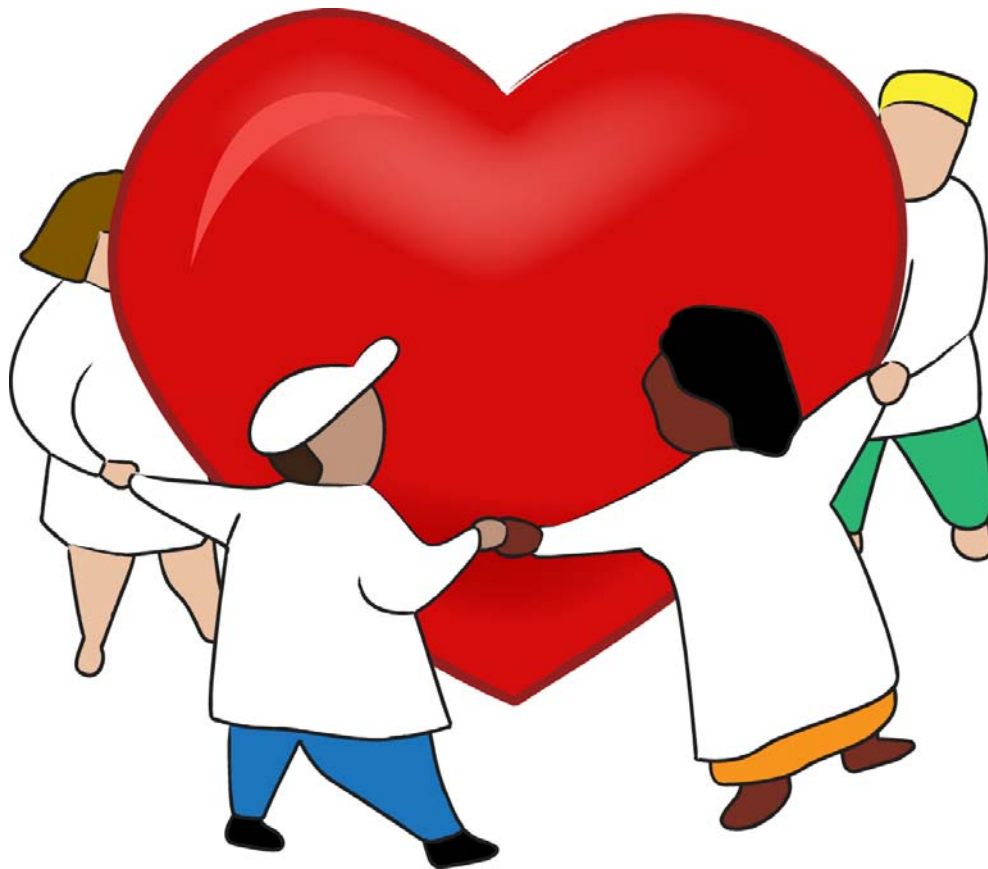


*The Center for Sustainable Health Outreach
presents
The Unity 2010 Conference*



*Community Health Workers:
The Heart of It All*

Unity 2010 Preliminary Conference Brochure

Monday, June 7, 2010	
Registration	1:00 pm — 5:00 pm
Exhibitor Set-up	1:00 pm — 5:00 pm
Tuesday, June 8, 2010	
Registration	8:00 am — 2:00 pm
Continental Breakfast	8:00 am — 10:00 am
Welcome Presenters: Dr. Vafa Kamali, Director, University Research Centers and Institutes, Office of the Vice-President of Research and Economic Development at The University of Southern Mississippi; Susan Mayfield-Johnson, Director, The Center for Sustainable Health Outreach at The University of Southern Mississippi; and Representatives from the Ohio Department of Health	9:00 am — 9:30am
Plenary Session I Community Health Workers...The Heart of It All: Important Milestones in the Field Presenter: Lisa Renee Holderby, Chair, Community Health Worker Section, American Public Health Association	9:30 am — 10:00 am
Plenary Session II Community Health Worker Training and Certificate Programs: Highlighting Process, Successes, and Lessons Learned Presenters: Dr. Sarah Redding, Anne Seifert, and CHW - TBA, Community Health Access Project, Mansfield, Ohio; Anne Willaert, CHW - TBA, Mankato, Minnesota, and Texas Representatives TBA	10:00 am — 12 noon
Lunch	12 noon — 1:00pm
