

## AGENDA FOR THE DAY:

- 9–9:10 a.m. **WELCOME AND INTRODUCTORY REMARKS**  
*Gary D. Gilmore, M.P.H., Ph.D., MCHES, Chair, WHEN*
- 9:15–10 a.m. **Fortifying Ourselves and Others for Mental Well-Being**  
*Ryan A. McKelley, Ph.D., LP, HSP, Licensed Psychologist, Professor, Department of Psychology, University of Wisconsin-La Crosse*
- 10–10:15 a.m. **Networking Break**
- 10:15–11 a.m. **Rx for Health Promotion: building Protective Factors into Our Practice**  
*Jonathan Temte, M.D., Ph.D., M.S., Associate Dean, Public Health and Community Engagement, University of Wisconsin School of Medicine & Public Health; Chair, Wisconsin Council on Immunization Practices*
- 11:05–11:30 a.m. **Panel with Drs. Ryan McKelley and Jonathan Temte**  
*Moderator: Kurt Eggebrecht, M.Ed., MCHES, Director and Public Health Officer, Appleton Health Department*
- 11:45 a.m.–12:45 p.m. **Luncheon and the Barbara A. Lange Memorial Award Ceremony**
- 1–3 p.m. **Afternoon Plenary Sessions**
- 1–1:10 p.m. **Introduction to the Afternoon Session**  
*Moderator: Christa Cupp, M.P.H., MCHES, Public Health Educator, Wisconsin Division of Public Health-Western Region Office*
- 1:15–2 p.m. **Building Healthy and Hopeful Communities Through Servant Leadership**  
*Tom Thibodeau, M.A. Director, Master of Arts in Servant Leadership, Chair, Dept. of Religious Studies and Philosophy, Viterbo University*
- 2:05–2:30 p.m. **Status Report: Connecting with the Inherent Protective Factors in Healthy Wisconsin**  
*Melanie Jonnson, M.Phil., Director, Office of Policy and Practice Alignment, Division of Public Health, Wisconsin Department of Health Services*
- 2:30–2:55 p.m. **Conversations with Colleagues: Key Protective Factors from Healthy Wisconsin for Enhancing the Health and Well-being of individuals, Families and Communities**  
*Facilitated discussion by Melanie (Mimi) Johnson, M.Phil.*
- 3–3:15 p.m. **Reflections on the Event and Commentary**  
*Ryan McKelley, Ph.D., LP, HSP; Jonathan Temte, M.D., Ph.D.; Melanie Johnson, M.Phil.*

34TH



Annual Meeting | September 22, 2020

*The Glass More Than Half Full: Advancing Protective Factors for Healthy Living*

Marriott Madison West Hotel | Middleton, WI

### REGISTRATION FEES:

**EARLY BIRD Discount!**

\$109, Early registration fee by August 21, 2020

- \$139, Regular registration fee
- \$85, Student (full-time) fee
- \$85, Senior Rate (65 yrs+) fee

Fee includes breaks, luncheon and resource materials.

5 (Category 1) CECHs CHES/MCHES OR .5 CEUs

### Cancellation policy:

Full refund less \$25 processing fee when notified in writing at least two weeks prior to the start of the event. No refunds after that point. Substitutions will be accepted. Registration implies permission for photos, publicity & inclusion in a participant list unless Continuing Education and Extension is notified in writing two weeks prior to the program.

### QUESTIONS:

*For questions about the program:*

Gary D. Gilmore, M.P.H., Ph.D., MCHES, 608.785.8163 or [ggilmore@uwlax.edu](mailto:ggilmore@uwlax.edu).

*For questions regarding registration:*

Extended Learning, 608.785.6500 or toll-free 1.866.895.9233 or [ex@uwlax.edu](mailto:ex@uwlax.edu).

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### Learning objectives, participants will:

- Summarize key findings from health psychology on the protective factors of mindfulness, sleep and social connection
- Challenge contemporary cultural barriers to living mindfully
- Identify several practices to help develop the habit of mindfulness
- Appreciate the opportunities for, and challenges to, incorporating proven protective factors into routine clinical and health promotional practice
- Recognize screening tools available for clinicians and others for evaluating risk factors for individuals across the age spectrum
- Implement protective factors for patients, communities and ourselves
- Explore the intersection of risk factors with protective factors—and the impact understanding and investing in protective factors can have on known risk factors
- Discuss the public health system's collective capacity and role in promoting protective factors and assuring all people can be healthy
- Discover the commitment of servant leaders to the common good
- Relate to the characteristics and benefits of a healthy and hopeful community
- Identify practical examples of servant-led organizations and communities in promoting the health and well-being of their community members
- Network with colleagues and new contacts through the 34th Annual Meeting
- Recognize those receiving the 2020 Barbara A. Lange Memorial Award

### Sponsors:

- University of Wisconsin-La Crosse Community Health
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WISCONSIN HEALTH EDUCATION NETWORK

## 2020 WHEN Annual Meeting Community Health Program



Celebrating 34 years of making a difference in population health in Wisconsin through health education and health promotion.

