

Women's Health: A Paradigm Shift



2013 Illinois Women's Health Conference

*Exhibitor, Sponsor and
Registration Information*

December 3-4, 2013

Hilton Springfield Hotel • Springfield, Illinois

Sponsored by:
Illinois Department of Public Health, Office of Women's Health and Family Services
LaMar Hasbrouck, M.D., M.P.H., Director • Pat Quinn, Governor

Co-sponsored by: Illinois Public Health Association

2013 Illinois Women's Health Conference

Conference Invitation

The Illinois Department of Public Health's Office of Women's Health and Family Services (OWHFS), the Illinois Public Health Association (IPHA) and the 2013 Advisory Committee would like to extend an invitation to you to consider being a sponsor, exhibitor or attendee at one of the most prestigious conferences about women's health held in Illinois.

Established in 1997, OWHFS is now one of the largest state offices of its kind in the country. The office aims to reach Illinois' women in every activity it undertakes.

Maternal and Child Health Programs – The Illinois Department of Public Health, Office of Women's Health, welcomed nine Maternal and Child Health programs to the office July 1, 2013, and changed the office name to reflect the additional programs. Programs added include: The Regional Perinatal Network Program, School Based Health Centers, Coordinated School Health Education, Family Planning Services Program, Teen Pregnancy Prevention-Primary Program, Illinois Subsequent Pregnancy Prevention, Childhood Asthma Prevention, The Chicago Department of Public Health MCH Mini Block Grant Program and the University of Illinois Children With Special Health Care Needs Program. With these programs come several new staff, community and state partners, as well as tremendous growth to the office.

Illinois Breast and Cervical Cancer Program – A statewide program which offers free breast and cervical cancer screenings for women between the ages of 35 and 64 who have low incomes and no health insurance. Women diagnosed with breast or cervical cancer while enrolled in the program can receive treatment benefits through the Illinois Department of Healthcare and Family Services.

WISEWOMAN Program – The WISEWOMAN (Well-Integrated Screening and Evaluation for Women Across the Nation) program is funded by the U.S. Centers for Disease Control and Prevention (CDC). The Illinois WISEWOMAN program (IWP) aims to lower heart disease and other chronic disease risk factors through screening and lifestyle classes. The lifestyle classes teach women how to eat healthy, increase physical activity, problem solve, set goals, and also teaches them about the importance of a support system.

Women's Health Initiative Grant Programs – The OWHFS funds a variety of education programs offered through local health departments, not-for-profit community agencies and schools. The programs include multi-week curricula and/or health promotion activities that address cardiovascular disease, osteoporosis, menopause and other health-related issues. The goal is to help women and young girls change behaviors that can lead to healthier lifestyles.

Carolyn Adams Ticket for the Cure – The goal of this grant program, which is funded through the Illinois State Lottery scratch-off ticket, is to provide grants to support both community programs and breast cancer research.

Penny Severns Breast, Cervical and Ovarian Cancer Research Fund – These grants fund institutional research projects that investigate causes, prevention and treatment for breast, cervical and/or ovarian cancer.

In addition to our attendees being health care professionals, many are recipients of the above programs and are eager to learn about new products, medical technology and devices, pharmaceuticals, nutrition, and the latest therapies and industry advancements that may help them enhance their programs or educate their clientele. We cordially invite you to join these dynamic, influential health professionals as an exhibitor or a sponsor December 3-4, 2013, at the Illinois Women's Health Conference.

Don't miss this opportunity to network with health care professionals attending the conference. We look forward to seeing you in December.

Registration is now open. Register today!

Conference Location

Hilton Springfield Hotel
700 E. Adams St., Springfield, Ill. 62701

A special hotel room rate of \$70 (single) or \$85 (double) is available for conference attendees, exhibitors and sponsors. The conference room block cut-off date is **November 12, 2013**. Mention that you are with the Illinois Women's Health Conference when making your reservation.