Breakout Session I: Please choose 1 session to attend. <ul style="list-style-type: none"> • Shaping Policy and Practice for CHWs Cross-Community Dialogue and Leadership in Post-Katrina, New Orleans: Documenting Health Disparities through Community-Based Participatory Action Research and Photo Voice, Kristina Gibson., Shantrell Johnson, and Peola McKinnis, Kingsley House, New Orleans, Louisiana • New and Emerging Roles for CHWs eHealth—Next Generation Tools for CHWs, Roy Sahali, National Library of Medicine, Pacific Northwest Division, Seattle, Washington • The Evolution of Community Health Workers in Maternal and Child Health, Terri Price, Spectrum Health, Grand Rapids, Michigan • Innovative Methods for Reaching Vulnerable Populations Street Medic Lay Health Workers: From Mississippi Freedom Summer to the 2010 Haiti Earthquake, Anna Grace Keller and Roger Benham, Street Stepping Stones, New Orleans, Louisiana • Community Health Representatives Impacting Chronic Diseases, TBA 	1:00 pm — 2:30pm
Break	2:30 pm — 2:45pm
Skill-Building Sessions I: Personal and Professional Development Please choose 1 session to attend. <ul style="list-style-type: none"> • Know Thy Self—Know Thy Poo, Lachel Story, University of Southern Mississippi, Hattiesburg, Mississippi • Health Literacy—It's More than Just Reading, Patricia Terstenyak and Cathy Kopinsky, St. Vincent Charity Medical Center, Cleveland, Ohio • Learning to Write Funding Proposals, Rebecca Holland, University of Southern Mississippi, Hattiesburg, Mississippi • Effective Abstract Writing, Lisa Renee Holderby, Community Catalyst, Boston, Massachusetts 	2:45 pm — 4:00pm
Dinner on Your Own	5:00 pm — 7:00pm
Business Meetings—To Be Announced	7:00 pm — 8:00pm

