

ALABAMA PUBLIC HEALTH ASSOCIATION

MARCH 2011

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PUBLIC HEALTH
Max Michael, MD

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NEWSLETTER DESIGNER
Noelle Ahmann

MESSAGE FROM THE PRESIDENT

"Public Health Tomorrow... Challenges or Opportunities" this is the theme of AIPHA's Health Education Conference. How timely! When I first heard it, the old adage "is the glass half empty or half full," immediately came to mind. I believe the possibility of some of our greatest opportunities arise from facing our biggest challenges.

A small example of the appropriateness of our theme could be seen in the early stages of planning this year's conference.

Challenge: As is usually the case with most conferences, the planning process begins with questions centered around dates, topics and venues. We felt the challenge of wanting to offer an exceptional conference opportunity that could be accessed by as many members and public health professionals as possible. Considering numerous hurdles, we realized it would be beneficial to consider keeping the conference as centrally located in the state as possible this year.

Opportunity: For the first time in 25 years, we are returning to Montgomery for our conference and annual meeting! This year's meeting will be held at the beautiful Renaissance Montgomery Hotel

and Spa, May 12-13. Ross Hudson, President-Elect and program chair, is spearheading the efforts to plan what promises to be a wonderful educational experience for us all. We hope by having the conference in Montgomery this year, it will give many the opportunity to attend!

I know that many of our challenges are far more involved than the example above. My hope for you is that in some way your challenges will prove to be an opportunity for you and for those we serve!

Please take a moment to review the conference information found in this newsletter. You can also find updated information at our website www.alphassoc.org. Along with the wonderful sessions we will also take a moment to stop and recognize those that have displayed exceptional service in the field of public health. We hope you can also join us for our annual AIPHA Awards luncheon and Hall of Fame induction. Viki Brant and Ruth Harrell are working hard to make this a memorable occasion.

Thank you all for helping make AIPHA a success. I look forward to seeing you in Montgomery!

Jamie M. Manning, MSS, RN
2010-2011 President

Many thanks to the Center for Emergency Preparedness for providing speakers and partial funding for our May 12-13 conference.

'THE EDGE OF CHAOS'- OPENING SOON

FROM THE UAB SCHOOL OF PUBLIC HEALTH FALL 2010

In his recent book *Where Good Ideas Come From* Steven Johnson describes what he calls the natural history of innovation. Johnson describes what he sees are the characteristics of creativity and innovation, essential ingredients for solving complex problems or for encouraging novel ideas, whether these are in science, economics, or education. Ideas flourish where there is openness and connectivity as opposed to competition or efforts to protect and isolate ideas.

Innovative systems, Johnson writes, gravitate to the boundary between complete order and absolute randomness, what he calls “the edge of chaos”. Here there is noise and error, environments where it is more likely good ideas will emerge. Creating a space where new ideas can flourish, where noise and error are celebrated, and where time is available for people to connect is essential to solving our most complex and elusive problems from obesity to potable water.

This year the School of Public Health embarked on a plan to build-out the fourth floor space of the Lister Hill Library, just across the street on University Boulevard. Part of the floor will be finished to create a space called “The Edge of Chaos”, an open area that will bring together faculty, students, and others from the School of Public Health, units from across campus, and other partners – like the Health Department – to embark on an experiment in discovery.

A number of similar models have emerged in the last several decades. For example, Google employees have 20 percent of their time to explore new ideas. The Bio-X Center at Stanford and the Institute for Arts and Humanities at the University of North Carolina support and encourage creativity and innovation within an institutional setting. “The Edge of Chaos” is an initial step toward creating a space where creative folks can explore novel ideas in an open and collaborative atmosphere.

The possibilities for exploring some of the most creative and innovative ideas in public health will be almost limitless on “The Edge of Chaos”. Perhaps by the time of the annual conference more details will be available about how to assure opportunities outside of UAB. Stay tuned!

