



West Virginia SCHOOL HEALTH TECHNICAL ASSISTANCE CENTER

THE 2011 BACK-TO-SCHOOL WORKSHOP FOR SCHOOL-BASED HEALTH CENTERS, MENTAL HEALTH PROGRAMS AND ORAL HEALTH PROGRAMS

AUGUST 9, 2011
DAYS INN HOTEL
FLATWOODS, WEST VIRGINIA

Register on line at http://www.surveymonkey.com/s/2011_BTS_Registration

REGISTRATION FEE: None

DIRECTIONS/LODGING: Days Inn Hotel Conference Center is located at 2000 Sutton Lane, Sutton, West Virginia. For reservations, call (866) 700-7284. For driving directions, go to <http://www.mapquest.com/directions/>

QUESTIONS: Contact Paula Fields at pfields4@yahoo.com or 304-846-9739

CEU's: Pending for social work, nursing, counseling and dental

In consideration of those with medical conditions such as allergies, we ask participants to refrain from wearing scented lotion or perfume.

The West Virginia School Health Technical Assistance Center at Marshall University provides this workshop with support from the following:

- Bureau for Behavioral Health, Child and Adolescent Behavioral Health
- Bureau for Public Health, Division of Primary Care
- Claude W. Benedum Foundation
- Sisters of Saint Joseph Health and Wellness Foundation
- West Virginia School Based Health Assembly
- The Office of Maternal, Child and Family Health for assistance in acquiring CEUs.

Conference organized by
West Virginia School Health Technical Assistance and Evaluation Center at Marshall University
Robert C. Byrd Center for Rural Health
1600 Medical Center Drive, Suite 1400
Huntington, West Virginia 25701

Back-to-School Workshop Agenda

Track 1	Conference Rooms D&E
Track 2	Conference Rooms B
Track 3	Conference Room C
General Session	Conference Rooms D&E

TUESDAY, August 9, 2011

8:00 am - 9:00 am	Registration			
9:00am - 9:50am	Opening Session - School Health and What's Happening in WV Welcome State Updates			
10:00am - 10:50am	Exhibits Open	Obesity Management 5-2-1-0 Dr. Jamie Jeffery Children's Medicine Center & HealthyKids Pediatric Weight Management Program	Expanded School Mental Health Linda Anderson, MU	WV Oral Health Surveillance Project and Sealant Program Bobbie Jo Muto, MU
11:00am - 11:50am			Healthcare Reform Perry Bryant, West Virginians for Affordable Health Care	Oral Health Happenings: Data from the WVU School of Journalism Study and Fluoride Varnish Update Gina Sharps, WVU
12:00 pm - 12:50 pm	Lunch - Conference Room A			
1:00pm - 1:50pm		West Virginia Program Effectiveness Review Tool & SBHC Best Practices Nell Phillips, DHHR Joan Skaggs, DHHR Division of Primary Care & Staff from the Field	Effective Substance Abuse Interventions with Youth James Matney, DHHR, Bureau for Behavioral Health	School Oral Health Programs -A Look at Two Very Different but Very Successful Models Mary Beth Shea, Mid-Ohio Valley Health Department
1:50pm - 2:00pm	Refreshments in the Lobby			
2:00pm - 2:50pm		The Zone - Techniques for Living with Stress and Anxiety Jennifer Taylor-Ide, Pendleton Community Care		Grant Writing Basics Part 1 Kim Tieman, Claude W. Benedum Foundation
3:00pm - 3:50pm		Roundtable - Reproductive Health in SBHCs Kelli Caseman, WWSBHA Facilitator	Roundtable - Mental Health Linda Anderson, MU Facilitator	Grant Writing Basics Hands on Session Part 2 Kim Tieman, Claude W. Benedum Foundation
	3:00 - 4:00pm Adolescent Self-Management Touch Screen Sites planning meeting - Charleston Room			
3:50pm - 4:00pm	Wrap Up			

Social work and nursing CEUs are pending approval from the Office of Maternal, Child and Family Health as authorized by the West Virginia Board of Social Work Examiners, License 490089, and the West Virginia Board of Examiners for Registered Nurses, License WV1999-0297. Counselor CEUs are also pending approval. Six (6) dental credits are available and they are also public health approved for dentists and dental hygienists.