*Subject to change

Wednesday, June 9, 2010	
Registration	8:00 am — 10:00 am
Continental Breakfast	8:00 am — 10:00 am
Plenary Session III: Health Care Reform: What It Means for CHWs Presenter: TBA, Centers for Medicare and Medicaid	9:00 am — 9:45am
Plenary Session IV: CHWs at the Heart of HRSA Presenter: Dr. Kyu Rhee, Chief Public Health Officer, Health Resources and Services Administration	9:45 am — 10:30 am
Plenary Session V: Community Health Representatives in Partnership with Federal, State, and Local Agencies Presenters: TBA, Indian Health Services	10:30 am — 11:00 pm
Poster Session <u>Poster 1:</u> Community Health Worker's Role in Addressing Hepatitis B and HIV Health Disparities in Immigrant and Refugee Communities, Teresa Lavagnino, and Rei-ru Wang, Immigrant and Refugee Community Organization, Portland, Oregon. <u>Poster 2:</u> Community Health Worker—The Foundation for Northeast Ohio Neighborhood Health Services, Inc., Michelle L. Hall, Marie A. Jones, and Cheryl White, Northeast Ohio Neighborhood Health Services, Inc., Cleveland Ohio <u>Poster 3:</u> From Research to Practice: The Vital Role of CHWs in the Implementation of an Evidence-Based Intervention - A Focus on Colorectal Cancer, Gail McCray, Katia Dukes, Sabrina Mobley, Dorian Prince, and Dexter Wood, Morehouse School of Medicine, Atlanta, Georgia. <u>Poster 4:</u> Teaching Breast Health Awareness in an African American Urban Environment with Health Advocacy (CHW) Services, Lena Grafton and Kenneta Boyd Bey, St. Vincent Charity Medical Center, Cleveland, Ohio. <u>Poster 5:</u> Exploring Evaluation Findings from the Getting on Target with Community Health Advisors Project, Lachel Story, Charkarra Anderson-Lewis, Laura Hall, Pearlean Day, and Arnecca Byrd, Getting on Target with Community Health Advisors, University of Southern Mississippi. <u>Poster 6:</u> Dissemination of a National Advocacy CHW Survey, Lourdes Fernandez, Canyon Ranch Center for Prevention and Health Promotion/MEZCOPH/University of Arizona, Douglas Arizona	11:00 am — 11:30 am
Lunch	11:30 am — 12:30pm
Plenary Session VI: Highlighting National CHW Programs and Resources Presenters: Nell Brownstein, Center for Disease Control and Prevention; Matilda Alvarado, National Heart, Blood, and Lung Institute; Betsy Rodriguez, Center for Disease Control and Prevention; and TBA, Healthy Mothers Healthy Babies	12:30 pm — 2:30 pm
Break	2:30 pm — 2:45 pm
Skill-Building Sessions I: Personal and Professional Development Please choose 1 session to attend. Sessions will repeat. <ul style="list-style-type: none"> • Hula Dancing, Sai Aganon, Catholic Charities, Honolulu, Hawaii • Old School Dance, Keith Lewis, My Mother's Heart Foundation, Hattiesburg, Mississippi • Salsa Dancing, TBA 	2:45 pm — 5:00 pm Break 3:45 pm — 4:00pm
Reception and Awards Ceremony Unite Us Awards—CSHO's Covet Awards Esther M. Holderby Dedicated CHW Award	6:30 pm — 10:00pm
Thursday, June 10, 2010	
Continental Breakfast	8:00 am — 9:00 am
Plenary Session VII: Structural Racism - Promoting Health Equity in Communities Presenters: Lynda Turet, Center for Social Inclusion, New York, New York, and Lisa Renee Holderby, Community Catalyst, Boston, Massachusetts	9:00 am — 11:00 am

<p>Breakout Session II: Please choose 1 session to attend.</p> <ul style="list-style-type: none"> • Innovative Methods in Reaching Vulnerable Populations Save Our Sons: Obesity and Diabetes Prevention Program, Mike Ferrer and Fred Wright, Lorain County Urban League, Elyria, Ohio • Innovative Methods in Reaching Vulnerable Populations Photovoice: Seeing the Voice of Grass Roots Community Health Workers in an Urban African American Community Participating in a Community-Based Participatory Research Project, Patricia Terstenyak and Cathy Kopinsky, St. Vincent Charity Medical Center, Cleveland, Ohio • CHWs Impacting Chronic Diseases and Conditions Make Your Home a Healthy Home, Charlotte Kleinhaus, Ohio Department of Health, Columbus, Ohio 	11:00 am — 12 noon
<p>Lunch and Closing Ceremonies Speaker: Jewell Bell, Ohio Community Health Worker Association</p>	12 noon — 1:30 pm
<p>Explore Columbus - Go out and see Columbus, Ohio. Whether it's a visit to the Underground Railroad or a visit to the Center for Science and Industry, get out and explore our host city.</p>	2:00 pm — 4:00 pm
<p>Friday, June 11, 2010</p>	
<p>Special Conference Session* (Subject to funding) Spotlighting an Ohio CHW program: Project Hoffnung with a tour of Amish Country (Lunch on your own—option to purchase lunch in Amish Country)</p>	Buses will load at 8:30 am, depart at 9:00 am, and return at 6:00pm



Unity 2010 Special Session

(This session will be held only if funding can be secure.)

As you perused the tentative agenda for Unity 2010, you may have noticed that a special session highlighting Ohio CHW Programs is planned for Friday, June 11, 2010. We are currently working to secure funding for this special session.

