The Program

Monday, September 30th

8:30 – 9:00  **Registration & Continental Breakfast**
4th-Floor Atrium - Registration tables located by North elevators

9:00 – 9:15  **Welcome & Opening Remarks**
Forum Hall Auditorium – 4th Floor
-  James Woolliscroft, MD, Dean, University of Michigan Medical School

9:15 – 10:15  **KEYNOTE ADDRESS**
Forum Hall Auditorium – 4th Floor
-  Nedra Weinreich, MS, President/Founder, Weinreich Communications

*Effective Social Media is No Accident: A Roadmap for Injury Prevention Success*
Whether you’re a social media pro or just starting out, being strategic about your social media activities is critical to your effectiveness. This presentation will lead you through the steps for developing a social media strategy and offer tips for how to make the most of your interactions online.

10:15 – 10:30  **Break**
4th-Floor Atrium

10:30 – 12:00  **EFFECTIVE PROGRAMMING BREAKOUT SESSIONS (concurrent)**

**A: Motor Vehicle Crashes: New Challenges and Opportunities for Prevention**
Forum Hall Auditorium – 4th Floor
Despite dramatic improvements in safety and reductions in fatality rates, motor vehicle crash (MVC) remains a leading cause of injury death. What’s next in transportation safety? How can we continue to make automobile travel safer? Attend this session to learn about the latest advancements in reducing MVC injury and how research findings on child occupant protection, young drivers, and vehicle safety can be put into practice.
-  **Moderator:** Jean Shope, PhD, Research Professor, University of Michigan Transportation Research Institute & University of Michigan School of Public Health
-  **Speakers:**
  o  Michelle Macy, MD, Clinical Lecturer, University of Michigan Health System
  o  Jennifer Zakrajsek, MPH, MS, Senior Research Associate, University of Michigan Transportation Research Institute
  o  Jonathan Rupp, PhD, MS, Research Associate Professor, University of Michigan Transportation Research Institute

Preliminary Agenda, 8/23/13
B: Prescription Drug Overdose: Tackling an Emerging Epidemic

Great Lakes Room, North

Prescription drug overdose deaths in the US have tripled since 1990, and this issue has emerged as an urgent public health crisis. Attend this session to learn what is driving the overdose increase, what programs have been most effective in addressing it, and how you can educate your community about overdose prevention.

- **Moderator:** Joan Duwve, MD, MPH, Chief Medical Officer, Indiana State Department of Health
- **Speakers:**
  - Grant Baldwin, PhD, MPH, Director, Unintentional Injury Division, National Center for Injury Prevention and Control, Centers for Disease Control and Prevention
    - *Curbing the National Epidemic. What Is the Problem and How Can We Fix It*
  - Marty Allain, NARxCHECK Senior Manager, National Association of Boards of Pharmacy
    - *PDMPs – Building an Effective Monitoring System from Ground Up, Data Sharing across State Lines & with EMR’s, Highlighting INSPECT in Indiana*
  - Christy Beeghly, MPH, Program Administrator, Ohio Department of Health
    - *Establishing Prescriber Guidelines for Opioid Prescribing in Acute and Chronic Pain in Ohio*
  - Cameron McNamee, MPP, Injury Prevention Policy Specialist, Ohio Department of Health
    - *Naloxone Programs to Prevent Fatal Overdoses, Highlighting Project DAWN in Ohio*

C: Violence: How Data Informs Prevention

Great Lakes Room, Central

Preventing violence begins with a solid understanding of where and how violence is occurring...and by introducing effective, proven programs that address all aspects of this complex problem. In this session, you’ll hear how states are collaborating to share and analyze data and how prevention programs are using data to address violence before it occurs.