9:00 - 9:50

Opening Session - School Health and What's Happening in WV

Paula Fields - Marshall University School Health Technical Assistance Center, Facilitator

A panel of presenters will give an overview of current school-based health center activities at the local, state and national level.

Objective:

1. The participants will have an increased knowledge of school health at the local and state level

10:00 - 10:50

Obesity Management 5-2-1-0

Dr. Jamie Jeffery - Children's Medicine Center & HealthyKids Pediatric Weight Management Program at CAMC.

This session will focus on policy guidelines for screening, diagnosis, work-up, prevention and intervention. The new Pediatric Obesity Clinical Decision Support Chart from the AAP will be reviewed for practical implementation of these guidelines. Screening using the 5-2-1-0 questionnaire and the utilization of the Healthy Active Living Rx will be reviewed for immediate, practical implementation within the clinical setting. Introduction to motivational interviewing techniques will be reviewed and practiced during the session.

Objectives:

1. Participants will clearly understand the policy guidelines for pediatric obesity and methods for successful implementation into their practice setting.
2. Participants will be comfortable using the 5210 healthy lifestyle message for history and behavior/lifestyle changes for their patients and families.
3. Participants will be introduced the concept of motivational interviewing for health and behavior change

Expanded School Mental Health

Linda Anderson - Marshall University School Health Technical Assistance Center

This session will describe the history and progress of the Expanded School Mental Health Initiative - a state level collaboration between the WVDE and the Bureau for Behavioral Health - to increase prevention efforts and access to mental health services in schools through community partnerships.

Objectives:

Participants will be able to:

1. Describe the three levels of the ESMH model
2. Identify at least three components of the universal level of the ESMH model
3. Identify at least two resources for technical assistance and more information.

WV Oral Health Surveillance Project and Sealant Program

Bobbie Jo Muto, Marshall University School Health Technical Assistance Center

During this session attendees will gain knowledge and data from the WV Oral Health Surveillance Project and the School-Community Sealant Projects funded by Claude W. Benedum Foundation and the Appalachian Regional Commission. WV's most current data collection project will be presented. The methodology, findings and implications of the data will be discussed and shared. WV's School-Based Sealant Project's successes, barriers, data and future will be described, in addition to an open question and answer session.

Objectives:

Participants will

1. Gain knowledge of the current state of Oral Health in West Virginia, by understanding the recent data collections efforts.
2. Be able to replicate data collection efforts within their own school-based dental setting, participate in future data collection efforts.
3. Examine and discuss the statewide oral health surveillance project, methodology, and findings.
4. Receive technical assistance, in the form of brainstorming and open discussion, targeting barriers, issues and problem areas brought up by attendees

11:00 - 11:50

Continued: Obesity Management 5-2-1-0

Dr. Jamie Jeffery - Children's Medicine Center & HealthyKids Pediatric Weight Management Program

Healthcare Reform

Perry Bryant, West Virginians for Affordable Health Care

1. Participants will gain a greater understanding of the three major provisions of the national Affordable Care Act: expansion of health insurance coverage to virtually all Americans; strong regulation of the health insurance industry; and cost containment measures.
2. Participants will gain a better understanding of the impact that implementation of the Affordable Care Act will have in West Virginia.
3. Participants will become aware of options they have to participate in the implementation of the Affordable Care Act in West Virginia.

Oral Health Happenings, Data from the WVU School of Journalism Study & Fluoride Varnish Update

Gina Sharps, Department of Dental Practice and Rural Health, WVU School of Dentistry

This session will inform attendees about new educational strategies intended to improve oral health behaviors and knowledge. The goal is to heighten attendee awareness as related to oral health advocacy and inspire attendees to become active and use new resources as they become available.

Objectives:

1. Present and examine research findings from the WVU School of Journalism and Dentistry's project on current oral health perceptions and beliefs of WV's general population
2. Gain an understanding of oral diseases by defining oral health problems in our society
3. Describe the role of the School of Dentistry (academic dental institutes) in addressing oral health disparities, access, and oral health initiatives.

