



NNPHI Announces New Brand!



Greetings from the National Network of Public Health Institutes (NNPHI)! Since 2001, NNPHI has engaged in a decade of fostering collaboration among a growing membership of established and emerging institutes across the United States.

As NNPHI celebrates its 10th Anniversary, a new brand will help communicate the role of NNPHI and its member institutes in a public health system under transformation. The centerpiece of this rebranding effort is NNPHI's new website, complemented by new communications collateral - including

our redesigned newsletter - and a new logo.

On behalf of the NNPHI staff and Board of Directors, I thank you for your continued support. Please take this opportunity to visit our new website at www.nnphi.org and send us your feedback. Additionally, this issue of NNPHI News features more information on the Annual Meeting (May 16-18th), during which NNPHI will formally launch its new brand. NNPHI looks forward to many more decades of innovation!

Warm Regards,



Joseph Kimbrell, MA, LCSW
Chief Executive Officer
National Network of Public Health Institutes

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2011 NNPHI Annual Conference: Ten Years of Innovations in Public Health, A Lifetime of Healthier Communities



Ten Years of Innovations
in Public Health
A Lifetime of Healthier Communities



NNPHI Annual Conference
May 16-18, 2011

To Register and Submit an Abstract, visit:
www.regonline.com/2011NNPHI

Deadline for Abstracts: March 18, 2011

Registration Deadline: April 18, 2011

**May 16-18, 2011
New Orleans, LA
Hotel Monteleone**

NNPHI is proud to announce its 10th Annual Conference, to be held on May 16-18, 2011 at the historic Hotel Monteleone in New Orleans, Louisiana. This year's theme, "Ten Years of Innovations in Public Health, A Lifetime of Healthier Communities," will celebrate our network's 10th anniversary and rebrand, and highlight current trends in community health transformation through multi-sector partnerships and health reform implementation on the national, state, and local levels.

Member Spotlight

Throughout 2011, each edition of NNPHI News will spotlight one member PHI. The Michigan Public Health Institute (MPHI) helped drive the formation of NNPHI with its project paper, "The Potential of America's Public Health Institutes: Recommendations for Strengthening and Using Their Capacity" (authored by Donna Strugar-Fritsch of MPHI, 2000). MPHI has been an NNPHI member since NNPHI's inception in 2001.

Michigan

Formed in 1990, MPHI is dedicated to improving health through collaboration and the state-of-the-art community health practices. From its offices near Lansing, Michigan, and in Washington, D.C, MPHI helps an array of clients develop community-based solutions for complex health system issues and research needs. MPHI's eleven programs range in focus from cancer control to public health database development. Among MPHI's staff of 200 professionals are researchers, data analysts, evaluators, and scientists trained in a wide range of fields, including public health, epidemiology, psychology, nursing, business, IT, social work, and education. Learn more at <http://mph.org>.

MPHI Announcements:

MPHI Assists Providers with Meaningful Use of Health Information Technology As a Key Partner in Michigan's Regional Extension Center Program

MPHI is one of four organizations providing field services for the Michigan Center for Effective IT Adoption (M-CEITA), Michigan's federally designated Health Information Technology (HIT) Regional Extension Center (REC). MPHI's knowledgeable and experienced staff members are dedicated to helping providers navigate the complex electronic health record (EHR) marketplace by providing neutral, unbiased information and support. The institute assists providers throughout the HIT adoption process, from selecting and adopting an EHR to meaningfully using it to improve the quality of patient care.

MPHI is currently serving nearly 400 providers in 38 counties across northern, middle, and southwestern regions of the state. The institute has achieved success by tailoring its services to meet providers' specific needs, and by coordinating services with key community stakeholders.

For more information, visit the M-CEITA website at www.mceita.org.

Member Headlines



Georgia

The Georgia Health Policy Center (GHPC) has updated the "Little Blue Book," a glossary of health

terms and acronyms used to educate legislators and others. The 2010 version includes a number of terms from the Accountable Care Act. View online at www.gsu.edu/ghpc. To request a hard copy, please email ghpc@gsu.edu.

