

CONFERENCE ABSTRACTS

THURSDAY, MARCH 30TH

PLENARY I

9:00AM – 11:00AM

Room: Centennial D&E

IMPROVING SCHOOLS, IMPROVING SCHOOL HEALTH EDUCATION, IMPROVING PUBLIC HEALTH: THE ROLE OF SOPHE MEMBERS

David A. Birch, PhD, MCHES

SOPHE's 2016-2017 President, Dr. David A. Birch, will analyze the inter-connectedness of education, school health education, and public health. He will highlight the work of SOPHE members working in this important cross-section and share strategies for how each of these areas can be improved.

A CULTURE OF HEALTH: CHANCES, CHOICES, CARING AND HOPE

James S. Marks, MD, MPH

Addressing inequities in health, education, housing, jobs, wealth, and other areas will demand more creative and cross-sector partnerships that address the social determinants of health. Health education researchers and practitioners must be leaders for change by cultivating a shared vision of a culture of health; building demand for it at the federal, state, and community levels; and participating in the discovery, documentation and dissemination of solutions that provide the opportunity for all persons to be healthy. This presentation will highlight challenges and opportunities in developing, implementing and sustaining diverse inter-sectoral partnerships; present emerging research and practice highlighting where such changes are occurring; and provide a call to action for health education specialists to apply their discipline-specific knowledge and skills in catalyzing the transformation of society toward a culture of health.

CONCURRENT SESSIONS A

11:15AM – 12:45PM

A1: IGNITE: PROFESSIONAL PRACTICE

Room: Centennial D&E

THEORY OF PLANNED BEHAVIOR BASED PREDICTORS OF EMPLOYED ADULT SLEEP BEHAVIOR

Adam Knowlden, PhD, MS, CHES

The purpose of this research was to develop a theory of planned behavior (TPB) model to predict the sleep behaviors of working adults. A total of 300 employed adults were sampled from the Southeastern region of the United States. Among the sample, 44.7% self-reported falling asleep at least once while working in the past 30 days. A significant portion of the sample received less than 7 hours of sleep, which is correlated to increased risk of falling asleep while working. The TPB is a robust model which can be used to develop interventions for improving sleep of employees, thereby reducing risk of sleep-related, occupational injuries.

CULTURAL COMPETENCY AND HEALTH DISPARITIES CONSULTING FOR HEALTH EQUITY: MEETING HEALTH PROFESSIONALS WHERE THEY ARE

Shannon McMorrow, MPH, PhD

Based on viewing current health and human services workforce as a population with a critical role to play in improving health equity, consultative health promotion training services were formed in Indianapolis in 2016 to "meet health professionals where they are"

and provide cultural competency and health disparities training. This presentation will detail the process of forming these consultation services, and provide case study profiles of current and potential clients. Emphasis on the importance of a multisectoral and multi-disciplinary approach to cultural competency training will be discussed. Additionally the audience will be asked to engage in reflection, analysis, and discussion about how to build on this type of consultative training to form larger, more collective efforts to increase cultural competency, reduce health disparities, and improve health equity.

MENTAL HEALTH STATUS IN SERVICE MEMBER AND VETERAN STUDENTS AT FOUR-YEAR POSTSECONDARY INSTITUTIONS: A PILOT NEEDS ASSESSMENT

Kate Hendricks Thomas, MS, PhD, MCHES; Sarah Plummer Taylor; David L. Albright, PhD

Mental health issues are a barrier to program completion for student veterans returning to school post-service, and the needs of this sub-population of veterans are often poorly understood by the institutions they attend. The purpose of this study was to examine rates of diagnosed depression and symptoms indicating undiagnosed depression in a campus-wide sample at a private, four-year liberal arts post-secondary institution in South Carolina, both to inform future programming and to pilot needs assessment for use at other sites.

A TRANSDISCIPLINARY APPROACH TO COMMUNITY NEEDS ASSESSMENT FOLLOWING A NATURAL DISASTER

Amy M. Sidwell, PhD, MCHES

The purpose of this presentation is to discuss a case study in which students completed a needs assessment with a rural community impacted by a natural disaster. Students from a community health education program worked in partnership with public and private entities including government officials, business leaders, residents, and other community stakeholders of Richwood, West Virginia. Richwood is a small, rural, economically disadvantaged community impacted by historic flooding in June 2016. Upon engaging in this session, participants will be able to describe a qualitative data collection process, recall who should be considered community stakeholders following a natural disaster, and recognize unique health and safety needs of rural residents following a historic flood event.

BEYOND TABLES: INCREASING HEALTH LITERACY THROUGH VISUALIZATION

Preston Burt

The digital public health landscape is always changing and advancing, and how we display information affects our audience's ability to understand it. In order to communicate data effectively to groups as different as environmental health professionals, policymakers, teachers, concerned parents, and the general public, it is important to offer health and environmental data in a variety of formats. Stylish infographics, animated .gifs, and visual storytelling are just a few of the ways we can reach our varied audiences at their current level of comprehension of and exposure to environmental health and improve health literacy. This presentation will discuss research on increasing users' numeracy skills and comprehension of visual data using examples from CDC's Environmental Public Health Tracking Network.

CHARACTERISTICS OF A PARTNERSHIP TO SERVE INDIVIDUALS WITH DEVELOPMENTAL DISABILITIES

Christi Hays; Elisa McNeill, PhD, CHES; Christine Davis; Skye McDonald, CHES; Amie Klein Carreon; Caitlin Ballard; Kelly L. Wilson, MEd, PhD, CHES

CONFERENCE ABSTRACTS (CONT.)

Individuals with developmental disabilities (IDD) are a vulnerable group with limited access to sexuality education. Through a transdisciplinary partnership, three diverse entities collaborated to develop a sexual health program to address unmet needs. Partners provided critical expertise to create an innovative approach to provide sexuality education during a post-secondary health services certificate program for IDD. After analyzing existing sexuality-based, evidence-informed curriculum, lessons were adapted and tailored for IDD. Partners' key roles were critical to the successful implementation of the sexual health component for the program. The multi-level approach was reflective of the Social Ecological Model. Lessons learned included the need to 1) move beyond traditional partnerships and 2) include competent health education specialists to increase program capacity.

THE PRACTICAL PLAYBOOK: SUPPORTING PARTNERSHIPS TO IMPROVE HEALTH OUTCOMES

Courtney Bartlett, MPH, CHES, CPH

A 2012 Institute of Medicine report emphasized the increased need for public health and primary care to partner and work together to address multiple determinants of health and improve health outcomes. To this end, Duke University's Department of Community and Family Medicine, the de Beaumont Foundation, and the Centers for Disease Control and Prevention developed the Practical Playbook (PPB). The PPB provides tools and resources for practitioners and educators in public health and primary care, and the community, who want to implement practical strategies to improve population health outcomes. In this session, we wish to share with participants lessons that we have learned from supporting partnership development processes and insights that could be valuable about such collaborative work for others.

MULTI-THEORY MODEL PREDICTORS OF OBESITY PREVENTION BEHAVIORS IN MEN

Adam Knowlden, PhD, MS, CHES; Manoj Sharma, PhD, MS, MBBS, Dip. TD, CHFWM

Meal portion size, fruit and vegetable consumption, and physical activity are important preventative behaviors against obesity. The purpose of this study was to test the multi-theory model of health behavior change (MTM) for its capacity to predict these three protective factors. Men between 35 and 55 years of age with a body mass index ≥ 25 were recruited for this study. The majority of the sample consumed 3 or more large-portion-sized meals per day. Only 8% consumed more than 4 cups of fruits and vegetables per day. A majority engaged in at least 150 minutes of physical activity per week, but only 2% participated in 300 or more minutes of physical activity per week. Multi-theory constructs are important for predicting overweight and obesity in adult men. Based on the behavioral outcome of interest, certain preventative predictors may be more important than others.

A2: STUDENT WORKSHOP

Room: Centennial H

BURNOUT AMONG STUDENTS: ONE PROFESSOR'S OBSERVATIONS AND RECOMMENDATIONS

Tavis Glassman, PhD, MPH, MEd, MCHES, CCPH

PANEL DISCUSSION: CAREERS IN HEALTH EDUCATION

Amy Thompson, PhD, CHES; Alexis Blavos, PhD, MCHES; Amanda Lynch, MS, MCHES, OPCS; Beth McNeill, PhD

This student workshop is designed to provide students at all levels with tools for professional development. The first half of the session will be dedicated to identifying causes of burnout and developing techniques to prevent and treat burnout. These tools will be useful both as students

progress through their studies and as they enter their professional life. The second half of the workshop will be dedicated to a panel discussion of various careers in the field of health education. Students will have a chance to hear from individuals who have practiced health education in non-profits, school health, advocacy, and government. Attendees will be given time to ask questions of the speaker and panel members.

A3: INTERDEPENDENCE SUCCEEDS: COMMUNITY ALLIANCE

Room: Centennial F

USING AN INTERORGANIZATIONAL NETWORK ANALYSIS TO MEASURE AND BUILD CAPACITY FOR COMMUNITY HEALTH IMPROVEMENTS

Whitney Garney, PhD; Kristen Garcia; Kenneth McLeroy, PhD

Organizational collaboration is an indicator of community capacity. Partnerships allow organizations to disseminate information, jointly plan, and share resources. This presentation highlights findings from an interorganizational network analysis (ION), which assessed organizational relationships among 15 partnerships aimed at improving cardiovascular health. Each partnership (n=15) had between 4 and 10 members. Density, centrality, and strength of tie measures were assessed and network diagrams were created. Aggregate and site-specific data was presented back to the partnerships. ION analysis measures organizational collaboration, however, it can also build capacity among partnerships by providing information that can be used to enhance existing ties, leverage ties for new activities, and/or identify new organizational partners.

A COMMUNITY-WIDE COLLABORATIVE INTERVENTION TO ADDRESS SENIOR HEALTH

Diana Peña Gonzalez, MPH, CHES; Rachel Roberts, MPH, CHES

The Move More, Eat Healthy Committee (MMEH) was established in 2013 to bring together agencies including the city of La Habra, nonprofits, faith-based organizations, and others that serve the community to improve overall health for residents of La Habra, California. The committee identified nine priority areas, including senior health and wellness.

Senior Week, a week-long, community-wide intervention, was designed to improve health by linking seniors with local services and resources. The Institute for Healthcare Advancement became the lead organization due to its aligned mission and influences through health literacy practices to ensure comprehension and retention. During the session, members of the MMEH Committee will share results of the La Habra Senior Week and discuss best practices for removing silos by leveraging community resources to increase the sphere of influence.

GATEWAY TO A DENTAL HOME: A COMMUNITY AND SCHOOL PARTNERSHIP FOR SUSTAINABLE ORAL HEALTH PROGRAMMING

Renee Retton, MS, CHES; Susan Baldwin, MEd, MS, PhD, MCHES; Roseann McAnulty; Assunta Ventresca, RN, MSN

The goal of this presentation is to disseminate to community, higher education, and school health stakeholders the importance of an innovative oral health programming example in schools. Gateway to a Dental Home Program has increased health equity in our desired target population over the past five years (2011-2016). Concerned stakeholders gathered to address barriers BPS children had in securing and maintaining dental health homes. Gateway to a Dental Health Program depicts implementation of oral health programming that enhances access to dental homes, while increasing the rate of oral health treatment and promotion in BPS children.

A4: NUTRITION INFORMATION SOURCES AND SOLUTIONS

Room: Centennial C

A CASE STUDY IN MOVING BEYOND THE NUTRITION AND YOUTH DEVELOPMENT SILOS

Shannon Klisch, MPH, CHES; Katherine E Soule, MS, PhD

Obesity-related chronic disease is complex and cannot be addressed by one sector alone. Influencing eating and physical activity behaviors requires transdisciplinary efforts that address multilevel factors. Utilizing the strengths of two programs which have demonstrated positive outcomes in their respective areas of expertise, the UC CalFresh Nutrition Education Program (SNAP-Ed) and 4-H Youth Development program in Santa Barbara County collaborated to develop innovative healthy eating, active living and food security programming. This project reached more than 2,300 K-6 youth from low-income families. These program integrations, grounded in Positive Youth Development, Experiential Learning and the Social-Ecological Model will become the model for future in-school 4-H Healthy Living club projects in Cooperative Extension in California and may influence programming nationwide.

CORNER STORES AS COMMUNITY-BASED ENTERPRISES FOR HEALTH PROMOTION

Rachael Dombrowski, MPH, PhD

This study describes the development of healthy corner stores as community-based enterprises (CBEs) within eight suburban, low-income communities. CBEs are defined as a community-lead or community-oriented small businesses with a common goal to improve population health. Existing outcome data from all stores, via a market basket assessment, was reviewed to determine typologies of increased healthy food access. Interview data from store owners, participating local organizations (CBOs), and consumer focus groups was also analyzed to determine how corner stores progressed to become CBEs, and how this influenced the continuation of health promoting activities. Study results will assist in theory development and intervention design in working with corner stores, and other small businesses, as CBEs that promote community health over the long-term.

THE INFLUENCE OF HOME HEALTHY FOOD AVAILABILITY, PARENTAL FOOD RESTRICTIONS, AND CONCURRENT MEDIA USE ON THE HEALTHFULNESS OF FAMILY MEALS

Sarah E. Pember, PhD(c) MT, CHES; Kim Bissell, PhD; Kim Baker, MA; Xueying (Maria) Zhang, MS

This study further explored the impact of family meals on childhood nutrition by studying the relationship between the healthfulness of children's meals, concurrent media use, and the home food environment. Using an innovative meal tracking mobile app designed specifically for children, researchers collected intake data from elementary students, who also completed a survey about their home eating environment. Together, concurrent media use, parental restriction, and healthy food availability created a significant predictive model for the healthfulness of the family dinner. Every single child reported at least one family member 'always' uses a mobile device during meal times. Nutrition messages for parents should relay appropriate methods of controlling children's food intake, and future work is needed to explore the effects of concurrent media use on the quality of family mealtime.

EXPANDING THE EVIDENCE-BASE FOR POLICY, SYSTEMS AND ENVIRONMENTAL CHANGE WITHIN PEER-BASED NUTRITION EDUCATION AND OBESITY PREVENTION

Maureen Silva, MPH; Randal Henry, DrPH, MPH

The Los Angeles County Department of Public Health through the Nutrition Education and Obesity Prevention (NEOP) grant program contracted with five local agencies to conduct peer-to-peer nutrition education as part of broader organizational efforts to improve access to healthy food through policy, environmental, and systems changes in South Los Angeles. Prevention Institute and Community Intelligence conducted in-depth interviews with key informants, facilitated site visits, and administered a survey of program staff to better understand organizational successes and challenges to implementing peer education. Prevention Institute will present key findings, highlight community-level approaches that improved access and consumption of healthy foods, and discuss some of the remaining challenges for community-level practitioners seeking to respond to new USDA regulations.

A5: MINORITIES, POOR, & MEDICALLY UNDERSERVED POPULATIONS

Room: Centennial A

ADDRESSING HEALTH DISPARITIES AMONG PEOPLE WITH DISABILITIES: A COLLABORATIVE APPROACH

Charles Olufemi Daramola, MBA, PhD, CHES; Rose Marie Pignataro, MS, PhD

People with disabilities experience many health disparities, as demonstrated by higher incidence of obesity, hypertension, cardiovascular disease, falls, depression, and anxiety. Improving wellness among this population is a national priority, reflected by Healthy People 2020. In addition to reduced access to preventive services, people with disabilities have a higher prevalence of modifiable risk factors such as tobacco use, poor nutrition, and insufficient physical activity. There are nearly 57 million people in the United States with a disability: using a collaborative approach, health educators and rehabilitative professionals can have an enormous impact by working with communities to design and implement evidence-based wellness programs, promoting autonomy, and increasing health equity.

INTEGRATION OF CLINIC-BASED, OPT-OUT TESTING FOR HCV INTO AN EXISTING HIV TESTING FRAMEWORK AT A COMMUNITY HEALTH CENTER IN CHICAGO

Tommy Schafer, MPH; Kristin Keglovitz-Baker, PA-C, AAHIVS; Magda Houlberg, MD; Chad Hendry; Laura Rusie, MS

Howard Brown Health obtained funding to create best practices for the expansion of opt-out HIV and HCV testing. HIV testing was routinized by modifying the Electronic Medical Record to prompt medical assistants to conduct testing at the beginning of visits. HCV testing was routinized by adding labs to order-sets for many visit types. HCV Ab tests reflexed to run a viral load test if positive. Education emphasized screening those at higher risk for HCV and ongoing progress presentations were given to sustain provider and agency buy-in. Patient refusal reasons were recorded and addressed. The number of visits where HIV and HCV testing were offered and conducted and the number of new HIV and HCV positives identified and linked to care were quantified. The project tested 51% of eligible patients for HCV and increased offers for HIV testing to 99% while maintaining a testing rate of 90%.

CONFERENCE ABSTRACTS (CONT.)

E-HEALTH EQUITY: MINORITY PATIENTS' PERSPECTIVES ON SUCCESS FACTORS FOR E-HEALTH MEDIATED BEHAVIOR CHANGE

Latrice Rollins, PhD; Priscilla Pemu, MBBS, MSCR, FACP; Tabia Henry Akintobi, MPH, PhD; Elizabeth Ofili, FACC, MPH, MD; Courtney Holland

This presentation will describe patients' perspectives of the E-HealthyStrides program, a diabetes self-management support and social networking program. Using a qualitative research approach, the perspectives of African Americans who utilized e-HealthyStrides were collected and analyzed to determine factors that contributed to the successful use of the technology. The patient discussions revealed that support from a health coach and engagement with other users of the application contributed to successful use of this technology. Further, interviews with staff in clinical settings were conducted to determine best practices for integrating this technology into coordinated care efforts. The findings and implications for community and clinical settings implementing health technology solutions to address health disparities will be shared.

ETHNIC HISTORY, FAITH, AND FOOD: CULTURAL NORMS SELECTED TO PROMOTE BREAST CANCER SCREENING AMONG WOMEN OF AFRICAN DESCENT

Sheila Y. McKinney; Mary Shaw-Ridley, PhD, MCHES; William Ward Darrow, PhD

Culture and ethnic identity have been underexplored to explain health behaviors, attitudes, and beliefs among Black populations in the US, but found significant for other ethnicities and with Black populations abroad. A convenience sample of 86 women who participated in 12 discussion groups in Broward County examined the influence of culture and ethnic identity on preventive medical visits and mammograms among African-American and Afro-Caribbean women that lived in or near a community of high prevalence. Coded responses found that food, faith, and ethnic history have both positive and negative influence on completing preventive medical visits and mammograms. Contextual factors contributed to high rates of delay, other behaviors, and avoidance of mammograms. Addressing these contextual factors could improve the effectiveness of breast cancer screening interventions in Broward.

A6: ZOOM OUT YOUR LENS: CULTURAL COMPETENCY IN PUBLIC HEALTH

Room: Centennial B

HEALTH LITERACY AND COMMUNICATION WITH LEARNERS AROUND THE GLOBE

Denise H. Britigan, PhD, CHES

Health literacy is a social justice, patient safety, cross-cutting effective cultural communication issue. Using the IOM's Discussion Paper "Ten Attributes of a Health Literate Health Care Organization" as a framework, this e-learning course is designed as 8 Modules. Each module is scenario-based with examples from various health disciplines included. This approach serves two purposes: 1) scenarios are based on real-life opportunities for improvement (such as problem-based learning); 2) exposure to a variety of examples across disciplines provides inter-professional learning opportunities. The peer-to-peer learning that takes place with global learners sharing their own experiences helps everyone learn!

