

Special Thanks to our
Presenters, Reviewers, Volunteers, Supporters
and the 2011 Health Education Practice Conference
PLANNING COMMITTEE:

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VICTORIA QUINTERO	JACKIE VALENZUELA
YEIRA RODRIGUEZ	TANIA VILLALOBOS

JOIN US!

- Join the planning committee for the 2012 Health Education Practice Conference! Contact: hea@ph.lacounty.gov
- Attend monthly Public Health Education Collaborative meetings. Earn continuing education credits and link with people and tools that make health education practice more effective throughout LA County. For more information, visit: <http://www.publichealth.lacounty.gov/hea/>
- Join the HEALTHED Listserv to receive emails about Collaborative meetings, events, trainings, and job postings. To subscribe:
 1. Email healthed@listserv.ph.lacounty.gov with subject heading: subscribe HEALTHED firstname lastname
 2. In email body, only include: subscribe HEALTHED firstname lastname
- Join the Southern California Public Health Association: <http://scpha.org>
- Learn more about Health Education Administration, a program of the LA County Department of Public Health (DPH) For more information, visit: <http://www.publichealth.lacounty.gov/hea/>

2011 Health Education Practice Conference:

*The Evolution of
Health Education Practice*



Wednesday, October 19th, 2011
8:30am–5:00pm

The Assistance League of Southern California
Fountain Court Dining Room
1370 North Saint Andrews Place,
Los Angeles, CA 90028

A collaboration of:



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NOTES

HEALTH EDUCATION WEEK:

Since 1995, *National Health Education Week* has been celebrated during the third week of October. This week focuses national attention on a major public health issue and fosters understanding of health education's role in promoting the public's health. This year's theme is *Health Literacy: Gateway to Improving the Public's Health*. More information at the Society for Public Health Education's (SOPHE) website: <http://www.sophe.org/nhew.cfm>

Los Angeles County Supervisor Zev Yaroslavsky, Third District, presented a motion at the October 18th Board of Supervisors meeting. He proclaimed October 16-22 as National Health Education Week in Los Angeles County. He honored the health education workforce by presenting health education representatives with a commendation and urged individuals and communities to implement strategies to raise awareness of health literacy and promote changes to improve health literacy during National Health Education Week.



Conference slides will be posted here:
<http://www.publichealth.lacounty.gov/hea/>

CONFERENCE GOAL:

To commemorate *National Health Education Week* by showcasing effective health education practice throughout Los Angeles County and recognizing service provided by the health education workforce from the Los Angeles County Departments of Public Health and Health Services.

CONFERENCE OBJECTIVES:

1. Define health education practice.
2. Describe how hot topics such as health literacy, health care reform, social determinants of health, and new media impact health education in various practice settings.
3. Present examples of effective health education practice.
4. Present awards to LA County health education staff who demonstrated effective health education practice throughout 2011.
5. Develop a network of health education practitioners.

CONTINUING EDUCATION:

- Provider approved by the *National Commission for Health Education Credentialing, Inc.*, Provider #MEP2460 for up to 4 CHES/MCHES contact hours.
- Provider approved by the *Board of Registered Nursing*, Provider #01429 for up to 3.5 continuing education units.



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TIME	CONTENT	PRESENTER
8:30am	Breakfast and Registration	All
9:00am	Welcome and Overview	Jackie Valenzuela, MPH, MCHES
9:10am	Defining Effective Health Education Practice	Jonathan E. Fielding, MD, MPH
9:40am	Award Presentations: DPH Staff	Jonathan E. Fielding, MD, MPH
10:00am	Health Education and Community Empowerment	Ms. Gilda Valdez
10:20am	Wellness Activity	Erika Siever, MPH, CHES
10:30am	The L.A. Mental Health and Developmental Disabilities Education (LA MHaDDE) Program	Alicia Bazzano, MD, MPH <i>Westside Regional Center</i>
11:00am	Exploring Health Promotion Resources within Department of Health Services Facilities and Community Partner Agencies for Program Planning	Yeira Rodriguez, MPH, MCHES <i>Healthy Way LA, Department of Health Services</i>