1:00 - 1:50

West Virginia Program Effectiveness Review Tool & SBHC Best Practices

Nell Phillips, DHHR, Division of Primary Care

Joan Skaggs, DHHR, Division of Primary Care

TBA, SBHC Staff from the Field

Participants will learn about the West Virginia Performance Effectiveness Review Tool including its history and best practices. This session will review the clinical quality benchmarks, which will set the stage for the primary care workshop sessions the rest of the day.

Objectives:

1. Participants will have an increased knowledge of the WV PERT
2. Attendees will have an increased knowledge around the WV PERT clinical quality benchmarks and SBHC best practices
3. Participants will be able to utilize the WVPERT to provide better quality outcomes for students

Effective Substance Abuse Interventions with Youth

James Matney, DHHR, Bureau for Behavioral Health

This session will focus on effective substance abuse interventions with youth using SBIRT (Screening, Brief Intervention and Referral to Treatment).

Objectives:

Participants will

1. Increase knowledge of substance abuse prevalence data with youth
2. Identify the role of effectiveness of brief screening and intervention with youth
3. Identify techniques that reduce resistance when intervening with youth

School Oral Health Programs -A Look at Two Very Different but Very Successful Models
Mary Beth Shea, Mid-Ohio Valley Health Department

Participants will learn the many facets of the Oral Health Coordinator position at a regional health department; the dental specialty of Public Health; demographic and statistical information that led to development of projects and program results; and the basics of how new oral health programs have evolved and the importance of collaboration and community partnerships.

Objectives:

1. Describe the history of the Mid-Ohio Valley Health Department (MOVHD) Oral Health Program; Use of a mid-level dental hygiene provider to establish oral health programs in public health.
2. ARC/Benedum School-Community Partnership for Children's Oral Health in West Virginia; Focus on Wood County demographics, partners, barriers, statistics and successes.
3. Smiles for Life adult screening and referral program; evolution of a community model to address the oral health needs of adults in West Virginia.

2:00 - 2:50

The Zone - Techniques for Living with Stress and Anxiety
Jennifer Taylor-Ide, Pendleton Community Care

Beginning with a guided relaxation exercise, this session will introduce body-based methods of counteracting the high levels of stress that confront *all* of us living today. Participants will experience for themselves some methods they can adapt for the students they serve. The session will include discussion of physiological responses to common stressors in the school-based population, introduce practical resources, and discuss how and why this presenter sees anxiety / stress as the main common denominator in school-based behavioral health.

Objectives:

1. Experience guided physical relaxation, and thereby learn a simple method for guiding others;
2. Be able to discuss the role of stress/anxiety in many problems presented by patients in school-based health centers;
3. Relate stress/anxiety to executive function (attention and self-control issues);
4. Take home a reference list of practical resources for countering stress/anxiety for use in school-based settings, appropriate for individuals, small group, and whole classes.

Grant Writing Basics - Part 1
Kim Tieman, Claude W. Benedum Foundation

This session will provide participants with an overview of philanthropy and the components of successful grant applications. Best practices on developing a grant proposal, the pitfalls of proposals, and the how to research potential funders will be discussed.

Objectives:

1. Participants will learn the required components of grant proposals and how to construct them.
2. Participants will be able to identify and describe community needs using credible supporting sources.
3. Participants will learn about the variety of funding sources available and how to research them for possible funding opportunities.

3:00 - 3:50

Roundtable - Reproductive Health in SBHCs
Kelli Caseman, West Virginia School-Based Health Assembly, Facilitator

Participants will learn from one another by sharing obstacles, successes and resources with peers in their discipline or interest area.

Objective:

Participants will share and learn of obstacles, successes and resources with their peers

Roundtable - Mental Health

Linda Anderson - Marshall University School Health Technical Assistance Center, Facilitator

Participants will learn from one another by sharing obstacles, successes and resources with peers in their discipline or interest area.