BEYOND CULTURAL COMPETENCY: APPLYING CONCEPTS OF CULTURAL HUMILITY AND CULTURAL INTELLIGENCE INTO PUBLIC HEALTH EDUCATION

Raffy R Luquis, PhD, MCHES; Kathleen Allison, PhD, MCHES; Miguel Perez, MPH, PhD, CHES

The increased diversification of the U.S. population highlights the need and importance of a culturally competent public health education workforce. Terms such as cultural competency, cultural confidence, cultural humility, and cultural intelligence have been used to describe the capabilities and skills a professional must have to address the needs of diverse population. The purpose of this workshop is to define these terms and discuss strategies to increase level of cultural competence among public health education professionals. During the workshop, participants will partake in an interactive, hands on, and "how to" workshop to increase an understanding of concepts, applications, and practices for advancing cultural competency, and to strengthen participant's capacity and commitment to address cultural competence within their organization and community.

CONCURRENT SESSIONS B

2:00PM – 3:30PM

B1: SOPHE HISTORY SESSION

Room: Centennial D&E

A LIVING HISTORY: CONTEXTUALIZING SOPHE FOR TRANSGENERATIONAL MEMBERSHIP

Mary Shaw-Ridley, PhD, MCHES; Flora Bloom, MS, EdD, CHES; William Cissell, MPH, PhD, CHES; Julia Alber, MPH, PhD; Carol D'Onofrio, MPH, DrPH; Larry Green, MPH, DrPH; John Allegrante, PhD; Kathleen Roe, PhD, DrPH; Collins Airhihenbuwa, MPH, PhD; David Birch, PhD, MCHES; Adenike Bitto, MD, MPH, DrPH, MCHES

SOPHE has a long history of exemplary leadership that supported scaling new heights through various eras. Despite the challenges, SOPHE has "living heroes" that can share unique memories of the highlights and low points of a 10-year generational period in which they moved the organization forward. These leaders will also recognize the contributions of sung and unsung heroes of the past. New members, leaders, and prospective leaders can use lessons from the past to inform future decisions and actions that are necessary to navigate the turbulent waters to achieve health and safety for all.

B2: REASSESSING THE MODEL: IDEAS ON EVALUATION METHODS AND DATA SETS

Room: Centennial H

USING A COLLABORATIVE EVALUATION APPROACH TO IMPROVE THE PROGRAM MODEL

Jeffrey J. Milroy, MPH, DrPH; Muhsin Michael Orsini, MS, PhD; David L. Wyrick, PhD; Samantha Kelly

The importance of a detailed and accurate program model cannot be understated; it is the foundation for the development of subsequent program components and ultimately directs the development of evaluation strategies and tools. This session will use two specific evaluation projects to serve as examples of how a collaborative approach to evaluation led to the development of more accurate and purposeful program models. Not only did the program model contribute to an evaluation that adhered the evaluation standards of feasibility and

accuracy, the process of developing/refining the model contributed to achieving the utility and propriety standards. Presenters will share lessons learned to provide session attendees with new strategies for initiating collaborative relationships that assist them in developing/refining program models that enables achieving the goals of collaborative evaluation.

LOCAL DATA, LOCAL IMPACT: BUILDING COMMUNITY CAPACITY FOR EFFECTIVE POLICY ADVOCACY

Holly J. Mata, PhD, CHES; Daniela Marquez

In this session, we share our experience identifying gaps in local youth health behavior data, developing and implementing a survey modeled on the YRBS, and how public health professionals and community advocates are using the data to reduce environmental risk factors and improve programs and policy. We discuss the survey results from a large metropolitan community located along the U.S. – Mexico border. 2,449 students participated in the anonymous survey that assessed nutrition/physical activity, tobacco use/electronic vapor products, alcohol use, sexual behavior, and sexual and dating violence. This workshop will be relevant for anyone interested in improving the quality and relevance of local data, and in improving community capacity to use local data to advocate for policies that promote public health.

THE AEIOU APPROACH TO PROGRAM EVALUATION: A GUIDE FOR HEALTH EDUCATORS AND PROGRAM PLANNERS

Cecile Dietrich, PhD, RN; Pamela Y. Frasier, MSPH, PhD

Health care programs demand thorough evaluation to ensure effectiveness and highlight needed improvements. The Council of Economic Advisors noted evaluation's importance to improving federal programs. While scholarship on many different methods and paradigms exists, AEIOU, a framework from the 1990s for formulating evaluation questions, is useful to revisit. AEIOU comprises five general question types: accountability, effectiveness, impact, organizational factors, and unanticipated outcomes, and accommodates quantitative, qualitative, and mixed methods program evaluations. This presentation describes AEIOU and its use in evaluation planning and shows its utility as a pedagogical tool for health educators. Throughout the explanation of AEIOU, we provide examples of evaluation questions and encourage participants to outline a health education and health promotion program evaluation plan.

Do you know in which state SOPHE was first incorporated?

*Come find out the answer and so much more at the SOPHE History Session (B1)
on Thursday, March 30 from 2:00pm – 3:30pm.*



CONFERENCE ABSTRACTS (CONT.)

B3: REACHING LGBT POPULATIONS

Room: Centennial C

COLLEGE STUDENTS' PERCEPTIONS OF STIS: FORMATIVE RESEARCH FINDINGS FROM A SOCIAL MARKETING CAMPAIGN TO INCREASE CHLAMYDIA SCREENINGS ON CAMPUS

Joy L. Rodgers, PhD, CHES; Tyler James; Brittany Schambow, MS, CHES

This study identified barriers to STI screenings among college students in an effort to develop a social marketing campaign to improve campus testing rates. An online survey was conducted to gain an understanding of college students' knowledge and perceptions of STIs and barriers to getting tested for STIs. The majority of the 187 student respondents incorrectly answered questions related to symptoms of chlamydia. Results also showed lack of time and feelings of embarrassment and fear to be potential barriers to screening. Among the motivations for being tested were a concern for personal health and a desire to know status. These results were used to inform the development of a social marketing campaign to increase chlamydia screenings among students at a large university in the Southeast.

RELATIONSHIP ABUSE AND SEXUAL ASSAULT VICTIMIZATION AMONG TRANSGENDER UNDERGRADUATE STUDENTS

Jill C. Hoxmeier, MPH, PhD, CHES

Relationship abuse and sexual assault are major public health issues. The purpose of this study was to investigate victimization in a national sample of undergraduate students, using the Spring 2015 National College Health Assessment data (N=15,072). Logistic regression revealed that, compared to cis-males, trans students have significantly greater odds of emotional, physical, and sexual abuse victimization in relationships, as well as victimization from nonconsensual sexual touch, attempted penetration, and completed penetration. Future violence research should include demographic items to capture transgender identification; prevention programs should consider adapting efforts to meet the needs of trans students; and campuses should consider training relevant staff to provide culturally appropriate services for trans survivors of violence.

WHICH BOX DO I CHECK? IMPROVEMENTS AND CHALLENGES IN MEASURING GENDER IDENTITY AND SEXUAL ORIENTATION

Jill C. Hoxmeier, MPH, PhD, CHES

With greater recognition of gender and sexual minorities has come a much needed shift in demographic measurement. Past measurement does not capture a diverse community and can serve as a barrier. However, while previous measurement proved limiting, do recent attempts to broaden gender and sexual orientation measurement still challenge quantifying our populations of work and study? Using the 2014 and 2015 National College Health Assessment survey, this case study examines both the improvements and challenges in gender and sexual orientation measurement. The 2014 measurement consisted of limited and/or binary options, while 2015 measurement included qualitative, text entry option identification, in addition to more expansive options than in 2014. Implications include potentially inhibiting data analysis and disenfranchising an already vulnerable population.

B4: TO DO OR NOT TO DO: VACCINATIONS

Room: Centennial C

THE VACCINATION QUANDARY FACING THE 21ST CENTURY – POLICY, ETHICS, EQUITY, AND SOCIAL JUSTICE

Yuliya Shneyderman, MA, PhD; Mark D Hiller, MPH, DrPH; Amar S Kanekar, MPH, PhD, CPH, MCHES; Jody L. Vogelzang, MA, MS, PhD, CHES

While vaccinations are very effective at preventing certain communicable diseases in the population, rates of vaccinations have been falling or have not met public health goals. Issues of vaccine risk, fear, ignorance, public distrust, and health disparities in under-served populations continue to plague this public health advance. What would be the most effective and ethical vaccine policy recommendations? Should such recommendations vary based on certain vaccines or on the severity of specific diseases, individual or public risks? How can health equity be achieved in this public health area? Is there an equitable balance between protecting the public good and respecting individual rights? What can the profession do to earn the trust of the under-vaccinating population?

NURSE AND PHYSICIAN ATTITUDES AND KNOWLEDGE REGARDING HPV VACCINATION IN MISSOURI

Darson Rhodes, PhD, CHES; Joseph D. Visker, PhD, MCHES; Emily Forsyth, CHES; Kendra Woolman, CHES; Carol Cox, PhD, CHES

In Missouri, only about 28% of female teens and 11% of male teens completed the 3-dose human papillomavirus (HPV) regimen. The HPV Vaccine Uptake Survey: School Nurse/Physician/Public Health Nurse was created to assess provider attitudes toward the vaccine, selected behaviors regarding the vaccine, self-efficacy, and HPV knowledge. Most notably, the majority of school nurses either 'sometimes' or 'never' distributed information on the HPV vaccine to parents, did not attempt to encourage parents to get their children vaccinated against HPV, and did not see themselves as leaders in providing HPV vaccine information. MO school nurses can be considered a priority population for HPV-based continuing education programming designed to address attitudes toward the HPV vaccine.

EVALUATION OF TWO HPV VACCINATION EDUCATIONAL INTERVENTIONS FOR HISPANIC PARENTS

Serena Rodriguez; Maria E. Fernandez, PhD; Natalie Fernandez-Espada, MS; Myrna Khan, PhD; Angelica Roncancio, PhD; Sally Vernon, PhD; Lara Savas, PhD

We conducted a group randomized trial to assess the effectiveness of two educational interventions for Hispanic parents to increase HPV vaccination among girls ages 11-17. Participants were randomized to either standard care, a tailored interactive multimedia intervention (TIMI), or a fotonovela intervention. We used hierarchical logistic regression to analyze data. There were significant differences in vaccine series initiation at first follow up: between TIMI and control (OR: 1.79, 95% CI: 1.21-2.70, p=0.004) and between fotonovela and control (OR: 1.65, 95% CI: 1.17-2.34, p=0.004). There were no statistically significant differences between TIMI and fotonovela (OR: 1.08 CI: 0.76-1.55, p=0.66). We are completing data collection for 12 month follow-up.

B5: ROUNDTABLE: FOOD ACCESS & NUTRITION

Room: Centennial F

ENTREPRENEURSHIP IN ACTION: TEACHING HEALTH EDUCATION AT A SUMMER CAMP FOR CHILDREN

Laura Nabors, PhD; Kristen Welker; Myia Lang, MA

Enhancing young children's knowledge about healthy eating, exercise, and stress reduction in an unmet need in many children's settings. This presentation will review novel information about transformation of a children's health program for delivery in a summer camp program. Ideas for activities for improving children's self-esteem, stress reduction, and use of relaxation will be reviewed so that attendees gain information on ways to boost mental health prevention efforts. Stress management activities included use of imagery, breathing, and progressive muscle relaxation. Children learned about MyPlate, goal-setting of healthy

eating and exercise goals, the food pyramid, and key exercises they could engage in at home. Over 100 children were served in the summer program. Data will be provided showing how children gained knowledge and how they improved their “healthy” habits.

ENGAGING RURAL COMMUNITIES: UNEXPECTED ASSETS IN FOOD RETAIL

Heather S. Wallace, PhD; Karen Franck, MS, PhD

This presentation focuses on how and why engaging grocery stores in rural food deserts may serve as a critical arena for education and intervention specific to reducing obesity. County-based Family and Consumer Sciences Extension agents’ use of research-based resources, along with their strong community leadership catalyzed changes in stores’ culture, philosophy, and operations. In this presentation, we will share theoretical and research-based principles and processes used to engage local grocery stores as new partners in the education of healthy food choices. We will discuss challenges encountered and how they were remediated; purposeful engagement of a limited resource population; elucidate how this approach operationalizes the “Policy, Systems, and Environments” (PSE) model, and share early evaluation findings about increases in health-food sales and customer engagement.

FAITH-BASED HEALTH INTERVENTIONS FOR HEALTHY EATING IN AFRICAN AMERICAN ADULTS

Carol N. Agomo, MPH, MBA; Martha Crowther, PhD; David Albright, PhD; Samory Pruitt, PhD; Dashauna Ballard, MPH

More than two-thirds of US adults are overweight or obese; African Americans (AA) carry a higher burden when compared to Caucasians. Cultural practices place AAs at increased risk for conditions associated with being overweight/obese. The disparity in mortality rates from diet-related diseases among AAs strongly suggests a need to adopt healthier eating habits. Community-Based Research (CBR) is known to impact community health. Faith-Based Health Interventions (FBHI), a subset of CBR, have been effective in increasing knowledge and changing habits, particularly when the church environment is used to demonstrate healthy habits.

B6: GLOBAL HEALTH ROUNDTABLES

Room: Centennial B

PROMOTING GLOBAL URBAN HEALTH THROUGH QUALITATIVE RESEARCH

ZIKA EPIDEMIC: IMPLICATIONS FOR HEALTH EDUCATION

BUILDING SUSTAINABLE PARTNERSHIPS IN GLOBAL HEALTH PROMOTION

THINKING CRITICALLY ABOUT THE SUSTAINABLE DEVELOPMENT GOALS

LOCAL DATA COLLECTION, TRAINING, AND IRB

TEACHING LOCALLY FOR HEALTH PROMOTION GLOBALLY

OPTIONS FOR SERVICE AT CDC

ETHICAL CONSIDERATIONS IN GLOBAL HEALTH PRACTICE

Hope Corbin, PhD; Sarah E. Rush, PhD, CHES; Bojana Beric-Stojacic, MA, MD, PhD, CHES; Adenike Bitto, MD, MPH, DrPH, MCHES; Amar S. Kanekar, MPH, PhD, CPH, MCHES; William Potts-Datema, MS, BSEd, MCHES; Amy Henderson Riley, MA, MCHES; Rob Simmons, MPH, DrPH, CPH, MCHES; Gayle Walter, MPH, PhD, CHES; Shanna Livermore, MPH, MCHES; Larry Olsen, DrPH, MCHES

This roundtable session, organized by the SOPHE Global Health Community of Practice, will provide conference participants interested in both

global and domestic health the opportunity to learn from global thinking and global practice. To facilitate rich exchange and discussion among conference participants within the Global Health CoP, we have organized roundtables on a variety of topics related to emerging global health promotion issues and methods in approaching the global health education and work. These open-ended roundtable discussions will transcend local, state, and national borders, illuminating transdisciplinary strategies for addressing issues that impact us all. The roundtables will explore topics along three themes: learning from global practice, strategies for engaging in cross-cultural work, and workforce development.

PLENARY II

3:45PM – 5:15PM

Room: Centennial D&E

TECHNOLOGY AND ITS IMPACT ON PROMOTING FAKE NEWS: IMPLICATIONS FOR PUBLIC HEALTH

Mark J. Kittleson, PhD, MCHES, FAAHB, FAAHE

In his presentation, Dr. Kittleson, currently the Dean of the School of Health & Human Performance at The College at Brockport, State University of New York, will compare how false news has changed over the last twenty years and identify the role that technology has played. He will also share strategies for how public health educators can minimize the impact of false news in their day to day work.

FRIDAY, MARCH 31ST

EARLY BIRD SESSIONS

7:00AM – 8:00AM

EB1: ROUNDTABLE: HEALTH FOR ALL

Room: Centennial A

HEALTH INSURANCE LITERACY: LEVELS AND PREDICTORS OF KNOWLEDGE OF KEY COST-RELATED ATTRIBUTES OF INSURANCE COVERAGE

Laura Lessard, MPH, PhD, Whitney C. Potts

Understanding healthcare costs and the potential for healthcare to result in uncovered costs will be a major determinant of individuals’ decision to continue coverage in the future. In addition, previous research suggests that medical debt is associated with negative financial, social and access-to-care outcomes. This research explored the level and predictors of health insurance literacy among a national sample of Americans. Many respondents reported that they “don’t know” attributes of their coverage including a) whether their insurance limits the total amount of money it will pay for prescriptions or the number of prescriptions that can be filled; b) whether they have a deductible and; c) the amount of that deductible. Significant relationships were found between demographic factors (age, race/ethnicity, highest level of education, household poverty level) and all three metrics.

HEALTH IN ALL POLICIES: DIVERSE APPROACHES IN NEIGHBORING COUNTIES

Allison Nguyen, MPH, CHES; Jocelyn Howard

Health in All Policies is a strategy designed to incorporate health into the decision-making process of government agencies, with the understanding that all policy decisions can impact health. Since 2015, the Florida Department of Health in Hillsborough and Pinellas Counties have engaged with local elected officials and governmental agencies

CONFERENCE ABSTRACTS (CONT.)

outside of their health silos to integrate Health in All Policies components into policies and practices with goals of improving community health, health equity, and sustainability. This work builds on Community Health Improvement Plan goals and other initiatives to reduce health disparities by considering health when designing policies and systems. Presenters will share two different approaches being used by neighboring counties, and will work with participants to identify strategies and action steps to implement this initiative in other communities.

EB2: ADVOCACY SUMMIT UPDATE

Room: Centennial F

ADVOCACY SUMMIT UPDATE: REPORTING OF SUCCESSES AND CHALLENGES

Cicily Hampton, PhD, MPA; Amy Thompson, PhD, CHES; Keely Rees, PhD, MCHES; Anders Cedergren, PhD, CHES

This session will bring together participants from the Fall 2016 Advocacy Summit in Washington DC to provide opportunities to share successes and challenges in advocating on predetermined advocacy priorities. Experts in the field of health policy and advocacy will provide feedback and make recommendations for improving success on current advocacy efforts.

EB3: CURRICULAR MAPPING WITH HESPA COMPETENCIES

Room: Centennial G

CURRICULAR MAPPING OF HEALTH EDUCATION COURSES WITH HEALTH EDUCATION SPECIALISTS PRACTICE ANALYSIS (HESPA) COMPETENCIES AND SUB-COMPETENCIES

Janice L. Clark, PhD, MCHES; Kerry J. Redican, MPH, PhD, CHES; Carolyn D. Rodgers, MPH, PhD, MCHES; Linda Lysoby, MS, MCHES

An important follow up to the Health Education Specialists Practice Analysis (HESPA) report is for professional preparation programs to examine their curriculum and determine the degree to which the curriculum is in compliance with HESPA competencies and sub-competencies. Course requirements, assignments, and tests must be examined. This presentation will discuss the mapping process to help colleges and universities to meet accreditation standards, develop program goals and objectives, create course syllabi, and map their health courses using the HESPA framework. At the end of the session, participants will be able to explain HESPA mapping for professional preparation and practice.