Confirmed Speakers:

Larry Cohen, MSW
Founder & Executive
Director of Prevention
Institute

Dr. Ursula Bauer, PhD,
MPH, Director, National
Center for Chronic
Disease Prevention and
Health Promotion.

[Click here](#), for more exciting details about the upcoming 2011 NNPHI Annual Conference.

If you would like to present during the Breakout Sessions or Roundtable Discussions, please download and complete the [Abstract Submission Form](#).

Abstracts are due by **5:00 pm CST March 18, 2011.**

[Register Here](#)

Join Our Mailing List!

Grants and Contracts

The GHPC was awarded three contracts totaling more than \$9.2 Million from the Health Resources and Services Administration's Office of Rural Health Policy to support health care access in the rural United States over the next three to five years. The GHPC's Community Health Systems Development (CHSD) team, a staff of more than 18 health care experts, will manage the project. CHSD has been providing technical assistance to HRSA since 2002. They have worked with more than 500 communities in all 50 states, Puerto Rico, and in regions as far as the Marshall Islands.

The GHPC is working on a contract from the Georgia Governor's Office of Planning and Budget to provide research and policy guidance for a health insurance exchange feasibility study. The following reports related to the project can be found online at www.gsu.edu/ghpc:

- [Sources of Health Insurance Coverage in Georgia](#)
- [Trends in Health Insurance Coverage in Georgia](#)
- [Findings from Small Business Focus Groups: Implications for Health Benefit Exchanges](#)

Events

Karen Minyard, GHPC executive director, presented "Health Reform, Georgia Policy, and the Institute of Medicine Nursing Recommendations" at the Georgia Nurses Summit on February 4, 2011. This summit convened over 300 health care stakeholders, from nursing to patient advocacy groups, to discuss the implications of the "Future of Nursing: Leading Change, Advancing Health" report from the Institute of Medicine and Robert Wood Johnson Foundation.



Emory University and Emory Healthcare were the lead sponsors of the summit, along with Georgia Health Sciences University, the Georgia Department of Community Health, the Georgia Nurses Association, and the Georgia Hospital Association. A video from the session can be viewed online at <http://www.useducationtv.com/main.aspx?sid=1&pid=1380>.

Louisiana

Campaign to Bolster Safer Sex Practices Among African-American Teens Underway

LPHI is teaming up with local organizations to implement a new teen health initiative in metro New Orleans. With funding provided by the U.S. Department of Health and Human Services, Office of Adolescent Health, LPHI, along with government, non-profit, academic and health care service partners, will implement and evaluate evidence-based interventions that address a variety of teen health issues including STDs, pregnancy prevention, life skills training, mental health and more. For more information about this project, contact Marsha Broussard, Project Director and Principal Investigator at mbroussard@lphi.org.

Facebook Ad Campaign Webinar: Material Available for Download

On January 19, LPHI's Division of Media and Communications, in association with the Louisiana Community AIDS Partnership and NNPHI, hosted a webinar to share lessons learned from the pilot Facebook ad campaign created to build awareness

and support for HIV vaccine research among Louisiana Facebook users. The webinar also taught attendees how to create, launch, and target an ad campaign within Facebook to complement public health outreach campaigns. A recording of the Facebook Ad Campaign webinar and copy of the PowerPoint slides are available for download at <http://nnphi.org/ecatalog/filerequest.php?id=1048>.

Technical Assistance, Monitoring and Evaluation of Southwest Louisiana HIV/AIDS Program

According to 2008 statistics released by the Centers for Disease Control and Prevention (CDC), Louisiana ranks fourth in the nation for AIDS case rates. Through the Positive Action Southern Initiative (PASI), sponsored by ViiV Healthcare, LPHI is partnering with the Southwest Louisiana AIDS Council, a PASI grant recipient in the Lake Charles area, to provide technical assistance in the form of program monitoring and evaluation programs that will work to address gaps in HIV/AIDS services provided to African-Americans and Latinos. Watch a video about the initiative created by POZ Magazine at http://www.poz.com/articles/usca2010_positive_action_401_19118.shtml.