Objective:

Participants will share and learn of obstacles, successes and resources with their peers

Grant Writing Basics Hands on Session - Part 2

Kim Tieman, Claude W. Benedum Foundation

Adolescent Self-Management Touch Screen

Dr. Richard Crespo, Director of Marshall University School Health Technical Assistance Center

This interactive session will review BMI and obesity resources that SBHCs have used to address healthy lifestyles including the Adolescent Self Management Risk Assessment Touch screen

Objectives:

1. The audience will learn how the SBHC touch screen pilot sites address healthy lifestyles including interventions and will gain knowledge on how to replicate their model
2. Participants will learn from one another by sharing obstacles, successes and resources with peers

Linda Anderson, MPH is a Research Associate with the School Health Technical Assistance Center at Marshall University in Huntington, West Virginia. Currently, she coordinates the Expanded School Mental Health Initiative, which is a state level interagency effort to expand and improve mental health in schools through school - community partnerships.

Prior to this role, Linda worked for thirteen years with a community health center system as director of child health programs, including five school based health centers serving about 6,000 students, a mobile pediatric program, a free-standing adolescent health center, and a six-county WIC program. Linda received her B.A from Michigan State University and her MPH from the University of Michigan. Prior to moving to West Virginia, she worked in a variety of settings, including the Detroit Health Department and the College of Human Medicine at Michigan State.

Linda also served as the first president of West Virginia's School Based Health Assembly and has served on the Technical Assistance Panel of the National Assembly on School Based Health Care (NASBHC).

Perry Bryant was born in Texas. His father was a career Air Force officer and his mother a teacher. He grew up mostly in Dayton, Ohio and just north of Boston (Lynn, MA). He has a degree in Sociology from what is now Fairmont State University and did graduate work in Public Administration at WVU. He retired after twenty years of service from West Virginia Education Association, and founded West Virginians for Affordable Health Care. WVAHC is a public interest, non-profit organization that represents the interest of consumers. WVAHC is a membership and grant funded organization, and is governed by an all-star Board of Directors, including Dan Foster, Sam Hickman, Sally Richardson, George Pickett, Craig Robinson, etc. A full list of the Board of Directors is on the inside front page of *The Affordable Care Act: Moving Forward in West Virginia*, a booklet that Perry wrote.

Richard Crespo, PhD is a Professor at Marshall University School of Medicine, Department of Family and Community Health, Huntington, West Virginia. He is the Director for research and demonstration projects in school health, children's mental health, oral health, violence prevention, diabetes care, chronic disease management and health care for the uninsured. He currently manages over \$3 million in grants and contracts. Dr. Crespo also teaches in International and Community Health and holds a PhD from Michigan State University.

Paula Fields, RN, MSN has a Master's Degree in Nursing Administration and Education. Currently, Paula is part of Marshall University's School-Based Health Technical Assistance and Evaluation Team in WV. She works as part of a team to provide technical assistance to SBHC across WV. Paula specifically focuses on health center management, clinical services, standards, quality improvement and continuing education workshops. Paula has a diverse background, including direct nursing services in critical care and infectious disease, grant administration and clinic administration, including Rural Health Center, Planning, Startup and Administration of School-Based Health Centers, Free Clinic and Community Health Education Initiative. Paula was part of the NASBHC's Obesity TAT team and is a state leader for the NASBHC PMI project in WV and works in WV on obesity initiatives.

Jennifer Taylor-Ide, LPC, (M.Div., MA/EdS) has been practicing behavioral health in the school-based setting for nine years, thanks to the generosity of the Sisters of St. Joseph. Prior to that she was a Truancy Diversion Social Worker, and prior to that she did Intensive In-home Counseling. In other words, she has always worked outside the box of the traditional therapy setting. She has particular interest in diverse practices that promote physical relaxation and a centered, self-aware state of being. She is trained in Brain Gym and Bal-A-Vis-X (movement-based methods), Eugene Gendlin's Focusing (bodily-based felt sensing) and has experience in yoga, guided imagery, hypnosis and meditation. She is also Reality Therapy certified.