NOTES



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TIME	CONTENT	PRESENTER
11:30am	The Fotonovela Readers' Theater: Engaging Early Childhood Providers in Disease Prevention	Rita Bagby, RN, MSN, PHN <i>Acute Communicable Disease Control Program, Department of Public Health</i> Laura Coelho, Centers for Disease Control and Prevention, Associate <i>Veterinary Public Health Program, Department of Public Health</i>
12:00pm	Lunch and Poster Viewing	All
1:00pm	Poster Viewing	All
1:30pm	The Evolving Role of Health Education in Various Practice Settings	Moderator: Eleanor Long, MSPH Panelists: <u>Government:</u> Amy Buch, MA <u>Academia:</u> Tess Cruz, PhD, MPH, CHES <u>Managed Care:</u> Mei Ling Schwartz, MPH
3:00pm	Defining Health Education's Role in Healthcare Reform	Mitchell H. Katz, MD
3:30pm	Awards Presentations: DHS Staff	Mitchell H. Katz, MD
4:00pm	Poster Results	Erika Siever, MPH, CHES
4:30pm	Evaluations and Closing Remarks	Jackie Valenzuela, MPH, MCHES

AWARDEES

COLLABORATION

Milan Hill, MPH

Health Educator,
Health Education Administration,
Department of Public Health

Yeira Rodriguez, MPH, MCHES

Senior Health Educator,
Healthy Way L.A.,
Department of Health Services

INNOVATION

Jose Llamas, MPA

Health Education Assistant
El Monte Comprehensive
Health Center
Department of Health Services

LEADERSHIP

Mai Phung, AA

Health Education Assistant
El Monte Comprehensive
Health Center
Department of Health Services

LEADERSHIP CONT.

Ivette Sandoval, MPA

Health Education Assistant
El Monte Comprehensive
Health Center
Department of Health Services

Erika Siever, MPH, CHES

Health Educator,
Health Education Administration,
Department of Public Health

OUTREACH

Andrea McIver, AA

Health Education Assistant
High Desert Health System
Department of Health Services

Naomi Toppin, AA

Health Education Assistant
High Desert Health System
Department of Health Services

HEALTH EDUCATOR OF THE YEAR

Rita Mozian, MPH, CHES

Health Educator,
Service Planning Areas 1/2,
Department of Public Health

Yeira Rodriguez, MPH, MCHES

Senior Health Educator,
Healthy Way L.A.,
Department of Health Services

Amy Buch, MA—PANELIST

Health Promotion Division, Orange County Health Care Agency and California Conference of Local Directors of Health Education (CCLDHE)

Ms. Amy Buch is the division manager for the Health Promotion Division at the Orange County Health Care Agency. The Health Promotion Division is comprised of a variety of prevention programs including drug and alcohol prevention, tobacco use prevention and cessation, chronic disease prevention, injury prevention and several others. Ms. Buch joined the Health Care Agency in 2006. Prior to that, she was the Associate Director for the Health Education Center at the University of California, Irvine. Ms. Buch started the Health Education Department at AIDS Services Foundation before coming to UC Irvine. Ms. Buch has served on the executive team of the California Conference of Local Directors of Health Education for the past four years, serving as president among other positions. In her free time, Ms. Buch volunteers at UC Irvine.

Mei Ling Schwartz, MPH—PANELIST

Director, Health & Physician Education, Kaiser Permanente Panorama City Medical Center

Ms. Mei Ling Schwartz, is the Director for Health Education, Physician Education and Culturally Competent Care at Kaiser Permanente Medical Center in Panorama City. Ms. Schwartz has over 25 years of experience in the planning and delivery of education programs to physicians, residents, Kaiser members and the community. In addition to her work at Kaiser Permanente, Ms. Schwartz also served as an international consultant and volunteer to Project Hope and WHO in developing public health programs in the People's Republic of China.

Eleanor P. Long, MSPH—MODERATOR

Health Education Coordinator, Maternal, Child, and Adolescent Health Division, Los Angeles County Department of Public Health

Since 2006, Ms. Eleanor Long has been the Health Education Coordinator for the Los Angeles County Maternal, Child, and Adolescent Health Division. Prior to serving in this role, Ms. Long was the Director of Health Education Administration, another program of the Los Angeles County Department of Public Health. Ms. Long is a well-respected member of the health education profession, having received the Public Health Leader of the Year Award from the Society of Public Health Education in 2008. Ms. Long is also actively involved in professional development activities for health educators, having served on the Board of the Southern California chapter of the American Public Health Association since 2010.



PANEL DESCRIPTION:

The National Commission on Health Education Credentialing has identified *7 Areas of Responsibility* for health educators: conducting needs assessments, planning, implementing, evaluating, and administering programs, serving as a resource person, and communicating and advocating for health education <http://nchec.org/>. Using these areas as a foundation for health education practice, panelists will define health educators' current roles and responsibilities within their respective settings and describe the impact emerging topics such as health literacy, health care reform, social determinants of health, and new media will have on the future of health education practice in their practice settings. Further, panelists will suggest how health education professionals can best prepare for these new challenges.

