

# THE ADVOCATE

WORKING TOGETHER TO MAKE HEALTH HAPPEN.



## OPHA Annual Meeting & Conference October 18-19, Corvallis, OR

Registration is now open for our 2010 conference and meeting. This year's conference theme focuses on environmental and rural health. You won't want to miss it!

Keynote speakers include:

Mel Kohn, M.D., M.P.H.  
Public Health Director and State Health Officer

Bruce Goldberg, M.D.  
Director, Oregon Department of Human Services  
Director-designee, Oregon Health Authority

Carmen Nevarez, M.D., M.P.H.  
President, American Public Health Association

Caroline Cochran, M.P.A.  
Deputy Associate Administrator  
Office of Rural Health  
U.S. Department of Health and Human Services

Note: 1-day registration is available.

Register by  
October 6 to avoid  
a late fee.



## 2010 OPHA CONFERENCE

[Register online](#)

[Agenda](#)

[10/18 Book Group discussion](#)

[Conference home page](#)

### Important conference notes:

- Meet board members and get involved by helping prepare conference materials. Meet in the Hilton Hotel lobby on Sunday October 17 at 6:30 p.m.  
*2500 SW Western Boulevard, Corvallis*
- There is an OPHA Nursing Section meeting and discussion on Sunday October 17 from 5:00-7:00 p.m. at the Best Western Grand Manor. RSVP to [Rebecca.c.austen@state.or.us](mailto:Rebecca.c.austen@state.or.us). 925 NW Garfield Ave., Corvallis
- The OPHA business meeting, including election results and award presentations, will take place during Tuesday's lunch.

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[www.oregonpublichealth.org](http://www.oregonpublichealth.org)

## SECTION UPDATES

### Biostatistics mentoring program

The OPHA Epidemiology/Biostatistics section is initiating a mentoring program in November 2010. The mission of the mentoring program is to strengthen the public health workforce in Oregon by mentoring growth in the areas of leadership, communication, self-direction, and problem solving skills.

The program will pair mentors with those seeking a mentor. It is expected that mentees will select a specific topic on which they wish to be mentored (e.g., career development, publications).



Potential mentees and mentors will each complete forms: the mentee form will indicate the area(s) in which mentorship is sought; and the mentors will indicate areas in which they are available to mentor. The forms will be submitted to the OPHA Epidemiology/Biostatistics Mentoring Program. A member of the program will match mentee applicants with mentors.

You might be a mentee if you are a public health professional seeking career growth in the areas of leadership, communication, self-direction, and problem solving skills.

You might be a mentor if you are a public health professional with over 10 years experience in the field or have advanced from junior to senior positions in your field, and enjoy one-on-one relationships.

*This is not a program for technical consultation.*

If you are interested in becoming a mentee or a mentor, please send an e-mail to:

[mentor@oregonpublichealth.org](mailto:mentor@oregonpublichealth.org)

### President's corner

Our new national health plan has the potential for emphasizing prevention. We'll need to fight to keep its funding and focus as it was passed. Even with this huge change evolving over the ensuing years, we'll still face the fact that we have extended life without extending freedom from chronic disease.



So, we live longer, coping to various degrees with disabilities from illnesses that are preventable. Because of this, our health reform will still be largely unaffordable. The Congressional Budget Office estimates that 10 years from now, the cost of care per person will be slightly higher than it is now. Not much more, but definitely not less. How else to reduce the cost of health care?

We are accustomed to considering personal and social determinants of health. We are not accustomed to considering business determinants of health. I believe it is fair for businesses to profit from the benefits they bring to the public. If a business produces eggs, soft drinks, medicines, happy meals or cigarettes, to the degree a consumer public feels they benefit from those products and are willing to pay for them, the business should rightfully realize a profit. If those products cause illness or harm, I believe the business should also be accountable for the cost of that harm, without the need for individual consumer lawsuits.

For example, each pack of cigarettes sold in Oregon results in about \$7.02 of direct medical costs. Who pays those costs? **WE DO...**in higher taxes and insurance premiums

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## Member spotlight

Submitted by Mohamed Alyajouri

Over the summer, I had the privilege of spending about three months in Geneva, Switzerland, working in the Headquarters office of the World Health



Organization. This opportunity allowed me to fulfill my internship requirement for my Masters of Public Health at Oregon State University. Being a public health student, it was a life changing experience and opened my eyes to many global health issues that we don't think much about here in Oregon.

My assignment was in the Health Systems Services Cluster, in the Essential Health Technology Department and part of the Diagnostic Imaging and Medical Devices unit. As part of the DIM team, I worked alongside biomedical engineering students, medical students, and other public health students, helping with the department's projects.