Jamie Jeffrey, MD is a pediatrician and Clinical Associate Professor of Pediatrics at WVU School of Medicine-Charleston Division. She is also the Medical Director of Children's Medicine Center and HealthyKids Pediatric Weight Management Program (HealthyKids) at CAMC. She received her medical degree from Marshall University School of Medicine and completed a pediatric residency at Akron Children's Hospital in Akron, Ohio. She is very blessed with a wonderful husband and four fantastic children, ages 6, 11, 15 and 17.

After noticing escalating weight and BMI in her patients at Children's Medicine Center (CMC) over the past 10 years, she has devoted her career to pediatric clinical, research, advocacy and community outreach in the field of childhood obesity. She was the founder of HealthyKids, which is a multidisciplinary, family based treatment program that includes a dietician, psychologist and exercise physiologist, to offer additional support to motivated families. In HealthyKids, the patients are treated in a chronic care model where their school and community play an important role in their success. It

was this set-up that made her realize that our children live in a very obesogenic society which makes it easier for them to be unhealthy.

As project director of KEYS 4 HealthyKids, a grant funded project from Robert Wood Johnson, she hopes to not only reverse the childhood obesity epidemic, but focus on policies and the built environment to enable more permanent change. This will hopefully provide the landscape where healthy options are more readily available and the EASY choice once again. She serves as the Team Leader for the Childcare Policy Team for KEYS 4 HealthyKids to shift efforts to our youngest generation of children for a healthy start.

Nell Phillips, RN, MSM/HCA is the Associate Director of the Division of Primary Care, West Virginia Department of Health and Human Resources, Bureau for Public Health, Office of Community Health Systems and Health Promotion (WVDHHR/BPH/OCHSHP/DPC). Nell graduated from Marshall University with a MS in Management Health Care Administration, from the University of Charleston with an Associate Degree in Nursing and Registered Nurse License from West Virginia. She also holds a Bachelor of Arts Degree in Sociology from the University of Charleston.

Joan Skaggs, RN, MSN is the Coordinator for Clinical Services at the WV Division of Primary Care (WVDHHR/BPH/OCHS/DPC). Her main role is to collaborate with primary care centers, school-based health centers, and free clinics through strong working relationships, site visits, reports, etc., to identify technical assistance needs in addition to serving as a resource person in the area of child development for many of these sites and developing materials as requested for the ongoing Medicaid Redesign Program and collaborative partners, i.e., standards and guidelines for Medical Home and Weight Management. She is an active member of WV Health Improvement Institute's Self-Management work group; serves as active member of the WV Asthma Coalition's School and Pediatric Committee, Rural Health Planning Committee, Health Check's Medical Advisory Committee, and Kid's First Initiative. In addition, she maintains strong collaborative relationships with national, state, and local AAP to facilitate connections for medical sources of 'best practice' for children. Joan previously worked as a child care health consultant, the Coordinator Early Childhood Health Project and provider education specialist. Joan is also a pediatric nurse practitioner.

Jim Matney is a Licensed Mental Health Professional and Certified Addiction Professional with 21 years of experience in the fields of mental health and addiction, providing direct service to adults as well as youth. He also has considerable experience in the areas of administration, program development, training, consultation, staff development and performance improvement. Jim is currently the Clinical Director of the WVSBIPT project and is promoting the use of the SBIRT model as part of the system of care in West Virginia with adults and youth.

Bobbi Jo Muto, RDH, BS Bobbi Jo Muto, RDH, BS is a public health dental hygienist employed by Marshall University School of Medicine located in Huntington, WV. Bobbi is the Community Oral Health Coordinator and is responsible for managing the Appalachian Regional Commission, Benedum Foundation oral health program for WV and other various community and school based programs through Marshall University. Bobbi Jo serves on the WV Oral Health Coalition Steering Committee, the WV Oral Health Advisory Board; she is the current President of the WV Dental Hygiene Association and the immediate past president of the WV Public Health Dental Section. Bobbi Jo is involved in many oral health programs and projects on a state and national level. She is a graduate of WVU-School of Dentistry receiving her Bachelors of Science, and currently a Masters of Public Health candidate at WVU-School of Medicine. She resides in Hurricane, WV with her husband Mike and their three children.

