



**16th Annual Senior Deputies Meeting  
July 6-8, 2009  
The Summit Hotel, Big Sky, Montana**

**Public Health: The Sky's the Limit – Obligations & Opportunities in a  
Time of Economic Stimulus and Health Reform**

**Monday, July 6, 2009**

**5:30 pm – 6:30 pm**

**President-Elect's Opening Address  
Keys to Successful Public Health Leadership**

Paul K. Halverson, DrPH, FACHE  
President-Elect, ASTHO  
Director and State Health Officer  
Arkansas Department of Health

**Moderator:**

Jeff Lake, MS  
Chair, ASTHO Management Committee  
Deputy Commissioner for Community Health Services  
Virginia Department of Health

**6:30 pm – 7:30 pm**

**Networking Reception**

*Peaks Room*

**Tuesday, July 7, 2009**

**6:00 am**

**Sunrise "Wake-Up" Walk**

**7:30 am – 8:00 am**

**Continental Breakfast**

*Peaks Room*

8:00 am – 9:00am

## Call to Order and Opening Remarks

**Moderator:**

Jeff Lake, MS  
Deputy Commissioner for Community Health Services  
Virginia Department of Health

Anna Whiting-Sorrell, MPA  
Director  
Montana Department of Public Health and Human Services

Jane Smilie, MPH  
Administrator, Public Health and Safety Division  
Montana Department of Public Health and Human Services

9:00 am – 10:30 am

## Reaching for New Heights: Public Health in Health Reform at the State & National Level

A strong and engaged public health system is an imperative in our pursuit of effective, meaningful and successful health reform as the true pillar for population-based prevention and wellness. This session will discuss opportunities for state and territorial public health leaders to influence and contribute to state health reform efforts, inform key internal and external audiences of the role of public health in health reform, and ways to recognize and capitalize on national health reform legislation impacting public health protection and disease prevention.

**Moderator:**

Paul K. Halverson, DrPH, FACHE  
Director and State Health Officer  
Arkansas Department of Health

Paul E. Jarris, MD, MBA  
Executive Director  
ASTHO

Carol Backstrom  
Assistant to Commissioner for Health Reform  
Minnesota Department of Health

Christine Finely  
Deputy Commissioner for Public Health  
Vermont Department of Health

Mark Mioduski  
Cornerstone Government Affairs

**10:30 am – 11:00 am    Networking Break**

*Peaks Room*

**11:00 am – 12:30 pm    The Impact of the American Recovery and Reinvestment Act on Public Health**

The **American Recovery and Reinvestment Act** (ARRA) is an unprecedented effort to jumpstart our economy, save and create millions of jobs, and put a down payment on addressing long-neglected challenges so our country can thrive in the 21<sup>st</sup> century. This session is devoted to discussion on the early applications of the ARRA in state public health agencies and programs including drinking water, healthcare-associated infections and health information technology and approaches to transparency and accountability which are replicable and transferable.

**Moderator:**

Tom Sieger, MS, Deputy Administrator  
Wisconsin Division of Health and Family Services

Mark Mioduski  
Cornerstone Government Affairs

Bill White  
Deputy Secretary  
Washington State Department of Health

Anna DeBlois Buchanan  
Senior Director, Immunization & Infectious Disease  
ASTHO

Roland Gamache, PhD, MBA  
Director, State Health Data Center  
Indiana State Department of Health

**12:30 pm – 2:00 pm    Luncheon & Program  
Executive Director's Remarks**

*Peaks Room*

**Introduction:**

Lisa Waddell, MD, MPH  
Vice-Chair, ASTHO Management Committee  
Deputy Commissioner for Health Services  
South Carolina Department of Health & Environmental Control

Paul E. Jarris, MD, MBA  
Executive Director  
ASTHO

**1:30 pm – 2:00 pm    After Lunch Stretch and Fresh Air Break**

**2:00 pm – 3:30 pm    Return on Investment – Making the Case for Public Health**

In this time of economic distress, many existing public health programs may be at risk and new or expanded initiatives may receive a “deaf ear” unless a compelling business case can be made for its value and “return”. This session will delve into the art and science of economic analysis and return on investment principles, its application and utility in the realm of public health programs and policy advancement, and examples of tried strategies and applications presented from the academic, corporate and state public health perspective.

**Moderator:**

Charles McGrew  
Deputy Director and Chief Operating Officer  
Arkansas Department of Health

Glen P. Mays, MPH, PhD  
Associate Professor and Chair  
Department of Health Policy and Management  
University of Arkansas for Medical Sciences

Monica Valdes Lupi  
Chief of Staff  
Massachusetts Department of Public Health

William Davenhall  
Global Marketing Manager  
Health & Human Services Solutions  
ESRI

**3:30 pm – 4:00 pm    Networking Break**  
*Peaks Room*

**4:00 pm – 5:30 pm    National Voluntary Accreditation**

Helping raise the standard for public health, the goal of the voluntary accreditation program is to improve and protect the health of every community by advancing the quality and performance of public health departments. In this session, program participants will have an opportunity to discuss and inform the continuing formative work underway to establish the process, standards, and measures for voluntary national accreditation and learn more about the “beta test” of standards and measures, pressing issues, and a new resource, the ASTHO Performance Improvement Guide.

