



Evidence Based Strategies for Public Health Practice

TWO DATES & LOCATIONS TO CHOOSE FROM!!

October 28-29, 2014

NC Institute of Medicine
630 Davis Drive, Morrisville, NC

April 29-30, 2015

Northwest AHEC
Deacon Tower at BB&T Field, Learning Tower
475 Deacon Blvd, Winston-Salem, NC

Sponsored by:



The North Carolina **Public Health**
Foundation

THE NORTH CAROLINA
Institute for Public Health



Granville Vance District Health Department -
Keeping you in healthy balance.



UNC
CENTER FOR HEALTH
PROMOTION AND
DISEASE PREVENTION

Evidence Based Strategies for Public Health Practice

ABOUT THE WORKSHOP

This is a blended learning experience with a 2-day face-to-face workshop combined with 3 required webinars. This curriculum is designed to build a toolbox for doing evidence-based practice in public health and empower participants to drive positive change in population health.

Prior to the workshop, participants are required to complete 3 prerecorded webinars 1) Healthy NC 2020 and 2) Evidence Based Strategies 101 and 3) Community Health Assessment.

Participants must also bring a laptop, tablet, or other electronic device for course activities that require internet use.

OBJECTIVES

Participants in this workshop will be able to:

- **Identify** Healthy NC2020 objectives
- **Understand** NC IOM Evidence Based Strategies Task-force Recommendations
- **Understand** how to find Evidence Based Strategies
- **Understand** importance of conducting a community health assessment
- **Understand** the types of data that are appropriate for assessing the needs and assets of the population/community of interest
- **Find** and use disease surveillance data available on the internet
- **Understand** the overall strategic planning process for setting priorities in public health
- **Understand** the components of a sound problem statement
- **Develop** a concise statement of public health goals and objectives
- **Identify** two types of EBS
- **Evaluate** sources of EBS
- **How** to select an EBS that fits local needs and resources
- **Understand** when and how to adapt interventions for different communities and cultures
- **Understand** and apply the basic components of program evaluation
- **Describe** a community health assessment and its role as a core public health functions
- **Identify** the major phrases in a community health assessment process

TARGET AUDIENCE

Local Health Departments, Community Coalitions, Non-profits, Hospitals, and all interested others who work in partnerships and collaborations to improve population health

AGENDA

Day 1

10:00 am	Welcome, Housekeeping, Introductions, Overview
10:30 am	Establishing Goals and Objectives
11:15 am	BREAK
11:30 am	Where to Find Evidence Based Strategies
12:30 pm	LUNCH
1:30 pm	Selecting the Right EBS for the Community
2:30 pm	EXERCISE BREAK
2:45 pm	Adapting Evidence Based Strategies to Fit the Community
4:00 pm	Logic Models
4:30 pm	ADJOURN DAY 1

Day 2

8:00 am	Meeting Facilitation
9:00 am	BREAK
9:15 am	Implementation & QI
10:45 am	EXERCISE BREAK
11:00 am	Evaluation (part 1)
12:00 pm	LUNCH
12:30 pm	Evaluation (part 2)
1:30 pm	Communication and Engagement
2:15 pm	EXERCISE BREAK
2:30 pm	Sustainability
3:15 pm	Return on Investment (ROI)
4:15 pm	Wrap Up, Next Steps & Evaluation
4:30 pm	ADJOURNMENT

QUESTIONS

For more information, contact EAHEC Department of Public Health Education at 252-744-5205 or bullockamy@ecu.edu.

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ABOUT THE FACULTY

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CREDIT

Certified Health Education Specialist (CHES): The North Carolina AHEC Program, a designated provider of continuing education contact hours (CECH) in health education by the National Commission for Health Education Credentialing, Inc. This program is designated for Certified Health Education Specialists (CHES) and/or Master Certified Health Education Specialists (MCHES) to receive **up to 13.0 hours total Category I continuing education contact hours.**

Contact Hours: Certificates reflecting **up to 13.0 hours** of educational contact will be awarded at the completion of this program.

Credit will be awarded in this way:

0.5 hours - Healthy NC 2020 webinar

0.5 hours - Evidence Based Strategies 101

0.5 hours - Community Health Assessment

11.5 hours - Face-to-Face 2 day workshop

Please bring a sweater or jacket to ensure your comfort.

REGISTRATION INFORMATION

Online registration is available at <http://eahec.ecu.edu>.

Morrisville Location: Please register by

October 21, 2014. \$75.00

Winston-Salem Location: Please register by

April 22, 2015. \$75.00

The registration fee includes program materials, refreshments and lunch. If you register early and must subsequently cancel, a full refund will be made through **one week before the program**. *No refunds will be made thereafter, but a substitute may attend. We would appreciate advance notification of any substitutes so that we can prepare materials in that person's name.* **NOTE:** If you register, do not attend, and do not cancel by the deadline, you or your agency **will be billed** for the full amount.

Participants who pay with a credit card may fax their completed registration form to (252)744-5229. Those paying with check (**made payable to Eastern AHEC**) should mail the completed registration form and check to:

Eastern AHEC

Attn: Registration

PO Box 7224

Greenville, NC 27835-7224

COMMUNICATION & EVALUATION

Please be sure we have your correct email so that you will receive your confirmation email with important information regarding preconference webinars and course materials.

The program evaluation will be sent immediately following the face-to-face program to the email address on your registration form. Once the evaluation has been completed, your certificate will be available.

AMERICANS WITH DISABILITIES ACT



Individuals with disabilities, requesting accommodations under the Americans with Disabilities Act (ADA), should contact the Department of Disability Support Services at (252) 737-1016 (V/TTY) by one week before the program.

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Register online at <http://eahec.ecu.edu>

Last Name _____

First Name _____ Middle Initial _____

Last 4 digits of Soc. Sec. # XXX-XX-□□□□

Discipline (check one) Allied Health Dentistry Health Careers Medicine
 Mental Health Nursing Pharmacy Public Health Other

Specialties _____

Degrees/Certifications/License _____

Mail goes to Home Office or by E-mail

Workplace

Employer _____

Department _____ Position: _____

Street/PO Box _____

City _____ State _____ Zip _____

County _____

Phone _____ Email _____

Home

Street/PO Box _____

City _____ State _____ Zip _____

Phone _____ Email _____

Check the course you plan to attend:

A43960 (October 28 & 29, 2014) - \$75 by October 21

A43961 (April 29-30, 2015) - \$75 by April 22

For EAHEC Use Only:

Amount Enclosed/Paid: _____ Date: _____

Agency Check Personal Check Cash Credit Card

METHOD OF PAYMENT:

Charge \$_____ to VISA MasterCard AmEx Discover

Account No. □□□□ □□□□ □□□□ □□□□

Exp. Date _____ Security Code (last 3 digits from back of card) □□□

Signature _____

Billing Address _____

City _____ State _____ Zip _____