CONCURRENT SESSIONS C

8:30AM – 10:00AM

C1: BREAKING DOWN AND BUILDING UP: COLLABORATIVE HEALTH PROMOTION

Room: ~~Centennial D&E (plenary room)~~ Mineral Hall D&E

FROM COLLEGE TO COLLABORATION: HUNTSMAN CANCER INSTITUTE EXPANDS SENIOR CANCER PREVENTION EDUCATION THROUGH UNIVERSITY PARTNERSHIP

Jane M. Ostler, MS, CHES; Garrett L. Harding; Mary V. Brown, PhD, CHES; Jeff Yancey, MEd, PhD, MCHES; Donna Branson

With advancing age as the most common risk factor for cancer, it is imperative to identify state and individual county elderly populations that are in greatest need for cancer prevention education programs. Huntsman Cancer Institute (HCI) partnered with Salt Lake County Aging and Adult Services to create Healthy at Every Age (HAEA), a senior

cancer prevention education program that was implemented in 19 senior centers. To address expansion and sustainability of the program, HCI reached beyond the silo to plow new fields of research and collaboration. HCI and a Utah Valley University professor and students successfully implemented needs assessments and the HAEA program in an additional 17 senior centers. The presenter will share results from the study, student perspectives, integrating health education into other programs, and future directions for senior cancer prevention education.

GOING BACK TO THE BASICS: APPLYING COMMUNITY ENGAGEMENT PRINCIPLES TO CULTIVATE TRANSDISCIPLINARY PARTNERSHIPS WITH INTER-GOVERNMENTAL AGENCIES IN COOK COUNTY, ILLINOIS

Aesha Binion, MPH; Gina Massuda Barnett, MPH; Deanna Durica, MPH; Steven M. Seweryn, EdD, MPH; Kiran Joshi, MD, MPH

Health in All Policies (HiAP) is a key strategy to advancing health for all, and requires silos to be broken. Community engagement is an essential process in health promotion that also applies to collaborating with cross-sector, intergovernmental agencies to improve population health outcomes. Towards this end, the Cook County Department of Public Health (CCDPH), the state-certified public health agency for nearly all of suburban Cook County, Illinois, employed community engagement principles to cultivate transdisciplinary partnerships with sister agencies in Cook County government that address social determinants of health like affordable housing; built environment and transportation; and economic development. CCDPH will highlight HiAP successes; describe challenges and lessons learned; and share future direction.

MOVING BEYOND THE SILOS: BUILDING CAPACITY TO CULTIVATE HEALTH FOR ALL- STUDENTS, STAFF, FAMILIES & COMMUNITIES

Diane Allensworth, PhD, CHES; Lee Ann Else; Christi Kay, MAED; Elizabeth Stevenson, MPH; Chris Stewart, MA, CHES

HealthMPowers (HMP) used since 2002 an evidenced-based program to promote healthy nutrition and physical activity behaviors and environments in elementary schools. Outcomes of programming for the 45,161 students during the 2014-15 included: 87% of students improved nutrition and physical activity behaviors, and 78% maintained or improved BMI percentile. To improve behaviors community-wide, HealthMPowers programming was expanded to 42 child care centers, 30 middle schools, 6 out of school time centers and for adults within three counties last school year. HealthMPowers evidenced-based school program is the basis for the HealthMPowers expansion. This session will identify adaptations to evidenced based program by sectors, outcomes for the various populations, and the benefits and challenges of working with USDA SNAP-ED funding.

OUT OF YOUR SILO AND INTO THE BARN DANCE: COLLABORATING FOR HEALTHIER CHILDREN

Bonni C. Hodges, MS, PhD; Donna M. Videto, PhD, MCHES

A "barn dance" commonly refers to a family or community-oriented event often intended for people who do not normally dance or dance with each other. Public health, schools, and higher education all work toward a common goal of healthier children but very often dance in their own silos. This presentation will describe ten years of work across initiatives in which public health, schools, and higher education were invited to the barn to dance with each other. Presenters will provide an overview of successes and challenges in getting collaborators out of their silos and keeping them in the barn; review the positive outcomes for children resulting from the initiatives; and discuss the next steps. As part of

the presentation, participants will engage in an exercise that helps them identify perceptions they might have about potential partners that keep them from inviting them to dance.

C2: ESG SESSION: EXPLORING PAST, PRESENT, AND FUTURE OPPORTUNITIES FOR ETA SIGMA GAMMA MEMBERS

Room: Centennial G

ETA SIGMA GAMMA'S 50TH ANNIVERSARY: A REFLECTION ON THE PAST AND A VISION OF THE FUTURE

Alan J. Sofalvi, PhD, CHES

Eta Sigma Gamma has played a major role in health education over the past half century. Purposes of this presentation are to describe the impact of Eta Sigma Gamma activities and to describe how these activities have influenced, and will continue to influence, the profession. A panel consisting of past presidents, the current president, current student members and other individuals who have served as leaders of the organization will discuss the impact of Eta Sigma Gamma. Dr. Alan J. Sofalvi, currently the Eta Sigma Gamma historian, will moderate the panel discussion and provide a brief overview of the history of the honorary as its 50th anniversary is celebrated.

RAISING THE MINIMUM AGE OF SALE ON TOBACCO AND TOBACCO-RELATED PRODUCTS: RECOMMENDATIONS ON COLLABORATION AND ADVOCACY FOR ETA SIGMA GAMMA MEMBERS AND COMMUNITY PARTNERS

Mallory C Rinckey, MPH, CHES; Victoria Petersen; Karen A Teeple

Nearly all smokers start as children or young adults, and these specific age groups are heavily targeted by the tobacco industry. Raising the minimum legal sale age of tobacco products to 21 years is a promising strategy to reduce smoking. This measure complements existing strategies that reduce tobacco use. This presentation will develop participants' advocacy skills to 1) increase the minimum sale age of tobacco; and 2) collaborate with additional organizations. These advocacy techniques have been established through partnerships between the local chapters of ESG and SOPHE, health agencies, and youth mentoring programs.

CAREER PATHWAYS FOR HEALTH PROMOTION STUDENTS: FITTING INTO THE NEW HEALTH CARE TEAM

Joanna DeMarco, DHSc, CHES; Manuella Crawley, MEd, PhD, CHES; Sheila M. Patterson, PhD

The changes seen in today's health care system as a result of the Affordable Care Act have resulted in the need for a modified health care

Congratulations, Eta Sigma Gamma!



SOPHE congratulates Eta Sigma Gamma (ESG) on its 50th Anniversary! We celebrate ESG's golden contributions in elevating the standards, scholarship, ethics and competence of health education professionals and students nationally and in its chapters.

CONFERENCE ABSTRACTS (CONT.)

team. To prepare for this, Cleveland State University has started to focus on new areas of emphasis for health science students that will prepare them to join the care team in a non-clinical capacity. By focusing on other areas such as health, wellness, lifestyle modification and disease management, students entering the health care setting will be better prepared to help address community needs and bridge the gap from hospital to home. This presentation will focus on findings in community needs, student needs and future professions.

C3: LESSONS THAT TRANSCEND BORDERS: THE GLOBAL EXPERIENCE

Room: Centennial F

BREAKING DOWN SILOS TO PROMOTE REFUGEE HEALTH: A TRANS-DISCIPLINARY EXPLORATION OF THE EXPERIENCES OF CONGOLESE WOMEN THROUGH PHOTOVOICE

Shannon McMorrovv, MPH, PhD; Jyotika Saksena, PhD

A trans-disciplinary partnership between public health and international relations faculty at the University of Indianapolis and Exodus Refugee, Inc., a refugee resettlement agency, was formed to conduct a study using Photovoice and pre and post interviews to examine the complex public health issues experienced by Congolese women refugees. Our presentation will tell the story of moving beyond our silos to engage participants in Photovoice to build evidence for health promotion. We will highlight partnership successes and challenges such as the unusual level of heightened political discourse and an ACLU lawsuit surrounding refugees in Indiana during the project. Additionally, methods, findings, and recommendations will be shared, highlighting health promotion needs for Congolese refugee women in order to advance the agenda of scaling new heights to make health truly accessible for all.

IMPLICATIONS FOR ENTERTAINMENT-EDUCATION AS A GLOBAL HEALTH PROMOTION STRATEGY FROM A RADIO PROGRAM IN MOZAMBIQUE

Amy Henderson Riley, MA, MCHES; Suruchi Sood, PhD

Entertainment-education (EE) is an innovative communication strategy that has been employed in global health promotion for decades. Empirical evidence, as illustrated in a chapter in SOPHE's newest textbook *Introduction to Global Health Promotion*, has shown that EE is an effective global health promotion strategy for individual change. More recent theorizing, however, suggests that EE goes beyond the individual and interpersonal levels of the social ecological model to impact social change and social norms. This session will summarize results from a study that looked at changes in social norms and narrative engagement from an EE radio program in Mozambique and describe implications for future practice and research. Attendees will be challenged to think about program evaluation not as an endpoint for results, but as a starting point into understanding how our programs work.

ENGAGING NURSES IN IDENTIFYING FACTORS LIKELY TO INFLUENCE THE SUSTAINMENT OF TASK-SHIFTING STRATEGIES FOR BLOOD PRESSURE CONTROL IN KUMASI, GHANA: A CONCEPT MAPPING STUDY

Sarah Blackstone; Juliet Ivelunmor, PhD; Joyce Gyamfi; Jacob Plange-Rhule, MB, ChB, PhD, FWACP, FGXP, FRCP; Nana Kofi Quakyi; Gbenga Ogedegbe, MD, MS, MPH, FACP

Little evidence exists on community health nurses' perspectives on how to sustain task-shifting strategies for blood pressure control, despite the fact that task-shifting is a feasible method of controlling chronic disease. Using concept mapping methods, this study assessed nurses' perspectives of

sustaining an ongoing task-shifting strategy for blood pressure control in Kumasi, Ghana. Participants identified five groups of factors most likely to affect sustainability with limited drug supply ranked as the most important item to address, and personnel training and certification for nurses as the most feasible to address. Results from this study offer a unifying framework by which Ghana and other LMICs dealing with the critical shortage of physicians can utilize to plan for the sustainability of nurse-led task-shifting strategies for blood pressure control.

IMPROVING ACCESS, HEALTH, AND COMMUNITY INTEGRATION FOR REFUGEES: THE IMPORTANT ROLE OF PEER MENTORS AS NAVIGATORS

Pamela A. Duffy, PhD; Henny Ohr

Ethnic Minorities of Burma Advocacy and Resource Center (EMBARC) has implemented an innovative model of patient education and navigation with refugees in the roles of peer mentors, advocates, interpreters, and translators. The program draws upon evidence that support community health worker models and has reached over 150 families in its first year. It is now poised to expand services that will generate income to the agency. Future challenges include addressing clients' complex needs for physical and mental health services, educating health care providers, and creating a financially sustainable model to expand service delivery to this growing population. This session provides an overview of this unique navigation model, steps for implementation in other communities and populations, and planning for community-based participatory research with education and service delivery partners.

C4: DELIVERY MATTERS: FACTORS THAT ENHANCE SEXUAL EDUCATION

Room: Centennial C

PEDAGOGY MATTERS: UTILIZING A TEACHING CONSULTATION MODEL TO IMPROVE TRAINING DELIVERED WITHIN HEALTHCARE SETTINGS

Carol T. Nixon, PhD; Vivian M. Finch, PhD; Hasina Mohyuddin, MS, MBA; Heather Ewing; Sharon L. Shields, PhD

We present the findings of a pilot evaluation of the use of a teaching consultation model aimed at improving HIV provider education and training among partner institutions of the Southeast AIDS Education and Training Center. Our transdisciplinary collaboration highlights an essential premise that while content matters, delivery of that content impacts learning. The pilot evaluation relied on mixed methods, including participant observation, interview data, and analysis of course evaluation data. Findings suggest that use of the teaching consultation model in healthcare settings offers a unique opportunity to leverage resources and transdisciplinary knowledge to improve provider instruction, learners' outcomes, and the capacity of the HIV workforce, ultimately improving care for PLWH.

BIG DECISIONS: FACTORS INFLUENCING CURRICULUM FIDELITY OF A SEXUAL EDUCATION PROGRAM CURRICULUM IN PUBLIC SCHOOLS

James M. Bishop, MEd, CHES; David Wiley, PhD, FASHA; Jeff M. Housman, PhD, MCHES; Jo Beth Oestreich, PhD

When taught with fidelity, some sexuality education curricula have been shown to delay the initiation of sex, reduce the number of sexual partners, decrease the frequency of sex, and increase condom and contraceptive use among sexuality active teens. The purpose of this study was to examine the factors affecting curriculum fidelity in the teaching of the sexuality education curriculum Big Decisions. Qualitative

analyses identified four factors to curriculum fidelity: (1) classroom time, (2) classroom management, (3) school environment, and (4) the modification of curriculum activities. Data from studies like this should be shared with curriculum developers to ensure “usable” curricula are developed for this specialized topic. In addition, teachers need instruction in what curriculum fidelity is and why it is important.

FOUNDATIONS: AN EMERGING NATIONAL MODEL FOR CORE SKILLS TRAINING IN SEX EDUCATION

Daniel Rice, MEd; Blythe A. Ulrich, MA, CHES

In this session, participants will be engaged in an overview discussion of the national sex education landscape as well as the challenges professionals in the field face around professional development. The facilitators will offer an overview of Foundations - an emerging national, evidence-informed training model for addressing training gaps in the field. This skills building session will share initial quantitative and qualitative evaluation findings illustrating lessons learned from the pilot phase; and model sections of the Foundations training design to engage participants in the skill-building process.

C5: ROUNDTABLE: TECHNOLOGY

Room: Centennial A

INSPIRING HEALTHY EATING AND PHYSICAL ACTIVITY BEHAVIORS THROUGH ONLINE GAMIFICATION AND PEER MOTIVATION: SUPERTRACKER GROUPS AND CHALLENGES

Angela Leone, MS, RD; Corey Holland, RDN

Looking for a fun way to encourage healthy behaviors? Try introducing a little friendly competition with SuperTracker's new challenge feature. The newest enhancement to SuperTracker, USDA's free, interactive food, physical activity, and weight tracking tool, offers an easy way for nutrition educators to inspire students through peer motivation and mobile gamification. In this session, you will learn how to create a SuperTracker group and start a ready-made challenge or design a custom challenge to fit your needs. A representative from USDA's Center for Nutrition Policy and Promotion will debut the new SuperTracker groups and challenges functionality which allows users to create groups, invite members to join, run 3 detailed roll-up reports to analyze group member dietary intake and physical activity data, and create a healthy eating challenge.

ACCESSING SOCIAL SUPPORT BY APP: A TOOL FOR POSTPARTUM MOMS

Susan Roberts-Dobie, PhD, CHES; Disa Cornish, MS, PhD

For women in the postpartum period, social support is positively correlated with breastfeeding, infant care, and maternal adaptation and negatively correlated with levels of stress and postnatal depression. Yet, few interventions exist to improve social support for postpartum women. Based on interviews conducted at one month and three months postpartum, we are designing a mobile app as an intervention to help moms access their existing social support network.

Participants will be shown the proposed design of an app and will discuss: (a) Functionality of the app, (b) How health educators can imagine using it with clients, (c) Their current use of popular health education apps, and (d) Evaluation strategies of app use, reach, and impact. The discussion expands the view of outreach materials to include apps that are literally right on-hand, right when a new mother needs them.

USING NEW MEDIA TECHNOLOGIES TO IMPROVE EATING AND EXERCISE BEHAVIORS VIA A HEALTH INTERVENTION PROGRAM

Kim Bissell, PhD; Kim Baker, MA; Sarah E. Pember, MT, CHES; Xueying (Maria) Zhang, MS

The current study used a diverse sample of 100 2nd and 3rd grade children in order to test the effectiveness of a health intervention designed using new media technologies. The program included a Wii gaming system and an iPad app designed to help children better understand their food consumption. The present study reports on the overall success of the program and further reports on the factors serving as the strongest predictors of positive health behaviors. Results demonstrated that the use of the app enabled children to give more accurate reports of their foods, indicating that the app may play a positive role in affecting children's health behaviors and literacy. Results further indicate that children who used the Wii gaming system for exercise demonstrated an increase in heart rate and exertion while participating in specific exercise games.

WIDGETS, APPS, AND WEB TOOLS: LEVERAGING TECHNOLOGY TO SUPPORT PUBLIC HEALTH STAFF

Rachel Pryzbly, MPH, CHES; Sarah Pomerantz, MPH, CPH; Xanthi Scrimgeour, MHED, CHES

Public health isn't known as a hotbed of digital innovation. There are many reasons for this: public health professionals are often underfunded and juggling competing priorities. But CommunicateHealth believes that challenge invites opportunity and innovation – technology can help us do our jobs better and faster. Rather than thinking of technology as a burden, how can we use it to facilitate health education, promotion, and public safety?

CAPTURING PORTALS AND POKEMON: EXPLORING PHYSICAL AND SOCIAL HEALTH BENEFITS OF MOBILE GAMES

Nicole Aydt Klein, PhD, MCHES

Augmented-reality (AR) games played on mobile devices, such as Pokémon Go and Ingress, have the capability of increasing physical activity and social connections. A study of twenty participants investigated new Ingress players' physical, social, and mental health. Early findings suggest benefits for physical activity and social connections increase in select players. Possibilities for use of AR in community-based research and interventions are discussed.

SALUD AMERICA!: BUILDING A CULTURE OF HEALTH AND LEADERS THROUGH CONTENT CURATION AND SOCIAL MEDIA MARKETING

Lisa Ellis; Rosalie Patricia Aguilar, MS; Amanda Merck, MPH

Salud America, The Robert Wood Johnson Foundation Network to Prevent Latino Childhood Obesity works to create culturally appropriate online communications to build and develop self and collective efficacy around preventing Latino childhood obesity. Using social media campaigns, videos and infographics, all through a successful case study storytelling lens, health leaders can become inspired and empowered to create healthier changes in their own communities.

HEALTH EDUCATION 2.0: INCORPORATING INNOVATIVE TECHNOLOGY BASED APPROACHES TO IMPROVE HEALTH OUTCOMES

Jennifer Farmer; Katherine Suellentrop; Lawrence Swiader, MS; Whitney Garney, PhD; Kelly L. Wilson, MEd, PhD, CHES; Kenneth R. McLeroy, PhD

Do you have experience or an innovative idea for incorporating technology into public health practice? Would you like to learn more

CONFERENCE ABSTRACTS (CONT.)

about what other professionals are doing to push the boundaries of everyday practice through the use of technology? If so, please join us for a dynamic discussion regarding current and emerging approaches to leveraging technology as an innovative tool for meeting the health needs of all. During this session, participants will have an opportunity to hear from two OAH Innovation Grantees currently working to support technology and program-based innovations. In addition, participants will have an opportunity to share and learn from others through facilitated discussion. This experience will serve to further equip participants to explore, adopt, and implement technology-based innovations and advocate for other professionals to do the same.

RECRUITMENT AND RETENTION OF YOUNG ADULT SEXUAL MINORITY BLACK MEN FOR MOBILE PHONE BASED ECOLOGICAL MOMENTARY ASSESSMENT USING COMMUNITY-BASED PARTICIPATORY RESEARCH PRINCIPLES

Sabrina Smiley, MPH, PhD, MCHES

Ecological momentary assessment (EMA) provides a method assessing momentary events of a behavior as it is experienced by an individual in the natural environment. There is a dearth of evidence regarding mobile phone based EMA among young adult sexual minority Black men and little is known about the roles community-based organizations (CBOs) may play in the recruitment and retention of this cohort in mobile phone based EMA. This study addresses this gap and describes lessons learned about working collaboratively with a CBO from a community-based participatory research perspective. The results of this study suggest that CBPR facilitated greater research participation and researchers must be aware of the importance of building collaborative relationships with CBOs, considering challenges and opportunities in engaging young adult sexual minority Black men in research.