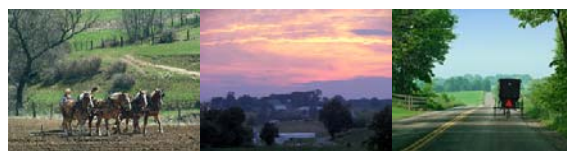
Tentative plans for this special session involve a bus trip from Columbus to Berlin, OH to visit Amish Country. While in Amish Country, we will have the opportunity to visit the Amish and Mennonite Heritage Center which is home to the “Behalt,” a 10’ x 265’ foot cyclorama that illustrates the Amish and Mennonite heritage from the 1500’s to present day. Community Health Workers from Project Hoffnung will join us to share stories of their work during our visit. We will also have the opportunity to eat lunch in Amish Country and visit local shops.

Bus transportation to and from Columbus will be provided by the conference. **However, if you participate in this session, you will need to purchase your own lunch and ticket to the Amish and Mennonite Heritage Center.** You will need to bring cash with you to the Unity 2010 Conference Registration Desk to pay for your Amish prepared lunch and the visit to the Heritage Center.

Participating in this special session will require pre-registration! Please keep an eye out for emails and postings under the Unity Conference link on our website (www.usm.edu/csho) regarding details and pre-registration for this special session.



... where old-fashioned living, hard work and honesty are *the way of life.*



Please visit the following websites for more information about Ohio Amish Country.

<http://www.experience-ohio-amish-country.com>

<http://www.ohioamishcountry.com/>

<http://www.touring-ohio.com/ohio-amish.html>

<http://www.behalt.com>



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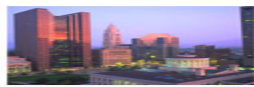


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Columbus, OH 43215
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Stay in stylish elegance at Hyatt on Capitol Square, our downtown Columbus hotel. Our renowned service, deluxe amenities and highly attentive staff have earned us AAA Four Diamond status as well as a Consumer's Choice award as "Best Hotel in Columbus." Attend a play in the nearby Theatre District, walk to the exciting Arena District, or wander through German Village; our downtown Columbus Ohio hotel near the Capitol and OSU is the perfect starting point to explore all the delights of Discovery City. It's easy to keep up with your fitness routine too; our 24 hour StayFit™ gym has everything you need. Whether your visit is for business or leisure, Hyatt on Capitol Square is the ideal choice when you want to relax, refresh and recharge.

Special conference rates of \$99.00 per night plus 16.75% applicable taxes have been negotiated for Unity 2010 conference participants for June 7-10, 2010. Please call the Hyatt at Capitol Square at (888) 421-1442 to make your reservation. Make sure to say that you're with the Unity 2010 Conference. Reservations can also be made online at <https://resweb.passkey.com/go/Unity2010>. Parking has been negotiated to \$8.00/day. **The hotel reservation deadline is Friday, May 7, 2010.** Conference rates cannot be guaranteed after May 7, 2010. Check-in is 3:00 p.m. and checkout is at 12:00 noon.



Please visit the following websites for more information about Columbus and the numerous attractions the city offers.

Columbus Convention and Visitor's Bureau-<http://www.experiencecolumbus.com>

Official Site for the City of Columbus-<http://ci.columbus.oh.us>

Columbus City Guide-<http://www.hellocolumbus.com>

The Columbus Dispatch-<http://www.dispatch.com>

Airline Information & Transportation to the Hotel

Port Columbus International Airport services all major airlines, including American, Continental, Delta, Northwest, Southwest and United. Air-Tran, Midwest, and U.S. Airways also provide service through Port Columbus International Airport. When making your reservations, compare all airlines to ensure the best price. Please visit the Port Columbus International Airport website for more information at

<http://www.port-columbus.com>.

Downtown shuttle service from Port Columbus is offered on a scheduled or walk-up basis for approximately \$15. With shuttles operating every 20 minutes, you can be in the heart of the city in no time. Shuttle service is provided by Arch Transportation (1-614-252-2277), Super Shuttle (1-614-252-5555), and Urban Express Transportation (1-614-253-7000).