MODERATOR & PANELIST BIOGRAPHIES

Tess Boley Cruz, PhD, MPH, CHES—PANELIST

Clinical Assistant Professor, University of Southern California (USC), Keck School of Medicine, Institute for Prevention Research

Dr. Cruz is a Clinical Assistant Professor in Preventive Medicine at USC's Keck School of Medicine. For the past 12 years she has been involved in research and teaching at the masters and undergraduate levels in health education, communications and health disparities. She currently serves as Director of the Health Communications Track in the MPH Program and has been involved in the MPH program since its inception. She provides the core MPH course on the foundations of health promotion and a course on public health communications with an emphasis on tailoring strategies and materials for priority populations. Her courses have included a focus on race and gender issues in public health and on adolescent health. Her research focuses on health communications, disparities, and tobacco control, with projects on countering tobacco marketing, and reducing menthol smoking among African Americans. Dr. Cruz serves as the Co-Principal Investigator of the Tobacco Education and Material Lab (TEAM Lab) with special expertise on materials development and evaluation. Dr. Cruz earned her MPH from San Jose State University and her PhD from the University of Massachusetts, Amherst.



SPECIAL MENTION: COUNTYWIDE MCHES RECIPIENTS

The Master Certified Health Education Specialist (MCHES) certification, awarded by the National Commission for Health Education Credentialing, Inc, (NCHEC) has elevated the professional health education standards to an advanced-level, endorsed individual performance, and designated those who demonstrate knowledge and skills essential to the advanced-level Sub-competencies in the health education profession.

812 health education specialists recently earned their MCHES credential. The first MCHES cohort successfully completed the MCHES Experience Documentation Opportunity (EDO) process that opened on October 15, 2010 and closed on April 16, 2011. During this process, MCHES EDO applicants documented advanced-level practice in the field of health education and had recommenders attest to their performance and competence levels.

Find the complete listing of MCHES recipients here:

<http://tinyurl.com/3marbvf>

Congratulations Los Angeles County MCHES Recipients:

NAME	DEPARTMENT
James M DeCarli	Public Health
Kim Harrison Eowan	Public Health
Heather Northover	Public Health
Susanna Lam	Public Health
Yeira Rodriguez	Health Services
Jacqueline Valenzuela	Public Health
Nina Vassilian	Health Services
Olga Vigdorchik	Public Health

HEALTH EDUCATION POSTERS

POSTER #1:

Erica Browne, MPH, CHES & Paula Williams-Valencia, MPH, CHES

Southern California Kaiser Permanente Regional Health Education

Applying Health Literacy Principles to Healthy Eating Educational Materials

POSTER #2:

Fred Dominguez, MPH & Susan Srabian, MPH

Health Education Administration,

Los Angeles County Department of Public Health

Say It Right the First Time: Process Evaluation of Plain Language Training for the Los Angeles County Department of Public Health (DPH) Workforce

POSTER #3:

Maria Fernandez, MPH, CHES; Andrea Soriano, MSW et al

Immunization Program, Los Angeles County Department of Public Health

Exploring Parental Acceptance of Promotoras to Deliver Home-Based, Adolescent Immunization Education

POSTER #4:

Dorothy Jung Lee, MPH & Vanesa Garcia, BS

Long Beach Comprehensive Health Center,

Los Angeles County Department of Health Services

Health Education Assistants: Valuable Team Members of the Patient-Centered Medical Home Team

POSTER #5:

Jose Llamas, MPA

*El Monte Comprehensive Health Center,
Los Angeles County Department of
Health Services*

Multidisciplinary Group Visits: A Collective and Practical Approach to Support Diabetes Self Management



KEYNOTE SPEAKER BIOGRAPHIES

Gilda Valdez

Chief of Staff, SEIU Local 721

As the SEIU Local 721 Chief of Staff, Gilda Valdez leads staff, oversees strategic campaign planning and will help determine the direction of the Union. As the former Kaiser Director at UHW, Gilda Valdez brings 33 years in the labor movement. Gilda started organizing at 15 years old trying to organize her coworkers into forming a union. Under Gilda's leadership as organizing director at Local 790 in Northern California-the local organized 15,000 workers. She led historic marches in San Joaquin County, Santa Rosa and Solano County. Gilda is a founding member and the first chair of the International's Latino Caucus.

Mitchell H. Katz, M.D.