- **Moderator:** Linda Scarpetta, MPH, Manager, Michigan Department of Community Health
- **Speakers:**
  - Patricia Smith, MS, Violence Prevention Program Coordinator, Michigan Department of Community Health
    - *NVDRS System in Michigan*
  - Jolene DeFiore-Hyrmer, Program Manager, Ohio Department of Health
    - *NVDRS System in Ohio*
  - Steven Stack, PhD, Professor, Wayne State University
    - *New Risk Factors for Suicide: Mining the NVDRS: Analysis of 30,000 Cases*
  - Jessica Roche, MPH, Study Coordinator, University of Michigan Injury Center
    - *Project Sync in Flint, Michigan*

D: Concussions: What We Know About What Works

Great Lakes Room, South

Concussion—particularly sports concussion—is a hot media topic and a health risk that affects many people, especially youth. As we learn more about the short and long-term effects of these too-long-ignored brain injuries, their importance as a public health issue only grows. Hear about the latest scientific discoveries, policy updates, and new tools to share with your community to prevent concussion.

- **Moderator:** Peter Ehrlich, MD, MSc, Associate Professor of Pediatric Surgery, University of Michigan C.S. Mott Children’s Hospital
- **Speakers:**
  - Hugh Garton, MD, MHSc, Associate Professor, University of Michigan Neurological Surgery
12:00 – 1:00 Networking Lunch
4th-Floor Atrium
All breakout rooms & Forum Hall available for eating lunch

1:00 – 2:15 EFFECTIVE METHODS BREAKOUT SESSIONS (concurrent)

A: Evaluating Injury Prevention Programs
Forum Hall Auditorium – 4th Floor
How do we know that our injury prevention education and intervention programs are working? Learn practical approaches to evaluation that will help you assess and improve your prevention efforts.
• Moderator: Maureen Walton, PhD, MPH, Associate Professor, University of Michigan, Department of Psychiatry
• Speakers:
  o Tom Reischl, PhD, Associate Research Scientist & Evaluation Director, University of Michigan Prevention Research Center
  ▪ PRC/YVPC

B: Shaping Injury Prevention Policy
Great Lakes Room, Central
How can we influence public policy to reduce injury in a tangible way? Hear real-world examples of successful policy change based upon evidence from the field and learn tactics for communicating and educating policy-makers.
• Moderator: Susan Morrel-Samuels, MPH, MA, Managing Director, Prevention Research Center of Michigan & Michigan Youth Violence Prevention Center
• Speakers:
  o Jen Martin, JD, Director of Government Relations, University of Michigan Institute for Healthcare Policy and Innovation
  o Tim Corden, MD, Associate Professor of Pediatrics, Medical College of Wisconsin
  o Nancy Cowles, Executive Director, Kids in Danger

C: Communicating with the Media
Great Lakes Room, North
Why you should share your research with the media, what you need to do to attract their interest, and how to make the most of it. Learn techniques to improve your media communications and to make your research findings more actionable.
• Moderator: Gary Smith, MD, DrPH, Director, Center for Injury Research & Policy at Nationwide Children’s Hospital
• Speakers:
  o Nedra Weinreich, MS, President/Founder, Weinreich Communications
  o Tracy Mehan, MA, Executive Director, Nationwide Children’s Hospital
  o Kristin Roberts, MS, MPH, Senior Research Associate, Nationwide Children’s Hospital
D: Making the Most of Injury Data

Great Lakes Room, South

How can states and localities obtain, analyze, and link injury data to practice improvements? State and local health department experts will discuss how they used their data systems to prevent injury.

- **Moderator:** Mark Kinde, MPH, Injury & Violence Prevention Program Director, Minnesota Department of Health
- **Speakers:**
  - Jon Roesler, MS, Epidemiologist Supervisor, Minnesota Department of Health
  - Adreanne Waller, MPH, Epidemiologist, Senior Analyst, Washtenaw County Public Health Department

2:30 – 3:45  **PLENARY PANEL: Partners in Prevention: How Researchers and Practitioners Are Working Together to Create Safer Communities**

Forum Hall Auditorium – 4th Floor

See how research and practice are coming together in very real ways to help communities prevent injury. Featuring speakers from injury research centers and community health organizations, you’ll see examples of how collaboration and communication among researchers and practitioners enable creative approaches to injury concerns.

