



Together for Tomorrow: Protecting Arizona's Children

Preconception Health | Injury Prevention | Behavioral Health

April 11, 2018

Desert Willow Conference Center

Keeping children healthy and safe requires collaborative efforts to identify and address the risk factors that jeopardize their well-being. Sadly, the lives of far too many children are cut short due to preventable factors that are completely out of their control. As Arizona strives to create a brighter future for today's children, it's important that we find ways to assure children a healthy path to success from the start. Doing so will require professionals, the public and policy makers to build on each other's strengths, prioritize common areas of opportunity and tackle the issues posing greatest threat to our youth.

Together for Tomorrow: Protecting Arizona's Children will explore opportunities for Arizona to prevent child mortality. We'll showcase interventions and best practices currently underway, and spark further dialogue about programs and policies that provide nurturing conditions in which children can thrive. The day will focus on 3 core areas that are essential to children's well-being: **preconception health, injury prevention, and mental health.**

We'll hear from experts and practitioners from across Arizona about the key interventions that they've implemented in the key areas that drive mortality outcomes: preconception health (preventing premature birth); injury prevention (including car accidents, unsafe sleep, drowning and child welfare); and behavioral health (mental illness, substance abuse and suicide).

We'll close with a call-to-action to encourage policy makers to implement evidence-based recommendations to reduce childhood deaths. Participants will learn how to ensure their voices are heard by policymakers at all levels, as well as practical actions individuals and organizations can take to influence early childhood policy.

[SPONSORSHIP ONLINE REGISTRATION](#)

AzPHA is a 501c(3) non-profit organization, tax ID number is 51-0198821



AGENDA

(Updated on February 13, 2018)

7:30 – 8:30 AM **Registration/Breakfast/Networking Opportunity**

8:30 – 9:00 AM **Welcome and Introductions**
Speaker: Senator Kate Brophy McGee

9:00 – 9:45 AM **The Arizona Child Fatality Review Report: Findings and Recommendations from the 2017 Report**
Speaker: Mary Rimsza MD, FAAP

For more than 20 years, the Arizona Child Fatality Review Report has been analyzing child deaths in Arizona and making common sense recommendations for policy interventions. Dr. Rimsza will present the results of the 2017 report with a focus on consensus policy recommendations to prevent child mortality.

9:45 – 10:00 AM: **Break & Networking Opportunity**

Morning Breakout Session Topic: Preconception & Inter-conception Health: Preventing Prematurity

Educating women and their families before pregnancy is a critical first step to improving birth outcomes. Many women simply are not aware that a healthy pregnancy begins long before conception. Preconception health refers to helping a woman become as healthy as possible before she becomes pregnant, while inter-conception health involves helping a woman understand the importance of being healthy between pregnancies and the need to wait at least 18 months before becoming pregnant again to help optimize birth outcomes.

This Panel will explore best-practices underway in Arizona to improve preconception and inter-conception health to improve birth outcomes including reducing premature birth. Panelists will discuss preconception health strategies being implemented at a managed care plan, at the provider level and from a policy and population health perspective.

10:00 – 10:45 AM: **Morning Breakout Session 1**

There will be 2 sessions for the Morning Breakout. Participants can attend a total of 2 out of 3 for the Morning Session.



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Breakout Room #1- Preconception Health & Reproductive Planning

Speakers:

- **Dean Coonrod, MD, MPH:** Maricopa Integrated Health System
- **Kristin Stookey, CRNP:** Arizona Family Health Partnership
- **Gail Petersen Hock, MS, APRN, PHCNS-BC, APHN-BC:** Brandman University

Following topics to be discussed: Inter-conception spacing, family planning, and LARC

Breakout Room #2- Access to Care, Case Management & Patient Engagement

Speakers:

- **Maria Puerta, RN, BSN, MHA:** Mercy Care Plan
- **Edmond Baker, MD:** Mountain Park Health Center
- **Nellie Nekouie:** United Healthcare Community Toolbox Presentation

Breakout Room #3- Best Practices

Speakers:

- **Denise Voiles, BSN, RN, IMH-E (II):** County Nurse Family Partnership from Maricopa County Public Health
- **Yara Castro:** Health Start Program at Mariposa Community Health Center
- **Kathleen Shurba, CDHC, RDH, BS, AP:** Oral Health Practices at Native Health