**Moderator and Panelist:**

Kathy C. Vincent, LCSW  
Staff Assistant to the State Health Officer  
Alabama Department of Public Health

Kaye Bender, PhD, RN, FAAN  
Executive Director  
Public Health Accreditation Board (PHAB)

Lisa Waddell, MD, MPH  
Deputy Commissioner for Health Services  
South Carolina Department of Health & Environmental Control

Jane Smilie, MPH  
Administrator, Public Health & Safety Division  
Montana Department of Health and Human Services

6:30 pm

**Social Dinner**  
*Peaks Terrace*

**Wednesday, July 8, 2009**

6:00 am

**Sunrise “Wake-Up” Walk**

7:30 am – 8:00 am

**Continental Breakfast**  
*Peaks Room*

8:00 am – 9:00 am

**Responding to Nature’s Wrath: From Flooding to Flu**

What does Pandemic Influenza and natural disasters have in common? Answer: They continue to threaten our national security and keep the nation’s public health system on high alert as we continually rise to the challenge through years of all-hazards planning and preparedness!. In this session federal and state leaders will share lessons learned and “way forward” approaches to improve and strengthen future responses by examining the impacts, consequences and response strategies associated with the severe spring flooding along the Red River and Novel H1N1 pandemic influenza virus.

**Moderator and Panelist:**  
Arvy Smith, CPA, MPA, CM  
Deputy State Health Officer  
North Dakota Department of Health

Stephen C. Redd, MD  
RADM, U.S. Public Health Service  
Director, Influenza Coordination Unit  
Center for Disease Control & Prevention (CDC)

Luanne Southern  
Deputy Commissioner  
Texas Department of State Health Services

**9:00 am– 10:30 am    Break-out Sessions**

**1.    Healthy Communities by Design: Models for Public Health Stewardship**

*Talus Room*

How well we plan land use, transportation, economic development and natural resource protection will have dramatic effects on our communities' health, productivity, and resiliency far into the future. This session will look at the role that state and territorial health agencies can play to steer investment and development towards creating healthier communities.

**Moderator and Discussant:**

Bonnie Sorensen, MD, MBA  
Chief Deputy Director for Policy & Programs  
California Department of Public Health

Andrew L. Dannenberg, MD, MPH  
Associate Director for Science  
National Center for Environmental Health  
Center for Disease Control & Prevention (CDC)

William J. Coulombe, MPA  
Public Health Deputy Director  
Oregon Department of Human Services

Gino Marinucci, MPH  
Senior Director, Environmental Health  
ASTHO

**2.    Business Services Improvement**

*Canyon Room*

Wikipedia defines *Business Process Improvement* (BPI) as the systematic approach to help any organization optimize its underlying processes to achieve more efficient results. This session provides a forum for ongoing peer exchange on CDC's proposed business process improvements, including the recently released state assessments of CDC's investments in states. This session will also include an update on state health agency fiscal officers' proposed framework for reporting of public health expenditures and examine examples of quality and performance improvement activities.

**Moderator and Discussant:**

Charles McGrew  
Deputy Director and Chief Operating Officer  
Arkansas Department of Health

Mike J. Sage  
Director, Portfolio Management Project  
Center for Disease Control & Prevention (CDC)

Harald Pietz  
Associate Director, Portfolio Operations  
Center for Disease Control & Prevention (CDC)

Stephen E. Ronck, MPH  
Deputy Commissioner for Community Health Services  
Oklahoma State Department of Health

### 3. **The Opportunities and Challenges of Chronic Disease Integration**

*Lake Room*

Benefiting from ongoing leadership efforts at the national and state level to integrate chronic disease programs both internally and externally, this session will illustrate real world program integration opportunities, strategies and tactics for a full systems approach to chronic disease prevention and intervention.

#### **Moderator and Discussant:**

Paula F. Clayton, MS, RD  
Director, Office of Health Promotion  
Kansas Department of Health and Environment

Lisa F. Waddell, MD, MPH  
Deputy Commissioner for Health Services  
South Carolina Department of Health & Environmental Control

Jullian Jacobellis, PhD  
Health Promotion and Disease Prevention Division Director  
Colorado Department of Public Health and Environment

**10:30 am -10:45 am    Networking Break**  
*Peaks Room/Outside Canyon Room*

**10:45 am – 12:00 pm    Branding Public Health**

As a facet of social marketing, public health branding is gaining recognition as a versatile communicative strategy to cultivate positive associations with healthy behaviors. This session will highlight recent consumer research on branding public health and planned public health “creative design” to connect the public and their family’s health security to public health. Participants will also benefit from a review of recent application of ASTHO research in a state-based public health campaign.

**Moderator:**

Chris G. Hoke, JD  
Chief, Office of Regulatory & Legal Affairs  
North Carolina Division of Public Health

Kevin Hartley  
President, Green Planet Partners

Joan Ascheim, MSN  
Bureau Chief  
New Hampshire Department of Health and Human Services

**12:00 pm - 12:15 pm** **Concluding Remarks & Adjournment**

Jeff Lake, MS  
Chair, ASTHO Management Committee  
Deputy Commissioner for Community Health Services  
Virginia Department of Health