

2018 OREGON PLACE MATTERS CONFERENCE

OCTOBER 29-30, 2018
OREGON CONVENTION CENTER

DAY 1
MONDAY OCTOBER 29, 2018
8:00 AM - 5:00 PM



8:00 – 8:45	Registration
9:00 – 9:30	Welcome / Opening Remarks
9:30 – 10:30	Keynote: Charles Brown
10:30 – 10:40	Break
10:40 – 11:50	<i>From Evidence to Action: Using the Community Guide to achieve equity and health outcomes</i> <i>The Illusion of Choice: How industry marketing manipulates decision making</i> <i>Driving Policy Success in Rural Places (David Toland)</i> <i>Health Communications: Little known ways to expand and maximize your communications efforts</i> <i>Integrating Health and Equity into Statewide Transportation Planning Efforts</i>
11:50 – 12:00	Break
12:00 – 1:00	Keynote: Debra Furr-Holden Lunch

*2018 Oregon Place Matters Conference Theme:
Leading Together: Building a movement for all people in Oregon
to live, work, play, learn and age in communities
that support health and optimal quality of life.*

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1:00 – 2:10

Poster Session

CTCLUSI Prevention and 21 tribal best practices—Doug Barrett and Devynne Krossman

A Key to Patient Engagement—Amy Fellows, MPH

Community Coalition Models in Deschutes County: 2001-2018—Julie Spackman

Lessons Learned in Quality Improvement: Best Practices from Three Exemplar Primary Care Sites in the Healthy Hearts Northwest Study—Cullen Conway

Importance of Youth in Public Health Promotion and Prevention—Heather Stuart, MHA

Have you met our friend Norm: an exploratory look into shifting community norms and culture around substance use and abuse at the community level—Jessica McDonald, M.S., Whitney Schumacher, MPH

Pamanaknúwit: Each Person Taking Care of Yourself—Shoshoni Walker

Coordinated Cross-Sector Approach to Sustaining Evidence Based Health

Education Programming—Rachel Petersen, Kacey Urrutia, Erin Sedlacek

Tobacco Cessation in Rural Oregon: Barriers, Catalysts, and Needs—Erin Hernandez

The Journey thus Far: Updates from the 2015-2019 State Health Improvement Plan (SHIP)—Christy Husdon

2017 Oregon Smile & Healthy Growth Survey—Kelly Hansen

Healthy Kids Campaign 2018—Y Nguyen

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Big Tobacco is Not My Daddy—Terresa White

***Latino Sexual and Reproductive Health Needs Assessment
(Linn and Benton Counties, OR)—Clarice Amorim Freitas***

***Kick Butts off County Property: Ensuring County Facilities Stay
Tobacco-Free—Amy Wilson***

***Reducing Lung Cancer through Radon Risk Reduction—Tiffany
Belser***

***Assisted Living State Policies: Background and Methods of
Investigation (Note this was a late submission)—Lindsey
Smith***

2:10 – 3:20

***Pricing Strategies for Public Health: Why do they matter and
what can we do about it?***

Community Mobilization

***Collaboration Across Sectors to Impact Health: Systems
change in Oregon***

***“That’s Debatable:” Fishbowl with Charles Brown (Charles
Brown)***

3:20 – 3:50

Movement Break

3:50 – 5:00

***From Paper to practice: Putting the policy change model to
work***

***Fool Me Twice: Identifying and confronting industry
innovation at the local level (Debra Furr-Holden)***

Collaborative Approaches to Support Healthy Aging

***Actions to Address Community Health Improvement Plan
Priorities: Local collaboration at its best***

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Strategies for Communicating with Decision makers: What is the message? Who is the best messenger?

DAY 2

TUESDAY OCTOBER 30, 2018

8:00 AM - 3:30 PM



8:00 – 8:45	Registration
9:00 – 9:20	Welcome
9:20 – 10:20	Keynote: David Toland
10:20 – 10:30	Break
10:30 – 11:45	<i>The Chiloquin Gathering of Native Americans (GONA)</i> <i>Experience: Engaging community leaders for action</i> <i>Won't You be My Neighbor? Why tobacco and alcohol want to be our neighbors and why that's bad for public health</i> <i>From Policy to Practice: Transforming Health Systems Investments in Prevention</i> <i>Understanding How Community Leaders Build Momentum to Influence Statewide Change</i>
11:45 – 12:45	Lunch / Recognition Awards
12:45 – 12:55	Break
12:55 – 1:35	<i>Youth Surveys in Oregon: Past, Present and Future</i>

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Passed a Policy – Now What? Importance of Implementation and Evaluation

Highlights of the Oregon Health Authority-Public Health Division Alcohol Formative Audience Assessment

Transportation Planning and Public Health Partnerships at the Local Level

1:35 – 1:45

Break

1:45 – 3:00

Local Leaders Panel

3:00 – 3:30

Final Remarks

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