



COMMUNITY HEALTH WORKERS

UNLOCKING THE DOOR TO
HEALTHIER COMMUNITIES

**Unity 2019 Conference: The 20th Anniversary
of the National Conference For and About
Community Health Workers**

April 14-17, 2019

**Flamingo Las Vegas Hotel and Casino
Las Vegas, Nevada**

Unity 2019 Conference Preliminary Agenda*

Monday, April 15, 2019	
Conference Registration	8:00 a.m.—4:00 p.m.
Breakfast on your own	8:00 a.m.—9:00 a.m.
Welcome and Opening Remarks	9:00 a.m.—10:15 a.m.
Plenary I: National Association of Community Health Workers (NACHW) Launch Speakers to be announced	10:15 a.m.—11:30 a.m.
Lunch	11:30 a.m.—12:30 p.m.
NACHW Skill-Building Sessions I <ul style="list-style-type: none"> • Developing Relationships and Closing the Deal • Serving on a Non-profit Board of Directors: Understanding Your Role and Tips for Survival – Part A • Developing Capacity as a NACHW Ambassador for Service – Part A • Using State Leadership Skills to Advance a National CHW Movement • Developing Advocacy and Legislation Skills • Building Local, State and Regional Networks • Developing Public Speaking Skills 	12:30 p.m.—1:30 p.m.
Break	1:30 p.m.—1:45 p.m.
<ul style="list-style-type: none"> • NACHW Skill-Building Sessions II • Developing Relationships and Closing the Deal • Serving on a Non-profit Board of Directors: Understanding Your Role and Tips for Survival – Part B • Developing Capacity as a NACHW Ambassador for Service Part – B • Using State Leadership Skills to Advance a National CHW Movement • Introduction to Community Health Worker Laws and Policy Interventions: An Overview of State Legal Strategies and Evidence-Informed Policy Components • Engaging Education: A Skill-Building Workshop for Community Health Workers (CHWs) and CHW Trainers • Developing Public Speaking Skills 	1:45 p.m.—2:45 p.m.
Break	2:45 p.m.—3:00 p.m.
Taking Care of Ourselves: Mind, Body, and Spirit <ul style="list-style-type: none"> • Latin Dance • Who Cares for Those Who Care? • Laughter Yoga for Healthy and Happy Communities • Circulo de Bailoterapia • Old School Dance • Avoiding CHW Burnout 	3:00 p.m.—4:30 p.m.
Reception	5:00 p.m. – 7:00p.m.

Tuesday, April 16, 2019	
Early Morning Physical Activity Session	7:00 a.m.—8:00 a.m.
Breakfast on your own	8:00 a.m.—9:00 a.m.
Conference Registration	9:00 a.m.—12 noon
Plenary II: Unlocking the Doors to Healthier Communities through Access, Improved Outcomes, and Reducing Costs Speakers to be announced	9:00 a.m.—10:50 a.m.
Poster Session <ul style="list-style-type: none"> • Benefits of mental/behavioral health and opioid epidemic training for CHWs • Measuring vulnerability and developing resiliency among the Vietnamese population along the Mississippi Gulf Coast • Ashville Terrace: A housing based, community-driven CHW initiative for older adults • Crossing training certified peer support specialist and certified recovery coaches with Michigan CHW Alliance curriculum • Mississippi Delta Health Collaborative CHW Initiative helps hypertension reduction in MS Delta areas • Addressing the vulnerable Hispanic population through the development of NHP and the integration of PASOs in the health system • Integrating CHWs into primary care practice to better serve older adults • Ya no batallo – It’s not my fight anymore: Recruitment and retention strategies for a childhood obesity prevention program with Hispanic families • How CHWs address implementation challenges in HIV healthcare settings • Integration of CHWs in home-based heart failure care • Evaluation of Dientes Fuertes, Vida Sana, a promotores training program to prevent primary tooth decay in Latino Children • Hospital to home: Reducing Costs and Emergency Visits through Housing • Cross training community health workers to maximize intervention impact • Strategies to increase completion of mammograms for African American women: The role of a CHW • CommUNITY Cares: A community & clinical collaboration addressing health disparities utilizing community health worker navigation • Missouri Community Health Worker pilot in a primary care health home setting • IHELP: Inclusive health educators leading peers • How community health workers are utilizing technology in identifying community resources on mobile devices in the Dallas / Fort Worth metroplex • STEP UP to Healthcare • CHW / Promotoras and Reproductive Health: Examining how to bridge Latino communities with systems • CHWs as Change Agents “Building the Community response System” • Responsible parenthood and family planning means participation by everyone • Cross cultural partnerships: How Latino CHWs help sites address disparities for overall population health • IF-HPV: A program to empower parents to protect San Diego kids from HPV-related cancers • Strengthening Families- Mississippi • Why are we silent about the silent killers? • Addressing maternal tobacco use: The development of a tobacco cessation toolkit and maternal & child health focused CHW training • Successful integration of community health workers in primary care practices 	11:00am—12:00 p.m.

