In 2014 the Public Health Institute (PHI) celebrates 50 years of building a healthier world, together with our partners and allies. Through innovative research, groundbreaking interventions and targeted policy change, PHI’s 700 employees and 200 programs have addressed some of the most pressing health challenges of the last five decades — from reducing tobacco use and fighting cancer, to improving childhood nutrition, increasing girls’ health and reproductive rights around the globe, and mitigating the emerging health impacts of climate change.

We are proud to showcase many examples of this work at the 2014 American Public Health Association Annual Meeting. Inside are dates and times for presentations, poster sessions and other events sponsored by PHI.

Stop by PHI’s booth (#1504) to learn more about PHI or visit www phi org.

Follow @PHIdotorg and like us at www facebook com/PublicHealthInstitute. Share your thoughts and ideas with us during APHA using #phiAPHA14.
Public Health Institute at APHA 2014

Saturday, November 15

9:00 am–12:30 pm: Global Health Institute for Students and Emerging Professionals—Fee $50 (1001.0)

9:15 am Presentation: Envisioning the Future of the Global Health Professional (299016)
Sharon Rudy, PhD, Global Health Fellows Program II

10:30 am Presentation: Review of the 10 Key Global Health Competencies (299020)
Fred Mills, MPA, Global Health Fellows Program II

11:15 am Presentation: Current State of the Global Health Industry: The Need, the Work and the Donors (299017)
Michelle Bashin, MHS, Cleaner Cookstoves Project

Discuss key competencies necessary to be a successful global health professional. Discuss common but challenging scenarios implementing global health work. Identify at least one specific next step towards a career in global health.

10:00 am–4:00 pm: People, Power, Change: A Free Public Speaker Series about Resilience and Community Health (61.0)

Location: Ernest N. Morial Convention Center, R09

This speaker series looks to truly put public back into Public Health by offering a FREE day-long series of panel sessions that will offer critical opportunities for local community members to benefit from learning about current and emerging health science, policy, and practice issues that reflect, affect and can improve their health. Sponsored by PHI’s California Convergence.

Bridging Public Health and Healthcare: In this PHI50 video, leaders discuss breaking down silos between the two sectors in order to create a “true health system” for all Americans. Hear from the Robert Wood Johnson Foundation’s Susan Dentzer, former APHA president and PHI vice president, Carmen Nevarez, and more: bit.ly/BridgeHealthandPH

Health Equity: How Far Have We Come? In public health's fight for health equity, we are “on the side of the angels,” says Sir Michael Marmot. This PHI50 video explores advances in achieving health equity over the last five decades, drawing on insights from Faith Mitchell from Grantmakers in Health, Kathy Ko Chin from the Asian and Pacific Islander American Health Forum, and more: bit.ly/HealthEquity50
Sunday, November 16

**2:30–3:30 pm: Violence Prevention (2036.0)**

Poster: **Geography of Sexual Violence News Coverage: A National & Regional Assessment of Where, and How, Violence Prevention is Covered in News Media**

Board 2

**Pamela Mejia, MPH, MS, Lori Dorfman, DrPH, MPH & Laura Nixon, MPH, Berkeley Media Studies Group**

Define news framing and explain its importance to preventing sexual violence. Describe key regional variations in news coverage of sexual violence prevention. Discuss potential strategies for highlighting prevention in news coverage of sexual violence as part of overall work to enact primary prevention policies.

**4:30–5:30 pm: Alcohol Impacts in Vulnerable & Underserved Populations (2059.0)**

Poster: **Effects of Economic Disruptions in the Economy on Alcohol Use and Problems: Why do Blacks Fare Worse?**

Board 1

**Katherine J. Karriker-Jaffe, PhD, Sarah Zemore, PhD, & Nina Mulia, PhD, Alcohol Research Group**

In this study, we explore how job loss during economic downturns leads to increased alcohol consumption and problems, and why Blacks who lose their jobs during economic downturns might be at increased risk of alcohol problems.

**4:30–5:30 pm: Poster Session 1 (2063.0)**

Poster: **Fast Food Fights In Sleepy Villages And Urban Jungles: The Importance of Community Characteristics and Policy Purpose in Debates Over Fast-Food Zoning** (302695)

Board 9

**Lori Dorfman, DrPH, MPH, Pamela Mejia, MPH, MS & Laura Nixon, MPH, Berkeley Media Studies Group**

BMSG rarely found health arguments in an analysis of public debates in 100 U.S. communities trying to restrict fast food outlets through zoning policies.

