The Public Health Institute (PHI) is proud to showcase its work at the 2013 American Public Health Association Annual Annual Meeting. Inside you will find dates and times for presentations, poster sessions and other events sponsored by PHI and many of our projects. Stop by PHI’s booth (#717) to learn more about PHI or visit www.phi.org.

About PHI

The Public Health Institute, an independent nonprofit organization, is dedicated to promoting health, well-being and quality of life for people throughout California, across the nation and around the world.

PHI supports evidence-based research and programming as well as policy advocacy to address today’s most pressing public health challenges.

Since 1964, PHI has delivered the comprehensive operational infrastructure — from grants and fiscal management to legal counsel and human resources — that rapidly moves public health programs from concept to implementation to impact.

We house a breadth of expertise in the following areas:

- Alcohol, Tobacco & Substance Abuse
- Capacity Building
- Chronic Disease Prevention
- Communicable Disease
- Disabilities
- Environmental Health
- Global Health
- Healthy Communities
- Public Health Systems, Services & Research
- Technology & Innovation
- Women, Youth & Children’s Health

PHI at a glance:

- 600 employees
- 100 leading principal investigators

Learn more at www.phi.org.

Like PHI on Facebook at www.facebook.com/PublicHealthInstitute.

Follow us on Twitter @PHIdotorg and use #APHA13.
Saturday, November 2

9:00 am: Student Assembly (111.0)

10:30 am Keynote Address
Susan Masse, MPIA, Global Health Fellows Program II

Sunday, November 3

2:30 pm: Global Health Institute (2017.0)
Discuss key competencies necessary to be a successful global health professional; demonstrate ability to access information regarding the global health industry; describe practical careers and opportunities in global health; discuss at least one specific next step towards establishing a career in global health.

2:35 pm Presentation: Envisioning the Future of the Global Health Professional (284499)
Sharon Rudy, PhD, Global Health Fellows Program II

3:00 pm Presentation: Current State of the Global Health Industry: The Need, the Work and the Donors (290335)
Michelle Bashin, MHS, Cleaner Cookstoves Project

4:45 pm Presentation: 10 Key Global Health Competencies
Fred Mills, MPA, Global Health Fellows Program II

Monday, November 4

10:30 am: Wearable Augmented Reality for Emergency Public Health and First Responders (3147.0)

10:30 am Presentation: Using Commercial Physical Activity Sensors in Health Research: Products and Recommendations (283149)
Iana M. Simeonov
The most popular wearable sensors tested and appraised for use in health research.

12:30 pm: APHA Film Festival - US session 1 (3241.0)

12:30 pm Film: Using Cinematic Storytelling for a Spanish-Language Pesticide Awareness Campaign (293145)
Iana M. Simeonov
5 narrative shorts around pesticide safety.
Monday, November 4 (continued)

12:30 pm: Achieving Collective Impact through Interdisciplinary, Interagency and Other Diverse Partnerships (3228.0)

2:30 pm Presentation: Achieving Collective Impact through Multi-Sector Leadership Development for the Public’s Health (288205)

Carmen Rita Nevarez, MD, MPH & Karya Lustig, MA, Center for Health Leadership and Practice

Today’s context for public health leadership is complex, rapidly evolving, and calls for new approaches to the development of leaders for today and the future.

12:30 pm: The Future of American Global Health Professionals: Reflections (3251.0)

Panel Discussion

Sharon Rudy, PhD, Global Health Fellows Program II (Moderator & Organizer)

This panel will share the current status of activities and the results of the “Summit on the Future of the American Global Health Professional,” which occurred September 5, 2013, in Washington, DC. Discussants will include USAID Global Health Bureau’s Ariel Pablos-Mendez, MD.

12:30 pm: Portraits in Women’s Health across the Life Span (3185.0)

Poster: Advocacy for Girls’ Health Generates Social and Policy Change (279562)

Board 4

Eva Burgos, GOJoven, & Emily Teitsworth, MA, Adolescent Girls’ Advocacy & Leadership Initiative

The poster highlights the results achieved by PHI’s Adolescent Girls’ Advocacy & Leadership Initiative (AGALI) and its grantee organizations to protect girls’ rights in Latin America and Sub-Saharan Africa.