<ul style="list-style-type: none"> • Infrastructure for Community Health Workers are needed to advance health equity: A Rhode Island story • Community health workers: A secret weapon to controlling hypertension • Trauma & Injury Prevention: The effects of Drugs & alcohol in motor vehicle crashes • Ways2Wellness CONNECT • Abriendo Puertas: Unlocking the door to healthier communities • A team approach to using Community Health Workers to link and retain HIV-positive Latinx population in Clark County, Nevada • Community health workers in Georgia- Bridging the gap between service providers and the community • Health professionals who train together, stay together: CHWs training in the medical school environment • Community Health Workers: The key to community-clinical linkage in the Mississippi Delta • Determining the professional development needs among Community health Workers in Ohio • Community Health Workers' role in addressing health inequalities in Massachusetts: Results from Massachusetts' statewide community health worker workforce surveillance survey • CHW training program approval in Arizona: A shared vision for a unified and sustainable CHW workforce • CHWs are Key - CHWs as an integral part of the interdisciplinary team • Effectiveness of Community Health Workers in Reducing Cardiovascular Disease in the Mississippi Delta • Telling our stories: A CHW textbook describing their roles, competency, and practice • Developing the New Hampshire CHW Coalition • Community-Level Impact of a Collaborative Community Health Representative, Public Health Nurse, and Fire Department Paramedic Program in Laguna Pueblo, New Mexico, USA 	
Lunch	12 noon—1:00 p.m.
<p>Breakout Session I (Participants will choose 1 to attend)</p> <ol style="list-style-type: none"> 1. Training promotores de salud to conduct tooth decay prevention outreach with Latino parents, Part A 2. Creating an online educational program 3. Setting the stage for success: A new tool guide community health worker inclusion in health care teams 4. CHWs taking the lead in a community research project 5. Opening a new door to understanding and responding to patients with low health literacy, AND Improve advocacy and access to health care efforts for undocumented minors 6. CHWs as transforming agents for health equity – Collective impact from the ground up, AND Hospital to housing: The role of CHWs in health care and housing resources 7. The role of CHWs in suicide prevention 8. Mental illnesses are epidemic: Helping clients cope 	1:00 p.m.—2:15 p.m.
Break	2:15 p.m.—2:30 p.m.
<p>Breakout Session II:</p> <ol style="list-style-type: none"> 1. Training promotores de salud to conduct tooth decay prevention outreach with Latino parents, Part B 2. Supervisor support skills for CHWs with depression, anxiety and secondary trauma 3. CHWs in the school environment: Improving health access through community school model 	2:30 p.m.—3:45 p.m.

<ol style="list-style-type: none"> 4. CHWs advancing equity through local and statewide organizational partnerships 5. CHWs open doors for health disparities research to improve social determinants of health in a hard to reach Appalachian population, AND Life through their Lens: An Amish and Mennonite Photography Project 6. Living a healthier life: Transgender persons and health self-management A unified approach to the design and measurement of CHW initiatives 7. Systems approach to integrating CHWs in advance care planning strategies, AND 8. Understanding ROI with CHWs 9. Preparing CHWs to work in geriatric populations 	
Break	3:45 p.m.—4:00 p.m.
Skill-building Session <ul style="list-style-type: none"> • Burnout Prevention and Recovery for CHWs • Understanding and Utilizing Data • Weaving motivational interviewing into your behavior change conversations • Link your community with quality health information • Change talk: Applying the Transtheoretical model to community health work • County rankings and roadmaps: Using data to drive community-based decision making • How to have a conversation about tobacco use • Building a better bridge in your community 	4:00 p.m.—5:00 p.m.