**WATCH** Lori Dorfman, director of the Berkeley Media Studies Group, give the talk, *Engaging Communications to Create Healthy Environments*: bit.ly/BMSGtalk
Monday, November 17

8:30–10:00 am: The Federal Reserve: Establishing a New Financing Model for Healthier Populations (3005.1)

Mary A. Pittman, DrPH, president and CEO of PHI, will moderate.

Presentation: **Intersectoral Alignment for Health Equity** (315999)

*Kevin Barnett, DrPH, MCP, Alignment for Health Equity and Development (AHEAD) Initiative at PHI*

Presentation: **Catalyzing Collaboration at the Intersection of Community Development and Health** (315997)

*Douglas Jutte, MD, MPH, Build Healthy Places Network at PHI*

This panel will discuss emerging best practices and models for engaging the Federal Reserve, financial institutions and the broader community development sector in efforts to build healthier populations. PHI leaders will be joined by partners from the Federal Reserve, the Low-Income Investment Fund and the National Collaborative for Health Equity.

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8:30–10:00 am: Neighborhood Disadvantage and Drinking Patterns Over Time (3003.0)

8:30 am Presentation: **Interactive Effects of Social Networks and Neighborhood Disadvantage on Heavy Drinking: A Longitudinal Study** (310644)

*Katherine J. Karriker-Jaffe, PhD, Vanessa Au, BS, BA & Marylou Frendo, MPH, Alcohol Research Group*

Results of this longitudinal study suggest low-risk social networks can buffer effects of neighborhood disadvantage on problem drinking.

9:10 am Presentation: **Effects of Distance to Treatment on Subsequent Alcohol Consumption** (310695)

*Jane Witbrodt, PhD, Lee Ann Kaskutas, DrPH, Katherine J. Karriker-Jaffe, PhD, & Jamie Heisey, MA, Alcohol Research Group*

In this longitudinal study, we found clients entering residential/inpatient programs farther than 10 miles from home reported higher drink volumes and less attendance at Alcoholics Anonymous at follow-up than those entering treatment closer to home.

9:30 am Presentation: **Exposure to Neighborhood Poverty and Drinking Patterns Over Five Years** (311333)

*Katherine J. Karriker-Jaffe, PhD & Shalika Gupta, BS, Alcohol Research Group*

We examined impacts of longitudinal drinking patterns on exposure to neighborhood poverty and found exposure to neighborhood poverty was significantly longer for heavy drinkers and marginally higher for moderate drinkers compared to those with declining alcohol use over time.
Monday, November 17 (continued)

10:30 am–12:00 pm: Border Effects on Alcohol and Problems: U.S.-Mexico Study on Alcohol and Related Conditions (UMSARC) (3107.0)

10:30 am Presentation: **Border Effects on DSM-5 Alcohol Use Disorders on Both Sides of the U.S.-Mexico Border** (300136)

*Cheryl Cherpitel, DrPH, Yu Yee, MA, Jason Bond, PhD, Sarah Zemore, PhD & Thomas K. Greenfield, PhD, Alcohol Research Group*

This presentation examines the relationship of proximity of living at the border and alcohol use disorders on both sides.

10:50 am Presentation: **Alcohol Use Patterns and Alcohol Problems of Mexicans and Mexican-Origin Adults around the U.S.-Mexico Border** (306052)

*Thomas K. Greenfield, DrPH, Yu Yee, MA, Cheryl Cherpitel, DrPH, Sarah Zemore, PhD, E. Anne Lown, DrPh & Jason Bond, PhD, Alcohol Research Group*

We studied the prevalence of drinking patterns in the border region and interior cities of Texas and bordering Mexican states and found the direction of border proximity effects differed by country with the highest intake volume being more prevalent on the U.S. border than off-border.

11:10 am Presentation: **Association Between Hazardous Drinking and Exposure to Community Violence in the U.S.-Mexico Border Region** (305722)

*Anne Lown, DrPh, Cheryl J. Cherpitel, DrPH, Jason Bond, PhD, Thomas K. Greenfield, PhD, & Sarah Zemore, PhD, Alcohol Research Group*

In this study, we assessed the relationship of alcohol consumption and exposure to types of community violence and found that exposure to community violence increased the risk for hazardous drinking in U.S. women, residents in Mexico and particularly among women living in the non-border area of Mexico.