10:45 – 11:30 AM: **Morning Breakout Session 2**
Repeat of Morning Session 1

11:30 AM – 12:00 PM: **Lunch & Networking Opportunity**

12:00 – 1:00 PM: **Keynote Address***
Integrating Public Health and Health Care to Protect Arizona's Children
Speaker: Deneen Vojta, MD: Executive VP, Enterprise Research and Development, UnitedHealth Group
**Keynote address will take place over lunch*

1:00 – 1:15 PM: **Break & Networking Opportunity**



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Afternoon Breakout Session Topic: Preventing Injuries: The Leading Cause of Death for AZ Kids

Injury remains the leading cause of mortality among children and teens. Child injury is predictable and preventable and is among the most under-recognized public health problems in Arizona. Leading causes of child injury include motor vehicle crashes, suffocation (e.g. sleep environments), drowning, poisoning, and falls.

Good progress has been made in preventing child injury in Arizona, and child injury death rates have decreased in the last decade, yet it remains the leading cause of death for children and teens. More can be done to keep our children safe. Our panelists (from a rural and urban perspective) will explore best practices, policies, and coalition work underway to stem the tide.

1:15 – 2:00 PM: **Afternoon Breakout Session 1**

There will be 2 sessions for the Afternoon Breakout. Participants can attend a total of 2 out of 3 for the Morning Session.

Breakout Room #1- Safe Kids Coalitions Interventions

Speakers:

- **Heather Williams:** Coconino County Safe Kids Coalition
- **Zoraida Etrick:** Maricopa County Safe Kids Coalition

Following topics to be discussed: Drowning, car seat, and safe sleep safety

Breakout Room #2- Child Neglect & Abuse in Arizona: The Data

Speakers:

- **Erica Quintana:** ASU Morrison Institute for Public Policy
- **Mary Jo Pitzl:** The *Arizona Republic* on her investigative series regarding child safety

Breakout Room #3- Inter-sectoral Collaboration to Improve Child Safety

Speakers:

- **Deborah Nishikida:** Arizona Department of Child Safety and **Cindi Alva:** First Things First
- **Alejandra Kisebach & Margaret Piexoto:** Glendale Strong Family Network: Department of Child Safety and Juvenile Court Collaboration



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2:00 – 2:45 PM: **Afternoon Breakout Session**

Repeat Afternoon Session 1

2:45 – 3:00 PM: **Break & Networking Opportunity**

3:00 – 4:15 PM: **Behavioral Health: From Adverse Childhood Experiences to Self-Harm**

Panelist:

- **Marcia Stanton:** Phoenix Children’s Hospital Injury Prevention Center- Adverse Childhood Experiences
- **Molly Strothkamp, LMSW, IMH-E (III):** Southwest Human Development – Infant and Toddler Mental Health
- **Kelly Steving:** Mercy Maricopa Integrated Care – Children’s System of Care
- **Wendy Philpot, MAPC, LAC:** EMPACT Suicide Prevention Center – Managed Care Suicide Prevention Strategies

This session will focus on symptoms of trauma in young children and strategies to support children and families following trauma including young children in the foster care system as a evidence based way to prevent self-harm. Panel will also include intervention strategies to prevent youth suicide.

4:15 – 4:45 PM: **A Call to Action: Influencing State Health Policy**

How Can YOU Impact State Policy Regarding Early Childhood?

Speaker: Dana Wolf Naimark, Children’s Action Alliance **(CONFIRMED)**

Each year the Child Fatality Review Report develops a set of consensus evidence-based recommendations for policy makers to reduce early childhood deaths. Participants will learn how individuals and organizations can impact state policy on early childhood, including legislation. Participants will receive tools that can help them ensure their voice is heard by policymakers at all levels.

4:45 – 6:30 PM: **Closing with Reception to Follow**

Strategic Sponsorship Opportunities

We cannot do the important work required to make a difference in the level of health for all Arizonans without your participation and support. Please join us in September for this important event. As an organization that supports public health and public health professionals, **there are several strategic ways for you to invest your resources to have a visible presence at the Conference** and get exposure to the wide range of members and non-members in the public health sector in attendance.