Max Michael, MD
Dean, UAB School of Public Health

ALPHA SPONSORS MORE EVENTS

The Alabama Public Health Association has sponsored the following health education events recently:

Oct. 5-6, 2010	Terra Seer Training
Oct. 16, 2010	Office of Women’s Health Update
Oct. 19, 2010	BPSS Staff Meeting
Oct. 28, 2010	Cardiovascular Health Advisory Council
Oct.-Dec 2010	TEAM Academy Feedback Sessions
Oct. 27-29, 2010	EMS Culture of Excellence Conference
Nov. 14-17, 2010	STD Conference
Dec. 10, 2010	Office of Women’s Health Partner Recognition Meeting
Jan. 20, 2011	Cardiovascular Health Advisory Council
Jan. 21, 2011	ACCCC Meeting (Cancer Prevention)
Jan. 24, 2011	Coroner Training-Mass Fatality Training
Feb. 5-6, 2011	NTSB Medico/FAC Training SMORT

MOTIVATIONAL HUMORIST BRYAN TOWNSEND TO BE KEYNOTE SPEAKER

A member of the National Speakers Association, Bryan Townsend has earned the designation, Certified Speaking Professional, and he is one of only a few speakers who have been inducted into NSA's Speaker Hall of Fame. In the 2009 July/August issue of "Speaker Magazine", Bryan was noted as one of the hottest 25 speakers in the country.

Bryan is one of the nation's most active motivational humorists, speaking to various groups all across the country on the topics, Making Good Things Happen, and Hitching Up A Winning Team. Bryan also leads seminars on Customer Service and Teamwork. In addition to speaking, Bryan is a professional writer. He has written advertising copy, numerous articles and several books including: Life is An Adventure, and Making Good Things Happen.

Bryan's background includes a successful 20-year career in broadcasting serving as a play-by-play sports announcer, advertising salesman, talk show host, and radio station manager. At the age of 23 he was the manager of one of the first financially successful stand-alone FM radio stations in the country.

When he is not working, Bryan likes to fish. He is active in Carpenters for Christ, and he lives



Bryan Townsend



Dr. David Bronner

with his childhood sweetheart, Judy Babe, at the Eureka Fish Camp on Logan Martin Lake in northeast Alabama.

Conference speakers to offer insights

Also speaking at the awards luncheon will be the ever popular and engaging Dr. David Bronner, chief executive officer of the Retirement Systems of Alabama. Carlton Cornett, LCSW, will help us identify techniques for understanding how personalities contribute to interaction with clients. C.B. Pearson will give key insights, skills and strategies for adopting community prevention policies.

ALPHA OFFERS RUTH HARRELL NURSING SCHOLARSHIP AND IRA L. MYERS SCHOLARSHIP

Do you know that the association offers two scholarships to AIPHA members seeking to further their post-graduate education? These scholarships provide excellent opportunities for public health professionals.

The most recently created scholarship is the Ruth Harrell Nursing Scholarship to the University of South Alabama College of Nursing. This is a nonendowed annual scholarship to the USA College of Nursing's public health nursing graduate degree program. The USA College of Nursing matches AIPHA's \$3,000 gift to create a total award amount of \$6,000.

Ms. Harrell is a past president and longtime AIPHA member who currently chairs the Hall of Fame Committee. An esteemed leader in Alabama's nursing profession, she encourages public health nurses from throughout the state to consider applying for the online program offered by USA. She was state nursing director from 1987 until 1993.

The Ira L. Myers Scholarship, funded by AIPHA and the University of Alabama at Birmingham School of Public Health, supports one master's or doctoral candidate for two years of part-time study. It provides tuition and a monthly stipend to cover expenses up to \$6,000. Candidates must be accepted for admission to the school.

This scholarship was created to honor the late Dr. Myers, a strong supporter of AIPHA and former president, for his 40 years of service to public health. He served as state health officer from 1963 to 1986.

For more information about the Ruth Harrell Nursing Scholarship, contact Mary Meyer at 251-445-9400, e-mail at mmeyer@usouthal.edu.

