Strategic Plan Track of Work Alignment: Policy and Priorities; External Relationships)  
*Karen Smith, MD, MPH, Director/State Health Officer, California Department of Public Health (CDPH)*
- 9:00 a.m.** COMMITTEE REPORTS AND ACTION ITEMS FROM COMMITTEES  
(CCLHO Strategic Plan Track of Work Alignment: Policy and Priorities; Core Public Health Functions)
- \*\*Chronic Disease Control - *Wilma Wooten, MD, MPH and Wendel Brunner, MD, PhD, MPH*
  - Communicable Disease Control - *Robert Kim-Farley, MD, MPH and Barbara Cole, RN, MSN, PHN*
  - \*\*Emergency Preparedness & Response - *Richard Johnson, MD, MPH*
  - Environmental Health - *Edward Moreno, MD, MPH*
  - \*\*Health Information and Data - *Bela Matyas, MD, MPH*
  - \*\*Small Jurisdiction Committee - *Kenneth Cutler, MD, MPH*
- \*\* Committee did not meet since last Board meeting or has no Action Items
- 10:15 a.m.** BREAK
- 10:30 a.m.** OFFICE OF HEALTH EQUITY PROGRAM ACTIVITIES AND HIGHLIGHTS:  
(CCLHO Strategic Plan Track of Work Alignment: Policy and Priorities; External Relationships)  
*Wm. Jahmal Miller, MHA, Deputy Director, Office of Health Equity, CDPH*
- *Office of Health Equity Strategic Plan*
  - *Partnership and Collaboration Opportunities with Local Health Jurisdictions*
- 11:15 a.m.** HEALTH OFFICER'S ASSOCIATION OF CALIFORNIA (HOAC) REPORT  
(CCLHO Strategic Plan Track of Work Alignment: Policy and Priorities; Core Public Health Functions)
- *Wilma Wooten, MD, MPH, Health Officer, San Diego County and HOAC President*
  - *Kat DeBurgh, MPH, Executive Director, HOAC*
- 11:45 a.m.** LUNCH
- 1:45 p.m.** REPORTS
- Minutes
  - Affiliate Presidents/Representatives
  - Other Meetings/Activities/Reports
- 2:15 p.m.** STORY TELLING TO TRANSMIT PUBLIC HEALTH MESSAGES  
(CCLHO Strategic Plan Track of Work Alignment: Value of Public Health; External Relationships)  
*Charles Mosher, MD, MPH, Retired Health Officer, Mariposa County*
- 2:45 p.m.** BRANDING PUBLIC HEALTH: EXAMPLE OF *LIVE WELL SAN DIEGO*  
(CCLHO Strategic Plan Track of Work Alignment: Value of Public Health; External Relationships)  
*Dale Fleming, Director and Kathryn Rogers, MSc, Communications Manager, Live Well San Diego, Office of Strategy and Innovation, San Diego County Health and Human Services Agency*
- 3:15 p.m.** BREAK
- 3:30 p.m.** CCLHO STRATEGIC PLAN UPDATE
- 3:45 p.m.** LATE BREAKERS/ROUNDTABLE DISCUSSIONS ON HOT TOPICS  
(CCLHO Strategic Plan Track of Work Alignment: Core Public Health Functions, Policies and Priorities)
- Communicable Diseases -
    - Measles
    - Ebola
  - Other Topics
- 4:45 p.m.** GROUPS REPORT BACK
- 5:00 p.m.** BUSINESS MEETING ADJOURNED
- 6:00 p.m.** RECEPTION  
*Speaker: Karen Smith, MD, MPH, Director/State Health Officer, CDPH*

# SPRING 2015 SEMIANNUAL MEETING

## COMMUNICATION AND BEYOND: REACHING A NEW GENERATION OF PUBLIC HEALTH LEADERS APRIL 30-MAY 1, 2015 QUEEN MARY LONG BEACH

### DRAFT AGENDA

#### **Thursday, April 30, 2015**

- 7:15 a.m.** BREAKFAST AND REGISTRATION
- 8:00 a.m.** WELCOME  
*Wilma Wooten, MD, MPH, Health Officer, San Diego County, and HOAC President*
- SESSION ONE: TAILORING THE MESSAGE**  
Facilitator: *Robert Kim-Farley, MD, MPH, Director, Communicable Disease Control and Prevention, Los Angeles County*
- 8:15 a.m.** PLENARY KEYNOTE ADDRESS: THE MEDIUM IS THE MESSAGE  
*Kate Folb, Director, Hollywood, Health & Society*
- 9:30 a.m.** BREAKOUT GROUPS ON TAILORING THE MESSAGE  
*Diane Brown, MPH, Director, Public Health Emergency Management, Long Beach Department of Health & Human Services*
- 10:00 a.m.** BREAK
- 10:15 a.m.** BREAKOUT GROUP PRESENTATIONS:
- Communicating public health concerns to elected officeholders
  - Communicating public health concerns to the business community
  - Communicating public health concerns to the media
  - Communicating public health concerns to public health care professionals
- 12:00 p.m.** LUNCHEON
- SESSION TWO: COMMUNICATING ABOUT SPECIFIC ISSUES**  
Facilitator: *Charles Mosher, MD, MPH, Retired Health Officer, Mariposa County*
- 1:30 p.m.** HEALTH INEQUITIES  
*Muntu Davis, MD, MPH, Health Officer, Alameda County, and CCLHO President*
- 1:50 p.m.** E-CIGARETTES  
*Stanton Glantz, PhD, Director, Center for Tobacco Control Research and Education University of California (UC) San Francisco*
- 2:10 p.m.** VACCINATIONS  
*Mark Sawyer, MD, Professor of Clinical Pediatrics, UC San Diego School of Medicine*

