



CHEAC

Improving the Health of all Californians

2017 ANNUAL MEETING

**The Power of Public Health:
Forging Opportunities in a
Time of Change**

**OCTOBER 18 - 20, 2017
SHERATON PARK HOTEL
ANAHEIM, CALIFORNIA**



CHEAC

Improving the Health of all Californians

Welcome!

Dear CHEAC Members,

It is my pleasure to welcome you to the 2017 CHEAC Annual Meeting. This event is an excellent opportunity for us to come together to share, inspire, and collaborate on the most pressing public health issues facing Californians today.

In this time of incredible political and social change, public health offers a unique ability to remain resilient and forge change to empower our fellow community members to achieve optimal health and well-being.

This year's annual meeting will focus on a variety of important public health topics including cannabis implementation, safety net program delivery, adverse childhood experiences (ACES), and the public health approach to violence. This event is the culmination of many months of planning by the 2017 CHEAC Annual Meeting Planning Committee, and we are hopeful you find it enriching and insightful.

We look forward to your participation and partnership as we continue to promote, protect, and improve the health of all Californians.

Sincerely,

Trudy Raymundo
CHEAC President

Annual Meeting Agenda

Wednesday, October 18

12:00 pm - 3:00 pm **Executive Committee Meeting** – Garden A Room

3:00 pm - 5:00 pm **Small County Committee Meeting** – Garden BC Room

Welcome Reception and Dinner

6:00 pm - 7:00 pm **Member Reception** – Tiffany Patio
(Hors d'oeuvres and No Host Cash Bar)

7:00 pm - 7:30 pm **Conference Welcome** – Tiffany Terrace

7:30 pm - 9:00 pm **Dinner** – Tiffany Terrace

Thursday, October 19

7:30 am - 8:45 am **Breakfast** – Tiffany Terrace

General Session – Park ABC Room

The Power of Public Health: Forging Opportunities in a Time of Change

8:45 am - 9:00 am **Conference Welcome**
David Souleles, MPH
Orange County Health Care Agency

9:00 am - 10:00 am **Keynote Address**
Richard J. Jackson, MD, MPH
UCLA Fielding School of Public Health

10:00 am - 10:15 am **Break**

10:15 am - 11:45 am **State of the State Panel Discussion**

- Amber Kemp, MBA, Vice Pres., Health Care Coverage
California Hospital Association
- Sam Joo, Director
Magnolia Community Initiative
- Zoë Phillips, MPH, CHES, Initiative Director
Los Angeles Department of Public Health
- Dwayne S. Marsh, Deputy Director
Government Alliance on Race and Equity

Thursday, October 19 (continued)

12:00 pm - 1:00 pm **Lunch** – Tiffany Terrace

1:00 pm - 1:15 pm **Break**

1:15 pm - 2:15 pm

Local Health Department Innovations

- **Braided Funding**
Kathleen Grassi, Merced County
- **Inland Empire: Building Healthy Communities**
Trudy Raymundo, San Bernardino County
Sarah Mack, MPH, Riverside County

2:15 pm - 2:30 pm

Break

2:30 pm - 3:30 pm

Local Health Department Breakout Discussions

- **Adverse Childhood Experiences (ACES)**
Terri Fields Hosler, RD, MPH, Shasta County
- **Cannabis**
Cindy Harding, MPH, Los Angeles County
- **Public Health Approach to Violence**
Dan Peddycord, RN, MPA/HA, Contra Costa County

Friday, October 20

7:30 am - 8:45 am **Breakfast** – Tiffany Terrace

9:00 am - 12:00 pm

CHEAC General Membership Business Meeting – Park ABC

Speakers

Keynote Address



Richard J. Jackson, MD, MPH is a Professor at the Fielding School of Public Health at the University of California, Los Angeles. A pediatrician, he has served in many leadership positions with the California Health Department, including the highest as the State Health Officer. For nine years he was Director of the CDC's National Center for Environmental Health and received the Presidential Distinguished Service award. In October 2011, he was elected to the National Academy of Medicine of the National Academy of Sciences.

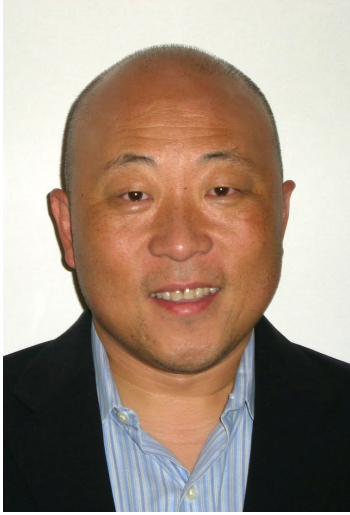
Jackson was instrumental in establishing the California Birth Defects Monitoring Program and in the creation of state and national laws to reduce risks from pesticides, especially to farm workers and to children. While at CDC he established major environmental public health programs and instituted the federal effort to "biomonitor" chemical levels in the US population. He has received its Hero Award from the Breast Cancer Fund, Lifetime Achievement Awards from the Public Health Law Association and the New Partners for Smart Growth, the John Heinz Award for national leadership in the Environment, and the Sedgwick Medal, the highest award of the American Public Health Association. In 2015, he received the Henry Hope Reed Award for his contributions to the field of Architecture.