The contact for information about the Ira L. Myers Scholarship is Pheandrea Long at 205-934-1961, e-mail plong@ms.soph.uab.edu.

“PUBLIC HEALTH TOMORROW: CHALLENGES OR OPPORTUNITIES?”

Renaissance Montgomery Hotel & Spa at the Convention Center
Montgomery, Alabama
May 12-13, 2011

DAY 1 - THURSDAY, MAY 12, 2011

7:00 a.m.
Registration, Exhibits Open, Silent Auction Opens

8:00 a.m.
Welcome
Opening Session

Jamie Manning, MSS, RN
President
Alabama Public Health Association

Donald E. Williamson, MD
State Health Officer
Alabama Department of Public Health

Max Michael, MD, Dean
University of Alabama at Birmingham
School of Public Health

Dennis Thompson, President
Southern Health Association

8:40 a.m.
Introduction of Keynote Speaker
Brenda Causey, PHA 6 Social Work Director

8:45 a.m.
Keynote Speaker
Bryan Townsend, CSP, CPAE
“Hitching Up A Winning Team Before The Fire Breaks Out!”

10:00-10:15 a.m.
Refreshment Break
Exhibits & Silent Auction Open

10:15-11:30 a.m.
Concurrent Sessions

11:30 a.m. - 12:15 p.m.
Introduction of Luncheon Speaker
Judy Smith, PHA 2 Administrator
David Bronner, PhD
CEO, Retirement Systems of Alabama
“Maintaining Financial Health”

12:15 - 1:00 p.m.
Presentation of Awards

1:00 - 2:00 p.m.
Concurrent Sessions

2:00 - 2:15 p.m.
Refreshment Break

2:15- 3:15 p.m.
Concurrent Sessions

3:30 - 4:30 p.m.
Concurrent Sessions

5:30 - 7:00 p.m.
Reception - Conference Hotel
Sponsored by UAB School of Public Health

DAY 2 - FRIDAY, MAY 13, 2011

7:00 - 7:30 a.m.
Registration, Exhibits Open, Silent Auction Opens

7:30 a.m.
Convene/Announcements

7:40 a.m.
Introduction of Speaker
Jackie Holliday, PHA 7 Administrator

7:45 - 8:45 a.m.
C.B. Pearson
“Super Charging Your Community Policy Efforts: Strategy And Skills To Win Key Policy Goals”

8:45 - 9:00 a.m.
Break

9:00 - 10:00 a.m.
Concurrent Sessions

10:10 - 11:10 a.m.
Concurrent Sessions

11:15 a.m.
Silent Auction Closes

11:15 a.m. -- 12:15 p.m.
Concurrent Sessions

12:15 p.m.
Closing/Board Meeting

SESSIONS

Topics To Include The Following Plus More!

- Overview of NASA Satellite Data Products Used in Assessing Potential Air Quality Impacts from the Deepwater Horizon Oil Spill
- The Other Half of Our Task: Growing as People While Helping Our Clients Grow.
- Medical Needs Shelters and Patient Tracking: Innovations for Protecting the Public
- Snacks: Making a Good Choice
- The Office of Minority Health: Plans and Practices to Reduce Health Disparities
- Patient Navigation: A New Perspective in Care Coordination
- Gulf Sediment Contamination Significantly Increased During the BP-Deep water Horizon Oil Spill
- Immunization's Information
- Ask, Advise, Refer and Prescribe
- Unborn Child Ruling on Foreign-born Latina Rates of Prenatal Care Utilization

Continuing Education is pending for nurses and social workers.

The Alabama Department of Public Health is an approved provider of continuing nursing education by the Alabama State Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

REGISTRATION INFORMATION

Register online before May 6, 2011.

Registration \$160, Student Registration \$80

- Go to www.adph.org/extranet/
- Enter alpha" in the keyword Search
- Click on "Log in to Register"

You will need a user name and password to complete the registration.

