



THE UNIVERSITY
OF ARIZONA.

Mel and Enid Zuckerman College of Public Health
Rural Health Office

34th Annual Arizona Rural Health Conference

traditions & Technologies

RURAL AND PUBLIC HEALTH RESPONDING TO CHANGE



July 30-August 1, 2007

Radisson Fort McDowell
Fort McDowell Yavapai Nation
Fountain Hills, AZ

Program Schedule

MONDAY, July 30, 2007

- 2:30 pm – 4:30 pm **PRE-CONFERENCE WORKSHOPS:**
 ■ Grant Development Workshop
 ■ Cultural Competency Workshop
- 6:00 pm – 7:30 pm **Welcome Reception**
- 5:00 pm – 8:00 pm **Group Meetings**

- Theme 1 Healthy Living
 Theme 2 Jobs Into Career
 Theme 3 Rural Community Development
 Theme 4 Rural Hospitals and Healthcare Networks

TUESDAY, July 31, 2007

- 9:00 am – 9:15 am **Conference Opening Blessing**
- 9:15 am – 9:30 am **Conference Welcome and Opening Remarks**
- 9:30 am – 10:00 am **Meet the New ADHS Deputy Director**
Sarah Allen (Invited)
- 10:00 am – 10:45 am **Keynote Address:**
Traditions & Technology from a Historic Career in Health Care
George Blue Spruce, DDS, MPH, Assistant Dean for American Indian Affairs, Arizona School of Dentistry and Oral Health - A.T. Still University
- 11:00 am - 12:00 pm **CONCURRENT WORKSHOP**
- Theme 1 Project DAP: Substance Abuse Treatment and HIV Prevention in Rural and Urban Areas
- Theme 2 Mentorship for Nursing Careers in the Navajo Nation
- Theme 3 Expanding Healthcare Coverage: Options & Priorities
- Theme 4 Rethinking Emergency Department Design in Rural AZ
- 12:00 pm – 1:15 pm **Lunch with Exhibitors and Raffle Drawing/Poster Sessions/Close of AzRHA Board Election**
- POSTER PRESENTATIONS**
- The Hualapai Healthy Heart Program
 ■ Rural People: Rural Policy, a 5-year W.K. Kellogg Foundation Initiative
 ■ Raising Awareness about Alzheimer's Disease in Arizona
 ■ Migrant Farmworkers: Who will tell their story?
- 1:30 pm – 2:30 pm **CONCURRENT WORKSHOP**
- Theme 1 Tii'qatsi: Addressing Teen Pregnancy with a Cultural Perspective
- Theme 2 Reversing Rural Provider Shortages through Workforce Programs & Federal Designations
- Theme 3 From Program to Policy: Expanding the Role of Community Coalitions
- Theme 4 Improving Medication Reconciliation in Small Rural Hospitals
- 2:30 pm – 3:15 pm **Afternoon Break/Raffle Drawing/Announce new AzRHA Board Members/Poster Sessions (4)**

POSTER PRESENTATIONS

- Status and Needs of Problem Gamblers and those affected by it in Rural Arizona
- Cap it Off/Skin Cancer Awareness Campaign
- Immigration/Migration Patterns
- Traditional Agency with Choice – A Consumer Directed Model of Personal Care

3:30 pm – 4:30 pm

CONCURRENT WORKSHOP

- Theme 1 The Role of Healthcare Providers in Fighting Human Trafficking
- Theme 2 Accredited Work-Based Learning: Education for Rural Health Employees
- Theme 3 Self-Reliance: A Frontier Tradition and Remedy for Health Systems Ills
- Theme 4 USDA Rural Development Financial Assistance for Rural Community Health Programs and Projects

4:30 pm – 6:00 pm

Group Meetings

5:30 pm – 7:00 pm

Exhibitors' Reception

WEDNESDAY, August 1, 2007

8:00 am – 9:15 am

Plenary Session: Health Care for All Arizonans

9:15 am – 10:30 am

Keynote Address:

Andrew W. Nichols Rural and Border Health Policy Memorial Lecture
L. Gary Hart, PhD

10:45 am – 11:45 am

CONCURRENT WORKSHOP

- Theme 1 Poverty as a Public Health Issue
- Theme 2 The Northern Arizona Allied Health Initiative
- Theme 3 Increasing Access to Care for Rural/Native American Communities through Community Development Collaborations
- Theme 4 Health Care Reform Advocacy

12:00 am – 1:30 pm

Luncheon: Annual Rural Health Services Awards/Introduction of Current and New AzRHA Board Members/Arizona Rural Health Association Membership meeting

1:45 pm – 3:15 pm

Plenary Session: Real World Technology: Applied Technology for Health Programs

3:15 pm – 4:15 pm

Plenary Session: Health Information Technology: The Electronic Highway Roadmap

Brad Tritle, Strategic Initiatives Manager, Government Information Technology Agency

Alison Hughes, MPA, Director FLEX Program, Rural Health Office, UA Zuckerman College of Public Health

4:15 pm – 4:30 pm

Closing Remarks

Cosponsor/Exhibitor

Educational exhibits and displays will be available for viewing both Tuesday and Wednesday. To participate as an exhibitor/cosponsor contact Rebecca Ruiz at 520-626-2243 or email raruiz@email.arizona.edu. Forms are available online at <http://www.rho.arizona.edu/Events/2007rhc/sponsor-exhibitor.aspx>

Arizona Rural Health Association, Inc.