(WITHDRAWN) EDUCATING CONSUMERS OF ENVIRONMENTAL HEALTH TRIGGERS THROUGH A TECHNOLOGY PLATFORM

Swarna Kuruganti; Lori Hoepner, MPH, PhD

There is increased awareness of environmental toxicity but current methods of educating people within a healthcare setting are inadequate. Health education professionals also face challenges in effectively using technology for environmental health promotion.

We will (a) introduce a unique technology platform to track clear health goals (b) guide participants to explore basic challenges within current health education settings when using technology, identify criteria to promote environmental health technology and identify additional hypotheses for user readiness to access a technical platform for environmental health education (c) facilitate identifying key decisions needed to plan, implement successful environmental health education using technology. Using the health belief model and technology, we will explore approaches to engage health promoting behavior.

C6: RESULTS-BASED ACCOUNTABILITY™

Room: Centennial B

UTILIZING RESULTS-BASED ACCOUNTABILITY™ (RBA) FOR INNOVATIVE STRATEGIC PLANNING: A FRAMEWORK OF COORDINATION AND IMPACT FOR LOCAL, STATE, AND NATIONAL AGENCIES AND PROGRAMS

Beth H. Chaney, MA, PhD; Rebecca Reeve, PhD, CHES; Elizabeth Stevenson, MPH; Adenike Bitto, MD, MPH, DrPH, MCHES; Ramona Jackson, MPH; Gayle Walter, MPH, PhD, CHES; Danielle Gardner

Results-Based Accountability™ (RBA) is an evidence-based action-oriented, data-based framework to improve population health and

organizational performance. Members of the SOPHE Strategic Planning Team drew from RBA concepts to help focus the 2017-2020 strategic plan to achieve clear and measurable results. The workshop purposes are 1) to provide an overview of RBA and its use as a planning and management tool for local, state, and national organizations/agencies, and 2) to demonstrate how RBA has been used to inform an effective strategic planning process for SOPHE. Workshop participants will practice the skills needed to incorporate RBA into an effective strategic planning process to bring a results focus to current and future collaborations, initiatives, and programs.

PLENARY III

10:15AM – 11:15AM

Room: Centennial D&E

HOW MANY BEHAVIORAL SCIENTISTS DOES IT TAKE TO CHANGE A LIGHT BULB? ADVANCING THE SCIENCE OF BEHAVIORAL SELF-MANAGEMENT OF CHRONIC DISEASE

John P. Allegeante, PhD, LHD (Hon)

Dr. Allegeante, Professor of Health Education at Teachers College, Columbia University, will describe advances in the behavioral self-management of chronic disease from the perspective of his 25-year trajectory of NIH-funded research in arthritis and cardiopulmonary diseases, which has sought to develop a transdisciplinary understanding of how applied behavioral science can be used to improve functional status and health outcomes. His presentation will focus on tracing the arc of novel research - conducted in collaboration with physician-scientists at Columbia and Weill-Cornell Medical College - that draws on the emerging science of positive psychology to develop promising new approaches to fostering the adoption and maintenance of behavioral change.

CONCURRENT SESSIONS D

11:15AM – 12:45PM

D1: IGNITE: NUTRITION

Room: Centennial D&E (plenary room)

USING BEHAVIORAL ECONOMICS TO ADVANCE OBESITY PREVENTION RESEARCH

Adam Knowlden, PhD, MS, CHES

The purpose of our presentation is to describe behavioral economic drivers, consequences, and policies for addressing obesity. To address obesity, standard economic models suggest increasing consumer nutrition information, taxing unhealthy foods, and incentivizing healthy foods to prevent overeating. Such approaches may not model all the economic factors that pertain to prevention of obesity. Behavioral economic strategies such as obfuscation and defaulting may aid in filling in the gaps that classic economic models fail to address.

I'LL HAVE WHAT SHE'S PHOTOGRAPHING: THE USES, GRATIFICATIONS, AND MOTIVATIONS OF FOOD-RELATED PHOTO-SHARING ON SOCIAL MEDIA

Sarah E. Pember, PhD(c), MT, CHES; Kim Baker, MA; Kim Bissell, PhD; Xueying (Maria) Zhang, MS

While food brands strategically utilize photo-sharing social media applications to target consumer eating behaviors, health educators have made less concerted efforts in this area. The purpose of this study was to lay groundwork for the design of future social media nutrition communications by assessing online food-photo sharing within the framework of the Theory of Planned Behavior and Uses

and Gratifications Theory. The results from an online survey show that food photo-sharing on social media is viewed as a positive, normative behavior, approved by salient others, through which users aim to gather information in an entertaining way, making it a prime medium for communicating image-based nutrition communication.

CONTENT ANALYSIS OF NUTRITION INFORMATION OF MOBILE APPLICATIONS AIMED AT CHILDREN

Yuliya Shneyderman, PhD

Overweight and obesity in children is currently a problem in the United States and despite national campaigns to improve eating habits and increase physical activity, many children consume excess empty calories and lead sedentary lives. At the same time, technology has led to a rise in the use of mobile applications by children aged 8 and younger. The current study conducts a content analysis of 114 applications both on iOS and Android platforms and finds that factual nutrition information is provided in only about one fifth of the applications aimed at this population. Furthermore, written information in the applications tends to be at a much higher level than children aged 8 and younger typically understand. Children are in need of accurate age-appropriate nutrition information and mobile technologies may be one of the places health professionals can engage them.

RESULTS FROM PILOT LIGHT'S PROGRAM DURING THE 2015-2016 SCHOOL YEAR: AN INNOVATIVE APPROACH TO FOOD EDUCATION

Kendra Cinique Julion, MS; Alexandra L. DeSorbo-Quinn, MPH, EdD

Teachers and students face high pressure to meet academic performance standards. Consequently, despite the effectiveness of school-based health interventions, time traditionally devoted to health is often first to be cut from curriculum. Pilot Light was founded in 2010 by a team of notable Chicago chefs and educators to teach children about food – where it comes from and how their choices impact their bodies and communities. The program fosters collaborations between chefs and teachers through professional development with the goal of integrating food education into the school curriculum and equipping teachers to harness food resources within their schools and communities to enhance classroom learning. This session describes the Pilot Light model and report results from students who participated in the program during the 2015-2016 school year in three schools throughout Chicago.

ONLINE CME ACCREDITED NUTRITION EDUCATION COURSE USED TO FACILITATE LEARNING BY PRACTICING PHYSICIANS

Kristen K. Hicks, MS, RD, LD; Peter S. Murano, MS, PhD

Physicians are at the forefront for helping their patients maintain optimal nutrition status, yet many lack adequate nutrition education. Our Physician Nutrition Education Program provides easily accessible CMEs on topics of nutrition in medicine. Our course for type 2 diabetes had 11 participants with 1-35 years in practice. We had 100% of physicians improve their score by at least 10% with the average improving 30%. All physicians passed the nutrition CME course (>70%), only 1 considered passing in the pre-test. Improvements in test scores demonstrate physicians enhanced their knowledge. Online delivery of CMEs are effective to deliver nutrition education. Similar courses, for a variety of conditions, are feasible ways to mitigate the continued trend of modifiable chronic disease by increasing nutrition offerings for physicians.

USING COMMUNITY GARDENS TO IMPROVE HEALTH EQUITY AND ENTREPRENEURIAL OPPORTUNITIES

Melissa M. Frisbie, MPH; Steven P. Forand; Catherine Bullwinkle

The City of Utica in Central NY has a high percentage of minorities and a large population of low income residents. The community has long expressed the need for greater access to healthy food, especially a greater availability of community gardens. The NYSDOH worked with community stakeholders to build over 9 community gardens in abandoned lots. The community gardens facilitated the development of nutritional programs, healthy food access and entrepreneurial programs which address health disparities and inequity in Utica. Entrepreneurial opportunities included microgreens and basic horticulture training classes to support employment and business development, and a Green Cart initiative for youth to build mobile veggie carts to increase healthy food access. These programs resulted in an innovative approach to educating residents and providing employment opportunities.

CREATING AN EVIDENCE-BASED TOOL FOR LARGE SCALE FOOD BANK PURCHASES TO IMPROVE POPULATION NUTRITION

Andrew A. Peachey, DrPH; Michelle Hesse, PhD; Dave Wang, MFA; Michael McKee

Growing attention has been placed on food banks providing clients access to foods of high nutritional integrity. Collaborators sought a mechanism to make evidence-based decisions in food selections. A list of United States Department of Agriculture foods available through The Emergency Food Assistance Program and bulk purchased items was combined with a random selection of donated items. Nutrient Density Scores (NDS) for each item were calculated using a modified Nutrient Rich Food Index using nutrients to encourage and nutrients to limit. NDS were used to create a categorical system which will streamline purchasing decisions. An application is being developed to efficiently apply the system at point of purchase. The system will identify and track annual purchasing targets within each tier. The collaboration may result in multi-level interventions for underserved populations.

FRESH FARMACY AND HARVEST OF THE MONTH: WORKING TOGETHER TO PROMOTE HEALTHY EATING

Tiffany Neal, MPH, MCHES

Fresh Farmacy provides biweekly fruit and vegetable "prescriptions." Adults at risk for obesity-related health problems receive a bag of fresh produce, as well as recipes and education to facilitate cooking new foods at home. 86% of participants lost weight or decreased their blood pressure during the program.

Harvest of the Month gives kids the chance to taste and learn about local fruits and vegetables. Each month, a fresh seasonal snack is given to all elementary school students in Charlottesville. The program also includes a take-home flyer with recipes for families. 95% of students who tried a new food for the first time said they would like to have it again. Expanding these two programs will help to build institutional capacity and shift social norms toward eating more fruits and vegetables. This will improve health outcomes and quality of life in our community.

CONFERENCE ABSTRACTS (CONT.)

A COMMUNITY-BASED PARTICIPATORY APPROACH TO INCREASE ACCESS TO HEALTHY FOODS FOR COMMUNITY RESIDENTS IN ATLANTA, GA NEIGHBORHOODS

Latrice Rollins, PhD; Tabia Henry Akintobi, MPH, PhD; Rodney Lyn, MS, PhD; Mary Anne Adams, MSW; Margaret Hooker; Travie Leslie; Sabrina Mobley; Adrienne Serrano Proeller

This presentation will describe the implementation of a Healthy Corner Store Initiative in metropolitan Atlanta neighborhoods with significant health disparities. Fifteen corner stores were recruited and participated in the initiative, increasing access to healthy foods for over 120,000 community residents. Intercept surveys were completed with 200 corner store customers to demonstrate the impact on the purchase of healthy foods. Strategies to increase the capacity of corner stores were also implemented. Several lessons will be shared about working collaboratively with corner store owners and culturally-tailoring the intervention. This work contributes to growing evidence in support of CBPA, policy, system, and environmental strategies to reduce health disparities, and the use of healthy corner store initiatives in urban, predominantly African American communities.

D2: PARTNERING4HEALTH: THE POWER OF A NATIONAL COLLABORATIVE IN REDUCING CHRONIC DISEASE

Room: Centennial G

NATIONAL CHRONIC DISEASE PREVENTION IMPLEMENTATION AND DISSEMINATION STRATEGIES ESSENTIAL FOR BUILDING COMMUNITY INFRASTRUCTURE TO COMPLETE POPULATION-BASED EFFORTS

Laura King Hahn, BSN; Jill Birnbaum; Victoria Taffe, CHES; Breanna Russell; David Rouse; Anna Ricklin; Elizabeth Hartig, MA; Aliza Norcross; Quinney Harris; Elisabet Eppes; Erin Sanders; Elaine Auld, MPH, MCHES; Brigitte Johnson, APR; Jeanine Robitaille, MS, CHES; Cheryl Welbeck; Thometta Cozart, MPH, MS, CHES, CPH; Doreleena Sammons-Hackett, SM, CPM

Five national organizations have established a robust partnership and work collaboratively to develop a high level timeline of key activities and milestones and to develop and disseminate messages about the national initiative to a wide range of audiences. Over the course of the three-year project, the national organizations have played a role in guiding and supporting nearly 97 community coalitions as they build capacity and implement evidence-based policy, systems, and environmental changes that reach large, at-risk populations and aim to reduce chronic disease risk factors. The risk factors targeted in this initiative include tobacco exposure, poor nutrition, physical inactivity, and lack of access to chronic disease prevention, risk reduction, and disease management opportunities.

BUILDING COMMUNITY CLINICAL LINKAGES: WIC STRENGTHENS PROVIDER RELATIONSHIPS

Anna-Maria Roache, MPH; Jeanne Mahoney, BSN, RN

The American College of OB/GYNs and the National WIC Association have worked cohesively with WIC agencies across the US to combat chronic diseases, which are the leading causes of death and disability in the US. These entities have worked to implement strategies that focus on building provider/community relationships to improve chronic disease prevention services, and access to healthy food. ACOG and NWA utilized the inclusion of the CPHMC Project in the Maintenance of Certification process for OB/GYNs, quarterly provider check-in calls with ACOG's program manager, and deeper provider participation. Coalitions in Texas, Michigan, Illinois, Virginia, and Maryland have fostered partnerships to strengthen referral networks throughout the community.

D3: HEALTH SYSTEMS DELIVERY

Room: Centennial F

COMMUNITY HEALTH WORKERS IN MO HEALTH SYSTEMS

Carol Cox, PhD, CHES; Daron L. Rhodes, PhD, CHES; Joseph D. Visker, PhD, MCHES; Kendra Woolman, CHES; J. Christian Banez; Anna Wang

Community health workers (CHWs) play an important role in healthcare systems by bridging the gap between their communities and the healthcare system. This study described the level of integration of CHWs into Missouri health systems using an electronic mail survey to administrators in local public health agencies, rural health clinics, and federally qualified health centers. Only 16% (16/103) of participants noted that CHWs were employed in their organizations; and most CHWs connected people with services, served low-income and rural populations, and addressed heart disease issues. Participants from organizations who did not currently employ CHWs indicated they did not anticipate needing them in the near future. If their role in Missouri healthcare systems is to expand, an educational campaign to educate on their value is needed.

EHR DATA AS PUBLIC HEALTH EDUCATION: DISTRIBUTED DATA NETWORKS AND EDUCATING COMMUNITIES ON HEALTH STATUS

Rachel Zucker, MPH; Emily McCormick, MPH; Jessica Bondy, MS; Lisa Schilling, MD, MSPH; Art Davidson, MD, MSPH

The Colorado Health Observation Regional Data Service (CHORDS) is a distributed data network using EHR data aggregated from multiple Denver-area healthcare providers. Participating healthcare providers organize patient health data into a common format, which is then queried by authorized partners using a secure software platform. CHORDS transforms EHR data into accurate, detailed public health information that can be used to educate communities. The success of community interventions and prevention efforts can be improved when local health information is used to identify populations with the greatest need. Visual information tools, including maps and dashboards, are key resources for educating communities about their greatest public health issues.

INTEGRATION OF HEALTH EDUCATION WITHIN A LARGE HEALTH SYSTEM IN THE BRONX, NY

Melinda Marquez, MPH, CHES; Sherin Joseph, MPH, CHES, CLC; Priya Massand, MPH, MCHES, CLC; Colin D. Rehm, PhD, MPH; Arycelis Segura

Montefiore Health System (MHS) is a large system serving more than 500,000 patients annually, located in the Bronx, NY. MHS has integrated 13 Certified Health Education Specialists (CHES) into 15 of 21 outpatient ambulatory clinics. Critical components to the integration of health education at MHS include obtaining funding to support health educators, educating providers as to the benefits of health education, and incorporation of health education within the newly adopted Electronic Health Record (EHR). We will discuss approaches to evaluate the impact of health education on intermediate patient outcomes, including weight change, change in laboratory values and important methodological issues. Integration within healthy systems may improve population health, but more importantly, provide opportunities to efficiently evaluate the impact of health education.

D4: WHERE DOES IT STOP? A LOOK INSIDE VIOLENCE PREVENTION

Room: Centennial B

PARENT'S EXPECTATIONS OF HIGH SCHOOLS IN FIREARM VIOLENCE PREVENTION

Erica Payton, PhD, CHES; Jagdish Khubchandani, MPH, PhD, CHES; James H. Price, MPH, PhD

Firearm violence remains a significant problem in the US. In recent times, mass shootings and peer to peer violence incidents in schools have garnered wider media attention. However, the research on prevention practices and policies are scant. The purpose of this study was to examine what parents thought schools should be doing to reduce the risk of firearm violence in schools. A valid and reliable questionnaire was mailed to a national random sample of 700 parents who had at least one child enrolled in a public high school (50 surveys were not deliverable) and 257 parents responded (40% response). American parents' perceptions about various firearm policies and incidents of firearm violence will be discussed in this presentation. In addition, the role schools and parents can play in designing and implementing effective policies will be examined.

THE ROLE OF HEALTH EDUCATORS IN PREVENTION OR INTERVENTION OF WORKPLACE BULLYING

Lori Dewald, EdD, MCHES

The topic of workplace bullying is typically swept under the rug, but has both human and organizational costs. This session will focus on bringing workplace bullying to a deeper awareness and understanding for public health professionals. Overall prevention efforts will also be shared, and personal strategies developed during this session. This interactive session focuses on helping the individual victim cope with and stop bullying, and successful prevention strategies will be shared so health educators can assist employers with ending workplace bullying.

PARTNERSHIP TO EXPLORE MINDFULNESS TRAINING IN SCHOOLS TO PREVENT SCHOOL VIOLENCE AND EMPOWER HEALTH DECISIONS

Carol Foust, MEd, MS, PhD

This abstract details a partnership development project that identifies health disparities and public health prevention approaches. School Violence Prevention is the common interest that brought the partners together. A young person can be a victim, a perpetrator, or a witness of school violence. Some violent acts—such as bullying, verbal abuse, slapping, or hitting—can cause more emotional harm than physical harm. Other forms of violence, such as gang violence and assault, can lead to serious injury or even death.

Our partnership addressed these local findings by translating the research regarding mindfulness skills training in preventing violence and suicide. Mindfulness research and its impact on learning, self-control, emotions and empathy are becoming clearer. This session will focus on the partnership development, curriculum selection and project immersion.

D5: ROUNDTABLE: BEYOND SILOS

Room: Centennial A

MOVING BEYOND THE SILOS AND STIGMA FOR MENTAL HEALTH PROMOTION: EVALUATION RESULTS FROM A COMMUNITY BASED PARTICIPATORY MENTAL HEALTH PROMOTION PROJECT

Shannon McMorrovv, MPH, PhD; Heidi Rauch, MS, PhD; Anita Ohmit, MPH; Calvin Roberson, MPH

A unique, trans-disciplinary partnership including a statewide minority health coalition, four community agencies, and university public health faculty was formed to apply a community based participatory approach to develop and test the effectiveness of a mental health promotion curriculum offered at various sites in multiple counties in Indiana. This session will describe preliminary results of an evaluation conducted to measure participant outcome as well as the process used to deliver the

curriculum. Additional, the participatory process of working together across disciplines to develop the curriculum and conduct the evaluation will be described. The session will conclude with tips for community agencies and academics seeking to forge similar, transdisciplinary partnerships to promote health for all.

COMMUNITY HEALTH WORKERS AND HEALTH EDUCATORS: ALIGNING WORK FOR THE BENEFIT OF NEW MEXICO COMMUNITIES

Sue Forster-Cox, MPH, PhD, MCHES; Jennifer Marberry; Carol Hanson, MPH; Christopher D. Lucero, MCH, CHES; Bambi Beville, MPH, CHES

Community health workers have been active in New Mexico for many years, contributing to improved public health. NM is developing the workforce of CHW, by offering certification. Health educators serve the state as well, and aligning efforts of the two disciplines promises to advance the public's health and move beyond practice silos. NM Department of Health and NM State University have partnered to conduct an innovative project, which applies the social-ecological model of public health to support the unique role of each profession. GIS technology is used to display practice locations against the social context of health in NM. This collaboration promotes partnerships, moves organizations and individuals out of their respective silos, and aligns work with and for communities in new and unique ways.