Wednesday, April 17 , 2019	
Early Morning Physical Activity Session	7:00 a.m.—8:00 a.m.
Breakfast on your own	8:00 a.m.—9:00 a.m.
Conference Registration	9:00 a.m.—12 noon
Plenary Session III: Federal Initiatives and National Programs Focused on CHWs <ul style="list-style-type: none"> • Nothing about us, without us: Engaging CHWs/promoters in insightful conversations on sustainability and financing • Shining the national spotlight on CHWs: The CHW NPA Caucus • Community Health Representatives: Tribal Program Perspectives on Workforce Policy and Sustainability • The Community Health Worker Core Consensus (C3) Project 	9:00 a.m.—10:30 a.m.
Roundtable Session <ul style="list-style-type: none"> • Lessons learned from development of a pilot cardiovascular outcome-based research study in Mississippi • Developing and testing a diabetes training to improve the health of Oklahomans through an effective CHW workforce • How the use of CHWs can reduce hospital utilization in super utilizers • Statewide infrastructure development of the Kansas CHW Workforce • The making of the adolescent CHW • CHWs in criminal justice settings • Innovative models for improving linkage and retention in HIV care: Experiences of CHWs • ACES, the acronym that shapes life and limb • The evolution of CHWS – how to build capacity and sustainable models • Partnerships/statewide CHW advisory committee for Missouri • CHW Certification in Missouri • Developing CHW curriculum in Missouri • Opioid use disorder: Strategies for CHWs • Healthy homes and asthma 	10:45 a.m.—12:15 p.m.

<ul style="list-style-type: none"> • CHWs develop health ministries in health disparate faith-based communities of Travis county • Montana’s Community Health Worker training • Implementing CHW certification in Virginia: Lessons learned, challenges and successes • Shifting the organizational culture to support CHW professionalization • Unlocking the power of Community Health Workers in Pennsylvania • Reaching Latino families: Strengthening South Carolina by supporting children and parents • Meeting the community where they are at: CHWs in rural community-based organizations • “I am a C.H.W.” Building your script • Smiles for life: A free national curriculum for CHW Training in oral health • Client-centered strategies for results-based programs • Engaging community health workers to work with at-risk families with high ACEs scores in addressing child development issues and quality of life • A woman’s life course: The role of economic and social empowerment groups in addressing social determinants of health • Utilizing CHWs to improve linkage to care and increase screening for Hepatitis B in the coastal Mississippi Vietnamese population • Redefining community health: A national sickle cell disease curriculum for community health workers • Advocates and leaders: Community health workers in public housing communities • Pharmacy staff trained as community health workers (CHWs) are increasing access to care in Missouri’s most disparate populations • Alzheimer’s educational assessment tools for CHWs- Awareness to implementation • The case for CHWs in your agency • Opioid use, abuse, and treatment • Career advancement opportunities for Community Health Workers: A key factor for strengthening and protecting the future of the field. • Innovations in community health, training high school community health workers • How to have a conversation about tobacco use • The keys to building a strong, community-supported CHW program • I’m a MaMa first: Tips for CHWs in their homelife • Project Hoffnung: Delivering hope with culturally appropriate health services for Amish and Mennonite communities • ECHO: Building the capacity of CHWs using technology • Community Health Workers at the core for community and state level infrastructure development for health equity 	
<p>Lunch Closing Speaker Awards Ceremony</p>	<p>12:15 p.m.—1:45 p.m.</p>
<p>Evaluations</p>	<p>1:45 p.m.—2:00p.m.</p>



Unity Conference 2019
April 14-17, 2019
Flamingo Las Vegas Hotel and Casino

Exhibitor Registration

Name _____

Organization name _____

Street address _____

City _____ State _____ Zip Code _____

Telephone (____) _____ Fax (____) _____

Email address _____

Please check all that apply:

_____ Please reserve _____ 6 ft. table(s) for our exhibit.

_____ Our display is not a “table-top” display. Please reserve _____ft. floor space.

Special requests:

Electrical outlets (\$50) _____ Other requests _____

*Other special requests may be subject to additional charges

PRICING:

- CHW programs: \$150 per table
- Not-for-profit organizations: \$250 per table
- For-profit organizations: \$350 per table

Send registration form and payment to:

The University of Southern Mississippi
ATTN: Dr. Susan Mayfield-Johnson
118 College Drive #5122
Hattiesburg, Mississippi 39406
Telephone: 601.266.6266
Fax: 601.266.5043
Email: susan.johnson@usm.edu

(Tax Exempt ID #: 64-6000818)

For questions regarding exhibits at Unity 2019, please contact Devin Bellman at Devin.Bellman@usm.edu or (228) 214-3301.