12:30 pm: Innovative Approaches in Public Health Nutrition (3191.0)

Poster: Effects of Social Marketing for Obesity Prevention among Low-Income Mothers (288449)

Board 10

Alyssa Ghirardelli, RD, MPH & Sharon Sugerman, MS, RD, Network for a Healthy California

California’s SNAP-Ed (Supplemental Nutrition Assistance Program- Education) campaign from the Network for a Healthy California at the California Department of Public Health uses TV, radio and outdoor advertising to promote self-efficacy and positive social norms to low-income mothers of school-aged children.

2:30 pm: Mobilizing a Public Health Campaign (3327.0)

2:50 pm Presentation: Making the Case for Community Health with Media Advocacy (295785)

Pamela Mejia, MS, MPH, Berkeley Media Studies Group

This presentation offers an overview of media advocacy, strategies for reframing public health issues toward meaningful policy change, and a case study that applies many of these principles to help practitioners contextualize and more concretely understand them.
Monday, November 4 (continued)

2:30 pm: United States & Mexico Border Public Health: Affiliates on Both Sides Working Toward Solutions (3323.0 - Council of Affiliates Scientific Meeting)

2:45 pm Presentation: California and Mexico Working Together for Better Health (295777)
Carmen Rita Nevarez, MD, MPH, Vice President for External Relations and Preventive Medicine Advisor at PHI
California’s 38% Hispanic population drives the need for robust binational relationships to protect and improve health.

2:30 pm: National Surveys: Drinking & Harm in the U.S. and Denmark (3318.1)
Thomas K. Greenfield, PhD, Alcohol Research Group (Moderator)

2:30 pm Presentation: Risk of Injury in the U.S. General Population: Data from the 1995–2010 National Alcohol Surveys (276549)
Cheryl Cherpitel, DrPH, & Yu Ye, MA, Alcohol Research Group
Case-crossover analysis of alcohol and injury in the general population by injury treatment type

2:50 pm Presentation: Practical Utility of a New Propensity Score Weighting Technique for Estimates Based on Landline-Only Cases in a Dual Frame Landline/Mobile Telephone US National Alcohol Survey (276547)
Thomas K. Greenfield, PhD, Yu Ye, MA, Katherine J. Karriker-Jaffe, PhD, & William C. Kerr, PhD, Alcohol Research Group
We develop and test the adequacy of a propensity weighting scheme designed to ‘correct’ prevalence estimates in variables available only on the 2010 National Alcohol Survey Landline (LL) sample (adjusting for missing cell phone data), finding the results close to those for the weighted combined LL-cell sample.

3:10 pm Presentation: Alcohol-Attributable Fraction of Injury Morbidities: A Novel Method Combining Emergency Room Injuries and Population Alcohol Exposure Data (279799)
Yu Ye, MA, Cheryl Cherpitel, DrPH, & Jason Bond, PhD, Alcohol Research Group
Estimating the alcohol-attributable fraction of injury from Emergency Room injury patient data and the regional variations across the world.

2:30 pm: Community Health Planning & Policy Development (3341.0)

3:10 pm Presentation: Advancing Collective Impact through the Creation of a Network of Intersectoral and Multidisciplinary Public Health Leadership Teams (289150)
Karya Lustig, MA, Carmen Nevarez, MD, MPH, & Carolyn Weinrobe, MPH, Center for Health Leadership & Practice
Today’s context for public health leadership is complex, rapidly evolving, and calls for new approaches to the development of leaders for today and in the future.
Monday, November 4 (continued)

4:30 pm: Online, Social and Mobile Mediated Tools Aimed at Improving Health (3415.0)
Poster: Developing Spanish-Language Tools Promotores Can Use on Mobile Phones (280097)
Board 1
Iana M. Simeonov
Development of pioneering mobile tools for community health workers to use in teaching farm workers about pesticides.