New York

Health Research Inc (HRI):



HRI's Web-Based Effort Certification System for Nonprofit Organizations

If your nonprofit receives federal money, compliance is not an option - it is a requirement. However, meeting those requirements can be complex, time consuming and costly. Previous government audits have uncovered significant deficiencies in effort reporting, resulting in monetary disallowances. With government oversight and audits on the rise, the risk of having to pay back a significant amount of hard-earned grant funds has increased.

Compliance just got faster, easier and more affordable

We Certify, a new web-based effort certification system created HRI ensures your organization is in full compliance with federal regulations applicable to effort reporting, safeguarding you against potential audit disallowances. Built to be fast, efficient, and easy to use, We Certify makes what was once a complex, time-consuming process almost effortless.

Four Key Reasons to consider We Certify for your organization

- Ensures Full Compliance - We Certify ensures your nonprofit fully complies with effort reporting regulations outlined in OMB Circular A-122.
- Saves Time and Effort - Tracking and reporting employee's effort is just a few clicks away with this user-friendly web based system. Eliminates redundancy and increases efficiency. Paperless, too!
- Provides On-Going Support - In addition to consultations and customized system setup, HRI provides training and on-going support from their team of nationally recognized compliance experts.

- Meets Your Budget - Designed by a nonprofit, for nonprofits, no other compliance system is this affordable.

To learn more, please visit www.wecertify.net. You can also find We Certify on [Facebook](#) and [Twitter](#)!

Public Health Solutions (PHS):

PHS, Partners Awarded USDA Grant to Fight Hunger

The Hunger Free Community proposal, submitted on behalf of the United Way, Met Council on Jewish Poverty, City Harvest, AARP, NYC Department for the Aging, Council for Senior Centers and Services, Food Bank of NYC, NYC Coalition Against Hunger, and Public Health Solutions was awarded \$1M a year for each of the next two years by the USDA.

The project includes a four-pronged approach to working collaboratively towards a Hunger-Free community in New York City by creating a New York City Food Policy Council; increasing participation in government and private nutrition assistance and anti-poverty programs; improving the referral network to SNAP and other vital public and private food resources; increasing participation in school breakfast; and helping to better coordinate local policies, programs and service delivery related to hunger, food, agriculture, and nutrition. Public Health Solutions will lead the WIC Content Working Group.

PHS Awarded \$800 to Conduct a Facebook Ad Campaign

NNPHI is pleased to announce that PHS was awarded \$800 to create a Facebook Ad Campaign that will increase awareness of New York's HIV vaccine trials and HIV prevention among Facebook users through their existing Facebook page, HIV Big Deal. To learn more about Public Health Solutions' HIV Big Deal campaign, please visit <http://www.hivbigdeal.org/> or visit the "HIV Big Deal" Facebook page <http://www.facebook.com/#!/HIVBigDeal> .

North Carolina

Schenck to Lead Public Health Institute and Leadership Programs



Anna P. Schenck

Edward Baker

On March 1, 2011, Anna P. Schenck, Ph.D., will become director of the North Carolina Institute for Public Health and Associate Dean for Public Health Practice at the UNC Gillings School of Global Public Health. Edward Baker Jr., MD, MPH, who has served as the director of NCIPH since 2003, will step down as director and serve as a research professor in the School's health policy and management department. We would like to offer a warm welcome to Dr. Schenck as she

assumes her new position and we would also like to extend our thanks and gratitude to Dr. Baker for his years of service to NCIPH and his support for the development of NNPHI. For more details, visit [NCIPH's website](#).

South Carolina

The South Carolina Public Health Institute Re-launches Website

The South Carolina Public Health Institute invites you to visit its recently redesigned website at www.scphi.org.

Texas

Planning for 5th Annual Southern Obesity Summit Underway!

The Texas Health Institute (THI) and Louisiana Obesity Council are excited to announce that the 5th Annual Southern Obesity Summit (SOS) will take place October 2-5, 2011 in New Orleans.