*The Glass More Than Half Full: Advancing Protective Factors for Healthy Living*

September 22, 2020

9 a.m.–3:15 p.m.

Marriott Madison West Hotel  
1313 John Q. Hammons Dr.  
Middleton, WI

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## KEYNOTE PRESENTATIONS:

### EARLY MORNING KEYNOTE PRESENTATION

#### Fortifying Ourselves and Others for Mental Well-Being

Ryan McKelley, Ph.D., LP, HSP, will demonstrate how our culture of busyness and divided attention prevents us from living full and healthy lives. Protective factors such as mindfulness, sufficient sleep, and social connection show promise in promoting better cognitive, emotional, and social functioning. He will share key findings from health psychology on simple—but not easy—approaches we can all take to cultivate regular habits that support attention, focus, and stress reduction. This will include a discussion about tips on how to live more mindfully in our daily lives.

### EARLY AFTERNOON KEYNOTE PRESENTATION

#### Building Healthy and Hopeful Communities Through Servant Leadership

When we have healthy and hopeful leaders and community servants, we will have healthy organizations and institutions, and such organizations and institutions enable us to build healthy and hopeful communities. Servant Leadership provides a model that is both timely and timeless for building up the common good which promotes the health and well being of all of our community members. This presentation, is an integration of research, professional experience, and common sense. Following the presentation, participants will be actively involved in engagement exercises that will build on the day's presentations and discussions in moving the ideas into action personally and professionally. Overall: "Hope: The feeling that what is desired is also possible."

### LATE MORNING KEYNOTE PRESENTATION

#### Rx for Health Promotion: Building Protective Factors into Our Practice

For many individuals, the initial point of contact and the locus of problem identification for issues of health and well-being is the primary care clinic. Longitudinal care with a trusted clinician provides opportunities for anticipatory guidance, education, screening, diagnosis, intervention and referral. An overview of routine care in a family practice setting will be provided and current recommendations for assessing enhancers and obstacles to health promotion. In addition, he will provide examples of how protective factors are can be built into care provision across the age span

### LATE AFTERNOON KEYNOTE PRESENTATION

#### Status Report: Connecting with the Inherent Protective Factors in *Healthy Wisconsin*

Downstream, midstream, and upstream—*Healthy Wisconsin* is a vehicle for Wisconsin to live the Institute of Medicine's definition of public health—"what we as a society do collectively to assure the condition in which [all] people can be healthy" (IOM, 1988). As directed by statute, *Healthy Wisconsin* serves as a public health agenda for the state, informed by data and driven by the people. The current priorities include behavioral health and health behaviors, linked together by inherent protective factors.



**EARLY MORNING  
KEYNOTE PRESENTATER**  
**Ryan A. McKelley, Ph.D., LP,**  
**HSP, Licensed Psychologist**  
Professor, Department of  
Psychology, University of  
Wisconsin-La Crosse



**LATE MORNING  
KEYNOTE PRESENTATER**  
**Jonathan Temte, M.D., Ph.D.,**  
**M.S.,** Associate Dean, Public  
Health and Community  
Engagement, University of  
Wisconsin School of Medicine  
and Public Health; Chair,  
Wisconsin Council on  
Immunization Practice



**EARLY AFTERNOON  
KEYNOTE PRESENTER**  
**Tom Thibodeau, M.A.,**  
Director, Master of Arts in  
Servant Leadership, and Chair,  
Department of Religious Studies  
and Philosophy, Viterbo  
University



**LATE AFTERNOON  
KEYNOTE PRESENTATER**  
**Melanie (Mimi) Johnson,**  
**M.Phil.,** Director, Office of  
Policy and Practice Alignment,  
Division of Public Health,  
Wisconsin Department of Health  
Services

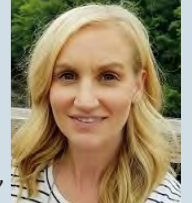
## MODERATORS:

### Kurt Eggebrecht, M.Ed., MCHES MORNING MODERATOR



Eggebrecht has served as Appleton, Wisconsin's Health Officer since 2000. Prior to his appointment, he worked for nine years at the Medical College of Wisconsin (MCW) where he managed the health promotion services for employees of Johnson Controls, Inc.—located in 48 states. Before working at MCW, Kurt worked eight years at the Milwaukee Health department where he established the wellness program for management staff of the City. Kurt received his Bachelor's Degree from University of Wisconsin-La Crosse and his Master's Degree from the University of Virginia, both in Community Health Education.

### Christa Cupp, M.P.H., MCHES AFTERNOON MODERATOR



Cupp is a Public Health Educator for the Wisconsin Division of Public Health, Office of Policy and Practice Alignment. Her current role includes providing technical assistance to local and tribal health departments in the Western Region such as supporting community health assessment and improvement plans, promoting the National Public Health Performance Standards, and building public health system capacity. Cupp is a 2010 B.S.-CHE graduate from the University of Wisconsin-La Crosse, an M.P.H. graduate from the Medical College of Wisconsin. She became MCHES certified in 2016.

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