4:30 pm: Promoting Physical Activity and Good Nutrition for People with Disabilities (3436.0)
4:30 pm Presentation: Creating and Applying Guidelines and Criteria to Disability Inclusion in Physical Activity, Nutrition, and Obesity Initiatives and Policies (281960)
Lewis E. Kraus, MCP, MPH, Center on Disability at the Public Health Institute
This session will present newly developed national guidelines for disability inclusion in physical activity, nutrition, and obesity policies and program initiatives of state community transformation efforts.

4:30 pm: APHA President-Elect Session: Best Practices in Public Health Leadership Development Around the World (3429.0)
5:30 pm Presentation: Path to Wise Leadership in Global Health (295550)
Sharon Rudy, PhD, Global Health Fellows Program II
Discuss a variety of leadership development program models from around the globe. Explain the value of providing culturally appropriate leadership development training.
Tuesday, November 5

7:00 am: U.S. Climate and Health Alliance – Introductory Meeting (52.0)
Learn more about the newly forming U.S. Climate and Health Alliance, which brings together public health and health care workers in the U.S. from across health issues, to amplify the health voice on the most significant public health challenge of our times. This meeting will take place in the Quincy Room at The Westin Boston Waterfront Hotel.

8:30 am: Progressive Pedagogy: Climate Change, Sustainability and Health Equity (4071.0)
8:55 am Presentation: Bridging That Gap: Using Web Forums to Bring Together Champions for Community Change (281801)
Carmen Rita Nevarez, MD, MPH, Charlotta Chan, & Star Tiffany, Dialogue4Health
This presentation will discuss how Web Forums can be used to create community change, and demonstrate how an online communications platform can enable information exchange around the globe.

8:30 am: APHA Film Festival - US session 2 (4036.0)
9:30 am Film: mHealth Revolution: Insights on Ground-Breaking Mobile Health Research Projects (293205)
Iana M. Simeonov
Interviews with UCSF investigators working on mobile health projects.

10:30 am: Reproductive Health & Family Planning (4123.1)
11:30 am Presentation: Youth Leading Youth: Reaching Rural and Out of School Youth with Sexual and Reproductive Health Education (290361)
Eva Burgos, Esther Tahrir, MPH, & Josie Ramos, MA, GOJoven
Eva Burgos, General Coordinator of the GOJoven Belize Alumni Association (GOBelize), will discuss the outcomes that young leaders in Belize have had on youth and communities through projects offering leadership, sexual & reproductive health and environmental awareness, and will analyze the best practices from GOJoven Fellows’ projects with youth in rural communities since 2004.

10:30 am: Online, Social and Mobile Media (4144.0)
11:30 am Presentation: Local Efforts, Global Reach: Using Web Forums to Move Public Health Priorities (281705)
Carmen Rita Nevarez, MD, MPH, Charlotta Chan, & Star Tiffany, Dialogue4Health
This presentation will demonstrate how an online communications platform can enable knowledge from around the globe to be effectively shared to inform on-the-ground practice in local communities as well as influence policy.
Tuesday, November 5 (continued)

12:30 pm: Innovative Research Methodologies for Small Populations (4202.0)
12:50 pm Presentation: Using a Web-Based Tool to Assess Beverages in Community Settings: Findings from the CA4Health Program (286532)

Cyndi Guerra-Walter, California Project LEAN, Kate Cheyne, MPH, CA4Health & Katherine Hawksworth, MPH, CHES, California Project LEAN

Findings will be shared from FoodBEAMS, a web-based assessment tool that was used to capture the beverage environment in various community settings in California rural counties participating in CA4Health, a 5-year Community Transformation Grant from the CDC that aims to, among other things, increase access to healthier beverages.

12:30 pm: Alcohol, Sexuality, HIV and AIDS in Latino Communities (4176.0)
Poster: Does Social Support Buffer the Relationship between Stressors and Alcohol Use? Findings from Immigrant Sexual Minority Latinos in North Carolina (279628)

Board 2
Paul A. Gilbert, MSPH, Alcohol Research Group

This poster reports findings about interactions between stressors and social support from the quantitative arm of the author’s dissertation study.