THE NEW MEXICO POPULATION HEALTH COLLABORATIVE - WHERE HEALTH, INNOVATION, AND TECHNOLOGY MEET

Bambi Beville, MPH, CHES; Joe Anderson, PharmD, PhD, BCPS; Adam Baus, PhD, MA, MPH; Cecil Pollard, MA, Samantha Shawley, MPH; Susan T. Yelton, MA, PMP

The New Mexico Population Health Collaborative is the intersection of health, innovation, and technology. NM Department of Health is working with health systems, academic centers, and QI organizations to implement evidence based strategies to improve public health. Use of EHR data and team based care are health systems interventions for chronic disease prevention and management. The NMPHC is a mechanism for peer-to-peer learning and a frame for working collectively across primary care, public health and community partners. Partnerships are leveraged to build a model with complimentary approaches and quality improvement methods. This innovative use of data and the healthcare team is applicable to many health conditions and risk factors, resulting in improved population health outcomes. Participants will engage in a discussion about the NMPHC and the evidence base to support the project.

(WITHDRAWN) CROWD FUNDING PUBLIC HEALTH RESEARCH: BEING SCRAPPY WHEN FUNDS ARE TIGHT, BUT INFORMATION IS NEEDED

Becky S. Dawson, PhD; Amelia F. Darrouzet-Nardi, MS, PhD; Cindy Wu

When funds for Zika virus research were lacking, we took an alternative approach to funding our research. We will discuss what we learned while crowd funding our first research project. Specifically, we will discuss the collaboration we initiated with Experiment.com and how this collaboration can be used by others in the public health community.

OUT OF OUR SILOS! HEALTH EDUCATION AND RECREATION (TOGETHER) TRANSFORMING THE PLACES AND SPACES IN WHICH WE LIVE, WORK, AND PLAY

Kathleen Roe, PhD, DrPH; Alvin Galang

Health education has always been a key player in multilevel, evidence-based interventions to transform the community context for health. Our skills are clearly articulated in the health education competencies and our contributions are often central to the success of community change

CONFERENCE ABSTRACTS (CONT.)

strategies. Our health education silo is comfortable, interesting, and the source of a steady stream of new ideas, approaches, and practitioners. However, current challenges call for trans-disciplinary approaches, developed through a dynamic interplay of paradigmatic perspectives and professional domains. One particularly potent "silo-buster" is the intentional collaboration between public health and recreation. The evolution of an undergraduate Health Science and Recreation course on Healthy Communities will illustrate the impact of the new transdisciplinary framework, vocabulary, and tools.

D6: GETTING INVOLVED LOCALLY: SOPHE CHAPTERS Room: ~~Mineral Hall D&E~~ Centennial H

Catherine Ramstetter, PhD, MPH, CHES; Michelle Carvalho, MPH, CHES; Cindy Liverance, PhD, CHES; Allison Nguyen, MPH, CHES; Nicole Smith, MPH, CHES

In this presentation, participants will hear from several chapter leaders about the role SOPHE Chapters play in advancing the profession. Speakers will discuss the member benefits of chapter participation as well as ideas for engaging new and current members in issues related to regional-local public health education. Participants will be invited to consider their ideas for how they might individually and collectively further health education initiatives in their locale. The formal discussion will be followed by an informal networking session for participants to delve deeper into the ideas presented and to meet with other Chapter representatives.

PLENARY IV

2:30PM – 4:00PM

Room: Centennial D&E

CULTIVATING WORKFORCE DIVERSITY: TRANSGENERATIONAL ISSUES AND SOLUTIONS

Guwan Jones, MPH, MCHES

Guwan Jones, Chief Diversity Officer and Vice President of Workforce Planning at Baylor Scott & White Health, started her career in health education and promotion. She will share with us not only the story of her career progression but also the impact and value of teamwork, across silos, culture, ethnicity, and generation.

CONCURRENT SESSIONS E

4:15PM – 5:45PM

E1: NEVER STATIC: OUR WORKFORCE IN FLUX

Room: ~~Centennial H~~ Centennial C

THE MEDICAL CAREERS AND TECHNOLOGY PIPELINE (MEDCAT): HEALTH AND BIOMEDICAL WORKFORCE DEVELOPMENT FOR AMERICAN INDIAN AND APPALACHIAN STUDENTS

Sarah Langdon, MPH, CHES; Charlene Hunt; Ronny Bell; Lisa Lefler, PhD; Roseanna Sneed Belt; Jacquelyn Hallum, MBA, MHA; Meg Hanshaw, PhD

American Indians (AI) and Appalachian region students are underrepresented in health/biomedical science careers. The Medical Careers and Technology Pipeline (MedCaT) is a health/biomedical science pipeline partnership, that aims to increase the number of AI and Appalachian region high school students from western NC pursuing health/biomedical science careers by 1) improved educational preparation through project/problem-based learning; 2) targeted mentorship; 3) social support mechanisms; and 4) continuing education and mentorship for health occupation teachers. Students demonstrate increased knowledge of and interest in health/biomedical science

careers; teachers demonstrate increased knowledge of and confidence to implement PBL. Programs like MedCaT are essential for increasing diversity among health/biomedical science professionals and the number serving in disadvantaged communities.

TURNSTILE CAREERS: BENEFITS, PRACTICALITIES, EXAMPLES, AND CHALLENGES OF MOVING FROM ACADEMIA TO PRACTICE AND BACK

Julia Alber, MPH, PhD; Lawrence W. Green, MPH, DrPH; Stephen F. Gambescia, MEd, PhD; Collins O. Airhihenbuwa, MPH, PhD

Staying "current in your field," and participating in professional development activities is a common component of the health professions. Health education specialists have embraced professional development activities as standard practice, especially given the advent of certification and improvements in quality assurance of pre-professional programs. The preparation of students for practice should derive, where possible, from field experience and reality-based theoretical and practical precepts. Periodic exposure to practice can refresh instructors' understanding of the applicability of theories and evidence that they teach, given socio-political, economic, and technological conditions. This session will describe the concept, benefits, and practicalities of the turnstile career approach and provide examples of health education leaders who have traveled this unconventional pathway.

ENGAGEMENT & MENTORSHIP: CULTIVATING A DIVERSE PUBLIC HEALTH WORKFORCE

Danielle K. Gillard, MPH; Thomas Clint Grant, MPH, CHES; Susan Berry Jones, MPH

Diverse workforces require public health (PH) to adapt to paradigm shifts so that PH continues to be progressive. The Mecklenburg County Public Health's Internship, Volunteer, and Youth Apprenticeship & Mentorship (IVY) Program mentors future PH professionals in PSE changes; builds capacity; provides professional development, and better serves the community. We utilized trainings, interdepartmental collaboration, and lessons learned to facilitate a sustainable professional program that encompasses diversity, intergenerational engagement, and health equity.

ELEVATING MENTORSHIP THROUGH PATHWAYS TO PRACTICE SCHOLARS: A REGIONAL STUDENT FIELD PLACEMENT PROGRAM

Michelle L. Carvalho, MPH, CHES; Laura M. Lloyd, MPH, MCHES; Randall R. Cottrell, PhD, MCHES; W. Paul McKinney, MD; Cynthia M. Harris, PhD; Lisa McCormick, MPH, DrPH; Viswanathan Ramakrishnan, PhD; Melissa Alperin, MPH, EdD, MCHES

The Region IV Public Health Training Center fosters future leaders and mentors through the Pathways to Practice Scholars Program, placing public health students into practical field placement positions across eight states. ASTHO's PHWINS 2014 data demonstrated dramatic need for succession planning to build the future public health workforce. Experiential learning opportunities could serve as a pipeline for public health by building skills in core competencies and reinforcing the value of working with underserved areas. Mentors help shape development of students. However, students share proactive responsibility in fostering the mentor/mentee relationship. This session provides an overview of the field placement program, evaluation findings, lessons learned, and resources for developing similar programs. Participants can engage in discussion about experiences in fostering mentorships.

E2: EDUCATION & INTERVENTION: PREGNANCY AS A CHOICE

Room: Centennial G

EVALUATION OF THE SUSTAINABILITY OF A HAIR-SALON BASED HEALTH EDUCATION PROJECT: 6-MONTH FOLLOW-UP ON STYLIST BEHAVIOR

Susan Roberts-Dobie, PhD, CHES; Mary E. Losch, PhD

To test an original hypothesis of the Speak UP! Salon Project intervention, a 3-year salon-based project, that if stylists were trained and supported to discuss reducing unintended pregnancies with clients, those conversations would continue even after supports were removed, as discussing unintended pregnancies with clients may become habitual, a follow-up was conducted. To determine sustainability, salons active at project end were visited, without notice, six months after all intervention support and materials were withdrawn. Stylists indicated that they had delivered information regarding unintended pregnancy to clients in the past 30 days. Many also continued to have materials from the project on display. Although many health studies have been situated in hair salons, none have ever published a follow-up study.

IMPLEMENTING EVIDENCE-BASED ADOLESCENT PREGNANCY PREVENTION INTERVENTIONS: UNDERSTANDING THE CHALLENGES FACILITATORS FACE

Nadia G. Sabbagh; Natoshia M. Askelson, MPH, PhD; Elizabeth Golembiewski; Addie Rasmusson, MA

Evidence-based interventions (EBI) are the best strategy for improving the lives of individuals and the health of the community. There is increasing pressure on organizations to implement EBIs. However, implementing EBIs is not without challenges. The Personal Responsibility Education Program (PREP) is a federal program aimed at increasing the number of adolescents receiving evidence-based pregnancy prevention programming. We interviewed facilitators of programs to better understand the benefits and challenges to using EBIs in agencies and communities. Challenges were related to limitations imposed by program fidelity including topics covered and length of the program. Promoting health equity through education is critical for adolescents' success, health and overall well-being. Therefore, agencies unfamiliar with EBIs may require additional support related to implementing the program.

APPLYING AN INTERACTIVE SYSTEMS FRAMEWORK TO CREATE PROGRAM INNOVATIONS IN TEENAGE PREGNANCY PREVENTION

Whitney Garney, PhD; Kenneth R. McLeroy, PhD; Kristen Garcia; Kelly L. Wilson, MEd, PhD, CHES; Angela Alaniz; Jennifer Farmer; Catherine Catanach; Christi Hays; Jordan Nelon

The Interactive Systems Framework (ISF) has been used to disseminate and implement health prevention innovations across a variety of topic areas and settings. In 2015, the Innovative Teenage Pregnancy Prevention Program (ITP3) project, modified the ISF to focus on developing program innovations, rather than implementing innovations. It implemented the model with 15 organizations across the country to enhance their capacity to develop new teenage pregnancy prevention programs. The modified ISF used a learning collaborative model to support guide capacity building activities. This presentation illustrates how the ISF can support the development of new interventions to address disparities. The principles used in the ISF and ITP3 project can be replicated across various topic areas as a way to address the changing priorities in health behavior.

E3: STUDENT ENGAGEMENT: HANDS ON LEARNING

Room: Centennial F

INTEGRATING INNER-CITY COMMUNITY COLLEGE STUDENTS INTO A SCHOOL-BASED HEALTH PROMOTION PROGRAM

Stacia M. Reader, EdD; Charmaine Aleong, RN, RD, MS, MSN

In New York City, more than 40% of children in elementary schools are overweight or obese and live in poverty. This project integrated 7 Bronx Community College (BCC) students who, as paid interns in a school based health promotion program, focused on educating children and their families about healthy food. BCC students worked in programs located in Bronx public schools. This study used the Socio-Ecological Model as a framework to examine themes from the logs, reflective questions and exit surveys completed by 6 students regarding their experiences. Students reported multiple level changes that helped to create a culture of eating healthy food. This study suggests that cross-sector partnerships, which use micro-level processes to expose individuals to healthy and affordable food, may have an impact on addressing the broader issues of food insecurity, obesity and diabetes in the Bronx.

LEARNING FROM OUR STUDENTS: STRENGTHENING OUR PROFESSIONAL PREPARATION PROGRAMS TO UNLEASH THE POTENTIAL OF THE NEXT GENERATION

Kathleen Roe, PhD, DrPH; Jean M. Breny, MPH, PhD

Health education students are key to the team that will scale new heights. They bring the diversity, sensibilities, and insights of the post 9/11 generation, Millennials, Generation 1.5, and Dreamers. With their language skills; the speed at which they think, apply, and move on; the lived experiences of multicultural identities and diverse, intersecting contexts, and deep concern about the issues of their time, they ask and deserve a lot from their professional preparation programs. Do the pillars of our discipline provide the foundation this generation is looking for? Are we missing key questions and ways of knowing because of paradigmatic – and possibly generational – bias? Centering the voices of the younger generation, this session seeks to stimulate discussion to inform a stronger, more impactful health education.

LET'S MAKE A DEAL: HOW A SERVICE LEARNING COURSE BECAME A SOCIAL ENTREPRENEUR NETWORK

Robert M. Rink, PhD, MPH; Kathleen Roe, PhD, DrPH; Kristine Fernandez; Amy Bui; Darian Grisso

HS 104 has partnered with Salud Familiar (SOPHE Program Excellence Award Winner in 2014), in creating meaningful partnerships and life-learning experiences for students and members of the community. In the expansion of units for the class, the HS 104 then broadened its breadth and experience by reaching out into other parts of the community, existing partnerships and other university departments in order to create more service learning opportunities for students. This led to students expanding their diverse outlook in recognizing within themselves their possibilities for the future and to become their own business model of social entrepreneurs within the Health Science Dept at San Jose State University.

HEALTH COACHING PROGRAMS: LEVERAGING RESOURCES AND EXPANDING OPPORTUNITIES IN TRADITIONAL PROFESSIONAL PREPARATION PROGRAMS

Sheila M. Patterson, PhD; Manuela Crawley, MEd, PhD; Joanna DeMarco, DHsc, CHES

This session will provide a description of collaborative programming in health coaching for students pursuing health education/health promotion,

CONFERENCE ABSTRACTS (CONT.)

health sciences and related degrees at an urban university. Components that will be highlighted include the rationale for choosing health coaching as a venue for expansion, the development of an undergraduate minor and the online graduate certificate program. Commonalities and differences for professional preparation programs, credentialing processes and required job competencies for health coaches and health educators will be discussed. Finally the session will conclude with a recap of political and practical lessons learned.

E4: TOOLS FOR ADVANCING HEALTH PROMOTION

Room: Centennial B

PLANNING AND EVALUATION 101 – A GUIDE FOR CONSUMER FOOD SAFETY EDUCATORS

Ayma Rouhani; Sharmi Das, MHS; Ann Taubenheim, PhD, MSN

Across the nation health educators have engaged in educational activities to increase the public's awareness and knowledge about food borne illness and to promote safe food handling practices. This session will discuss highlights of the new Consumer Food Safety Educator Evaluation Toolbox and Guide and offer helpful tips and strategies for planning and evaluating educational consumer food safety activities, particularly when time and resources are limited. Specific topics that will be discussed include formative planning and conducting a needs assessment, crafting health literate and culturally sensitive messages specifically for the target audience, selecting an evaluation design, collecting data, and data analyses. By the end of the session, participants will be equipped with knowledge and tools to strategically plan and evaluate need based health education programs and activities.

HEALTHTALK EXPRESS: PROMOTING CHRONIC DISEASE PREVENTION

Ninfa P. Purcell, MS, CHES

HealthTalk Express, one-time or one-shot presentations, responds to the need for chronic disease prevention. Monroe's Motivated Sequence (MMS), a communication science approach, is the theoretical framework for HealthTalk Express. The talks blend MMS principles with the Transtheoretical Model of Behavior Change. A formative evaluation was conducted to assess the HealthTalk Express one-year pilot program. A total of 151 participants completed evaluations for 11 HealthTalk Express presentations that covered the five topics. Participants' knowledge increased very much after the talk, their intent to practice the health behavior in the next 3 months ranged from agree to strongly agree, the overall teaching was excellent, and handouts were extremely valuable. HealthTalk Express is a novel approach to promote chronic disease prevention.

THE OMAHA SYSTEM: A ROBUST DOCUMENTATION TOOL FOR HEALTH EDUCATION PRACTITIONERS

Cherylee Sherry, MPH, MCHES; Kristin Erickson; Karen A. Monsen, PhD, RN, FAAN

There is an urgent call for improved tools to advance the science of health promotion through community and individual intervention. We will share a robust multi-disciplinary information model, the Omaha System, for documenting and tracking individual and community-level interventions and outcomes for chronic health conditions, in particular related to diabetes prevention and management. It has been employed in studies examining patient centered outcomes relative to diabetes and cardiovascular disease, as well as community outcome evaluation for obesity prevention. In this presentation we will describe the simple components of the Omaha System and detail community and individual level pathways as applied to the prevention and management of diabetes that enable multi-stakeholder engagement in the advancement of achieving health for all.

E5: ROUNDTABLE: COMMUNITY ENGAGEMENT

Room: Centennial A

INNOVATIVE PROBLEM SOLVING FOR COMMUNITY ISSUES: CLIENT CENTERED DESIGN

Jody L. Vogelzang, MA, MS, PhD, CHES

What would community programming look like if it took into account the end user? The Design Thinking model offers a framework and a set of tools that guide designers toward creative and innovative solutions. Recently this process has found a receptive audience in public and community health organizations where programming first and foremost attempts to meet the needs of its customers. This presentation will present the Design Thinking concept and detail its use on the community problem of summer hunger. The results of this project uncovered a very different issue than what was indicated in the literature and will be used to assist summer meal sites in future programming.

MAKING CONNECTIONS: UNDERSTANDING AND ADDRESSING ADVERSE COMMUNITY EXPERIENCES AND RESILIENCE

Ruben Cantu

This session will present the Adverse Community Experiences and Resilience (ACE|R) framework for understanding community-level trauma, and share promising strategies for resilience and communal healing. As an example of emerging approaches, the session will highlight early findings from the Making Connections for Mental Health and Wellbeing Among Men and Boys initiative. Through multi-sector partnerships and a focus on primary prevention, Making Connections sites across the US are developing community-level strategies to promote mental wellbeing among men and boys of color and military/veteran populations.

CENTRALIZING COMMUNITY-ENGAGED PARTICIPATORY APPROACHES IN PLANNING AND IMPLEMENTATION OF CARDIOVASCULAR DISEASE AND DIABETES RISK REDUCTION EDUCATION AND MOBILIZATION APPROACHES

Angela Jones Church; Tabia Henry Akintobi, MPH, PhD; Adrienne Serrano Proelle; Tanesha Slocumb

Community-Based Participatory Approaches, (CBPA) are broadly owned and acknowledged, but the process and outcomes associated with their effectiveness are less understood towards practical replication. The Morehouse School of Medicine's Preventive Research Center, (PRC), distinguishes itself with a comprehensive set of community values and research priorities that have been established and systematically ratified by its Community Coalition Board (CCB) over time. These tenets were used to establish and guide the Racial and Ethnic Approaches to Community Health Initiative (REACH HI). The abstract describes the strengths, challenges and early lessons learned related to centralized and systematic CBPA designed to increase access to healthy foods, opportunities for physical activity and the promotion of increased community-clinical linkages in 31 census tracts in Metropolitan Atlanta.