Major topics will include obesity prevention and health reform; southern obesity strategy; and 50 interactive sessions showcasing the most innovative policy and community-based initiatives from across the South.

THI is pleased with the Southern Obesity Strategy's progress. Since the 2010 Summit, THI staff and Summit Planning Committee members have worked to develop a plan for a Southern Obesity Consortium that will support continuous communication and heightened coordination around obesity prevention in the Southern United States. This Consortium will launch at the 5th Annual SOS.

THI strongly encourages other NNPHI members to participate as attendees or part of the summit faculty. Please send us THI breakout session proposals by March 1 if you are interested in showcasing how your institute is leading obesity prevention in your state!

The proposals should address one or more of the following topics:

- Mobilizing all community members in program and/or advocacy activities, such as minorities of color, low income and youth.
- Getting political support at a time with limited fiscal resources
- Creating meaningful public-private-nonprofit collaboration
- Developing and deploying creative implementation strategies
- Using effective evaluation methodologies
- Identifying, using and promoting evidence based strategies
- Sustaining your initiative beyond initial funding
- Replicating projects across communities and states

For more information about attending the Summit, becoming a sponsor or exhibitor, submitting a breakout proposal, and making hotel reservations, please visit www.SouthernObesitySummit.org or contact Stephanie Ondrias, Event Coordinator, at sondrias@texashealthinstitute.org.

NNPHI Program Updates

[PHSR Article of the Year Award](#)

Nomination Deadline: March 15, 2011

The [Article of the Year Award](#) recognizes the best scientific work that the field of PHSR has produced and published in 2010. The awardee will receive complimentary registration for both the PHSR Interest Group Annual Meeting and AcademyHealth's Annual Research Meeting, travel assistance, and a \$1,000 cash award. Self-nominations are accepted.

[Student Scholarships Available to attend the Public Health Systems Research Interest Group Meeting](#)

Application Deadline: March 15, 2011

Students who demonstrate potential to contribute to the field of PHSR through promising research are eligible to receive one of 10 scholarships from the PHSR Interest Group. The scholarships offer students funds to attend AcademyHealth's Annual Research Meeting and the PHSR Interest Group Annual meeting. Scholarship recipients will receive \$1,000 to be put toward registration and travel to attend AcademyHealth's Annual Research Meeting (ARM) and the PHSR IG Annual Meeting, June 12-15 in Seattle. Additionally, students will have an opportunity to present their research during the PHSR IG Meeting's poster session, and will compete for an Outstanding Student Poster Award.

Upcoming Meetings, Teleconferences, & Webinars

Conferences



Multi-State Learning Collaborative:
**Lead States in Public Health
Quality Improvement**

**Final MLC Grantee Meeting
March 16-18, 2011
New Orleans, LA**

On March 16-18, 2011, NNPHI will host the final grantee

meeting of the Multi-State Learning Collaborative (MLC) in New Orleans. The meeting will celebrate the accomplishments and improvements achieved by the 16 MLC states during the five years of the initiative. Meeting materials and presentations will be made publicly available shortly following the meeting. For more information, please visit the MLC page of NNPHI's website.



NPHPSP

**9th Annual NPHPSP Training and MAPP Training
May 10-13, 2011
St. Louis, MO**

New Training Opportunity!

Improving Public Health: Exploring Agency, Systems, and Community Health Improvement is a newly enhanced training workshop of the 9th Annual NPHPSP Training and

MAPP Training, being held in St. Louis, Missouri on May 10-13, 2011. The training includes opportunities to learn about accreditation, performance and quality improvement, health assessment and improvement planning, and how all of these support an overall public health improvement strategy. Special attention will be given to preparing for accreditation and implementing the NPHPSP Assessment (May 10 & 11), and utilizing the MAPP for community and/or state health improvement planning (May 12 & 13). Participants may choose to join either or

both 2-day segments of the training. Please join us for this valuable training opportunity! [Learn more.](#)

National Public Health Leadership Development Network Annual Conference
May 3-5, 2011
Oakland, CA

Themes include: new models for engaging public health and community health leaders in health improvement; promising practices and innovations; and re-defining the leadership development system to extend reach and leverage funds.