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10:30 am–12:00 pm: Risk of Work-Related Injury: Identifying It, Communicating It (3170.0)

11:30 am Presentation: **Using Digital Storytelling to Prevent Palm Tree Worker Fatalities** (303363)

*Laura Styles, MPH, Robert Harrison, MD, MPH, Hank Cierpich, BS, James Rogge, MD, MPH, Egils Kronlins, BA & David Harrington, MPH*

This presentation will describe how the California FACE program is using digital storytelling techniques to convey palm tree worker fatalities.
Monday, November 17 (continued)

10:30 am–12:00 pm: Examining the Landscape of Rural Physical Activity (3172.0)

11:10 am Presentation: Establishing Safe Routes to School (SRTS) Policies in Diverse Rural Settings (304713)
Lisa Cirill, MS, PAPHS, California Active Communities (presenting on PHI’s CA4Health grant)
This presentation will showcase the successful SRTS policy efforts of 12 rural California counties participating in PHI’s CA4Health, a Community Transformation Grant project funded by the CDC.

With support from PHI’s CA4Health program, cities in Humboldt County, CA implemented innovative SRTS strategies to promote physical activity and encourage safe and active transportation. Watch the video: bit.ly/SRTSHumboldt

12:30–1:30 pm: Global Perspectives on Adolescent Sexual and Reproductive Health (3274.0)

12:40 am Presentation: Sustaining Advances in Global Adolescent Sexual and Reproductive Health through Organizational Capacity Building (311091)
Esther Tahrir, MPH, GOJoven
The presentation will present a case example showing how building organizational capacity to improve adolescent sexual and reproductive health (ASRH) can initiate and sustain advances in ASRH globally.

12:30–2:00 pm: Evaluating the Effectiveness of Collaborations (3238.0)

1:30 pm Presentation: Public Health Interests and the 2014 Farm Bill: Analyzing the Effectiveness of Multi-Sector Collaborations in Driving Policy Reform (308124)
Holly Calhoun, Healthy Farms Healthy People
This session will assess the outcomes of the 2014 farm bill for the public's health, and identify strategies for multi-sector collaboration to influence farm bill implementation, agricultural appropriations, the upcoming Child Nutrition Reauthorization and the next Farm Bill Reauthorization, in addition to policy opportunities at the state, local, and regional level which are becoming catalysts for innovative food and health policy reforms.
Monday, November 17

2:30–4:00 pm: Roundtable Discussions in Public Health Law Research & Policy Surveillance (3373.0)

Presentation: Comparative Analysis of Mandatory Paid Sick Leave Laws in the United States (309615)

Table #10

Suzanne Ryan-Ibarra, MPH, MS, Survey Research Group; Dawn Marie Jacobson, MD, MPH, QI On Tap

A policy and legal analysis of mandatory paid sick leave laws and ordinances that have been passed or were attempted to be passed in nine jurisdictions in the past 10 years.

2:30–4:00 pm: Protecting the Health of Rural and Underserved Populations — Collaboration among APHA Components (3334.0)

3:30 pm Presentation: Implementing Health in All Policies: Examples from California’s Rural CA4Health Community Transformation Grant Funded Communities (297603)


The presentation will describe the five key elements of a Health in All Policies approach and how it has been applied by a number of rural CA4Health Community Transformation Grant sub-awardees, including Tulare, Monterey, and Merced Counties.

3:06 pm Presentation: Youth Leaders Advocate for Comprehensive Sexual Education in Honduras (12430)

Esther Tahrir, MPH, Josie Ramos, MA & Marian Alonso, BA, GOJoven

The presentation will explain how youth leadership development improves youth engagement and advocacy and describe how alumni of PHI’s GOJoven program in Honduras are registering their own not-for-profit to continue advocating for comprehensive sexuality education in their country.

2:30–4:00 pm: Tools and Assessments for Better Understanding Climate Change (3349.0)

3:10 pm Presentation: A Framework for Understanding the Role of Public Health in Climate Action (306811)

Linda Rudolph, MD, MPH, Center for Climate Change and Health; Sandi Galvez, MSW, Bay Area Regional Health Inequities Initiative

This talk explores the relationships among climate change, health inequities, and the social determinants of health.
Tuesday, November 18

8:30–10:00 am: Health in All Policies (HiAP) Public Health Approaches (4024.0)

8:50 am Presentation: Healthy Planning, Healthy Communities: How Partnerships Lead to Results (304613)

Julia Caplan, MPP, MPH & Lianne Dillon, MPH, Health in All Policies Task Force

The California Governor’s Office of Planning and Research (OPR) will describe how OPR has acted as a vehicle to influence local planning to maximize health outcomes, through the California Health in All Policies Task Force, and how other states can do the same.