Board Nomination

The AzRHA is seeking candidates interested in serving a 3-year term on the Board for terms beginning August 1, 2007. The Board of Directors is responsible for conducting the business of the Association and for leading legislative action on the resolutions passed at the Arizona Rural Health Conference by AzRHA members during the membership meeting. Nomination forms are due July 10, 2007.

Arizona Rural Health Service Awards

The Arizona Rural Health Achievement Awards honor outstanding rural health programs, professionals, volunteers and legislators achievement. Each year the Arizona Rural Health Association recognizes the honorees at the Rural Health Conference Awards Luncheon. Nominations should be submitted by June 29, 2007.

To access the award descriptions and criteria and the board nomination form: <http://www.azrha.org>, <http://www.rho.arizona.edu/Events/2007rhc/default.aspx>. Nominations should be submitted by June 30, 2007. Contact Mary Riordan at mriordan@ahsl.arizona.edu or 520-626-3510 on questions regarding the service awards and board nominations.

Keynote/General Session Presenters

We are honored to have George Blue Spruce, DDS, MPH and L. Gary Hart, PhD provide a keynote address.

George Blue Spruce, DDS, MPH, Assistant Dean for American Indian Affairs at the Arizona School of Dentistry and Oral Health at A.T. Still University will give his keynote address Tuesday, July 31 on his unique perspective and career experiences serving rural and American Indian communities.

L. Gary Hart, PhD, the new Director of the Arizona Rural Health Office and Associate Professor in the UA Zuckerman College of Public Health, will deliver the Andrew W. Nichols Rural and Border Health Policy Memorial Lecture on Wednesday, August 1.

In addition, our general session presenters, Brad Tritle, Strategic Initiatives Manager at the Government Information Technology Agency and Alison Hughes, MPA, Director of the FLEX Program at the UA Zuckerman College of Public Health will be providing us with the most current updates on opportunities, strategies and resources for state agencies and private sector organizations to improve technical and human information technology capabilities.

General/Workshop/Poster Sessions Descriptions

We have several workshops and poster sessions lined up for a great conference. Descriptions of the sessions available at, <http://www.rho.arizona.edu/Events/2007rhc/default.aspx>

Arizona Rural Health Association, Inc



Image courtesy of the DeGrazia Foundation, Tucson, AZ

Conference Goals

The conference brings together the spectrum of rural, border and tribal leaders from around the state to address the question – “How have rural, border, and tribal communities used their traditions and technologies to respond to health trends and diverse health issues experienced among their people?” The specific goals of the conference are to:

- Disseminate best practices to prompt thinking about ways to address health issues among diverse population groups and cultures.
- Reflect on the impact of both traditional approaches and new technologies on health systems and services, health education and health promotion, data and communications, and policy development.
- Identify questions and needs for further research, resources, or service development.
- Encourage further conversations and collaboration across all levels of health systems and the public health infrastructure in rural, border and tribal communities.

Conference at a Glance **34th Annual Arizona Rural Health Conference: Traditions & Technologies: Rural and Public Health Responding to Change**

MONDAY, JULY 30, 2007

2:00 – 6:00 pm	Registration
2:30 – 4:30 pm	Pre-Conference Workshops (2)
6:00 – 7:30 pm	Exhibitors Check-in and Set-up
6:00 – 7:30 pm	Welcome Reception
5:00 – 8:00 pm	Associations/Organizations/Groups Meetings (2)

TUESDAY, JULY 31, 2007

8:00 am – 4:00 pm	Registration
8:30 – 9:00 am	Continental Breakfast & Visit with Exhibitors
9:00 – 9:15 am	Conference Opening Blessing
9:15 – 9:30 am	Conference Welcome & Opening Remarks
9:30 – 10:00 am	Meet the New ADHS Deputy Director
10:00 – 10:45 am	Keynote Address
10:45 – 11:00 am	Group Stretch
11:00 am – 12:00 pm	Concurrent Workshops (4)
12:00 – 1:15 pm	Lunch with Exhibitors and Raffle Drawings
1:30 – 2:30 pm	Concurrent Workshops (4)
2:30 – 3:15 pm	Afternoon Break, Announcement of AzRHA Board Members and Poster Sessions (4)
3:30 – 4:30 pm	Concurrent Workshops (4)
4:30 – 6:00 pm	Associations/Organizations/Groups Meetings (4)
5:30 – 7:00 pm	Exhibitors' Reception

WEDNESDAY, AUGUST 1, 2007

7:30 am – 4:00 pm	Registration
7:30 – 8:00 am	Continental Breakfast & Visit with Exhibitors
8:00 – 9:15 am	Plenary Session
9:15 – 10:30 am	Keynote Address
10:45 – 11:45 am	Concurrent Workshops (4)
12:00 – 1:30 pm	Luncheon: Annual Rural Health Service Awards and Membership Meeting
1:45 – 3:15 pm	Plenary Session
3:15 – 4:15 pm	Plenary Session
4:15 – 4:30 pm	Closing Remarks

Intended Audience

Conference attendees are a diverse group and represent many branches of the health sector, including service providers, public health, community health, health policy and education. Expect an audience that will also include individuals at all levels of education—from layperson or student to an advanced professional or academic. The audience will represent cultural diversity, including Hispanic and American Indian cultures.