Phone: 217-789-1530 or 800-HILTONS

E-mail: <http://www.springfieldil.hilton.com>

2013 personalized Hilton web page:

http://www.hilton.com/en/hi/groups/personalized/S/SPFHHF-IWC-20131203/index.jhtml?WT.mc_id=POG

2013 Advisory Committee

Najma M. Adam, Ph.D., LCSW

Illinois Department of Public Health

Sharon Canariato, M.S.N., M.B.A., R.N.

Illinois Organization of Nurse Leaders

Lynne Chambers, M.S.

Chambers and Associates, LLC

Doris Garrett, M.P.H.

Susan G. Komen for the Cure Peoria Memorial

Heather Gavras, M.P.H., RD

American Heart Association, Midwest Affiliate

Sharon Green, M.H.A.

Institute for Women's Health Research
Northwestern University

Michelle Hoersch, M.S.

U.S. Department of Health and Human Services
Office on Women's Health – Region V

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Illinois Department of Public Health

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Southern Illinois University School of Medicine

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Illinois Department of Public Health

Kris Zimmermann, M.P.H.

University of Illinois at Chicago

Event Chair:

Brenda L. Jones, D.H.Sc, R.N., M.S.N., WHNP-BC

Deputy Director/Illinois MCH Title V Director

Illinois Department of Public Health

Event Co-chair:

Sarah O'Connor-Bennett, M.S., ED.

Illinois Department of Public Health

Event Co-chair:

Maureen Pennell Jennings

Illinois Department of Public Health

Exhibits Coordinator:

Angela Hamm

Illinois Department of Public Health

IPHA Coordinator:

Angie Wanger

Illinois Public Health Association

Audio Visual:

Mark Hayes

Illinois Department of Public Health

Continuing Education Chair:

Cynthia Flayton, R.N., M.S.

Oakton Community College

Program Purpose

To provide participants with information, effective strategies and practical tools regarding health promotion, disease prevention and treatment that they can use to enhance their programs and educate women and their families.

Target Audience

This program is designed for health care professionals and those who are interested in women's issues. Education about diseases and their effect on women's health will be provided. The following professionals will benefit from attendance:

- Public health personnel and staff
- College and university students
- Public and private sector health professionals
- Nurses
- Health educators
- Licensed social workers/Licensed clinical social workers
- Professional counselors/Licensed clinical counselors
- Dietitians
- Certified health education specialists

Continuing Education

Registered Nurses

This activity has been submitted to WNA CEAP for approval to award contact hours. Wisconsin Nurses Association is accredited as an approver of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation.

Social Workers/Counselors/Dietitians

Continuing education credits are available from Oakton Community College, Alliance for Lifelong Learning, Continuing Education for Health Professionals (OCC/ALL/CEHP) for licensed social workers/licensed clinical social workers, counselors, and dietitians.

Universal

Oakton Community College, Alliance for Lifelong Learning, Continuing Education for Health Professionals (OCC/ALL/CEHP) also is providing universal CE for other professionals. One universal training hour (UTH) from Oakton Community College is equal to one 60-minute clock hour.

Certified Health Education Specialists (CHES)

IPHA is a designated provider of continuing education contact hours (CECH) in health education by the National Commission for Health Education Credentialing Inc. This program is a designated event for CHES to receive Category I CECH in health education.

2013 Conference Agenda

Tuesday, December 3, 2013

7:30 a.m. – 3 p.m. **Registration**

7:30 a.m. – 8:30 a.m. **Deluxe Continental Breakfast**

8 a.m. – 3:15 p.m. **Exhibits Open**

8:40 a.m. – 9 a.m. **Welcome and Statement of Objectives**

Brenda L. Jones, D.H.Sc, R.N., M.S.N., WHNP-BC, Deputy Director/Illinois MCH Title V Director, Illinois Department of Public Health
LaMar Hasbrouck, M.D., M.P.H., Director of Public Health (invited)

9 a.m. – 10 a.m.