Conference attendees will need to register online and reserve a hotel by **April 11, 2011**. Registration fees and hotel information will be provided soon. [Click here](#) for more information and to register.

Reducing Tobacco Use 2011 Conference: Keeping it Relevant for Kids, Teens & Young Adults
April 5 -6, 2011
Newport News, VA

Join the Virginia Foundation for Healthy Youth and Prevention Connections for an exciting two-day conference that will give you powerful new tools to enhance your tobacco use prevention and cessation efforts with today's youth and young adults. Come hear tobacco control experts from across the nation speak about the latest strategies. For more information and to register, visit http://www.preventionconnections.org/youth_conference_2011.shtml.

Webinars

The Public Health Law Network Webinar
1:00pm - 2:00pm ET
NNPHI Members

The Public Health Law Network (PHLN), a new program of the Robert Wood Johnson Foundation, is hosting an "Introduction to the Network" webinar for NNPHI Member Organizations. PHLN is hosting a series of introductory webinars with groups across the country as a way to connect and share information about the services and resources PHLN provides. For more information about the Public Health Law Network, please visit the PHLN website (<http://www.publichealthlawnetwork.org/>). Registration for the PHLN webinar will become available soon.

APHA and CDC Invite You to a Webinar Series Part 2 on:
"Climate Change: Mastering the Public Health Role"
March 2, 2011
2:00 pm - 3:00 pm ET
Open to All

Climate change poses a variety of serious public health threats. Last year's

webinar series brought together experts in the field of climate change to discuss topics such as climate science, health risk communication, adaptation strategies and more. This year, our feature speakers will highlight state and local public health practices, climate change action planning, and how traditional public health tools can be used to enhance the capacity of state and local health departments in addressing climate change.

Join us for the first of four webinars in this year's series, "A Look at State and Local Climate Change Action Planning." Welcome and introductory remarks by APHA Executive Director Georges C. Benjamin, MD.

Participants must [register to participate](#) in this webinar.

Funding Opportunities



Do Something Awards

Deadline: March 1, 2011

Could you use \$100,000 to change the world? The Do Something Awards celebrate young people 25 and under who are tackling a problem and changing the world. Five nominees will be rewarded with a \$10,000 community grant, participation in a live **VH1 TV show**, media coverage and continued support from DoSomething.org. The grand prize winner will receive

\$100,000 during the live broadcast!! Application closes March 1st, 2011. Apply or nominate someone today at www.DoSomething.org/awards.

RWJF Funding Opportunity

Public Health Law Research: Making the Case for Laws That Improve Health

Deadline: April 20, 2011, 3:00 PM EDT

More than one active/open funding opportunity exists within Public Health Law Research: Making the Case for Laws That Improve Health. Learn more about:

[Public Health Law Research - Rapid-Response Grants 2010-2011 Call for Proposals](#)

Purpose: Public Health Law Research (PHLR) is a national program of the Robert Wood Johnson Foundation. The program seeks to build the evidence for and strengthen the use of regulatory, legal and policy solutions to improve public health and help people lead healthier lives. PHLR is equally interested in identifying and ameliorating laws and legal practices that unintentionally harm health. PHLR's purpose is to answer important questions, such as: How does law influence health and health behavior? Which laws have the greatest impact? Can current laws be made more effective through better enforcement, or do they require amendment.

Employment Opportunities

Please visit the individual NNPHI Member Organizations' websites listed below, to view several available job positions:

[Public Health Institute](#)

Location: California

[Louisiana Public Health Institute](#)

Location: Louisiana

[Michigan Public Health Institute](#)

Location: Michigan

[Health Research, Inc.](#)

Location: New York

[Public Health Solutions](#)

Location: New York

[Public Health Management Corporation](#)

Location: Pennsylvania