The HiAP Guide helps state and local government leaders learn how to use intersectoral collaboration to promote healthy environments. Download the guide at: bit.ly/HiAPguide

12:30–2:00 pm: Community and Food System Interactions (4226.0)

12:30 pm Presentation: Farm to Fork: Coordinated Collaboration between Local Health Departments and Food Policy Councils for Community Engagement to Improve Health Outcomes (303860)

Holly Calhoun, Healthy Farms Healthy People

This presentation will detail PHI’s experience working in California to improve health outcomes in communities by building the capacity of local health departments to effectively engage community through collaboration and goal alignment with food policy councils.

12:30–2:00 pm: APHA Film Festival–U.S. Session 1 (4225.0)

1:34 pm Presentation: CA4Health/Madera County Healthy Beverages at Head Start Centers (314869)

Robert Berger, MSJ, CA4Health

CA4Health utilized low-cost, short-form videos to bring public health success stories to life in an impactful and emotionally engaging way.

With support from PHI’s CA4Health program, Madera County, CA worked with Head Start Centers across four Central Valley, CA counties to adopt strong healthy beverage standards. Watch the video: bit.ly/CA4Healthvideo
Tuesday, November 18 (continued)

2:30–4:00 pm: State & Local Changes in Marijuana Laws, Use and Access (4296.0)

2:30 pm Presentation: Age-Period-Cohort Models of 1984 to 2010 Cannabis trends in the U.S. National Alcohol Survey (306596)

William C. Kerr, PhD, Thomas K. Greenfield, PhD, Jason Bond, PhD & Yu Yee, MA, Alcohol Research Group

We examined trends in cannabis use prevalence and frequency with attention to relationships with alcohol trends and found that the recent upward trend in cannabis use appears to be related to both period and cohort influences and positively linked to effects for alcohol.

2:30–4:00 pm: Health in All Policies: Institutionalizing Intersectoral Work into Public Health (4299.0)

2:30 pm Presentation: California Health in All Policies Task Force: From a Start-Up to an Established Institution (5700)


Panelists representing state and local Health in All Policies initiatives will describe their efforts, discuss opportunities for institutionalizing this work, and share how they have overcome challenges.

2:30–4:00 pm: Rebuilding Resilient Communities: Community-Based Surveillance Following a Disaster (4308.0)

3:30 pm Presentation: Integrating Social Resilience in Five Long Island Communities for Post-Sandy Reconstruction, Recovery and Planning Efforts (312203)

Rupal Sanghvi, MPH, HealthxDesign

HealthxDesign will present the framework and recommended strategies that were developed for promoting health and social resilience as part of New York Rising–New York State’s post-Sandy reconstruction, recovery and planning efforts in five Long Island communities.

4:30–6:00 pm: Community Health Planning and Policy Development (4412.0)

5:30 pm Presentation: Central California Healthy Stores Initiative Addresses Health Inequity in Underserved Communities (308332)

Genoveva Islas, MPH & Reyna Villalobos, MPH, Central California Regional Obesity Prevention Program

Many families struggle to get access to the abundant fruits and vegetables that are grown in California’s Central Valley, however small store conversions seek to address health and equity concerns, improve access and sales of healthy food, and create new business markets for local farmers.

PHI’s new Central Valley initiative, Cultiva LaSalud, launches with $3M REACH award from CDC: bit.ly/Cultiva
Tuesday, November 18 (continued)

4:30–6:00 pm: An Asian Perspective on Alcohol and Injury—Results from the WHO/NIAAA Collaborative Emergency Room Study (4400.0)

5:10 pm Presentation: Drinking Patterns and Alcohol-Related Injury in the Emergency Department in Three Asian Countries (302934)

Cheryl Cherpitel, DrPH & Yu Yee, MA, Alcohol Research Group

This presentation examines the risk of injury associated with drinking within six hours prior to the injury event across three Asian countries and the association of alcohol-related injury with individual-level pattern and volume of consumption.

4:30–6:00 pm: APHA Film Festival–U.S. Session 3 (4422.0)

5:02 pm Presentation: Preventing Palm Tree Worker Fatalities: The California FACE Program (313426)

Laura Styles, MPH, Hank Cierpich, BS, Robert Harrison, MD, MPH, Egils Kronlins, BA & David Harrington, MPH

Utilizing low-cost, short-form videos to bring public health success stories to life in an impactful and emotionally engaging way.