As with most of the WHO's work, these projects focused mainly on developing countries. For example, the department is working on creating a priority medical device list to be used by low and middle income countries when establishing health facilities or by donors who wish to donate health technologies.

The main project was organizing the [First Global Forum on Medical Devices \(FGFMD\)](#), which was just held September 9-11 in Bangkok, Thailand. The purpose of this forum was to bring together high level officials, policy makers, academic institutions, funding agencies, and professional organizations in order to share knowledge on available resources, and tools to demonstrate the need for strategies on medical devices and health technology management. With many of its projects, the DIM department collaborates

with other UN agencies as well as major donors such as the Gates Foundation.

I am honored to have been selected for such a unique opportunity. My overall experience was very positive and made me hopeful for the future of global health.

For more information:

[www.who.int/medical\\_devices/en](http://www.who.int/medical_devices/en)

<http://twitter.com/alyajouri>

*If you would like to submit something for the member spotlight, contact the [editor](#).*

## President's corner

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for the extra health care. The tobacco industry does not pay a cent of that extra cost. Requiring such businesses to be accountable for their medical harm is a free market solution to our health care costs, since they'd probably need to raise the retail price of their product.

This strategy for reducing health care costs is to assign the proportion of preventable health costs that result from the use of commercial products to be paid for by the industries that sell and profit from them. This would not improve the population's health directly, but if the businesses raise the cost of their product to pay for the extra illnesses they cause, it would reduce the attractiveness of those products to the consumer.



I'd like to see OPHA advocate for this strategy for improving the health of Oregonians and reducing health care costs paid through our taxes and insurance premiums.

## Upcoming events

Get the most current listing on the OPHA [Events Web page](#).



**Date:** September 2010

**Event:** National Preparedness Month (NPM)

**For more information:**

- Find out about the *Ready* campaign and NPM at [www.ready.gov](http://www.ready.gov) (in Spanish at [www.listo.gov](http://www.listo.gov)). Information is also available by phone at 1-800-BE-READY or 1-888-SE-LISTO.
- Read the Oregon Emergency Management preparedness blog at [www.oem-oregon.blogspot.com](http://www.oem-oregon.blogspot.com).
- Find out about the Citizen Corps. Citizen Corps is FEMA's grass roots strategy to bring together government and community leaders to involve citizens in all-hazards emergency preparedness and resilience. Visit [www.citizencorps.gov](http://www.citizencorps.gov).

**Date:** September 27, 2010

**Event:** Politics 101 - Finding Your Voice to Advocate for Public Health

**Location:** Oregon Environmental Council, 222 NW Davis, Portland, OR

**Time:** 7:00 - 9:00 p.m.

**Details:** Join us for a presentation on the legislative process and advocating for public health. Issues to be discussed include how a bill becomes law, how to talk to policy makers, and how to speak to the media. This event is free but please RSVP if you would like to attend.

**RSVP to:** [Maye Thompson](mailto:maye@oregonpsr.org) (maye@oregonpsr.org)

**Date:** November 1-3, 2010

**Event:** Place Matters - Working Together to Create Healthy Communities

**Location:** Portland Marriott Downtown Waterfront, Portland, OR

**Details:** Professionals from the Pacific Northwest region will attend this conference to share ideas, learn from experts in the field, celebrate successes and identify opportunities to partner and collaborate on the best ways to make our communities healthy for everyone. The conference is suited for anyone involved in community organizing, public health, transportation, planning, economic development, social justice, health care delivery, mental health, alcohol and drug addiction treatment, and worksite wellness. The conference is sponsored by Oregon's Health Promotion and Chronic Disease Prevention Program.

**For more information:** [www.healthoregon.org/hpcdp](http://www.healthoregon.org/hpcdp)

# THE ADVOCATE

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## Submissions

We invite you to send stories, news and graphics by submission deadlines:

ISSUE	DEADLINE	PUBLICATION
Fall	Aug 21	September
Winter	Nov 21	December
Spring	Feb 21	March
Summer	May 21	June

*Authors' views and editorial content in this newsletter are not necessarily endorsed by OPHA.*



## OPHA

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## Executive Board

Donald Austin, President  
Charlie Fautin, President-elect  
Judy Cleave, Past President  
Jan Wallinder, Treasurer  
Nurit Fischler, Secretary



*Climb the mountains and get their good tidings. Nature's peace will flow into you as sunshine flows into trees. The winds will blow their own freshness into you, and the storms their energy, while cares will drop off like autumn leaves.*

*- John Muir*