ADPH Employees: All ADPH employees are set up in the system. If you do not remember your user name and password, click on "Can't remember username or Password."

Non-ADPH Employees: Set up an account by clicking on "Don't have a Username," and follow steps above. Send check to Alabama Public Health Association, Inc., Shelia Puckett, Treasurer, P.O. Box 990, Montgomery AL 36101-0990.

HOTEL, ALPHA RECEPTION AND SILENT AUCTION

Hotel

The Conference Hotel is the Renaissance Montgomery Hotel & Spa at the Convention Center 201 Tallapoosa St.

Montgomery, Ala. 36104

Phone: 1-334-481-5000 Fax: 1-334-481-5005 Toll-free: 1-877-545-0311

When contacting the Renaissance, identify yourself as attending the ALPHA conference to obtain a special reduced nightly rack rate of \$109.00 plus tax. The hotel has set aside a block of rooms for the association.

Reception

Be sure to attend the reception Thursday evening which will be generously hosted by the University of Alabama at Birmingham School of Public Health. This event will provide an opportunity to converse with your colleagues from different fields and other areas of the state and nation. The reception will be held at the Renaissance in the concourse area in front of Alabama Ballrooms C, D and E.

Silent Auction

Don't miss this year's Silent Auction which will open at 7 a.m. Thursday, May 12 and close at the last break on Friday at 11:15 a.m. Judy Smith and her committee ensure it will be worth your while to see what unique and interesting items your fellow ALPHA members and others have contributed.

Each basket is packed with valuable items which have proven in the past to be tremendous bargains to the bidders. Surprise auction items will also be available, with all proceeds going to the association. Have fun and do your gift shopping as you try to outbid your fellow members.

CAST YOUR BALLOT FOR 2011-2012 ALPHA OFFICES

The Nominations Committee chaired by Ricky Elliott has come up with an excellent slate of candidates who are highly qualified for each vacant office and who have been active in the association.

Members may vote in the following ways:

1. Print the ballot from the Web site, vote and bring the completed ballot to the conference,
2. Print the ballot from the Web site and mail it to PHA 9, Attn: Ricky Elliott, Nomination Committee Chair, 23280 Gilbert Drive, Robersdale, AL 36567.
3. Vote at the annual educational conference.

The last four digits of your social security number are necessary to ensure the validity of the election.

ALABAMA PUBLIC HEALTH ASSOCIATION, Inc. BALLOT FOR ELECTION OF OFFICERS 2011 ANNUAL MEETING

For validation purposes (AIPHA Membership), please enter the last four digits of your social security number. Ballots without the 4 digits will not be considered valid.

Voting ALPHA Member – XXX-XX-____ _

VICE PRESIDENT

	David Pettway – ADPH Network Engineer, 24 year ADPH employee, 20 year AIPHA member, past AIPHA Awards Chairman, Current AIPHA Policy and Resolutions Chairman
	Write-in Name

RECORDING SECRETARY

	Lori Bell - Public Health Area 6 Nursing Director, 23 year ADPH employee, 17 year AIPHA member, AIPHA recording secretary since 2009
	Write-in Name

TREASURER

	Suzanne Terrell – Public Health Area 9 Social Work Manager, 10 year ADPH employee, 6 year AIPHA member, past AIPHA Guy M. Tate Award recipient, 2008 ADPH Social Worker of the Year, SCPHLI Alumni, 2010 AIPHA APHA Alternate Delegate
	Write-in Name

ALTERNATE DELEGATE TO AMERICAN PUBLIC HEALTH ASSOCIATION

	Kevin Hicks - Senior Radiation Physicist in the Emergency Planning Branch for the ADPH Office of Radiation Control, 17 year ADPH employee, SCPHLI Alumni
	Mark Johnson – Public Health Area 5 & 6 Assistant Administrator, 10 year ADPH employee, 2004 ADPH Social Worker of the Year, 2010 AIPHA Guy M. Tate Award recipient
	Write-in Name