Additional modes of ground transportation including rental cars, taxis, and bus service are available at Port Columbus International Airport. The approximate taxi fare into downtown Columbus is \$25. Please visit <http://www.port-columbus.com/parking> for more information.



Welcome to Columbus!

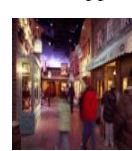
Whether this is your first time to the city or you visit frequently, you're sure to find all the visitor attractions, restaurants and entertainment options that make for an exciting trip.



From the lively Arena District, family favorite Center for Science and Industry (COSI) and beautiful Franklin Park Conservatory to the campus of The Ohio State University and the shops and restaurants of our many historic neighborhoods, Columbus offers something special for everyone.

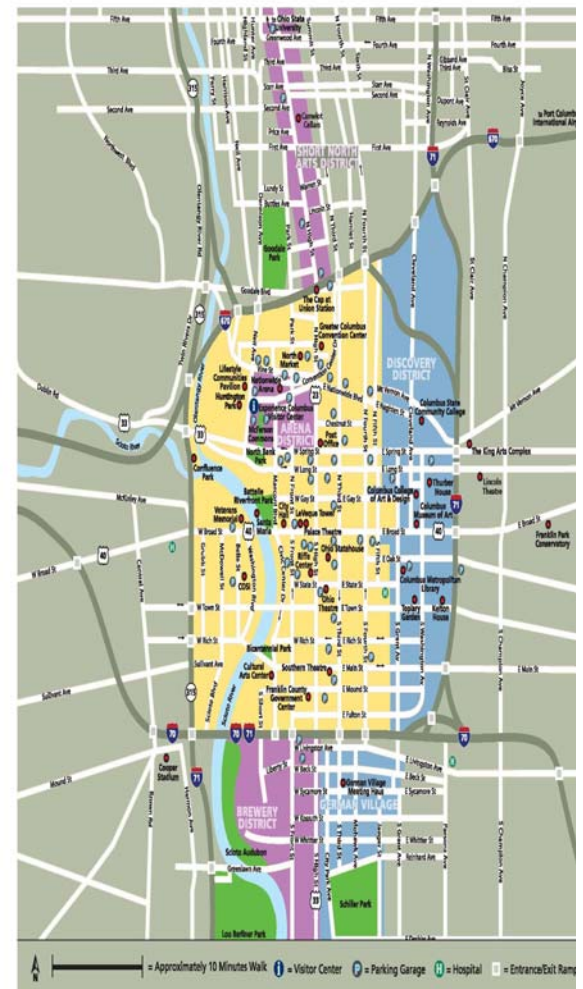


Besides serving as Ohio's capital city, Columbus also is the nation's 16th largest city, with a dynamic business climate, a commitment to diversity, exciting annual festivals and cultural events, and unique arts and entertainment opportunities. We also are



proud to be the home of great professional, amateur and collegiate sports, including the NHL's Columbus Blue Jackets, Major League Soccer's Columbus Crew and Triple-A baseball's Columbus Clippers.

We hope you have an enjoyable visit!





Unity 2010
June 7-10, 2010
Hyatt at Capitol Square
Columbus, Ohio

Community Health Workers: The Heart of It All

Exhibitor Registration

Name _____

Organization name _____

Street address _____

City _____ State _____ Zip Code _____

Telephone (_____) _____ Fax (_____) _____

Email address _____

Please check all that apply:

_____ Please reserve _____ 6 ft. table(s) for our exhibit.

_____ Our display is not a "table-top" display. Please reserve _____ ft. floor space.

Special requests:

Electrical outlets (\$150) _____ Other requests _____

*Other special requests may be subject to additional charges

- PRICING:
- CHW programs: \$100 per table
 - Not-for-profit organizations: \$200per table
 - For-profit organizations: \$300 per table

Please make checks payable to: **The Center for Sustainable Health Outreach**
The University of Southern Mississippi
ATTN: Rebekah Young
118 College Drive #10015
Hattiesburg, MS 39406

(Tax Exempt ID #: 64-6000818)

If you have questions regarding exhibits at Unity 2010, please call
Rebekah Young at (601) 266-5388 or e-mail at Rebekah.Young@usm.edu.