HALF WAY UP A CLIFF AND STILL CLIMBING: ASSESSMENT OF A UNIVERSITY-WIDE COMMUNITY ENGAGEMENT PROGRAM

Kirsten Rodgers, EdD, MSPH, MCHES; Kelli Brown, PhD, CHES

Community engagement benefits colleges and communities, yet is underutilized due to implementation and assessment challenges. A university-wide quality enhancement plan (QEP) was developed by a public liberal arts institution to address the common challenges faced by communities, college administrators, faculty, students, and staff who intentionally seek engaged learning as a teaching technique. The ENGAGE model, a product of the QEP, illustrates how a widespread, multi-

level approach can integrate theory and practice of health education by providing direct community experiences for students and improve health of local communities.

RISK COMMUNICATION: EMPOWERING SOCIALLY STIGMATIZED COMMUNITIES – A LOCAL HEALTH DEPARTMENT'S PERSPECTIVE

Jenny V. Mathai, MPH, CHES; Martha Marquez; Sandra L. Kachur; Elizabeth Perez, MPH

The Ebola outbreak in West Africa was first reported in 2014, and rapidly became the deadliest occurrence of the disease since its discovery. Due to a lack of education, preparedness strategies, and knowledge of the disease transmission, fear and paranoia quickly spread throughout the United States. Harris County Public Health (HCPH) created an internal Ebola Readiness Team, who created an effective communication strategy to provide the general public and medical providers with facts about Ebola. This session will talk about the communication strategies we developed to empower the West African community living in Harris County in relation to the Ebola crisis effort.

THE AMERICAN HEART ASSOCIATION'S NATIONAL IMPLEMENTATION MODEL FOR CHRONIC DISEASE PREVENTION: ORGANIZATIONAL INTEGRATION TO ENHANCE SUSTAINABILITY

Victoria Taffe, CHES; Laura King Hahn, BSN

In 2014, the Centers for Disease Control and Prevention invested \$10 million for national organizations to increase capacity to implement policy, systems, and environment (PSE) strategies addressing chronic disease risk factors. As a grantee, the American Heart Association (AHA) designed a national implementation model to guide development and execution of PSE initiatives. Thirty AHA field offices participated over three years. A national team directed program design, reporting, training and technical assistance, operations, and monitoring. The project became embedded within AHA's infrastructure; each field office made organizational adaptations to the project and used the project to meet local needs. The AHA leveraged CDC's investment to promote PSE changes addressing chronic disease risk factors while organizational reach and commitment to community health grew in local initiatives.

E6: RESEARCH AND ETHICS PERSPECTIVES SPOT-LIGHT ON RESEARCH AT HISTORICALLY BLACK COLLEGE AND UNIVERSITIES AND PREDOMINATELY HISPANIC SERVICE INSTITUTIONS

Room: ~~Mineral Hall D&E~~ Centennial H

(WITHDRAWN) THE ASSOCIATION OF PREVALENCE OF EVER DIAGNOSED WITH DEPRESSION AND ETHNICITY BASED ON SELECTIVE SOCIO-DEMOGRAPHIC FACTORS IN MISSISSIPPI

Ram Lakhan

The difference in the prevalence of depression based on socio-demographic factors has been studied previously. For this study, it was assumed that the prevalence of depression may be different in Mississippi between whites and African Americans based on their gender, age, education, employment, and income status.

KNOWLEDGE, ATTITUDES, AND BELIEFS OF AFRICAN AMERICAN PARENTS/CAREGIVERS REGARDING CHILDHOOD OBESITY

Nakeitra Burse, DrPH, MS, CHES

Obesity is a major risk factor for other chronic illnesses. African American women and children are at highest risk for overweight and obesity. Childhood overweight and obesity pose many short-term and long-term health and social problems for children. Childhood obesity has more than doubled in children, and quadrupled in adolescents in the past 30 years. Seven of the 10 states with the highest obesity rates for ages 10-17 are in the South. In the United States, 16.9% of children are obese and 31.8% are either obese or overweight. In Mississippi, 40% of children are either overweight or obese.

A TRANSDISCIPLINARY EXAMINATION OF SICKLE CELL TRAIT AMONG STUDENT ATHLETES

Tomia Austin; Carliss Lee, PhD, MCHES; Sandra G. Suther, PhD

Recent deaths of over 20 collegiate and professional athletes have increased policy efforts for screening for Sickle Cell Trait, but not for promoting SCT-related health education programs. Sickle cell trait death is the top non-injury killer of athletes in the United States, the majority of whom are African American. Currently there is no wide-spread and consistent health education approach to address the primarily vulnerable population of student athletes in the United States. The gap between mandated testing and the implementation of educational interventions presents a complex problem, and fertile ground for collaboration and multiple research perspectives.

PARENTAL ATTITUDES, BELIEFS, AND BEHAVIORS ABOUT CARIES PREVENTION AMONG BLACK PRESCHOOL CHILDREN

Rachel Clarke, CHES; Mary Shaw-Ridley, PhD, MCHES

Tooth decay is one of the most common chronic conditions that affect children in the U.S. (CDC, 2014). Early oral health care is important since this is where the foundation will be laid for a lifetime of preventative education and dental care (Bahuguna, et al., 2011). According to Petersen et al. (2005), many oral diseases are linked to noncommunicable diseases, e.g. obesity & diabetes, mainly due to them sharing the same risk factors. Oral health of pre-school children is dependent upon the attitudes and behaviors of their parents towards oral health (Chhabra & Chhabra, 2012; Weyant, Manz, Corby, Rustveld, & Close, 2007). Non-Hispanic Blacks are among the children facing the greatest racial and ethnic disparities in oral health (CDC, 2013). Black populations in the USA are culturally diverse but research done on their health has not yet factored in the differences in cultures among them (Agyemang, Bhopal, & Bruijnzeels, 2005). It is important to understand the oral health, attitudes, beliefs, and behaviors of Black parents in order to effectively tailor interventions to improve prevention against cavities in their preschool children. In some instances, this information may be used to modify existing obesity prevention interventions to also address oral health since they share some of the same risk factors.

PERCEPTIONS OF WEIGHT STATUS AMONG PARENTS OF PRE-SCHOOL CHILDREN IN A RESOURCE LIMITED SETTING IN LIMA, PERU

Kathleen McInvale Trejo, MPH; Mary Shaw-Ridley, PhD, MCHES

Obesity and related chronic diseases are important public health concerns in Latin America. Since 1980, the average BMI of a Latin American individual has increased each decade at rates double the

CONFERENCE ABSTRACTS (CONT.)

global average. Obesity is an issue even amongst children in the region, with childhood overweight and obesity rates up to 25 percent in some countries (The Lancet Diabetes & Endocrinology, 2014). Peru is one country that is undergoing a rapid nutrition transition with increasing obesity, particularly in the urbanized areas of Lima and the coast (Busse & Diaz, 2014). More than one third of children living in Lima are either overweight or obese. Overweight and obesity exceeds 13 percent in Lima's children five years of age and younger (Busse & Diaz, 2014; Uauy, Albala, & Kain, 2001). Parents have been identified as one of the most important determinants of healthy weight in young children (Baughcum, Chamberlin, Deeks, Powers, & Whitaker, 2000). However, there are no known studies that have explored knowledge, attitudes, and behaviors of Peruvian parents regarding obesity prevention in young children.

EXPLORING DIFFERENCES IN INFLUENZA VACCINATION IN HISPANIC AND NON-HISPANIC COLLEGE STUDENTS

Kathleen Mae Perlas Galinato, MPH; Vickie Krenz, PhD

This study was undertaken to determine whether differences exist in influenza vaccination rates between Hispanic and non-Hispanic college students attending Fresno State. In addition, the researcher examined differences in influenza vaccination rates between these groups of students by health insurance coverage, gender, perception of general health, and reception of cold/flu/sore throat information.

SATURDAY, APRIL 1ST

EARLY BIRD SESSION

7:15AM – 8:15AM

EB4: SCHOOL HEALTH EDUCATION TEACHER PREPARATION STANDARDS

Room: Centennial F

IMPROVING THE PROFESSION'S CAPACITY FOR EFFECTIVE SCHOOL HEALTH EDUCATION: REVISING THE SCHOOL HEALTH EDUCATION TEACHER PREPARATION STANDARDS

Adrian R. Lyde, PhD; Susan F. Goekler, PhD; Christina Dake, MEd; Jacqueline Jackson, PhD; Michael J. Mann, PhD; Lisa Meister; Brandye D. Nobiling, PhD; Elaine Auld, MPH, MCHES

During this session, interested participants will have an opportunity to provide input on the quality and comprehensiveness of the draft revision of the SOPHE School Health Teacher Preparation Standards and learn SOPHE's next steps and timeline for obtaining SPA recognition.

EB5: CELEBRATE SAFELY

Room: Centennial A

Inez Tenenbaum, MEd, JD; Julie Heckman

The use of legal fireworks is permissible in 47 states plus the District of Columbia and Puerto Rico. The American Pyrotechnics Safety & Education Foundation hopes that schools across America will use Celebrate Safely to educate students about the safe use of legal fireworks and caution students not to use homemade and illegal fireworks. The curriculum is designed for schools to partner with state and local fire marshals, law enforcement, consumer safety advocates, and health and safety professionals to provide information about the safe use of fireworks to reduce injuries in every state.

The Foundation engaged Inez Tenenbaum, former South Carolina State Superintendent of Education (1999-2007), and former Chairman of the U.S. Consumer Product Safety Commission (2009-13), to develop the Celebrate Safely education curriculum. Widmeyer Communications, a Finn Partners Company, developed the educational materials and videos, which makes the curriculum very appealing to students of all ages.

CONCURRENT SESSIONS F

8:30AM – 10:00AM

F1: IGNITE: CHILDREN/TEENS

Room: Centennial D&E

"EVERYONE IS DOING IT": WHEN DID TEENAGE PEER SEXUAL HARASSMENT BECOME "NORMAL"?

Kathleen Phillips, PhD, CHES; Lauri J. DeRuiter-Willems, PhD; Julie T. Dietz, MS, PhD; Nikki Hillier, MS, PhD; Misty Rhoads, PhD; Sheila R. Simons, MS, PhD

This project explored perceptions among teens concerning acceptance of peer-peer sexually implicit actions and behaviors to determine if teens had a basic understanding of what comprises sexual harassment focus groups were conducted among high school students. It was concluded from the project that students need to be better informed about the legal definition of sexual harassment and specific behaviors included in the definition. Recommendations that emerged include providing training courses in junior high and high schools, creating educational components about the value of human rights, conducting the study asking questions with more cultural wording, separating out the focus groups by gender, and recruiting from junior high through college to see trends and changes.

"GOOD GIRLS DON'T TALK ABOUT SEX": AFRO-CARIBBEAN PARENT VIEWS ON PARENT TEEN SEXUAL HEALTH CONVERSATIONS

Kemesha S. Gabbidon, MPH, CPH; Mary Shaw-Ridley, PhD, MCHES

Despite recent progress in reducing adolescent's sexual risk, Black teens continue to face higher rates of HIV/STI and pregnancies compared to their Caucasian counterparts. Research has shown that parent-teen sex conversations reduce adolescent's risk behaviors, however this is poorly understood in Afro-Caribbean teens. Using face to face in-depth interviews with Haitian and Jamaican mothers, the study explored sexual health attitudes and experiences of parents' and the implications for parent-teen sex conversation. Findings showed that both groups were motivated to engage in sex and sexual health conversations but felt unprepared. Lack of open sex conversations in their formative years resulted in limited preparedness for sex and little skills for sex and sexual health conversations with their teens. Findings provided key cultural knowledge and may inform sexual health interventions.

LEVERAGING THE K-12 SCHOOL ENVIRONMENT TO PREVENT GUN VIOLENCE: A CALL FOR ACTION

Sonal Rajan, MS, EdD; Kelly Ruggles, PhD

Gun violence poses a significant public health threat to the well-being of our nation's youth. There have been 80 school shootings within the K-12 school system in the past three years. However, the school environment poses an opportunity for solution. The authors conducted a systematic review of the most recent literature to identify current school-based gun violence prevention practices and their efficacy. The authors identified 63 peer-reviewed journal articles. The efficacy of best practices specifically in the context of gun violence prevention efforts within the K-12 school system was mixed. Available data are limited. Structural efforts were

found to have little impact in preventing incidents of violence. Preventive efforts to improve school climate are promising. Working with families to support safe gun storage practices is crucial.

PARTNERING TO IDENTIFY AND SERVE YOUTH VICTIMS OF HUMAN TRAFFICKING: ENGAGING STATE HEALTH DEPARTMENT, YOUTH SERVING AGENCIES, AND UNIVERSITIES

Deborah Getz, MS, ReD; Terri L. Lee, MPH

In 2015, the Indiana Trafficking Victims Assistance Program (ITVAP) was initiated in October 2015 to identify and serve victims of human trafficking (HT), educate professionals and community members, and bring communities together to combat trafficking of youth. Based on the Socio-Ecological model, the program serves to combat trafficking across individual, relationship, community, and societal levels. ITVAP is managed by the Indiana Youth Services Association (IYSA) and partners with the Indiana State Police (ISP) and the Indiana University School of Public Health-Bloomington (IU SPH-B). In the first nine months of the program ITVAP has provided education for over 9,200 people across the state, resulting in the identification of over 128 youth who were victims of HT or child exploitation.

PROMOTING CHILDREN'S ORAL HEALTH THROUGH AN INNOVATIVE CROSS-DISCIPLINARY COLLABORATION

Christie Lauren Lumsden, PhD, RD, CDN; Burton Leonard Edelstein, DDS, MPH

Though preventable through diet and oral hygiene, early childhood tooth decay (ECTD) is the most common chronic disease of young U.S. children. Disparately affecting vulnerable children ECTD results in costly surgical repair and reduced quality of life. As a multifactorial disease cross-disciplinary interventions are warranted. A collaboration of health educators, dentists, community health workers (CHWs), and health services researchers, the "MySmileBuddy Demonstration" aims to prevent disease progression over 12 months in 1,936 children, 2-6 years, with ECTD. Four dental clinics in New York City refer families and provide clinical data to assess outcomes. Families are paired with a CHW from one of four organizations to provide a link to social services and support capacity to achieve goals. Successes, challenges, and approaches to overcome barriers, will inform future programs.

DEVELOPING A LAY HEALTH PROMOTION PROGRAM WITH AND FOR HOMELESS YOUTH

Jody O. Early, MS, PhD, CHES; Sophia Alicia Beltran; Annabel Kornblum

Homelessness among youth remains a pervasive problem in Washington State as well as in the U.S. This presentation will highlight the development of a youth-led community health worker (CHW) program for and with homeless youth in Everett, Washington. The program is a partnership between Cocoon House, a non-profit that serves homeless and at risk youth in Snohomish County, WA, and the University of Washington, Bothell. Program goals are to promote health and to reduce risk behaviors among homeless youth using community engaged methods; to build leadership capacity among homeless youth; and to increase social capital for homeless and formerly homeless youth. While this program is still within the first year of implementation, presenters will discuss lessons learned and preliminary outcomes.

ADVOCACY FOR SAFE WALKING/BIKING ROUTES TO SCHOOL FOR KIDS THROUGH SERVICE-LEARNING

Robbie Chaney, MS, PhD; Paige Oliver; Rachel Mortenson

There can be gaps between a college student's classroom experience and what "real world" public health expectations. Courses that utilize service-learning projects provide hands-on experience, service to their community,

and have a lasting impact on students and community members. One upper-level health advocacy course and the community partnerships formed with three organizations will be showcased in advocating for safe walking/biking routes to school for kids. Both quantitative and qualitative data will be presented that demonstrates the value of this type of collaborative effort. The project being used as an example here is the result of over 24 months working with community partners. Suggestions and opportunities for bridging the gap between academic training and field-work will be presented in terms for forming collaborative partnerships.

AN EVALUATION OF STROKE LITERACY AMONG A SAMPLE OF PRE-ADOLESCENT CHICAGO SCHOOL CHILDREN

Alexandra L. DeSorbo-Quinn, MPH, EdD; John P. Allegrante, PhD

Little is known about the actionable stroke literacy of pre-adolescent children living in high stroke-risk urban communities. The objective of this study was to evaluate stroke literacy among pre-adolescent schoolchildren living in a high stroke risk minority community. A sample of all 3rd-6th grade students in an independent school located in Chicago were recruited to participate. Data were collected using the Stroke Literacy and Action Measures (SLAM). Overall, stroke knowledge was low, with less than one percent of the sample being able to correctly identify all stroke symptoms. Significant deficiencies in stroke literacy exist in this pre-adolescent population sample. These findings suggest that sustainable, culturally-relevant stroke education interventions should be developed to enhance stroke literacy and action among children in high stroke-risk urban communities.

F2: CATALYSTS ON CAMPUS: COLLEGE HEALTH

Room: Centennial G

TRUTH INITIATIVE'S COLLEGE PROGRAM: CULTIVATING A CULTURE OF SMOKE-FREE COLLEGE CAMPUSES

Denise Smith, MPH

Through providing grant funds and technical assistance to 96 colleges across the country, reaching more than 600,000 students. This session will report Initiative results; outline the steps to achieve a successful and sustainable tobacco-free campus policy; and explore different approaches of policy change driven by students or administration. Lessons learned from grantees on student-led activism, policy development, compliance and enforcement, cessation, and emerging tobacco products such as menthol, cigars, and hookah will also be presented.

SLUT-SHAMING AND VICTIM-BLAMING: A QUALITATIVE INVESTIGATION OF UNDERGRADUATE STUDENTS' PERCEPTIONS OF SEXUAL ASSAULT

Sarah E. Pember, PhD(c), MT, CHES; Amanda K. Hutcheson, MS, CHES; Christine L. Hackman, PhD, CHES; Wanda M. Burton

Up to 50 % of females and 30% of males report being sexually assaulted from the onset of their college careers. The purpose of the study was to qualitatively examine college students' perceptions of sexual assault and bystander intervention within the college setting. Group and individual interviews were conducted with male and female undergraduate students at a public southeastern university. Interviews were transcribed and coded using thematic analysis, resulting in eight major themes: slut shaming; victim blaming; the preventative power of social networks; the importance of family influence and early education; ambiguous definitions of sexual behavior and assault; perpetrator typology; and gendered actions. Gendered and group-oriented education on these topics should be developed on an interpersonal level to help inform students and change campus culture surrounding sexual assault.

CONFERENCE ABSTRACTS (CONT.)

DESIGNING EFFECTIVE HEALTH EDUCATION EVENTS ON A COLLEGE CAMPUS: BRIDGING THE GAP TO ESTABLISH NEW PARTNERSHIPS ACROSS ACADEMIC AND STUDENT SERVICE CAMPUS OFFICES

Andrea M. Brace, MS, PhD; Kirsten Roller, PhD; Hanah Tanenholtz

Academic and student service departments partnered to host health education and promotion events during the 2016 National Public Health Week (NPHW). The organizers recruited campus and community partners to implement theoretically based health education programs to increase student knowledge related to various health topics, create awareness of health issues, and build skills for healthy living. Planning and implementing NPHW events resulted in the development of ten new campus partnerships and four new community partnerships. During NPHW, there were 40 scheduled activities which offered 66.4 hours of public health programming. Overall 1852 students, faculty, and staff participated in NPHW activities. Areas of improvement include additional promotion and advertising, engaging more student organizations to participate, and earlier recruitment of partners.