6:00–9:00 pm: Special Joint APHA Social Reception

Join PHI, PHI’s Global Health Fellows Program II, the National Network of Public Health Institutes and the Louisiana Public Health Institute for a special joint reception. Enjoy food, drink, music and lively networking as we share successes from the last year, and pay special tribute to PHI’s 50th anniversary.

The Chicory Building, 610 S. Peters Street, New Orleans (Four blocks from Ernest N. Morial Convention Center: Head north on Convention Center Blvd., left onto Girod Street, right onto S. Peters Street)

PHI video honors public health gains over the last 50 years. What does it take to build a healthier world? Hear from Georges Benjamin, Eduardo Sanchez, Sir Michael Marmot and other public health leaders on what we’ve accomplished—and what we have left to do. bit.ly/PHIat50
Wednesday, November 19

8:30–10:00 am: Beverages: Promoting Healthy Choices (5050.0)
8:30 am Presentation: Three Communities, Three Soda Tax Debates: What Can Advocates Learn From News Coverage of Recent Soda Tax Proposals? (302936)
Pamela Mejia, MPH, MS, Laurie Dorfman, DrPh, Laura Nixon, MPH & Fernando Quintero, BA, Berkeley Media Studies Group
BSMG’s analysis of news coverage of soda tax debates in Telluride, CO, Richmond and El Monte, CA, describes the strategies and arguments used by policy proponents in each community that could inform future sugary drink policy efforts elsewhere.

9:10 am Presentation: Increasing Access to Healthier Beverages in Rural Counties in California (305335)
Robin Cox, MPH, CPH (presenting on PHI’s CA4Health grant)
Solano County, CA engaged youth in promoting the adoption of healthier beverage standards in youth-serving organizations for their sugary beverage work on CA4Health.

8:30–10:00 am: Identifying and Addressing the Sexual and Reproductive Health Needs of Adolescents (5075.0)
8:30 am Presentation: A Gender and Rights-Based Sexual Health Promotion Program for Adolescents: Short-Term Outcomes of the Planned Parenthood Los Angeles Sexuality Education Initiative (310201)
Norman Constantine, PhD, Nancy Berglas, PhD & Petra Jerman, PhD, Center for Research on Adolescent Health and Development
Preliminary results from a randomized evaluation of the Sexuality Education Initiative, a multi-component, rights-based intervention developed by Planned Parenthood Los Angeles with the goal of improving the sexual and reproductive health of youth.

10:30 am–12:00 pm: Women’s Health Across the Lifespan (5091.0)
10:30 am Presentation: Non-Prescribed Hormone Use and HIV Risk among Transgender Women (299477)
Tooru Nemoto, PhD, Mariko Iwamoto, MA, Taylor Cruz, BS & Sachiko Suzuki, MPH, Health Intervention Projects for Underserved Populations
This presentation examines non-prescribed hormone use and its association with HIV risk, including engagement with sex work, drug and alcohol use, and hormone injection.

10:30 am–12:00 pm: APHA Film Festival U.S. Session 5
10:54 am Presentation: ¡Poder!
Lorena Gomez-Barris, Let Girls Lead; Esther Tahrir, MPH, GoJoven
Let Girls Lead presents ¡PODER!, a documentary short that tells a powerful story of girl-led change in Guatemala.

READ the BMSG issue brief at: bit.ly/sodataxdebates
WATCH and learn more about ¡Poder! at: bit.ly/poderfilm
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 #621

- **Global Health Leadership Institute**
  Saturday, November 15, 9:00 am–12:30 pm
  Sharon Rudy, PhD and Fred Mills, MPA

- **Exhibitor Theatre Presentation**
  Monday, November 17, Noon–12:45 pm
  Start local, go global: bringing your domestic health skills to the table

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**Special Joint APHA Social Reception**

**Tuesday, November 18** | **6:00–9:00 pm**

**The Chicory Building**
610 S. Peters Street, New Orleans

(Four blocks from Ernest N. Morial Convention Center: Head north on Convention Center Blvd., left onto Girod Street, right onto S. Peters Street)

Join PHI, PHI’s Global Health Fellows Program II, the National Network of Public Health Institutes and the Louisiana Public Health Institute for a special joint reception at APHA. Enjoy food, drink, music and lively networking as we share successes from the last year, and pay special tribute to PHI’s 50th anniversary.