- **Moderator:** Marie Crandall, MD, MPH, Associate Professor, Northwestern University Feinberg School of Medicine
- **Speakers:**
  - Rebecca Levin, MPH, Strategic Director, Injury Prevention and Research Center, Ann & Robert H. Lurie Children’s Hospital of Chicago
  - Karen Sheehan, MD, MPH, Medical Director, Injury Prevention and Research Center, Ann & Robert H. Lurie Children’s Hospital of Chicago
  - Marc Zimmerman, PhD, Professor & Chair, University of Michigan School of Public Health, Health Behavior & Health Education
  - Mark Valacak, MPH, Health Officer/Director, Genesee County Health Department

3:45 – 5:30  **Poster Session**

4th-Floor Atrium

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Tuesday, October 1st

8:30 – 9:00  **Registration & Continental Breakfast**

4th-Floor Atrium - Registration tables located by North elevators

*NOTE: Coat room available for storing luggage*

9:00 – 9:05  **Opening Remarks**

Forum Hall Auditorium – 4th Floor

- Martin Philbert, PhD, Dean, University of Michigan School of Public Health

9:05 – 10:00  **PLENARY SESSION**

Forum Hall Auditorium – 4th Floor
• Grant Baldwin, PhD, MPH, Director, Unintentional Injury Division, National Center for Injury Prevention and Control, Centers for Disease Control and Prevention

By Every Measure – Opportunities in Injury Prevention Across the Lifespan
This plenary session will showcase the most pressing issues in unintentional injury prevention across the lifespan. Special emphasis will be given to child injury prevention and opportunities laid out in the National Action Plan. As the American population ages, Dr. Baldwin will also discuss the growing problem of older adult fall prevention – including outlining potential linkages between public health and clinical practice.

10:15 – 11:30 BREAKOUT SESSIONS (concurrent)

A: Working with Crash Datasets to Understand Traffic Safety
Forum Hall Auditorium – 4th Floor
- Coordinator: Ray Bingham, PhD, Research Professor, University of Michigan Transportation Research Institute, U-M School of Medicine, & U-M School of Public Health
- Speaker:
  o Jonathan Rupp, PhD, MS, Research Associate Professor, University of Michigan Transportation Research Institute
  ▪ Working with Crash Datasets to Understand Traffic Safety

B: MIPA Child Injury Prevention Committee (all welcome)
Plaza Room – 3rd Floor
- Leaders: Becky Levin, MPH, Strategic Director, Lurie Children’s Hospital of Chicago & Amy Teddy, Injury Prevention Program Manager, University of Michigan C.S. Mott Children’s Hospital

C: MIPA Older Adult Falls Committee (all welcome)
Boardroom 1 – 6th Floor
- Leader: Christy Beeghly, MPH, Program Administrator, Ohio Department of Health

D: MIPA Prescription Drug Abuse Committee (all welcome)
Boardroom 2 – 6th Floor
- Leader: Joan Duwve, MD, MPH, Chief Medical Officer, Indiana State Department of Health

E: MIPA Membership Committee (all welcome)
Boardroom 3 – 6th Floor
- Leader: Todd Emanuel, RN, BSN, Injury Prevention Coordinator, Mayo Clinic

*The objective of the MIPA committees is to reduce the incidence of injury through collaborative multi-disciplinary communication across the Midwest region by sharing experience and expertise about injury prevention programming, policy, advocacy, and research and protecting the health of their community.

11:45 – 12:15 Closing
Forum Hall Auditorium – 4th Floor
- Rebecca Cunningham, MD, Director, University of Michigan Injury Center
- Tim Corden, MD, Associate Professor of Pediatrics, Medical College of Wisconsin
12:15 – 1:15  Box Lunch
4th-Floor Atrium
All boardrooms & Forum Hall available for eating lunch