The Department of Public Health at The University of Southern Mississippi

Unity Conference 2019

April 14-17, 2019

Conference Registration



Yes! I want to attend Unity 2019 at the Flamingo in Las Vegas, Nevada

Name _____

Title _____

Agency _____

Address _____

City _____ State _____ Zip Code _____

Telephone _____ Fax _____

E-mail address _____

Special needs (dietary, ADA accommodations etc) _____

Registration Fees:

- | | |
|--|--|
| <input type="checkbox"/> CHW Early Registration, \$200.00 (Received by 12/28/18) | <input type="checkbox"/> Early Registration, \$300.00 (Received by 12/28/18) |
| <input type="checkbox"/> CHW Regular Registration, \$250.00 (Received by 3/29/19) | <input type="checkbox"/> Regular Registration, \$350.00 (Received by 3/29/19) |
| <input type="checkbox"/> CHW Late and On-Site Registration, \$300.00 (After 3/29/19) | <input type="checkbox"/> Late and On-Site Registration, \$400.00 (After 3/29/19) |
| <input type="checkbox"/> Student Registration, \$250.00 (must provide proof of status) | <input type="checkbox"/> One Day registration, \$125.00 |

Conference registration fees include training, materials, and lunch each day. Cancellations made by March 1, 2019 are entitled to a full refund, less a \$50.00 processing fee. After April 5, 2019, please plan to register on-site. Payment by cash or credit card will be required for on-site registration.

Total Amount Enclosed:

- Check payable to: The University of Southern Mississippi (Tax ID #64-6000818)
- Credit card payment—Please go to: <https://commerce.cashnet.com/usmDPHU?itemcode=DPHU-REG> to make payment.

Accommodations

For room reservations, please go online to <https://book.passkey.com/go/SFUNI9> to make your hotel reservations. Special negotiated rates of \$64 plus a mandatory \$35 resort fee (\$99/night) are available for single or double occupancy for April 14-17, 2019 until **March 21, 2019 or rooms sell out**. Each additional person will be charged at a rate of \$30.00 per person, per night with a maximum of four (4) persons per guestroom. Hotel room rates are subject to applicable state and local taxes (currently 13.38%). Room reservations can also be made through the Caesars Entertainment Reservation Center at **888-373-9855**. Ask for Unity 2019. Please be aware that a \$15 (+ tax) processing fee per reservation will be incurred if you choose to make a phone reservation. Please note that upon booking your reservation, your credit card will be charged a deposit equal to the first night's room and tax. To avoid forfeiture of deposit, please ensure all changes and cancellations are made at least **72 hours** prior to scheduled arrival date.

Registration and payment can be completed online. Please go to <https://unityconf.org/19/> to complete registration and credit card payment. **Registration is not complete without payment.** For manual registration, send copy of registration form and check payments to:

The University of Southern Mississippi
ATTN: Dr. Susan Mayfield-Johnson
118 College Drive #5122
Hattiesburg, Mississippi 39406

For questions, please contact Devin Bellman at Devin.Bellman@usm.edu or (228) 214-3301.

Photo Release: Registration for this conference implies consent to be photographed and permission for photos to be used in future Unity Conference materials unless notified.



The Flamingo Las Vegas hotel is an all-in-one casino and resort offering a tropical wildlife habitat, go pool- a 15-acre Caribbean-style water play ground, and select rooms with fabulous views of the 550-foot-tall High Roller. It is located at the center of the Strip and adjacent to The LINQ and High Roller.

Special conference rates of \$64 (single/double) per night with the additional \$35 resort fee (\$99 total/night) gives you modern design with convenient comfort. The special conference rates will be honored April 14-18, 2019 until March 21st or rooms sell out. For Saturday, April 13th, and Friday, April 19th, a number of rooms will be available for \$149 (single/double) plus the additional \$35 resort fee and applicable taxes. The resort fee is mandatory and includes unlimited local phone calls, two (2) guest admissions per day to the Fitness Center (spa use is additional, and appointments can be made), and in-room Internet access for up to two (2) device per room per day. While the hotel reservation deadline is March 21, 2019, please do note that rooms do sell out fast. It is recommended that you make your reservation as soon as possible to avoid sell out of the special rate and rooms. Self-parking fees are \$12/day. If you stay 1-4 hours, self-parking costs are \$9.00. Valet Parking costs are \$20/day.