F3: THE VIRTUAL IS REALITY: ONLINE HEALTH EDUCATION

Room: Centennial F

CRITICAL ELEMENTS OF SUCCESSFUL ONLINE HEALTH EDUCATION PROGRAMS

Kristine Fish, PhD

The steady increase of online course offerings in higher education is evidence that something is working. Not surprisingly, the increase in online health education programs mirrors that of online courses in higher education. But just as there are tremendously effective online programs, there are not-so-effective online programs. Maximizing awareness, motivation, and skills for behavior change within an online environment is similar in some ways to traditional face-to-face programs, but very different in other ways. Come find out six critical elements for making online health education and health promotion programs work!

ONLINE DISCUSSIONS IN A SOCIAL AND INTERCONNECTED SPACE

Emilia Patricia T. Zarco, MD; Kadi R. Bliss, PhD, CHES

Research supports the positive impact of online discussions as this is where most learning occurs in the online classroom environment. With the web becoming a more social and interconnected space, the value of online discussions in building a learning community, sustaining student engagement and maintaining social presence will be discussed. The challenges of generating and facilitating effective online discussion will be identified and strategies to address them be presented. Case studies will be utilized to provide examples of how online discussions can achieve the three pedagogical skills of building a learning community, sustaining student engagement and maintaining social presence. Online resources will be provided. Finally, best practices in creating, managing and evaluating online discussions will be provided.

PREDICTORS OF STUDENT SUCCESS IN AN ONLINE MPH PROGRAM

Melissa Alperin, MPH, EdD, MCHES

This mixed methods study examined predictors of student success in an online MPH program. The regression analysis showed that those who were more likely to be in good standing were female, white/Asian, applied epidemiology majors, enrolled fulltime, or began the program in fall 2012. Additionally, for every unit of increase in GPA at the 5th semester,

the probability of being in good standing increased 12%. To understand the student experience, 19 interviews were conducted. The interview data suggest that 5 factors distinguish interview groups: a) alignment between program expectations and experience, b) support from place of employment, c) finances, d) experience at on-campus sessions, and e) alignment between learning and teaching styles. This presentation will describe the conceptual framework, study design, key quantitative and qualitative findings, and recommendations for practice.

F4: SMOKE-FREE POLICIES FOR HEALTHY ENVIRONMENTS

Room: Centennial B

PROMOTING SMOKE-FREE POLICIES IN PUBLIC VERSUS AFFORDABLE HOUSING: UNDERSTANDING SIMILARITIES AND DIFFERENCES

Jaimie Lea; Michelle Kegler, DrPH; Erin Lebow-Skelley; Regine Haardörfer, MEd, PhD; Sally Herndon, MPH

Enacting smoke-free policies (SFP) in subsidized multi-unit housing can positively impact the health of 7.1 million low-income Americans. Understanding the processes used to adopt and implement SFP in subsidized housing is important as public health professionals advocate and build capacity for SFP. This qualitative study examines the adoption and implementation of SFP in subsidized housing using the Consolidated Framework for Implementation Research (CFIR) as a theoretical guide. We will present themes related to: similarities and differences between public and privately-owned affordable housing, enforcement practices, and reasons for deciding policy specifics. Findings related to CFIR domains will also be presented. This study is the first to qualitatively explore experiences of subsidized housing decision-makers who have implemented SFP using an implementation research framework.

DIVERSIFICATION OF OUTREACH AND EDUCATION: USING DIGITAL MEDIA AS PART OF A COMPREHENSIVE APPROACH TO ADVANCE SMOKE-FREE HOUSING

Aesha Binion, MPH; Gina Massuda Barnett, MPH; Deanna Durica, MPH; Steven M. Seweryn, EdD, MPH

Smoke-free housing is an important evidence-based tobacco prevention and control strategy promoting healthy living for all. Strategic use of the media and health communications play a critical role in supporting the spectrum of public health interventions, including policy improvements. The Cook County Department of Public Health (CCDPH), the state-certified public health authority for nearly all of suburban Cook County, Illinois, implemented a multi-faceted outreach and education approach to advance smoke-free housing that included the use of mobile ads. Despite the process outcomes and reach to property managers and owners, CCDPH and its partners continue to face obstacles in advancing smoke-free housing. Challenges, lessons learned, and how communication strategies were adjusted to more effectively move property managers and owners to action will be shared.

SMOKE-FREE PUBLIC HOUSING POLICY IMPACT

Zachary Raney, MPH, CHES; Mary Singler, MEd, MCHES

The U.S. Department of Housing and Urban Development has released a proposed federal rule to ban smoking inside public housing units. The smoke-free housing proposal is expected to be finalized soon, giving public housing agencies 18 months to implement the rule. This session will explore the efforts of Housing Authority of Covington in implementing a smoke-free housing policy. Measurement of air nicotine levels before the policy was implemented indicated that secondhand smoke was present

in 100% of apartments and public areas. Measurement of air nicotine levels after implementation showed a significant decrease in overall air nicotine levels, and many monitors reported no air nicotine was present. This session will review lessons learned from HAC and how to best prepare your agency for implementation of a smoke-free housing policy.

MOBILIZING THE COMMUNITY TOWARDS TOBACCO FREE LIVING THROUGH POLICY AND ENVIRONMENTAL CHANGES IN GEORGIA: COASTAL PUBLIC HEALTH DISTRICT'S JOURNEY TOWARDS TOBACCO/SMOKE FREE ENVIRONMENTS

Anne-Marie Lydia Coleman, PhD; Oluwayomi Fabayo, MPH; Cristina Pasa Gibson; Jean O'Connor; Kenneth Ray; Kia Toodle

According to the 2016 Georgia Adult Disparities in Tobacco Use Report, the estimated number of smokers in the Coastal Health district is 93,000. One of the strategies to decrease the overall smoking rate in this area is to work with local policy makers to adopt tobacco/smoke free policies. Multiple youth summits and coalition trainings were facilitated with youth groups and local coalitions towards tobacco policy and environmental changes. As of June 9, 2015, all 8 of the school districts in the coastal health districts have adopted the 100% tobacco free schools policy. The City of Savannah have adopted the 100% smoke free parks policy. Chatham County, City of Savannah, and the City of Pooler all have adopted comprehensive smoke free air laws. These policies and ordinances create tobacco/smoke free environments for over 455,760 community members.

F5: WHERE WE LIVE, WORK, PLAY: THE ENVIRONMENT AND OUR HEALTH

Room: Centennial A

USING THE TRACKING NETWORK TO IDENTIFY ENVIRONMENTAL HEALTH ISSUES AND INFORM PREVENTION STRATEGIES

Jena Losch; Megan L. Snow

The CDC's Environmental Public Health Tracking Network hosts and displays environmental, health, and population characteristic data from a variety of national, state, and local sources. Attendees will learn how to utilize the Tracking Network in order to identify environmental health issues in their community. In addition, attendees will learn strategies for implementing effective environmental public health interventions from the Colorado Environmental Public Health Tracking (COEPHT) program and their work on an emerging environmental health issue - harmful algal blooms. Attendees will hear about the importance of partnerships in designing more effective interventions, and learn about health education and risk communication materials that are effective at addressing environmental health concerns in Colorado.

ASTHO'S ENVIRONMENTAL PUBLIC HEALTH TRACKING FELLOWSHIP: ADDING VERSATILITY TO A HEALTH EDUCATOR'S TOOLKIT

Samantha Williams, MS

Tracking involves the ongoing collection, management, analysis, and interpretation of environmental hazards and exposure data with population health data. In 2009, the Association of State and Territorial Health Officials, in collaboration with CDC, launched its Environmental Public Health Tracking: Peer-to-Peer Fellowship Program, with the aim of building tracking capacity in state health agencies that are not original recipients of CDC tracking grants. A tracking program is an interdisciplinary efforts that benefits from a range of skill sets to achieve public health outcomes. Projects benefit from the insights of a health educator

who can use tracking to target outreach efforts. However it is important for educators to know how being involved at all stages of tracking program development can give them unique access to cross-disciplinary insight to inform related programs.

CLEVELAND'S MIDWAY PROTECTED BIKE BOULEVARD NETWORK: A POPULATION LEVEL ACTIVE TRANSPORTATION INTERVENTION TO INCREASE DAILY PHYSICAL ACTIVITY AND REDUCE HEALTH RISKS ASSOCIATED WITH PHYSICAL INACTIVITY

Barbara A. Clint; Freddy Collier; Jacob VanSickle

Evolving population-level active transportation interventions as strategies for increasing daily physical activity and reducing chronic disease risk associated with physical inactivity requires multilevel interventions combining the expertise of fields unaccustomed to working together. The Midway Protected Bike Boulevard Network proposal in Cleveland, Ohio demonstrates a best practice, public/private partnership involving the fields of city planning, public health, urban storm water management and many others. Intent on developing an upstream, population-level intervention to address physical inactivity, a health risk factor for obesity and associated chronic diseases, the Cleveland City Planning Commission has led a year-long, Midway Protected Bike Boulevard Network planning process aimed at realizing the ACA's goal of "health for all" using an intentional health equity lens.

PLENARY V: PANEL PRESENTATION

REDUCING VIOLENCE IN AMERICA: MULTI-DISCIPLINARY PERSPECTIVES WITHIN A PUBLIC HEALTH FRAMEWORK

Pamela Mejia, MPH, MS; Eric Sigel, MD; Chief James Hawthorne

Preventing and reducing the risk for youth violence remains a significant challenge for communities. Addressing population and community inequities in physical/mental health, education, housing, jobs, and other areas are needed as well as cross-sector partnerships that build an infrastructure for violence prevention. Health education researchers and practitioners must be leaders for change in this arena, bringing together diverse partners to eliminate violence and intentional injury that has been especially pervasive in urban environments.



POSTERS

THURSDAY, MARCH 30TH

POSTER OPEN

9:00AM – 7:00PM

POSTER PROMENADE: Transdisciplinary Perspectives: Moving Beyond Silos*

1:00PM – 2:00PM

Room: Centennial Ballroom Foyer

***TH1. Addressing Food Access in Rural Areas in Tennessee: A Transdisciplinary Approach**

Soghra Jarvandi, MD, MPH, PhD; Bonnie Lee Hinds, MS

***TH2. Are Health Educators Using Social Media Effectively?**

Kadi R. Bliss, PhD, CHES; Alanna Miller; Emilia Patricia T. Zarco, MD

***TH3. Stage Two of the Texas Healthy Communities-Waco Project: Partnership Building Beyond Silos**

Eva Doyle, MEd, PhD, MCHES; Kelly Yitalo; Ramona Curtis, MA; Courtney Restivo Wollard, MPH; Renee Umstattd Meyer, PhD, MCHES; Kahler Stone, MPH; Christina W. Bridges

***TH4. Moving Beyond the University Silo: Transdisciplinary Implementation of a Children's Health Program**

Laura Nabors, PhD; Kristen Welker

***TH5. Toward a Transdisciplinary Approach to Improve Literacy on HPV and HHV-8 Among Young Adults in Sub-Saharan Africa Countries: A Study in Zimbabwe**

Rujeko Olga Machinga, MS; Dawn Larsen, MA, PhD, CHES; Autumn Hamilton, MS, HSD; Judith K. Luebke, MA, PhD, MCHES; Margaret Ann Murray-Davis, PhD

TH6. A Pilot Study to Investigate College Students' Perceptions About Obesity

Rhonda Rahn, MS, PhD, CHES; Ledric D. Sherman, MA, PhD; Heather Clark, DrPH

TH7. Adolescent Fruit and Vegetable Consumption Predictors

Mary Odum, PhD, CHES; Jeff M. Housman, PhD, MCHES; Ronald D. Williams, Jr., PhD, CHES

TH8. An Alzheimer's Curriculum for Educating the Next Generation of Health Professionals

Molly E. French, MS; Robert Jecklin, MPH, PhD; Tara Redd, MEd, MCHES; Natalege Swainson, MPH, CHES

TH9. An Item Response Theory Analysis of the eHealth Literacy Scale (eHEALS): Examining Scores among Chronic Disease Patients

Samantha R. Paige, MPH; Michael Stellefson, PhD; Janice L. Krieger, PhD; Julia Alber, MPH, PhD

TH10. Analysis of Costs and Funding Sources to Help Ensure Diabetes Prevention Access for All in Pennsylvania

Laura McCann, MEd; Jennifer D. Keith, MPH, CPH; Camelia Rivera; Brianna Saunders; Tiffany Bransteitter, MSW

TH11. Can We Prevent Breast Cancer? Georgia's Case for Expanding Access to Genomic Screening/Testing

Alissa K. Berzen, MPH; A. Rana Bayakly, MPH

TH12. Dual Preparation in Community & School Health Education: Diluting or Strengthening the Ability to Serve as a Health Education Advocate?

Patrick C. Herbert, PhD, CHES; Susan M. Radius, PhD, CHES

TH13. Earning A's in ACA 101: Lessons Learned from a Student Volunteer Healthcare Coverage Outreach, Education and Enrollment Program

Kate Cartwright, MA, PhD; Vanessa Apodaca; Andrea Botero; Elias Alexis Bustillos; Alondra Dominguez; Anthony Hopper; Kiran Katira, MA, PhD; Vincent Le; Veronica Plaza, MD, MPH; Yadira Salazar; Hector Sanchez

TH14. Effective Partnership Collaboration and Support for Successful Tobacco-free Campus Policy Development and Implementation

Patsy Barrington, PhD, MCHES

TH15. Engagement with Peer-Supported Vocational Networks: Recovered Urban Iranian Substance Users' Perspectives and Perceptions

Jagdish Khubchandani, MPH, PhD, CHES; Masmoomah Maarefvand; Naghmeh Babaeian; Sahar Rezazdeh

TH16. Exploring Factors for the Late Initiation of Tobacco Use in Filipino Youth: Focus Group Findings

Grace Dadios, MPH; Shaunda Scruggs; Francesca Lomotan; Edith Cabuslay

TH17. Exploring Quit Success of Veterans Contacting the PA Free Quitline

Jordan Wilson; Livia Greenbacker, MS; Jennifer D. Keith; Janene Brown; Lyn Becker, MBA; Barbara Caboot; Susan McLain

TH18. Exploring Southern African American Men's Readiness for Barbershop-Based HIV Prevention Programs

Antonio Gardner, MS, PhD, CHES

TH19. Extending the Mission of Health: Accessibility of University Health Education Materials, Programs, and Services for Online Students

Martin L. Wood, PhD; Lindsey Bryie; Kisii Hosack; Stephanie Meyer

TH20. Family-style Healthy Meals in the School-Age Cafeteria: Effects on Fruit and Vegetable Intake and Behavior

Alexandra Ernst; Gabrielle Grode; Katharine Bamberger, MS, PhD; Janene Brown; Livia Greenbacker, MS; Kelly Herrenkohl, MA; Jennifer Wheeler

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TH21. Food Insecurity and University Students

Lydia J. Burak, PhD, CHES; Nicole Almeida

TH22. Forging New Frontiers in Rural Utah: Huntsman Cancer Institute's Collaborative Approach to Community Health Needs Assessment

Jennyffer Morales; Garrett L. Harding; Jane M. Ostler, MS, CHES; Donna Branson; Jeff Yancey, MEd, PhD, MCHES; Ana Maria Lopez, FACP, MD, MPH

TH23. Health Status of Adults with Hearing Loss in the United States

Jennifer Glassman, MA; Timothy R. Jordan; Jiunn-Jye Sheu, CHES; Lori Pakulski, PhD; Amy Thompson, PhD, CHES

TH24. Impact of Household Eating Habits on Adolescent Fruit and Vegetable Consumption

James M. Bishop, MEd, CHES; Jeff M. Housman, PhD, MCHES; Mary Odum, PhD, CHES; Ronald D. Williams, Jr, PhD, CHES

TH25. Job Insecurity is Associated with Greater Health Risk Factors and Poorer Health in American Workers

Jagdish Khubchandani, MPH, PhD, CHES; James H. Price, MPH, PhD

TH26. Planning, Implementation, and Evaluation of an Early Literacy Pilot Program in Rural Nicaragua: An Interdisciplinary Approach

Katherine Elizabeth Ebert; Emily Whitney, PhD, CHES; Keely Rees, PhD, MCHES

TH27. Providing Capacity Building Assistance for Innovative Teenage Pregnancy Prevention Programs

Whitney R. Garney, PhD; Kristen Garcia; Angela Alaniz; Kelly L. Wilson, MEd, PhD, CHES; Jennifer Farmer; Kenneth R. McLeroy, PhD; Catherine Catanach; Christine Hayes; Jordan Nelson

TH28. Providing Tobacco Cessation Support in a State Correctional Facility

Livia Greenbacker, MS; Jordan Wilson; Jennifer D. Keith; Janene Brown; Lyn Becker, MBA; Barbara Caboot; Susan McLain

TH29. Salud America!: Building Capacity for Physical Activity Opportunities through Content Curation, Data, and Social Media Marketing

Amanda M. Merck, MPH; Rosalie Patricia Aguilar, MS; Kipling J. Gallion, MA; Amelie G. Ramirez, DrPH

TH30. Secular Trends for Cross-Sector Collaboration Among State-Level School Health Education Activities

Eric Conrad, MA, CHES; Jennifer Evans, MEd, BHWP, CHES; Mikaela Becker; Lori W. Turner, PhD, RD

TH31. Systematic Review of Meditation Practices with Compassion and Heart Rate Variability

Elizabeth Ann Lee, PhD, APRN, ACNS-BC; Dent Gitchel, PhD, CRC; Amar S. Kanekar, MPH, PhD, CPH, MCHES

TH32. The One Less Challenge: An Innovative SSB Marketing Campaign in Workplace Settings

Laura Lessard, MPH, PhD; Jennie Turner; Michael Peterson, EdD, MA

TH33. The Postpartum and Social Support Study (PaSS): A Qualitative Analysis of Mothers' Experience of Social Support in the '4th Trimester'

Susan Roberts-Dobie, PhD, CHES; Disa Cornish, MS, PhD

TH34. The Transgender Community in Montana: An Assessment of Health Needs

Annie Sondag, MS, PhD, CHES; Karishma Chainani, MS, CHES

TH35. To act or not to act? Qualitative Exploration of Factors Influencing Bystander Intervention Intention and Behavior Using the Integrated Behavioral Model

Christine L. Hackman, PhD, CHES; Marissa Greenband; Marcus Yee; Karen Loomis; Sarah E. Rush, PhD, CHES

TH36. Trends in Obesity and Overweight Among Undergraduate Students at a Northeastern Public University

Marian Evans; Victoria Zigmont, MPH, PhD; Sandra Bulmer, PhD, CHES

TH37. Trends Over Four Years in Positive Developmental Assets of Middle School Youth

Joseph D. Visker, PhD, MCHES; Carol Cox, PhD, CHES; Chrisian Banez; Sobiya Azim; Anna Wang; Nicole Dunseith; Ben Lasser

TH38. Understanding Health Care Brokering Among Young and Middle Aged Adults

James W. Ball, PhD; Jennifer R. Banas, EdD, CHES; Matthew R. Bice, PhD

TH39. Using Academic Research to: (1) Build Capacity through Training Future Professionals and (2) Advocate for Macro-Level Community Interventions to Address Substance Abuse

Beth H. Chaney, MA, PhD; Ryan J. Martin, MS, PhD; Jennifer Cremeens-Matthew, MSPH, PhD; Joseph G. L. Lee, MPH, PhD; Karen Vail-Smith, MPA

(Withdrawn) TH40. Using the RE-AIM Framework to Evaluate a Farm-to-Institution Program: Year 1 Results

Susan P. Harvey, PhD; Vicki Collie-Akers, PhD, MPH

TH41. What Type of Images on Instagram Convey Support for the HPV Vaccine?

Julia Alber, MPH, PhD; Karen Glanz, MPH, PhD; Suzanne Grossman, MS; Samantha R. Paige, MPH

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POSTERS (CONT.)