Full Conference Sponsorship			
Title Partner \$10,000	Leader \$5,000	Collaborator \$2,500	Partner \$1,000
Logo listing on 5,000 invitations	Logo listing in invitation, program and signage	Name listing in invitation, program and signage	Name listing in invitation, program and signage
Logo featured on website, registration site, stage banner and event slideshow	Logo featured on website, registration site and event slideshow	Company name featured on webpage, registration site, and event slideshow	Company name featured on webpage, registration site and event slideshow
Website link on AzPHA.org for 6 months	Website link on AzPHA.org for 3 months	Website link on AzPHA.org for 1 month	
Involvement spotlighted on AzPHA's social media (Facebook, Twitter, LI)	Involvement spotlighted on AzPHA's social media (Facebook, Twitter, LI)	Involvement spotlighted on AzPHA's social media (Facebook, Twitter, LI)	
Prominent exhibit space at event expo	Prominent exhibit space at event expo	Prominent exhibit space at event expo	
Five full registrations	Three full registrations	Two full registrations	
Full page ad in program	½ page ad in program	¼ page ad in program	
Opportunity to deliver brief welcoming remarks at event or introduce keynote speaker	Opportunity to introduce panel speakers		
Opportunity to provide branded promotional item for table settings			

SPONSORSHIP REGISTRATION

We want to join AzPHA's Fall Conference and Annual Meeting as a partner with a contribution of:

___ TITLE PARTNER \$10,000 ___ LEADER \$5,000
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Contact Name: _____ Title: _____

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Enclosed is a check payable to AzPHA in the amount of: \$_____

Please bill my credit card – Visa, MasterCard, or American Express (circle one)

Amount \$_____ Card # _____

Credit Card Billing Address: _____

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(Sponsorship is tax deductible)

TITLE AND LEADER SPONSORS

Please forward your company logo in electronic format (eps or vector format preferred) to Tiffany@azpha.org

Return to:

AzPHA

700 E Jefferson St. Suite 100

Phoenix, AZ 85034

Phone: (602) 258-3361 Email: tiffany@azpha.org

Arizona Public Health Association (AzPHA) is a membership organization for public health professionals and organizations. We protect and improve health in Arizona by being a voice on public health issues through advocacy and meaningful and relevant professional development and networking opportunities.

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Exhibit and Program Advertising Opportunities

Table-top exhibit space is available. Exhibits will be open on the day of the conference from 8:00 AM to 3:00 PM. Attendees will have a bingo card for exhibitors to sign, and a raffle will be conducted for attendees who complete their card at the end of the Conference. **Exhibit tables include a 6' table and one full registration for one representative.**

Exhibit Table \$500 (20% discounts for nonprofits)

Advertising space in the Conference Program is available. The Conference Program will reach the meeting attendees, Facebook followers, all the Association members and nonmembers on our mailing list and those linking to our website for six months following the event.

Program Ad Space Pricing (H" x L")

Ads are due by Friday, March 16, 2018

Size	Price*
Full Page 10" x 7½"	\$500
Half Page 5" x 7½"	Vertical Half Page 10" x 3¾" \$350
Quarter Page 3.75" x 5"	\$200

- Sponsorship Packages with ad space available at alternate prices. View the sponsorship page for options.

Digital Files

After selecting the advertising space size and layout you are purchasing, please submit the digital file as outlined below to tiffany@azpha.org.

- PDF that includes all images, fonts and any fonts contained within an image.
- Files should be sized for the space purchased. To avoid delays, make sure your dimensions are correct before sending.

Deadlines for submissions will be provided upon confirmation of your order.

For more details or questions:

Phone: 602-258-3361
Email: tiffany@azpha.org
700 E. Jefferson St. Suite 100
Phoenix, Arizona 85034

Please keep in mind the size of our staff. We will respond to our emails as quick as we can.

Thank you.

EXHIBIT/ADVERTISING REGISTRATION

We want to participate in AzPHA's Fall Conference & Annual Meeting in the following way:

___ EXHIBIT TABLE \$500 ___ FULL PAGE AD IN PROGRAM \$500

___ ½ PAGE AD IN PROGRAM \$350 ___ ¼ PAGE AD IN PROGRAM \$200

Contact Name: _____ Title: _____

Company: _____

Address: _____

City, State, ZIP: _____

Telephone: _____ Email: _____

If exhibiting, please provide the name and title of person staffing the table:

Enclosed is a check payable to AzPHA in the amount of: \$_____

Please bill my credit card – Visa, MasterCard, or American Express (circle one)

Amount \$_____ Card # _____

Credit Card Billing Address: _____

Expiration _____ Security code _____ Signature _____

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