Airline Information and Ground Transportation



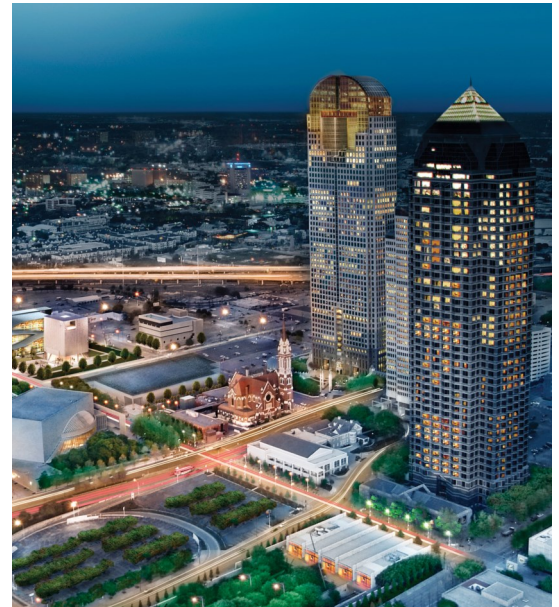
McCarran International Airport services the Las Vegas area. Airlines that fly into McCarran International Airport include Alaskan Air, Allegiant, American, Condor, Copa Airlines, Delta, Frontier, Hawaiian Air, InterJet, Jet Blue, Spirit, Southwest, Sun Country Airlines, United, Virgin Atlantic, and Volaris, among others.

The McCarran Rent-A-Car Center is located at 7135 Gillespie Street, just three miles south of the airport with easy freeway access to Interstates 15 and 215 and the Las Vegas Strip. It houses 11 rental agencies including Advantage, Alamo, Avis, Budget, Dollar, E-Z Rent-A-Car, Enterprise, Hertz, National, Payless, and Thrifty.

One-way taxi fare to the hotel is estimated to be \$20. More than ten taxi companies provide service to and from the airport and locations throughout Las Vegas. Taxi cab service is regulated by the Nevada Taxicab Authority, a Nevada State agency responsible for issuing medallions and setting fares. Some taxis will not accept credit card payments. Customers should notify the attendant if they plan to use a credit card for payment. There is a \$2.00 charge on all fares originating at the airport. The maximum number of passengers allowed in any taxi is five (5), including infants and children. Uber, Lyft, and private car services are also available at the airport. Please visit <https://www.mccarran.com/> for more information.



We're going green this year. Conference program materials will be available online and through an electronic application (App) to be made available to conference participants.



Over 42 million people visited Las Vegas this past year, with 6.6 million of those as conference attendants. It is a city that has something for everyone.

Recognized all over the world, the famous Las Vegas Strip is a place where individuals can enjoy a walk in the warm desert evening or take a stroll downtown and view dazzling light shows that span entire streets. Visitors can also get a glimpse of world famous re-creations like erupting volcanoes, the Eiffel Tower, and the Sphinx of Egypt in front of the various hotels and casinos.

Las Vegas tourism offers top quality entertainment, including headliner shows and concerts, attractions, shopping and world-renowned resorts. Las Vegas nightlife will keep you up until dawn, and art displays, music, and museums take you on a journey from the classic to the contemporary.

Outside of the Las Vegas Strip, there are other great outdoor recreational opportunities. The Red Rock National Conservation, Lake Mead National Recreation area, and Mount Charleston are all only minutes from Las Vegas Strip hotels and casinos. There are helicopter tours, Grand Canyon tours, and Hoover Dam tours departing every few minutes.

Las Vegas has a variety of entertainment, dining, shopping, nightlife, and golf and spa options. It can be tough to fit it all in, but you can try.

Come and join us For Unity 2019 and experience Las Vegas!



THE UNIVERSITY OF
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MISSISSIPPI.**

Department of Public Health
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Hattiesburg, MS 39406-0001



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Conference Participant Accommodations

We want everyone to have a comfortable and enjoyable stay at the Unity Conference, so please indicate on the registration form any special needs such as diet, ADA accommodations, diabetic needs, or translation services. Some accommodations may require additional fees.

Registration Deadline

The regular registration deadline for Unity 2019 at the Flamingo Hotel and Casino in Las Vegas, Nevada is March 29, 2019. Late registration may be conducted after March 29 online. After April 5th, all registration must be completed on-site.

Registration fees include materials, refreshments, and lunches. Online registration can be completed at <https://unityconf.org/19/>.

Early registration deadline is December 28, 2018. Regular registration deadline is March 29, 2019. All payments must be made by the deadline dates to receive either the early or regular registration rates. After March 29, 2019, please plan to register late or on-site.