Opening Session

Changing Demographics in the United States and Illinois

James H. Johnson Jr., Ph.D., Chapel Hill, N.C.



Jim Johnson is the William Rand Kenan Jr. Distinguished Professor of Strategy and Entrepreneurship at the University of North Carolina's Kenan-Flagler Business School and director of the Urban Investment Strategies Center at the Frank Hawkins Kenan Institute of Private Enterprise. Johnson's center focuses on innovative approaches to revitalizing urban areas and on teaching government, community, and nonprofit leaders and managers to become more entrepreneurial and business-like in their operations and service delivery. Johnson is an expert on community and economic development; the effects of demographic changes on the U.S. workplace; interethnic minority conflict in advanced industrial societies; urban poverty and public policy; and workforce diversity issues.

10 a.m. – 10:45 a.m. **Health Information Break – Visit Exhibits**

10:45 a.m. – 11:45 a.m. **Concurrent Workshops – Session A**

Workshop 1 Fighting Ovarian Cancer With Animal Passion

Vallie M. Szymanski, Ovarian Cancer Symptom Awareness (OCSA), Chicago

Workshop 2 The Impact of Trauma on Women and Girls

Michelle Hoersch, M.S., U.S. Department of Health and Human Services, Office on Women's Health – Region V, Chicago

Workshop 3 Rehabilitation for the Breast Cancer Survivor

Wendy Schmitz-Johnson, M.S., OTR/L CHT CLT LANA, Koke Mill Outpatient Occupational Therapy, Springfield

Noon – 12:30 p.m. **Luncheon**

12:30 p.m. – 1:30 p.m. **Luncheon Speaker – TBD**

1:45 p.m. – 2:45 p.m. **Concurrent Workshops – Session B**

Workshop 4 Doula Services for Teen Moms

Pamela King, R.N., B.S.N., Ounce of Prevention Fund, Chicago

Workshop 5 Mental Health During Pregnancy and Postpartum

Kara Driscoll, M.D., Northwestern University's Feinberg School of Medicine, Chicago

Workshop 6 Sugar-sweetened Beverages and Childhood Obesity

Goutham Rao, M.D. (invited)

2:45 p.m. – 3:15 pm. **Health Information Break – Visit Exhibits**

2013 Conference Agenda

Tuesday, December 3, 2013 continued

- 3:15 p.m. – 4:15 p.m. Concurrent Workshops – Session C**
- Workshop 7 Planning and Evaluation**
Jim Broadbear, Ph.D., Illinois State University, Normal
- Workshop 8 Illinois Department of Public Health Updates**
Panel Discussion
- Workshop 9 Illinois Learning Standards**
Janelle Weldin-Frisch, Ounce of Prevention Fund, Springfield

4:15 p.m. – 5:15 p.m.



General Session I

The Social Determinants of the Racial Disparity in Birth Outcome: a Life-course Perspective

James W. Collins Jr., M.D., M.P.H., B.S., Northwestern University's Feinberg School of Medicine, Chicago

James W. Collins Jr. is a professor of pediatrics at Northwestern University's Feinberg School of Medicine. He is the medical director of the neonatal intensive care unit and the associate director of the pediatric residency program at Lurie Children's Hospital of Chicago. He has been the principal investigator on several grants examining racial and ethnic group disparities in perinatal outcome.

Infant mortality is a symbolic benchmark of how a nation cares for its future generations. By this standard, infant mortality in the United States has two glaring characteristics: it is high compared to other developed nations, and African-American infants have a 2.3-fold death rate than non-Latino white infants. The challenge is to identify and eliminate the effects of lifelong underserved minority status on the African-American woman's health. This presentation will look beyond traditional risk factors and explore the social context of race in this country in an effort to understand the African-American women's long standing pregnancy outcome disadvantage.