ALTERNATE DELEGATE TO SOUTHERN HEALTH ASSOCIATION

	Natalie Quinney – Public Health Area 7 Social Work Manager, 9 year ADPH employee, 7 year AIPHA member, 2008 ADPH Social Worker of the Year, SCPHLI Alumni, 2010 AIPHA SHA Alternate Delegate
	Write-in Name

April 8 is Application Deadline

POSITION DESCRIPTION: ASSOCIATION EXECUTIVE

The Alabama Public Health Association (ALPHA) is a non-profit 501(c) 3 association that aspires to be the recognized leader and key resource on public health issues and policy in Alabama and the clearinghouse for public health education with a broad and diverse membership of citizens and organizations.

The Association Executive is a position selected by a subcommittee chaired and chosen by the President of ALPHA. This position is responsible for executing business activities of the association as well as serving as the support structure for conference registration and fiscal responsibilities.

QUALIFICATIONS

- Past or present ALPHA membership preferred
- Experience in underwriting, sponsoring and contracting preferred.
- Sound interpersonal skills with demonstrated ability to listen and evaluate opinions, suggestions and recommendations of others
- Proficiency in word processing, spreadsheets, and related software
- Successful experience in development planning and financial management
- Ability to coordinate and collaborate with team members

DUTIES AND RESPONSIBILITIES

- Manage all underwriting activities of the Association.
- Maintain and conduct bookkeeping activities

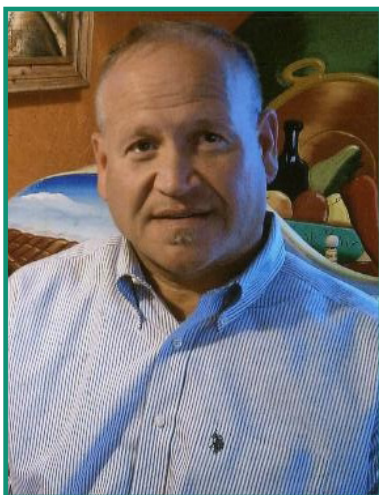
to support financial reports to the Board/subcontractors.

- Assist Treasurer to ensure fiduciary responsibilities are met
- Work with the Board, contractors, and partners to carry out policies and activities authorized by the Board
- Accept and direct correspondence for the association
- Organize and maintain records.
- Maintain membership database of the Association
- Attend all meetings of the Association
- Serve as an additional point of contact for the American Public Health Association, state planning agencies, and other bodies in relation to activities affecting ALPHA members
- Work closely with the Board to review, update, and implement the ALPHA strategic plan
- Assist in meeting preparation
- Flexibility of schedule to allow for day, evening and weekend work as needed.
- Submit a monthly report of activities performed to the President
- Prepare a quarterly report for the Board meetings

SALARY

Position is expected to be part-time (estimated up to 10 hours per week) with a salary of up to \$20/hour based on experience and qualifications. The position is a one-year agreement with continuation based upon performance and funding generated to sustain the position. Travel will be reimbursed for attendance at Board meetings and other association business approved by the Board.

To apply, please email cover letter and resume by April 8, 2011, to alphassoc@rocketmail.com



CHECK OUR NEXT NEWSLETTER WHICH WILL SPOTLIGHT OUR INCOMING PRESIDENT, ROSS HUDSON.

ALPHA NEW/RENEWAL APPLICATION FORM

Email _____

(primary communication is achieved electronically)

Name (as appears on payroll) _____

ALPHA Name (If Different) _____ Work Phone _____

Agency/Organization _____ Area/County _____

Agency Organization Address _____

Street/PO Box

City

State

Zip

Section Affiliation (please check one)

- Community Health Advocacy
- Community Health Leadership
- Preventative Health
- Community Health Partnerships

PLEASE CHECK HERE! I would like payroll deduction. _____

Signature _____

Social Security # _____ - _____ - _____

Recruited by _____



Alabama Public Health Association, Inc.
P.O. Box 990, Montgomery, AL 36101-0990