***NMPHA Pre-Conference Workshop***

***Wednesday, April 7, 2021, 9:00am – 12:00pm***

***Part of National Public Health Week***

**Schedule and Session Descriptions (register at** [**nmpha.org**](http://nmpha.org/)**)**

Participants can click on zoom link for the session(s) of their choice

**Please join us from 9:00 – 9:10am for our welcome and overview in Zoom Room A:** [**https://us02web.zoom.us/j/83335311951**](https://us02web.zoom.us/j/83335311951)

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|  | Welcome and Overview*Zoom Room A* | Effective Public Health Messaging*Zoom Room A* | Advocacy Training\**Zoom Room C* | Structural Competency and Health Outcomes\**Zoom Room A* | Introduction:Data to Action*Zoom Room B* | Health Council Fact Sheets\**Zoom Room B* |
| **9:00** |  |  |  |  |  |  |
| **9:10** |  |  |  |  |  |  |
| **10:10** |  |  |  |  |  |  |
| **10:30** |  |  |  |  |  |
| **11:30** |  |  |  |
| **Noon** |  |  |  |  |

*\*Meets NMDOH Health Council Deliverable Requirements*

**Zoom Room Links:**

**Zoom Room A:** [**https://us02web.zoom.us/j/83335311951**](https://us02web.zoom.us/j/83335311951)

**Zoom Room B:** [**https://us02web.zoom.us/j/86000457211**](https://us02web.zoom.us/j/86000457211)

**Zoom Room C:** [**https://us02web.zoom.us/j/88237837771**](https://us02web.zoom.us/j/88237837771)

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***PROGRAM with Zoom Links***

**8:45 - 9:00am**

**“Doors Open”**

**Zoom Room A:** [**https://us02web.zoom.us/j/83335311951**](https://us02web.zoom.us/j/83335311951)

**9:00 - 9:10am**

**Welcome and Overview**

**Zoom Room A:** [**https://us02web.zoom.us/j/83335311951**](https://us02web.zoom.us/j/83335311951)

Shelley Mann-Lev, New Mexico Public Health Association

Shaza Stevenson, New Mexico Department of Health

Enrique Cardiel, Health Equity Council, Moment in Movement

Sharon Finarelli, New Mexico Alliance of Health Councils

**9:10 - 10:10am**

**Structural Competency and Health Outcomes\***

**Zoom Room A:** [**https://us02web.zoom.us/j/83335311951**](https://us02web.zoom.us/j/83335311951)

Structural competency is the capacity for health professionals, communities, and governments to recognize and respond to health and illness as the downstream effects of broad social, political, and economic structures. The Dona Ana Wellness Institute will share examples of how they have used this framework and how it can impact health disparities.

**Presenters:**

Jamie Michael, Dona Ana County

Mary Alice Scott, PhD, New Mexico State University

**9:10 - 10:10am**

**Health Council Fact Sheets\***

**Zoom Room B:** [**https://us02web.zoom.us/j/86000457211**](https://us02web.zoom.us/j/86000457211)

Health Councils from Los Alamos, Mora, Union, Eddy, Guadalupe, Roosevelt, Harding and Grant Counties will share information about the health priorities in their county and how their health council has responded. This is a great opportunity to learn more about community health priorities throughout the state and to find potential collaborative partners for health councils and public health partners with similar priorities.

**Presenters:**

Donna Casado, Los Alamos County

Cathy Martinez, Mora County Health Council

Kristen Christy, Union County Health Council

Jameson Lucas, Eddy County Health Council

Ronald Gutierrez, Guadalupe County Health Council

Carey Lafferty, Grant County Health Council

Debbie Gentry, Roosevelt County Health Council

Mary Laumbach, Harding County Health Council

**10:10 - 10:30 BREAK (except for Advocacy Training Session)**

**10:10am - 12:00pm**

**Advocacy Training\* (break included)**

**Zoom Room C:** [**https://us02web.zoom.us/j/88237837771**](https://us02web.zoom.us/j/88237837771)

Learn the basics of advocacy work with local government including the Infrastructure Capital Improvement Plan (ICIP)/Capital Outlay process, how to work with foundations to advocate for funding as well as advocating in the state legislative process.

**Presenter:**

Richard Mason, New Mexico Association of Health Councils

**10:30 - 11:30am**

**Introduction: Data to Action**

**Zoom Room B:** [**https://us02web.zoom.us/j/86000457211**](https://us02web.zoom.us/j/86000457211)

Join the New Mexico Community Data Collaborative (NMCDC) at the Center for Health Innovation to explore the importance of sub-county health data in New Mexico. This training will focus on an overview of NMCDC’s extensive public access warehouse, including recent projects which have used data to explore community issues and solve complex problems. The training will conclude with demonstrations of the latest additions to the NMCDC collection and information on upcoming full-length data workshops.

**Presenters:**

Alexis Brandt, New Mexico Community Data Collaborative Manager

Emily McRae, New Mexico Community Data Collaborative Analyst

Joan Goldsworthy, MD, New Mexico Community Data Collaborative Analyst

**10:30am - 12:00pm**

**Effective Public Health Messaging in a Difficult Communications Environment**

**Zoom Room A:** [**https://us02web.zoom.us/j/83335311951**](https://us02web.zoom.us/j/83335311951)

COVID-19 is top of mind for citizens, public health, health care and policy makers alike, but people who hold different political perspectives view the pandemic differently. In this challenging time, public health professionals need to effectively communicate with each other, elected officials and the public, from both sides of the political divide and across cultures, to find common ground in working toward health equity. This virtual training will examine the relationship between our political views and the foundational moral values with which we resonate. We can become better advocates by understanding which foundational moral values resonate with us and why it is important to recognize, appreciate, and learn to speak to other people's values in the communities we serve.

**Presenters:**

Gene Matthews, JD, Region Director, Network for Public Health Law--Southeastern Region

Elizabeth Thomas, MPH, Community Engagement Coordinator, North Carolina Institute for Public Health

Dawn Hunter, JD, MPH, Deputy Director, Network for Public Health Law--Southeastern Region

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