Director of Health Services,

Los Angeles County Department of Health Services

Mitchell H. Katz, MD, joined the Department of Health Services as Director in January, 2011. He oversees a \$3.5 annual budget, 21,000 employees, and a health care system of acute hospitals, multiservice specialty centers, community health clinics and the Emergency Medical Services (EMS) Agency that together serves the County's 10 Million residents. Among his top priorities are to strengthen the DHS outpatient delivery network, foster stronger coordination with the Department's community clinic partners, reduce health disparities, and provide the high-quality, patient-centered care at the heart of his approach as a practicing physician and health policy leader. Prior to joining DHS, Dr. Katz served as Director of Health and Health Officer for the San Francisco Department of Public Health (SFDPH) from 1997 to 2010. There, one of his signature accomplishments was creation of the Healthy San Francisco' initiative that established primary care medical homes for the city's vulnerable residents that improved health outcomes and reduced medical care costs. Earlier, he served as SFDPH Director of Community Health and Safety from 1996 to 1997 and Director of the AIDS Office from 1992-1997. Dr. Katz received a Bachelor's Degree from Yale University and Medical Degree from Harvard Medical School. He completed his residency in Primary Care Internal Medicine at the University of California, San Francisco, and is a practicing Internist. An avid bicyclist, Dr. Katz enjoys navigating the urban jungle, promoting active and healthy living, and sharing "greenwill" across the County of Los Angeles.

KEYNOTE SPEAKER BIOGRAPHIES

Jonathan E. Fielding, M.D., M.P.H.

*Director of Public Health and Health Officer,
Los Angeles County Department of Public Health*

Jonathan E. Fielding, MD, MPH, MBA, is the Director of Los Angeles County Department of Public Health and the County Health Officer, responsible for all public health functions including surveillance and control of both communicable and non-communicable diseases, and of health protection (including against bioterrorism) for the County's 10 million residents. He directs a staff of 4,000 with an annual budget exceeding \$750 million. He is also Vice-Chair of the Los Angeles First 5 Commission, which grants over \$100 million per year to improve the health and development of children 0-5. Dr. Fielding chairs the US Community Preventive Services Task Force and was a founding member of the US Clinical Preventive Services Task Force. He also chairs the Secretary's Advisory Committee on National Health Promotion and Disease Prevention Objectives for 2020 and was appointed to the California Department of Public Health Advisory Board. Dr. Fielding is a Professor in the Schools of Medicine and Public Health at UCLA, and has authored over 175 peer reviewed publications, editorials and book chapters on public health, health policy, health economics, and evidence-based public health practice. He is Editor of the Annual Review of Public Health and Chairman of Partnership for Prevention. He also serves on the Board of the American Legacy Foundation and is an elected member in the National Academy of Sciences Institute of Medicine. He received his medical and public health degrees from Harvard University, and an M.B.A. in Finance from the Wharton School of Business. He formerly served as Massachusetts Commissioner of Public Health Massachusetts and Vice President of Johnson & Johnson. Dr. Fielding has received numerous awards, including the Sedgwick Memorial Medal from the American Public Health Association and the Distinguished Alumni Achievement award from the Harvard School of Public Health.



HEALTH EDUCATION POSTERS

POSTER #6:

Aurora Lopez, RN, BSN & Laura Gazdziak, RN, BA, BSN

*Area Health Office, West (SPA 5) and South (SPA 6) Service Planning Area,
Los Angeles County Department of Public Health*

Assessing the Needs, Assets, Communicating and Advocating for Health Changes and Behavior Modification: Community Walking Club

POSTER #7:

Rita Mozian, MPH, CHES et al

*Area Health Office, Antelope Valley (SPA 1) and San Fernando Valley (SPA 2)
Service Planning Area, Los Angeles County Department of Public Health*

Staff Emergency Preparedness

POSTER #8:

Andrea Soriano, MSW; Maria Fernandez, MPH, CHES et al

Immunization Program, Los Angeles County Department of Public Health

Assessing Immunization-Related Knowledge, Attitudes, Beliefs (KAB), and Practices as they Relate to Perceived Preparedness for Disasters

POSTER #9:

Olga Strauss-Waitkuweit, BA

Wilmington Health Center, Los Angeles County Department of Health Services

Assessing Low Health Literacy Among Patients

POSTER #10:

Nicole Vick, MPH, CHES

*Area Health Office, West (SPA 5) and South (SPA 6) Service Planning Area
Los Angeles County Department of Public Health*

Explaining Health Equity: Using Unnatural Cause in the Community