FRIDAY, MARCH 31ST

POSTER OPEN

8:00AM – 7:00PM

POSTER PROMENADE: Intersection of Health, Innovation, and Technology*

7:30AM – 8:30AM

Room: Centennial Ballroom Foyer

***FR1. An eHealth Intervention to Affect Attitudes, Perceived Behavioral Control, and Intent in College Students: A Pilot Study**

Tyler James; Natalie Rella; Julia Rae Varnes, MPH, MS, PhD, MCHES

***FR2. Health Information Technology use by Older Americans in United States: Time Trends and Association with Health Outcomes**

Jagdish Khubchandani, MPH, PhD, CHES

***FR3. Investigating U.S. Emergency Department Visits Associated with Mobile Phone Use in Public Places**

Andrew Piazza, MS, MCHES; Amanda K. Hutcheson, MS, CHES; Adam Knowlden, MS, PhD, CHES

***FR4. Pokemon Go: Healthy or Harmful**

Victoria Renee Wagner-Greene, MPH; Amy Joanna Wotring; Jessica Kruger, MS, CHES; Thomas Scott Castor, MA; Sarah Mortemore; Joseph Dake, PhD

***FR5. Use of Technology in the Classroom to Promote Student Learning**

Patsy Barrington, PhD, MCHES; Debra M. Vinci, DrPH

FR6. An American Indian Operated Health Promotion and Disease Prevention Program on the Fort Peck Reservation is Driving Increased Access to Mental Health Care by Exploring New Care Provision Modalities

Katherine Schlatter

FR7. Assessing Disparity in Positive Outcomes Among Service-Learning Participants

Eric Conrad, MA; Sengdhuon Defibaugh-Chavez; Lori W. Turner, PhD, RD; Brent Powell

FR8. Associations Between Contraception Use and Unintended Pregnancy Scars Among Graduate-Level College Women

Christi Hays; Kelly L. Wilson, MEd, PhD, CHES; Christine Davis; Melissa Y. Ji; Rhonda Rahn, MS, PhD, CHES

FR9. Behavioral Health Interventions Addressing Spousal Support and the Needs of Black Men Diagnosed with Prostate Cancer

Esther V. Piervii, MPH, CHES

FR10. Bridging the Gap Between Perceptions and Reality: Perceptions of Homelessness vs. National Statistics of Homelessness in a Southeastern Coastal Community

Kerry Wisdom Dittmeier; Sharon Thompson, PhD

FR11. Bringing Campus Representatives Together for Health Education: Lessons Learned from a Multidisciplinary Panel Discussion and Campus-Wide Education for Healthy Eating on a Budget

Amanda Lynch, MS, MCHES; Muhammed Nabil Pervaiz; Michelle Glancey

FR12. Building Blocks and Coloring Away Stress Reduction: Utilizing Legos and Coloring as Stress Reduction Strategies among University Students

William Hunnell; Connor Brown; Margaret Shields, PhD, CHES

FR13. Caffeine and Calorie Consumption Among College Students

Jessica Kruger, MS, CHES; Thomas Scott Castor, MA; Victoria Renee Wagner-Greene, MPH; Amy Joanna Wotring; Tavis Glassman, MPH, PhD, MCHES

FR14. Capacity Building and Partnership to Promote Smokefree Multiunit Housing in Georgia

Oluwayomi Fabayo, MPH; Anne-Marie Coleman, PhD; Kayla Lloyd; Alina Chung; Emma Bicego; Kenneth Ray; Jean O'Connor; Penelope Mocer

FR15. Causes of Weight Gain and Barriers to Weight Loss Among Female College Students with Obesity – A Qualitative Study

Sharonjeet Kaur; Ping Johnson, MS, PhD

FR16. Challenges Encountered Engaging Stakeholders in a School-Based Setting: Lessons Learned from Working Collaboratively with Food Service Directors and Students to Improve School Lunchrooms

Cristian Meier; Natoshia M. Askelson, MPH, PhD; Patrick Brady, MS; Samantha Budyzn, CHES; Patti Delger; Carrie Scheidel, MPH

FR17. Characterizing Cancer Screenings on Image-based Social Media

Julia Alber, MPH, PhD; Karen Glanz, MPH, PhD; Manikaa Nayee; Samantha R. Paige, MPH

FR18. Children with Ehlers Danlos Syndrome – Hypermobile Type and Social Anxiety: Designing Community Based Interventions to Address Mental Health Inequities

Shawna Merek Southwick PhD(c); Tina Stanton-Chapman, PhD; Allie Louise Shepard; Liliana Rojas-Guyler, PhD; Roseline J. Yunusa Vakkai

FR19. Community Health is Personal Health: The Need to Cultivate Student Capacity to Build a Culture of Health

Eric Conrad, MA, CHES; Kristen ReAnna Allen; Dashauna Ballard, MPH; Sengdhuon Defibaugh-Chavez; David A. Birch, PhD, MCHES

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FR20. Cultivating the Public Health Workforce through Mentorship

Carleigh Olson; Patrick L'Heureux Remington, MD, MPH; Courtney Saxler, MPH; Paula Tran Inzeo; Carl Meyer

FR21. Drunkorexia: Assessing the Impact of Central and Peripheral Messages Using the Elaboration Likelihood Model

Thomas Scott Castor, MA; Tavis Glassman, MPH, PhD, MCHES; Peter Paprzycki, PhD; Amy Joanna Wotring; Victoria Renee Wagner-Green; Matthew Ritzman, MA, PhD; Jessica Kruger, MS, CHES; Aaron Diehr, PhD, CHES

FR22. Emerging Themes to Attain Lower Attrition Rates in a Web-Based Intervention

Matthew T. Moyer, MA, PhD, CHES; Stephen L. Brown, MS

FR23. Engaging Adolescent Girls in Lagos, Nigeria in Articulating Sexual and Reproductive Health Priorities and Potential Solutions through Free-Listing Interviews.

Sarah Blackstone; Juliet Iwelunmor, PhD; Ucheoma Nwaozuru; Patricia Iwelunmor; John Ehiri, MPH, PhD

FR24. Examination of College Students' Mental Health Behaviors: A Call for a Multidimensional Approach

Meghan E. Shewmake, MA, CHES; Eric Conrad, MA, CHES; Lori W. Turner, PhD, RD; Jerome Wilroy

FR25. Examining the relationship between "Drunkorexia" and Exercise Dependence Symptomatology

Sarah E. Rush, PhD, CHES; Amanda K. Hutcheson, MS, CHES; Karen Loomis; Marcus Yee

FR26. Health Equity: A Case Study of Patient Food Insecurity in a Honduran Community Hospital

Brian Miller, MEd, MS; Tanya Falcone, MS, RD, LD

FR27. Health Technology Use: Implications for University Fraternity and Sorority Members

Matthew R. Bice, PhD; James W. Ball, PhD; Traci Turek

FR28. Implementing The Smoking Cessation and Reduction in Pregnancy Treatment (SCRIPT) Program in Community Health Clinics

Jennifer Schindler-Ruwisch, PhD; Nakita Kanu, MPH; Elaine Auld, MPH, MCHES

FR29. Knowledge, Beliefs, and Attitudes Regarding Tanning Bed Practices Among College Students: A Growing, Hidden Concern?

Robert Andrew Yockey; Laura Nabors, PhD

FR30. Let's Talk About Weight Bias Attitudes Among Future Public Health Education Professionals

Maya Miyairi, PhD; Rees Checketts

FR31. Literacy-Based Health Education: Teaching Children Healthy Habits through Picture Books

Emily Sarah Davis; Paul George, MD, MHPE; Kristina A. Monteiro, PhD

FR32. Multidisciplinary Endeavors: Working Together to Support Women Mothering While Experiencing Abuse

Kelly M. Bentley, MPH, PhD

(Withdrawn) FR33. Navigating PEP to PrEP Transition: Important Considerations and Experiences of a New York City LGBT Clinic (unable to attend)

Pedro Cameiro; Asa Radix

FR34. Nutrition and Physical Activity Self-Assessment for Child Care (NAP SACC): Assessing Change in Nutrition and Physical Activity Policies within Early Childhood Education Centers

Steven Godin, MPH, MS, PhD; Mandy Fitzpatrick; Lori McMonigal; Lyndsay Nybeck; Jackie Williams; Clare Lenhart, MPH, PhD

FR35. Physician Views of Working with LGBT+ Patients in General Medicine

Tara M. Prairie, MA; Bethany E. Wrye, PhD, MCHES; Norman Weatherby, MA, PhD; Sarah Murfree

FR36. Planning, Communicating, and Using Technology to Develop an Effective ESG Chapter: Lessons Learned from Gamma Eta

Amanda Lynch, MS, MCHES; Michelle Glancey

FR37. Predictors of Flourishing Among Adolescents with Hearing Impairments

Laura Nabors, PhD; Cathleen Odar-Stough; Ashley Merianos; James Peugh, PhD

FR38. Psychometric Support of the School Climate Measure in a Sample of Appalachian Youth

Shay M. Daily, MPH, CHES; Keith J. Zullig, PhD, MSPH, FASHA, FAAHB; Alfgeir L. Kristjansson, PhD; Michael J. Mann, PhD

FR39. Raising Community Voices to Create Programs that Soar

J. Sunshine Cowan, MPH, PhD, MCHES; LaNita Harris, MPH, CHES; Patricia I. Lecona

FR40. Results of the 2014 and 2015 Nebraska Behavioral Risk Factor Surveillance System (NE-BRFSS) Health Literacy Screener Items

Denise H. Britigan, PhD, CHES

FR41. Social Support Provided by Mothers of Children with Sickle Cell Disease in Saudi Arabia

Susan Roberts-Dobie, PhD, CHES; Fatimah Alrubh

FR42. Speed Dating, Instagram, and Yoga: Lessons Learned Using Innovative Strategies to Promote Healthy Relationships and Self Care Among College Students

Amanda Lynch, MS, MCHES; Rebecca Dean; Michelle Glancey

FR43. Sustaining Local Work at a National Level: The ANCHOR Partnerships Program

Whitney R. Garney, PhD; Kristen Garcia; Laura King Hahn; Kenneth R. McLeroy, PhD; Victoria Taffe, CHES

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POSTERS (CONT.)

FR44. Systematic Review: Factors Associated with Non-Fatal Suicide Attempts in Contiguous U.S. Native American Youths
Saskia Vos

FR45. The Ecological Theory of Research Participation Applied to a Text Messaging-Based Home Exercise Study: Lessons Learned for Health Promotion
Kathy E. Rovito, MPH, CHES; Michael J. Rovito, PhD, CHES, FMHI; William Hanney, MPT, DPT, PhD

FR46. The Impact of Perceived Stress and Coping Adequacy on the Health of Nurses: A Pilot Investigation
Jagdish Khubchani, MPH, PhD, CHES; Timothy R. Jordan; Michael J. Wimbush, PhD, CHES

FR47. The Impact of Sport Fandom on Health-Risk Behaviors in a Collegiate Sport Setting
Amar S. Kanekar, MPH, PhD, CPH; Jae Pil Ha

FR48. The Nonlinear Relationship Between Health Inequality and Health Disparity of Obesity in the US Adult Populations: Do Age, Gender and Ethnicity Matter?
Hong Liu, MS; Patricia Goodson, PhD; Susan E. Ward; Adam E. Barry

FR49. Tobacco Use Prevention Youth Advocates Partner with Habersham County and Lumpkin County School Board of Education to Adopt 100% Tobacco Free Schools Policies
Anne-Marie Lydie Coleman, PhD; Jean O'Connor; Kenneth Ray; Kia Toode; Tenesha Wallace

FR50. Using a Mixed Methods Approach to Discovering Factors for the Late Initiation of Tobacco Use among Filipino Youth
Grace Dadios, MPH; Shaundra Scruggs; Francesca Lomotan; Edith Cabuslay

SATURDAY, APRIL 1ST

POSTER OPEN

8:00AM – 12:30PM

POSTER PROMENADE: Advocacy and Capacity Building to Cultivate Health for All*

8:00AM – 9:00AM

***SA1. Health Empowers You: A Collaborative Initiative Between a NGO and the State Department of Public Health and Education to Reach all Schools in GA**
Diane Allensworth, PhD, CHES; Padra Franks; Christi M. Kay

***SA2. Preventing and Responding to Teen Dating Violence: School Social Workers Perceptions and Practices**
Cathy Whaley, MS, MCHES; Jessica Bryzek; Jagdish Khubchandani, MPH, PhD, CHES; Glenn Stone, PhD; Judith Gray; Erica Payton, PhD, CHES

***SA3. Psychometric Properties of the Self-Assessment for Health Education Specialists**
Jen Nickelson; Sarah E. Pember, PhD(c), MT, CHES; Kristen ReAnna Allen

***SA4. Raising the Profile of a Public Health Program to Increase Awareness, Enrollment, and Interprofessional Opportunities**
Heidi Hancher-Rauch, PhD, CHES; Shannon McMorrow, MPH, PhD

***SA5. The Embedded Librarian in Health Education**
Kathleen Allison, PhD, MCHES

SA6. A Way with Words: Using Tailored Provider-patient Communication to Advance Oral Health Literacy and Equity.
Jamillee L. Krob, MPH, RDH, DHEd

SA7. Addressing Cardiovascular Health Among Individuals Who Experience Chronic Exposure to Community Violence
Eric Payton, PhD, CHES; Sydney Zester

SA8. Adult Tooth Decay Prevention: Do Adults Practice What They Know?
Amar S. Kanekar, MPH, PhD, CPH; V. K. Nutt, MS; Janea Snyder, PhD; Bennie Prince, PhD

SA9. Breaking Down Silos in Tobacco Prevention and Control: Pennsylvania's Interdepartmental Approach
Laura McCann; Alexandra Ernst; Susan McLain; Jennifer D. Keith; Judy Ochs; Livia Greenbacker, MS

SA10. Changing the Attitudes, Behaviors, and Perceptions of Driving and Texting by Teen Drivers through Awareness and Education
Lori Dewald, MCHES; Alissa Oliveto

SA11. Consumption of Alcohol Mixed with Energy Drinks Predicts Non-Medical Prescription Stimulant Use in Adolescents
Jeff M. Housman, PhD, MCHES; Ronald D. Williams, Jr., PhD, CHES

SA12. Diet and Physical Activity Patterns In Culturally Diverse High School Students
Barbara L. Michiels Hernandez, PhD, MCHES

SA13. Does a Pictured Individual's Screening Status in a Health Message Impact Message Outcomes?
Julia Alber, MPH, PhD; Karen Glanz, MPH, PhD; Samantha R. Paige, MPH

SA14. Drunkorexia: Assessing the Impact of Loss and Gain Frame Messages
Victoria Renee Wagner-Greene; Tavis Glassman, MPH, PhD, MCHES; Monita Karmaker-Saraf; Thomas Scott Castor, MA; Alexis A. Blavos, PhD, MCHES; Jessica Kruger, MS, CHES; Amy Joanna Wotring; Aaron Diehr, PhD, CHES

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- SA15. edTPA for Health Education: Illinois State University's Path to Success**
Adrian R. Lyde, PhD, MCHES; Elisa Palmer
- SA16. Electronic and Combustible Cigarette Use Among Children and Young Adolescents from Low-Income Families**
Frank J. Snyder, MPH, PhD; Meghan H. McDonough, MS, PhD; Shaina Riciputi; Lindley McDavid, MS, PhD; Paige Boyer, MPH; Yumary Ruiz, MPH, PhD; Bonnie Blankenship, MS, PhD
- SA17. Energy Drink Use among Adolescents Related to Consumption of Other High-Sugar Beverages**
Ronald D. Williams, Jr., PhD, CEHS; Jeff M. Housman, PhD, MCHES; Mary Odum, PhD, CHES
- SA18. Evaluating a Multicomponent Program Designed to Prevent Obesity and Drownings Among African American Youth**
Antonio Gardner, MS, PhD, CHES; Jermaine B. Mitchell, PhD; Benjamin Schwamberger; Zachary Wahl-Alexander, PhD; Myia Lang, MA; Douglas Craddock, Jr.; Carol N. Agomo, MPH, MBA
- SA19. Examining Cultural and Personal Predictors of Health and Wellness in Pregnancy and the Post-Partum Period**
Rachael Rush Smallwood; Sarah E. Rush, PhD, CHES
- SA20. Examining the Impact of a Physical Activity Intervention Program**
Chanadra Young-Whiting, MPH, CHES; Audrey Miller, PhD, RN
- SA21. Health Sector's Role in Addressing the Prevention of Traffic Injuries**
David Sleet, PhD; Mitchell Wolfe, MA; Maeve McKean; Gabrielle Lamourelle, MPH
- SA22. KHAIR 2014 Program Evaluation**
Marian Evans, MD, MPH; Tressa Spears Jackson; Elvin Melendez; Deb Risisky, MEd, PhD
- SA23. Lessons Learned While Implementing the National Diabetes Prevention Program at the Worksite of a Large Health System in the Midwest**
Victoria Zigmont, MPH, PhD; Amy Creighton; Johnni Beckel; Lisa Meddock; Ryan Sledge, MPH, MBA; Richard Snow, DO, MPH
- SA24. Older Adults' Myths and Misconceptions about HIV/AIDS**
Priya R. Banerjee, PhD
- SA25. One Tobacco Cessation Service Doesn't Fit All: Analyzing Quit Success Among Diverse Populations in Two Cessation Services**
Jeff Turner
- SA26. Sex-Positive Curricula: An Investigation of the Relationship between Physical Fitness, Self-Concept and Sexual Functioning**
Lia Jiannine, PhD, CHES
- SA27. Snap-Education: Taking an Evidence Based Approach Using Assessment and Evaluation Data**
Amelia Mattocks, MPH; Kimberly Titlebaum
- SA28. The Impact of Technological Innovations on Data Reporting and Collection Methods on the HIV Continuum of Care in Metropolitan Chicago**
Alanna Berdanier; Joel Ritsema
- SA29. The Importance of Distinguishing between Quality Certification and Assessment-Based Certificate Programs**
Beth H. Chaney, MA, PhD; Melissa Opp, MPH, MCHES; Cynthia S. Kisorgbor-Narh
- SA30. Too Close? Are Childhood Obesity Rates Correlated with the Close Proximity of Fast Food Retail Establishments to Schools in Areas of Low Socioeconomic Status**
Lovely Randle, MPA; Armine Lulejian, PhD, CHES
- SA31. Using a Health Fair Project to Increase Self-Efficacy Among Future Health Educators**
Rhonda Rahn, MS, PhD, CHES; Meagan Shipley, PhD, CHES; Christine Davis
- SA32. Using Academic-Practice Partnerships to Enhance Population-based Health Care in BSN Education: Creating Curriculum to Create Change**
Katie Hoooven, PhD, RN, MSN, MBA
- SA33. Using Health Education to Build Community Capacity in Reducing the Impact of Heat-Related Illness**
Sara J. Smith, MA, CHES; Sara Lauren Thie; Kathryn Selm
- SA34. Racial, Ethnic, and Gender Disparities in Emergency Department Management of Concussions in Youth Athletes**
Kathleen Jarrell, MPH, MD(c)
- SA35. Follow-Up Appointment Compliance After Pediatric Traumatic Brain Injury**
Jin Peng, MS, MD
- SA36. Acculturative Stress and Native and U.S. Culture Immersion of International Students at a Community College**
Hardaye Sharie R. Hanse, EdD; Yuliya Shneyderman, PhD; Gloria S. McNamara, PhD; Lisa Grace-Leitch, EdD