**Unity Conference 2010
June 7-10, 2010
Hyatt at Capital Square
Columbus, Ohio**

Community Health Workers...The Heart of It All



Yes! I want to attend Unity 2010 in Columbus, Ohio.

Name _____

Title _____

Agency _____

Address _____

City _____ State _____ Zip Code _____

Telephone _____ Fax _____

E-mail address _____

Special needs (dietary, ADA accommodations etc) _____

Please check if you need a translator. Please indicate translation language: _____

Registration Fees:

- Early Registration, \$250.00 (Received by 4/09/10)
- CHW Early Registration, \$175.00 (Received by 4/09/10)
- CHW Regular Registration, \$200.00 (Received by 5/21/10)
- Regular Registration, \$300.00 (Received by 5/21/10)
- Late and on-site registration, \$350.00 (After 5/21/10)
- Student Registration, \$200.00 (must be full-time)

Conference registration fees include training, materials, and lunch each day. Cancellations made by May 21, 2010 are entitled to a full refund, less a \$50.00 processing fee. A limited number of conference registration fee waivers are available to community health workers on an individual basis. CEU's will be offered, once approved from the appropriate agencies. Payment for CEU's must be made on-site.

Total Amount Enclosed:

- Check to CSHO/USM (Tax ID #64-6000818)
- Visa MasterCard American Express
- Purchase Order # _____
- Other, please specify: _____

Name as it appears on credit card

Card Number

Your Signature

Expiration Date

For room reservations, contact the Hyatt at Capitol Square at (888) 421-1442 by **May 7, 2010**, and ask for Unity 2010 to receive the special negotiated federal per diem rate of \$99.00 per night.

Reservations may also be made at <https://resweb.passkey.com/go/Unity2010>.

Applicable state and local taxes are 16.75%. Parking has been negotiated to \$8.00/day.

Send registration form and payment to: Rebekah Young
118 College Drive #10015
Hattiesburg, Mississippi 39406
Telephone: 601.266.5388 Fax: 601.266.6262
Email: Rebekah.Young@usm.edu

*Conference fee waivers for community health workers will be considered on an individual basis. Fee waiver request forms should be submitted along with a completed registration form. All requests will be reviewed for consideration, and fee waiver recipients will be notified pending approval. There will be a limit of 2 CHW registration fee waivers per organization.

Photo Release: Registration for this conference implies consent to be photographed and permission for photos to be used in future CSHO materials.



**The Center
for
Sustainable
Health Outreach**

University of Southern Mississippi
118 College Drive #10015
Hattiesburg, MS 39406-0001



Hyatt on Capitol Square
75 East State Street
Columbus, OH 43215
Tel: (614) 228-1234
www.capitolsquare.hyatt.com

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**Keep us moving in the
right direction...**



We want everyone to have a comfortable and enjoyable stay at the Unity Conference, so please indicate on the registration form any special needs such as diet, ADA accommodations, diabetic needs, or translation services.

Registration Deadline

The regular registration deadline for Unity 2010 in Columbus, Ohio is May 21, 2010. Late registration may be conducted after May 21st or done on-site at the Hyatt on Capitol Square. Registration fees include training, materials, and daily lunches.

To register for Unity 2010

By Mail



Simply complete the registration form and mail with payment to:
ATTN: Rebekah Young
Center for Sustainable Health Outreach
The University of Southern Mississippi
118 College Drive #10015
Hattiesburg, MS 39406-0001

By Fax



Complete the registration form and fax it to CSHO at (601) 266-6262. Please send payment and a copy of the registration form to:
Rebekah Young
Center for Sustainable Health Outreach
The University of Southern Mississippi
118 College Drive #10015
Hattiesburg, MS 39406-0001

On the Web



To download the registration form and conference details, please visit CSHO's website at <http://www.usm.edu/csho>. Registration payment must be mailed along with a copy of the registration form. Credit card payments can be e-mailed to rebekah.young@usm.edu.