5:30 p.m. – 7 p.m. Illinois Breast and Cervical Cancer Dinner Meeting (invitation only)

Wednesday, December 4, 2013

- 7 a.m. – 8 a.m. Hula Hoop Exercise Session**
Suzanne Richardson, Normal Hoops, Normal
- 7:30 a.m. – 8:15 a.m. Deluxe Breakfast Buffet**
- 7:30 a.m. – 9 a.m. Registration**

8:15 a.m. – 9:15 a.m.



General Session II

Affordable Care Act Navigation

Kathy Waligora, Illinois Maternal Child Health Coalition, Chicago

As the senior project coordinator of health reform initiatives for the Illinois Maternal and Child Health Coalition, Kathy Waligora is primarily responsible for monitoring implementation of the Affordable Care Act and educating health care and social service providers on this groundbreaking law. The Affordable Care Act has been difficult for many to understand, and especially difficult for the low- and middle-income individuals and families who stand to gain the most from this landmark law. In the past year, Waligora has educated more than 3,500 people on this law.

This presentation will provide a brief overview of provisions of the law in effect now and coming in 2014, as well as provide information that can make it easier for nurses, social workers, and other stakeholders to assist community members. There is a role for everyone in outreach and education and attendees will leave this presentation with the tools and resources they need to be proactive in connecting communities to coverage.

9:15 a.m. – 9:30 a.m. Break and Hotel Checkout

2013 Conference Agenda

Wednesday, December 4, 2013 continued

9:30 a.m. – 10:30 a.m. **General Session III – TBD**

10:30 a.m. – 11:30 a.m. **Concurrent Workshops – Session D**

Workshop 10 **Wellness for Women – Diet, Exercise and Preventive Medicine Can Enhance the Quality of Your Life**
Wendie McKay, D.C., Springfield Clinic, Springfield

Workshop 11 **2012 Consensus Guidelines for the Management of Women With Abnormal Screening Tests and Cervical Intraepithelial Neoplasia (CIN): Risk-based Approaches**
L. Stewart Massad, M.D., Washington University School of Medicine, St. Louis

Workshop 12 **TBD**
Sadia Haider

11:40 a.m. – 12:40 p.m. **Closing Luncheon Session**

Healthy Eating

Chef Judson Todd Allen, Healthy Infused Cuisine LLC, Chicago



Judson Todd Allen is the CEO and executive chef of Healthy Infused Cuisine LLC, which he founded as a way to implement his own meal concepts into the diets of others. The Food Network alum provides culinary information as a food contributor for television programs such as “The Steve Harvey Show” and food restricted show host Rikki Lake, along with others.

Shifting the way he approached eating because of his own weight issues, Allen designed innovative recipes infused with robust flavors yielding a healthier culinary adventure for the taste buds. Known as the “Architect of Flavor,” Allen will bring life and creativity to a nostalgic one pot wonder we all know and love – chili. While chili is traditionally prepared with beef, Allen will show how to build flavor profiles that incorporate seasonal vegetables, highlighting the richness of fresh tomatoes in tandem with the sweetness of pineapple and heat from his signature hot sauce. This simple and affordable vegetarian chili is sure to put a smile on everyone’s face.

1 p.m. – 3 p.m. **WISEWOMAN Meeting (Invitation Only)**

Exhibitor Information

Conference attendees will have ample opportunity to visit the exhibit hall throughout the day on Tuesday, December 3. In addition, extended morning and afternoon breaks have been included in the schedule to give exhibitors maximum exposure to conference attendees. Exhibit space is limited, so register early. Space will be assigned on a first-come, first-served basis.

Exhibitor Benefits

- Ability to network with health professionals throughout the Midwest
- Recognition in conference program
- One complimentary conference registration included in exhibitor fee
- Two additional registrations available for exhibiting organization at a reduced rate of \$75 each
- Conference signage
- Recognition on Office of Women's Health and Family Services website

Exhibit Fee – For-profit Organizations

One, 6-foot skirted table with two chairs\$150

Note: \$25 discount if contract and payment is received by November 15, 2013.