Mel and Enid Zuckerman
College of Public Health

RURAL HEALTH OFFICE

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Pre-Conference Workshops **Mon., July 30**, *Limited to 25 participants*

Cost for either workshop is \$35.00 and includes materials and entry to evening reception. See full description at <http://www.rho.arizona.edu/Events/2007rhc/default.aspx>

Cultural Competency for Public Health Workers: 1:30 - 4:30 pm

In this workshop participants will learn key elements of cultural competency and how cultural competency principles apply to diverse health programs and enable healthcare providers, health educators, and health program developers to create effective service delivery systems. Participants will take part in exercises to operationalize these concepts into action, and identify tasks and policies that improve an agency's ability to serve diverse populations in everyday practice and critical events.

Finding Your Funding: 2:30 - 4:30 pm

This two hour workshop will give participants strategies for researching funding opportunities and methods for writing successful grants.

Conference Location/Accommodations

The conference will be at the beautiful Radisson Fort McDowell Resort located at 10438 N. Fort McDowell Road on the eastern edge of Scottsdale, home of the Fort McDowell Yavapai Nation. The meeting rooms are equipped with state-of-the-art technology and guest rooms feature expansive windows with panoramic views.

To make your room reservations call the resort directly at 480-789-5300, toll free Radisson Worldwide Reservations at 1-800-333-3333 or online at www.radisson.com/ftmcdowellaz. When making reservations you must identify yourself as a member of the Arizona Rural Health Conference to obtain the group rate of \$89.00 plus 12% tax and \$7.50 resort fee. All reservations must be guaranteed and accompanied by a first night non-refundable room deposit or guaranteed with a major credit card.

How to Register

To register on-line go to <http://www.rho.arizona.edu/Events/Conference/Registerattendee.aspx> or complete the registration form. You may pay by credit cards (accepted on-line only), check, purchase order or IDB. Make check payable to The University of Arizona. Send a copy of the completed registration form and check, purchase order, or IDB to:

Rural Health Office/Conference
The University of Arizona Mel and Enid Zuckerman College of Public Health
Drachman Hall, Bldg. 202, P.O. Box 245177
Tucson, AZ 85724-5177

Cancellation Policy

A registration refund will be available for cancellations received prior to July 13, 2007, after that date, there will be no refunds.

What's Provided in the Registration Fees

Full registration fees include conference materials, two continental breakfasts, two lunches, two receptions, breaks and one-year membership in the Arizona Rural Health Association.

Accreditation

We are applying for accreditation for nurses, physicians, and Certified Health Education Specialist.

Additional Information

For questions regarding the conference, please contact Rebecca Ruiz at 520-626-2243 or email raruiz@email.arizona.edu.

Registration Form

**34th Annual Arizona Rural Health Conference
July 30 - August 1, 2007 – Scottsdale/Fountain Hills, Arizona**

Name: _____

Credentials: _____ Job Title: _____

Agency: _____

Address: _____

City: _____ State: _____ Zip: _____

County: _____ Phone: _____

Fax: _____ Email: _____

FULL REGISTRATION FEES (Please indicate choice for full registration)

- Individual Early bird Registration (**by June 29**).....\$250.00
- Individual Registration (from July 2 to On-Site).....\$300.00
- Group Registration Early bird (**by June 29**)\$225.00
(\$225.00 per person; must be 3 or more people from same organization)
- Group Registration (from July 2 to On-site).....\$250.00
(\$250.00 per person; must be 3 or more people from same organization)
- Conference Presenters Registration.....\$200.00
- Student AND Student Presenters Registration\$150.00

DAILY REGISTRATION FEES (Please indicate choice for daily registration)

- Tuesday, July 31 Students/Student Presenters.....\$70.00
 Presenters\$110.00
 All Others\$140.00
- Wednesday, August 1 Students/Student Presenters.....\$80.00
 Presenters\$90.00
 All Others\$110.00

RECEPTIONS (Please indicate if you will attend the Receptions)

(Price for both receptions included in full registration fee and pre-conference workshops fee)

- I will attend the Reception, Monday, July 30.
- I will attend the Reception, Tuesday, July 31.

PRE-CONFERENCE WORKSHOPS: Monday, July 30

(Please indicate if you will attend the Workshops)

Registration Required. Includes Reception Monday, July 30 - Limited to 25 people.

- Finding Your Funding.....\$35.00
- Cultural Competency for Public Health Workers.....\$35.00

Persons with a disability may request a reasonable accommodation, such as a sign language interpreter, by contacting Rebecca Ruiz at 520-626-2243 or raruiz@email.arizona.edu. Requests should be made as early as possible to allow time to arrange the accommodation.

Total \$ _____