Dick Jackson lectures and speaks on many issues, particularly those related to built environment and health. He has co-authored the books: *Urban Sprawl and Public Health*, *Making Healthy Places*, and *Designing Healthy Communities* for which he hosted a four hour PBS series. He has served on many environmental and health boards, as well as the Board of Directors of the American Institute of Architects. He is an elected honorary member of the American Society of Landscape Architects as well as the American Institute of Architects. Richard Jackson is married to Joan Guilford Jackson; they have three grown children and three grandchildren.

State of the State Panel Discussion

Amber Kemp, MBA is the Vice President of Health Care Coverage at the California Hospital Association. Ms. Kemp provides advocacy and support for government funded programs and other health care coverage policy issues affecting California hospitals and health systems. Ms. Kemp has an extensive background in Medi-Cal, having worked in the Director's Office at the California Department of Health Care Services (DHCS) where she managed the implementation of the \$3.2 B Medi-Cal Section 1115 Waiver for the Delivery System Reform Incentive Payments (DSRIP) for designated public hospitals. Ms. Kemp was also the co-lead of the Waiver's Behavioral Health Services Needs Assessment and worked on California's implementation of the Affordable Care Act. Prior to joining DHCS, Ms. Kemp served as a special assistant to Board Member Betty T. Yee of the California State Board of Equalization. Ms. Kemp has a master's degree in business administration from Mills College in Oakland.





Sam Joo is the Director of the Magnolia Community Initiative (MCI), a position he has held since March 2017. He oversees the entire scope of the Initiative by engaging directly with MCI Partners to realize the strategies and practices that support positive community level changes. He was previously the Director of Children and Family Services at the Koreatown Youth and Community Center, a multi-service community-based organization serving the diverse community of Koreatown. For 26 years, he has worked with low-income immigrant communities in Los Angeles County managing programs that address child abuse prevention, community engagement and capacity building, gang prevention, mental health and substance abuse services, and youth leadership development. Sam served on the board of the Asian Pacific Policy and Planning Council from 1998 to 2012 working on local and state policy agendas. Sam currently works with a number of collaborations in support of children and families in the Metro area of Los Angeles including the Service Planning Area 4 Child Welfare Coalition, First 5 LA Best Start Metro LA, and the LA County Community Child Welfare Coalition.

Zoë Phillips, MS, MPH, CHES is the Director of Communications and External Relations at the Los Angeles Department of Public Health (LAC DPH) within Maternal, Child and Adolescent Health Programs (MCAH). She oversees both internal and external communications within MCAH, including the development of publications, as well as leading efforts in the community, related to media outreach and stakeholder engagement. Previously, she was director of the Early Childhood Obesity Prevention Initiative at LAC DPH, overseeing a \$41 million grant focused on obesity prevention efforts throughout the county for children aged 0-5 and their families. She is actively involved as a partner leader in the Magnolia Community Initiative, and participates in numerous internal and community-based leadership roles. She received her BS from Cornell University, MS from New York University, and MPH from the University of Southern California. She is also a Certified Health Education Specialist®.



Dwayne S. Marsh is Deputy Director of Government Alliance on Race and Equity (GARE). Dwayne currently manages two GARE learning cohorts in Northern California and Southern California. He also is the Vice President of Institutional Change at the new Race Forward. The new Race Forward is the union of two leading racial justice non-profit organizations: Race Forward and Center for Social Inclusion (CSI).

Prior to GARE, Marsh was, for six years, a senior advisor in the Office of Economic Resilience (OER) at the U.S. Department of Housing and Urban Development. Marsh brings to GARE his expertise and considerable experience in coalition building for regional equity and leadership development for policy change. He provides technical assistance and capacity building knowledge to equitable development initiatives that address continuing disparities in affordable housing, transportation investment, and environmental justice.



Local Health Department Innovations



Trudy Raymundo has proudly served the County of San Bernardino since 1990. In that time she has brought her skills and expertise in program and fiscal policy to several key positions in the County. Since her start with Public Health in 1997, she has provided program and fiscal oversight across various functions, including Child and Family Health and Ryan White services. Ms. Raymundo served as the primary healthcare analyst at the County Administrative Office, ensuring the fiscal health of the three healthcare Departments, including Public Health, Behavioral Health and Arrowhead Regional Medical Center.

Ms. Raymundo was appointed as Public Health Director in 2012. She continues to forge a new path for the Public Health Department, one steeped in deliberate collaboration with the community, an eye towards the future, and a focus on improving the health and well-being of all county residents.

Sarah Mack, MPH has been with the Riverside County Department of Public Health since 2001 and was appointed as the Director of the Riverside University Health System-Public Health in April 2016. As the Director, she oversees a staff of 700 with a combined budget of more than \$80 million. In her previous role as Deputy Director, Ms. Mack was responsible for leading a number of programs including Epidemiology and Program Evaluation, Vital Records, Children's Medical Services, Public Health Nursing, Maternal, Child and Adolescent Health, Disease Control, Immunizations, and the Public Health Laboratory.

Ms. Mack has more than 30 years of experience working in Public Health at the local level for Public Health Departments in San Bernardino County, Cook County, IL, and Riverside County. She received her Bachelor of Science from UCLA and Masters in Public Health from the University of Michigan.



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2018 CHEAC Annual Meeting

October 2018

Exact Dates and Location Coming Soon