Exhibit Fee – Not-for-profit Organizations

One, 6-foot skirted table with two chairs\$125

Note: \$25 discount if contract and payment is received by November 15, 2013.

Table Assignment

Space is assigned based on receipt of contract and payment. All contracts received with payment will be confirmed with table number on a space available basis. The Office of Women's Health and Family Services reserves the right to make assignments or reassignments as necessary.

Registration

Exhibitors will be required to register and wear name badges.

Exhibit Schedule

Exhibit Setup	Tues., Dec. 3	7 a.m. – 8 a.m.
Exhibits Open	Tues., Dec. 3	8 a.m. – 3:15 p.m.
Dismantling	Tues., Dec. 3	3:15 p.m.

Exhibit Shipping, Electricity and Other Items

Any additional equipment will be contracted and paid for directly through the Hilton Springfield Hotel. Shipping and storage information also will be outlined in the exhibitor kit. If electricity is required for your exhibit, please check the appropriate box on the contract and include the extra charge with your payment.

Sponsorship Information

Additional opportunities are available to showcase your service or organization through sponsorships. Contact Maureen Pennell Jennings at 217-782-4813 if you would like to sponsor an event or item not listed below.

Sponsorship Benefits

- **One free exhibit table**
- Complimentary conference registration based on sponsorship amount (**Gold-4, Silver-3 and Bronze-2**)
- Conference signage
- Recognition in the conference program
- Pre- and post-conference recognition
- One set of pre-registered attendee mailing labels upon request
- Recognition on OWHFS website

Sponsorships Available

Gold.....	\$5,000 and up
Silver.....	\$3,000 – \$4,999
Bronze	\$1,000 – \$2,999

Additional Sponsorships

Breakfasts.....	\$1,750
Lunch or Reception	\$3,500
Keynote and General Session.....	\$3,000
Health Information Break.....	\$1,500
Education Sessions.....	Call 217-782-4813

(Additional sponsorship benefits include recognition on the event sign and the opportunity to introduce the speaker at sessions/workshops.)



Hilton Springfield Hotel Reservation Line: 217-789-1530 or 800-HILTONS • Online: www.springfieldil.hilton.com
To receive the conference rate, state your reservation is for the Illinois Women's Health Conference room block.

Contract for Exhibit Space, Sponsorship and Advertising

2013 Illinois Women's Health Conference

Please print all information clearly. Each attending exhibitor **MUST** complete a registration form as well as the information listed below. The Illinois Public Health Association (IPHA) and the Office of Women's Health and Family Services (OWHFS) are not responsible for errors made due to illegible writing.

Company Name (As it should be presented in all materials)

Contact Person (Every exhibitor must identify a main contact.
The main contact will receive all conference information.)

Signature of Contact Person

Mailing Address

City

State ZIP Code

Phone Fax

E-mail

Exhibitor attending conference, if different from main contact

Name

Company

Address

City

State ZIP Code

Phone Fax

E-mail

Additional exhibitor registrant (See registration form for fees. Requires additional registration payment and registration form.)

Name

Company

Address

City

State ZIP Code

Phone Fax

E-mail

Brief description of your organization to be included in the 2013 program booklet:

Check the appropriate boxes below:

Exhibit Space – For-profit organization

One, 6-foot skirted table with chairs \$150

Note: Early bird discount of \$25 if contract and payment (or proof of payment) is received by November 15, 2013.

Exhibit Space – Not-for-profit organization

One, 6-foot skirted table with chairs \$125

Note: Early bird discount of \$25 if contract and payment (or proof of payment) is received by November 15, 2013.

Sponsorships

Gold \$5,000 and up

Silver \$3,000 – \$4,999

Bronze \$1,000 – \$2,999

Additional Sponsorships

Breakfasts \$1,750

Lunch or Reception \$3,500

Keynote and General Session \$3,000

Refreshments Break \$1,500

Payment Information

Exhibit Fee (For-profit organization) \$ _____

Exhibit Fee (Not-for-profit organization) \$ _____

Additional Exhibitor Registrant \$ _____

Electrical Hook-up (\$50) \$ _____

Sponsorship \$ _____

Enclosed is a check for \$ _____

Online registration and payment is available by visiting the IPHA website at www.ipha.com.