2:30 pm: Public Health Nursing Leadership (4349.0)
2:50 pm Presentation: Public Health Nursing Leadership Development: An Intersectoral Approach to Addressing Health Inequities (284050)

Debra J. Millar, MSN, RN, PHN, Center for Health Leadership and Practice

Today’s context for public health nursing leadership is complex, rapidly evolving, and requires new approaches to develop leaders for today and the future.

2:30 pm: Health in All Policies: Tools for Embedding Health in Government Decision-Making (4284.0)
Moderator: Linda Rudolph, MD, MPH, California’s Health in All Policies Task Force

2:30 pm Presentation: Health in All Policies as a Tool to Promote the Social Determinants of Health and Health Equity (295794)

Julia Caplan, MPH, MPP, California’s Health in All Policies Task Force

This session will describe Health in All Policies as a tool to promote the social determinants of health and health equity as well as core principles of Health in All Policies.

3:00 pm Presentation: Tools to Get You Started with Health in All Policies (295796)

Karen Ben-Moshe, MPH, MPP, California’s Health in All Policies Task Force

This session will identify and describe tools, including root cause analysis, aspirational goals, and the healthy community framework, that can be used to identify potential partners and develop common goals.
Tuesday, November 5 (continued)

3:15 pm Presentation: **Embedding Health and Equity into the Fabric of Government** (295797)

*Lianne Dillon, MPH*, California’s Health in All Policies Task Force

This session will describe possible avenues for embedding health and equity into existing government processes.

3:30 pm Presentation: **Implementing Health in All Policies: Examples and Lessons Learned** (295798)

*Linda Rudolph, MD, MPH*, California’s Health in All Policies Task Force

This session will share state and local case studies regarding the use of a Health in All Policies approach.

2:30 pm: **Lessons Learned from Community Transformation Grant Communities (4284.1)**

2:30 pm Presentation: **Strategies for Policy and Systems Change Supporting the Integration of Community Health Workers** (295714)

*Kate Cheyne, MPH*, CA4Health

Presentation will highlight the work of California’s Community Transformation Grant, CA4Health, towards increasing the number of physician-led teams that link with community-based resources by engaging community health workers.

2:30 pm: **Innovative Strategies to Improve Population Health (4276.0)**

**Poster: Delivering Effective Nutrition Education in a Santa Clara County Food Bank’s Food Distribution Lines — Lessons Learned**

Board 9

*Barbara MkNelly, MS*, *Network for a Healthy California*

This quasi-experimental study was conducted in collaboration with the California Association of Food Banks and Second Harvest Food Bank of Santa Clara and San Mateo counties, to assess the effectiveness of short and focused nutrition education lessons with food bank clients standing in monthly food distribution lines.

2:30 pm: **Using Geoinformatics to Improve Community Health (4316.0)**

2:50 pm Presentation: **Public Health Data Solutions for CA4Health: Implementation of a Customized Content Management, Communications, and Data Platform among Rural and Frontier County Grantees in a CA Community Transformation Grant** (287832)

*Amy Neuwelt, MPH*, & *Jessica Tomlinson, JD*, Public Health Data Solutions

This presentation will provide an overview of the customized online data, communications and content management system that PHI is implementing among rural and frontier grantees participating in the CA4Health Community Transformation Grant program.
Tuesday, November 5 (continued)

2:30 pm: Drinking Patterns and Consequences in an International Context (4257.0)
Poster: Si No Hay Bebidas, No Hay Fiesta: A Qualitative Exploration of Alcohol Use among Immigrant Sexual Minority Latinos in North Carolina (276342)
Board 4
Paul A. Gilbert, MSPH, Alcohol Research Group
This poster reports findings about the role of alcohol as both a potential stressor and coping behavior from the qualitative arm of my dissertation study.

2:30 pm: Strategies for Community Health Improvement from Community Members and Activists (4296.0)
Karya Lustig, MA, Center for Health Leadership & Practice (Moderator)
Significance and uniqueness of conducting research in a CHC setting and discussion of the role of wellness foundations in shaping community health.