Gina Sharps, RDH, BS has worked in both private and public sectors of the Dental profession over the span of seventeen years. Gina has six years of experience working in the specialty field of Pediatric Dentistry and for four years she served as a regional Oral Health Educator for the state of West Virginia. She has held a faculty appointment as Assistant Clinical Professor at WVU School of Dentistry since 2004 and currently serves as Coordinator for Oral Health Promotion.

In 2006, Gina was awarded the West Virginia University Extension Service Award of Excellence and in 2009 she was selected as one of West Virginia's Generation Next 40 Under 40. Over the past four years she has assisted in securing over a half million dollars in grant funding to promote oral health throughout West Virginia. In addition, she is a graduate of the 2010 class of the Leadership West Virginia program.

Gina is the current president of the West Virginia Public Health Association Dental Section and an affiliate member of the West Virginia Dental Association, a member of both the American Association of Public Health Dentistry and the West Virginia Dental Hygiene Association. In addition, she serves on numerous state and national committees including the national Association of State and Territorial Dental Directors Perinatal and Early Childhood Committee (PECC), the Susan Dew Hoff Memorial Free Clinic Corporation Board, the West Virginia Coalition Against Domestic Violence- Oral Health Committee and the West Virginia Extension Service committee.

When not working, Gina enjoys jewelry making and traveling with her husband Craig.

Mary Beth Shea, RDH, BA is the Oral Health Coordinator for the Mid-Ohio Valley Health Department (MOVHD). The position, funded by the Sisters of St. Joseph Charitable fund is in its fourth year of existence. The MOVHD is one of three health departments in WV that has a dental program and employs a dental hygienist. The MOVHD is the only regional health department in WV serving six counties. The MOVHD Oral Health Program provides outreach and education and is currently piloting portable preventive treatment clinics in the ten Title I Wood Co. Schools. Mary Beth has been coordinating efforts to aid clinic participants in finding a dental home. Another MOVHD project for adult dental treatment was the Mission of Mercy (MOM) free dental clinic held at WVU-Parkersburg in the summer of 2009.

Smiles for Life adult screening and referral program with the Blennerhassett Dental Society will open in August 2011. Mary Beth is also the Oral Health Educator for Wood County with the WVDHHR Children's Oral Health Program (since 2004). Before entering the field of public health full-time, Mary Beth acquired thirty years of clinical experience in general dentistry and periodontics. Among the many continuing education classes in her career, she has attended the JP Consultants Institute Dental Hygiene Course at the Las Vegas Institute for Advanced Dental Studies. Mary Beth has provided presentations locally, in West Virginia and most recently at the National Oral Health Conferences in St. Louis and Pittsburgh.

Mary Beth is a member of ADHA, WVDHA secretary and member of various committees, American Association of Public Health Dentistry, WV Public Health Association -Dental Section secretary, Associate member of WVDA, Blennerhassett Dental Society-Education Committee, Appalachian Council Head Start Health Advisory Committee and WV Partners for Oral Health. She is a graduate of the Mid-Ohio Valley Chamber of Commerce Leadership Series and active with Wood County Rotary. Mary Beth is the 2011 recipient of Altrusa International of Parkersburg Woman of Excellence Award.

Mary Beth has been a Parkersburg resident for 32 years along with her husband Matt. They have a daughter, Jennifer who is a pharmacist for CVS. Jennifer and her husband Sean reside in Beavercreek, OH. They are new parents to a son, John Leo born 2/20/11.

Kim Barber Tieman, MSW is the Health and Human Services Program Officer for the Benedum Foundation. She has been a lecturer for the WVU School of Social Work - Charleston/Beckley Program for 15 years. She has more than 25 years of nonprofit experience and is the past Executive Director of Volunteer West Virginia. She has both a Bachelor's and a Master's in Social Work, and is a member of the National Association of Social Workers - West Virginia Chapter. Kim is a graduate of the Community Development Institute. Kim is a volunteer board member of Workforce West Virginia, the Schoenbaum Family Resource Center, West Virginia Partners Assuring Student Success, West Virginia Oral Health Council, The Kanawha Council on Philanthropy, and the West Virginia Grantmakers.