Conference exhibitors and sponsors who register online may choose to make their payment with Visa or MasterCard. For additional information, call IPHA at 217-522-5687, or visit the website.

IPHA Tax ID # 36-6108790

Questions? Please call or e-mail:

Angie Wanger at 217-522-5687 (IPHA) awanger@ipha.com, or
Maureen Pennell Jennings at 217-782-4813 (OWH)
maureen.jennings@illinois.gov

The information contained in this prospectus is hereby made part of this contract. Payment or proof of payment must accompany contract form in order for the registration process to be completed. **Please retain a copy of this contract for your records and return original to:**

Illinois Public Health Association
223 S. Third St. • Springfield, IL 62701-1144
Fax: 217-522-5689

Conference Registration Form

2013 Illinois Women's Health Conference

Please note the following instructions for completing your registration form:

1. **TYPE or PRINT CLEARLY** the following information (as it should appear on your name badge). This form must be completed in its entirety in order for your registration to be processed. One completed registration form is required for each additional person from your organization attending the conference.
2. This registration form and payment or voucher must be received by **November 15, 2013**, to ensure the early registration rate of \$115. The rate of \$125 will be in effect from **November 15, 2013 – December 4, 2013**. On-site registrations will be charged the \$125 rate with payment due at the time of registration.
3. **Cancellation of registration must be received in writing by November 25, 2013. Cancellations must be faxed to IPHA at 217-522-5689.** No refunds will be made for cancellations received after November 25, 2013. However, a registration may be transferred to another attendee from the same organization. Registrants who do not submit a written cancellation to IPHA by the stated date and do not attend the conference will still be responsible for payment of the registration fee.

First Name _____ M.I. _____ Last Name _____

Organization _____

Organization Mailing Address _____

City _____ State _____ ZIP Code _____

Business Telephone _____ Business Fax _____

Business E-mail _____

There will be a "program participant list" available that includes the names and addresses of each conference registrant. Please check the appropriate box with regard to use of your name. **IF NEITHER BOX IS CHECKED, YOUR NAME WILL BE INCLUDED WITH THE ADDRESS USED ON THIS REGISTRATION FORM.**

- You may include my name and BUSINESS ADDRESS as it appears on this registration form in the program participant list.
- I do not wish to have my name and address included in the program participant list.

REGISTRATION FEES AND ADDITIONAL INFORMATION (please check appropriate box)

\$115 – Early registration \$125 – Late registration and/or on-site registration (after November 25, 2013)

\$75 – One-day (1st day) registration \$75 – Student registration (for both days)

\$50 – One-day (2nd day) registration

(NOTE: To qualify for the student rate, you must be a current, full-time student in an undergraduate or graduate program and present appropriate identification.)

Check ALL dates you plan to attend:

- I will attend Tuesday, December 3
- I will attend Wednesday, December 4

Special needs (diet, access, other) _____

TOTAL PAYMENT ENCLOSED: \$ _____

(Make checks payable to Illinois Public Health Association)

IPHA Tax ID # 36-6108790

Online registration and payment is available by visiting the Illinois Public Health Association (IPHA) website at www.ipha.com. Conference participants who register online may choose to make their payment with Visa or Mastercard. For additional information, call IPHA at 217-522-5687, or visit the website.

Completed registration form with payment should be mailed to:

Illinois Public Health Association • 223 S. Third St. • Springfield, IL 62701-1144

Three ways to register:

- (1.) Register by mail (2.) Register by faxing registration to 217-522-5689 (3.) Register online at www.ipha.com

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To receive the conference rate, state your reservation is for the Illinois Women's Health Conference room block.**