- 2:30 p.m.** CLIMATE CHANGE  
*Jerry Schubel, PhD, Chief Executive Officer, Aquarium of the Pacific*
- 2:50 p.m.** STUDENT PRESENTATION  
*Lauren Piagentini, RD, MPH Candidate, California State University, Northridge*
- 3:05 p.m.** STUDENT PRESENTATION  
*Sophie Snyder, PhD Candidate, UCLA Fielding School of Public Health*  
*Boyd Jackson, PhD Candidate, UCLA Fielding School of Public Health*
- 3:20 p.m.** BREAK
- 3:45 p.m.** BREAKOUT GROUPS:
- Communicating about Health Inequities
  - Communicating about Climate Change
  - Communicating about Vaccinations
  - Communicating about E-Cigarettes
- 4:45 p.m.** OPEN DISCUSSION AND WRAP-UP
- 5:00 p.m.** ADJOURN

## **Friday, May 1, 2015**

- 7:15 a.m.** BREAKFAST AND REGISTRATION
- SESSION THREE: COMMUNICATING PUBLIC HEALTH ISSUES TO BUSINESS STAKEHOLDERS**  
Facilitator: *Eric Handler, MD, MPH, Health Officer, Orange County*
- 8:00 a.m.** WELCOME/KEYNOTE ADDRESS  
*Eric Spitz, Co-Owner, Orange County Register*
- 9:00 a.m.** BUSINESSES DISCUSS COMMUNICATION STRATEGIES
- *Dan Castillo, MHA, Chief Executive Officer, Los Angeles County-University of Southern California Medical Center*
  - *Edward Kacic, President, Irvine Health Foundation*
  - *Brian Russell, President, Rotary Club of Long Beach*
  - *Randy Gordon, President and Chief Executive Officer, Chamber of Commerce*
  - *Drew Schneider, MPIA, Superintendent of Safety and Security, Long Beach Airport*
- 10:15 a.m.** BREAK
- 10:30 a.m.** LOCAL PUBLIC HEALTH DEPARTMENTS SHARE EXPERIENCES
- *Large Jurisdictions*
  - *Medium Jurisdictions*
  - *Small Jurisdictions*
- 12:00 p.m.** ADJOURN

**REGISTRATION/CHARGES:**

You may register separately for each day of the conference: the **CCLHO Business Meeting** on Wednesday, the Continuing Medical Education Program, **“Communication and Beyond: Reaching a New Generation of Public Health Leaders”** on Thursday and Friday, or you may register for the full conference. Breakfast on each day, lunches for Wednesday and Thursday and the Wednesday evening reception are included in the full registration fee. Continuing Medical Education Credits for physicians and nurses are separate. Please see below for applicable charges. Please return the completed registration form with your check payable to “CCLHO” by **April 15, 2015** 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.

**COMMUNICATION AND BEYOND:  
REACHING A NEW GENERATION OF PUBLIC HEALTH LEADERS**

Queen Mary Long Beach, April 29 - May 1, 2015

Name: \_\_\_\_\_ Credentials/Degree \_\_\_\_\_

Title: \_\_\_\_\_

Agency: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

**CONFERENCE REGISTRATION - INCLUDES WEDNESDAY AND THURSDAY LUNCHES AND WEDNESDAY EVENING RECEPTION:**

	<u>Full Conference</u>	<u>Wednesday Only</u>	<u>Thursday Only</u>	<u>Friday Only</u>	<u>Amount</u>
Registration Fee:	\$425.00	\$195.00	\$195.00	\$80.00	_____
Student Rate: (must provide student verification)	\$175.00	\$85.00	\$85.00	\$40.00	_____

**CCLHO POLO SHIRT:**

Polo Shirt Size:       Small     Medium     Large     X-Large      \$20.00      \_\_\_\_\_

Please fax your registration by **NOON April 15<sup>th</sup>** to (916) 440-7595 to receive your polo shirt at the conference.

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

	<u>Thursday &amp; 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 15<sup>th</sup> 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 Dietary Restrictions: \_\_\_\_\_

**Please mail this form and your check payable to “CCLHO” by April 15, 2015 to:**

Leah Northrop MPA, MAIS, 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

**TWENTY-FIRST ALMOST SEMIANNUAL 5K FUN RUN, WALK OR CRAWL**

**21st ALMOST SEMIANNUAL 5K FUN RUN, WALK OR CRAWL**      April 30, 2015, 6:30 a.m. - 7:30 a.m. Registration for the Fun Run is free!

Name: \_\_\_\_\_  **Yes! I would like to partipate in the Fun Run, Walk or Crawl**



**Department** 1615 Capitol Ave., Suite 73.771  
**of Public** P.O. Box 997377, MS 7003  
**Health** Sacramento, CA 95899-7377

## **Communication and Beyond: Reaching a New Generation of Public Health Leaders**

**April 29 - May 1, 2015**

**Queen Mary Long Beach**

**A Continuing Medical 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 Meetings of CCLHO and HOAC in addition to the Continuing Medical Education Program*