2:30 pm: Exploring Sexual and Reproductive Health Issues among Teens, Adolescents, and Young Adults (4343.0)
3:30 pm Presentation: Youth Leadership in Practice: Addressing Teen Sexual and Reproductive Health (290281)
Esther Tahrir, MPH, GOJoven
The Public Health Institute’s Youth Leadership in Sexual and Reproductive Health Program (GOJoven) has built the capacity of over 175 young Latin American leaders that are acting as social change agents to impact adolescent sexual and reproductive health and rights (ASRHR) behaviors, policies, programs and services at individual, organizational and community levels.

4:30 pm: Getting the Message Across: Manipulation or Education? (4381.0)
5:30 pm Presentation: Is Anyone Responsible? The Origins of Personal Responsibility Rhetoric in News Coverage of Tobacco & Obesity (279571)
Pamela Mejia, MPH, MS, Andrew Cheyne, CPhil, Lori Dorfman, DrPH, MPH, & Laura Nixon, MPH, Berkeley Media Studies Group
BMSG analyzed when and how the tobacco and food and beverage industries began to use the news to shift responsibility for their products’ health harms (such as lung cancer and obesity) from themselves to individual consumers.

4:30 pm: Social/Behavior Epidemiology of Health Disparities (4355.0)
Poster: Adequate Physical Activity Is Positively Associated with Sleep (284119)
Board 2
Danielle Ewing, MPH, Suzanne Ryan-Ibarra, MPH, MS, & Marta Induni, PhD, Survey Research Group
This session will examine whether adequate physical activity is associated with sufficient sleep.
Tuesday, November 5 (continued)

4:30 pm: Digital Dissemination of Health Information (4398.0)
5:10 pm Presentation: Social Media as Qualitative Research: Reports of a Data Mining Experiment (286071)

Iana M. Simeonov
Comparison of self-reported health data in social media with qualitative data from focus groups.

4:30 pm: APHA Film Festival - US session 7 (4395.0)
5:30 pm Film: Preventing Falls through Skylights: The California FACE Program (293212)
Laura Styles, MPH & Hank Cierpich, BS, The California Fatality Assessment and Control Evaluation
Compelling digital story highlights the risk of falls when working around skylights.

6:30 pm: Global Health Fellows II/Public Health Institute Social Reception (6.0)
A lively social and networking reception for our colleagues in global and domestic health with food, refreshments and music. The reception will be held in Room 255.
Wednesday, November 6

8:30 am: HIV and Mental Health (5008.0)

Poster: A Randomized Controlled Study to Reduce Substance Abuse and HIV Risk Behaviors for Transgender Women of Color (284297)

Tooru Nemoto, PhD, Mariko Iwamoto, MA, Elnaz Eilkhani, MPH, & Andrea Horne, Health Intervention Projects for Underserved Population

Results from a study conducted to evaluate the efficacy of substance abuse and HIV risk reduction intervention program targeting high-risk transgender women of color in San Francisco and Alameda counties.

12:30 pm: Models of Successful Leadership Development Programs for Health Administrators (5166.0)

12:50 pm Presentation: Using Web Forums for Capacity Building in Public Health Administration (281791)

Carmen Nevarez, MD, MPH, Charlotta Chan & Star Tiffany, Dialogue4Health

This presentation will discuss how Web Forums can be used in capacity building, provide an overview of best practices in production, and demonstrate how an online communications platform can enable information exchange around the globe.
Don’t miss these Global Health Fellows Program II events at APHA:

- **One-on-One Resume Reviews!**
  Sign up for a 20-minute session with GHFP-II staff at booth #211

- **Keynote Address at APHA Student Assembly**
  Saturday, Nov. 2, 10:30–11:30 am
  BCEC 210 C South

---

See you at the PHI/GHFP-II Social Reception!

The Public Health Institute (PHI) and the Global Health Fellows Program II (GHFP-II) invite you to our joint reception. Enjoy food, drink and lively networking while we share successes from the last year.

**Tuesday, November 5, 2013**
6:30–8:00 pm

**Room 255**
Boston Convention and Exhibition Center
415 Summer Street
Boston, MA 02210

Like PHI on Facebook at www.facebook.com/PublicHealthInstitute.
Follow us on Twitter @PHIdotorg and use #APHA13.