



Building Our Brand: Making Public Health Visible in Maine

2015 Annual Fall Conference

October 6, 2015

Augusta Civic Center

- 8:00-8:30 Registration, Breakfast, Exhibits & Posters
- 8:30-9:00 Welcome & President's Address
- 9:00-10:00 Keynote Address
Promoting the Visibility of Public Health
Barry S. Levy, M.D., M.P.H.
Adjunct Professor of Public Health, Tufts University School of Medicine
Former President, American Public Health Association
- 10:00-10:10 Morning Break- Networking & Posters
- 10:10-11:00 Breakout Session #1 & Posters
- Using Law as a Tool to Improve the Public's Health
William Tilburg JD
 - Increasing Visibility of the LGBTQ Community in Public Health
Kenney Miller MSc, Vanessa Macoy
 - Obesity 2.0
Valerie O'Hara DO, FAAP, Allen Browne MD, FACS, FAAP, Nancy Browne RN, MS, PNP
 - How Brand Development Helped Increase Interest in two Public Health Programs in Maine
Cintia Miranda, MBA, Kim Laramy, Joan Ingram MPH, Leslie Ouellette MS, RD, LD
- 11:10-12:00 Breakout Session #2 & Posters
- Returning to Our Roots! Tapping the Synergy Between Public Health and Planning
Zoe Miller, Rick Harbison, AICP
 - Comparing Systems 1,700 Miles Apart from Maine to Cuba: An Observational Study
Jennifer Gunderman MPH
 - Stemming the Tide of Opiate Prescribing & Pharmacists' Views on Public Health Issues
Lisa Letourneau MD, MPH, Amy Belisle MD, MPH, Sarah Levin Martin PhD, Brian Piper PhD
 - Technology and Health Education: How They Can Work Together to Positively Impact Health Behaviors
Jean Gould BS
- 12:00-1:00 Lunch & Posters
Walking trails available (see map on table or via conference app)

1:00-1:15	President's Award
1:15-2:00	Plenary Session- Voices of Public Health- Sharing Visions for the Future <i>Ed Miller, Public Policy Consultant</i> <i>Kristi Ricker, Tribal Liaison, Wabanaki Public Health</i> <i>Dr. Siiri Bennett, State of Maine Epidemiologist</i> <i>Cassie Grantham, MaineHealth Program Director Childhood Immunizations & Raising Readers</i>
2:00-2:10	Afternoon Break- Networking & Posters
2:10-3:00	Plenary Session- Changing Hearts, Minds and Opinions through Engaging Marketing and Communications: The Public Health Approach <i>Laura Davis, Nikki Jarvais, Kristy Phinney, Rinck Advertising</i>
3:00-3:30	Awards & Raffle
3:30	Adjourn