

ArPHA abstracts

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2019 Annual Meeting & Expo

North Little Rock AR | April 29- May 1

The Arkansas Public Health Association (APHA) is now accepting abstracts for the 71st Annual Meeting. The theme for the meeting is "Public Health: Creating Healthier Lives and Stronger Communities." Authors are encouraged to submit abstracts on the theme, as well as, on current and emerging public health issues.

Primary Author: The primary author will serve as the point of contact between APHA and the presenters.

First Name	Mallory
Last Name	Jayroe
Credentials	M.S.
E-mail Address	mallory.jayroe@arkansas.gov
Phone Number	(501) 661-2003
Mailing Address:	Health Statistics Branch, Slot 19 Arkansas Department of Health 4815 W. Markham Street Little Rock, AR 72205

If you are a student, please select one:

- ☐ Undergraduate
- ☐ Graduate (Masters type)
- ☐ Graduate (Doctoral type)
- ☐ Other

Please upload your resume or CV [document]

Additional presenters: Please upload a resume or CV for any additional presenters.

Do you have additional presenters?

- ☐ Yes
- ☒ No

Name(s) of Additional Presenters _____

Title of Presentation Arkansas Behavioral Risk Factor Surveillance System: The Powerful Tool for Targeting and Building Health Promotion Activates.

Abstract [document]

Primary Presentation Type

- ☒ Oral
☐ Poster

Secondary presentation Type

- ☐ Oral
☐ Poster

Would you be willing to serve on a panel?

- ☒ Yes
☐ No

In which category does your abstract best fit?

- ☒ Theme: Creating Healthier Lives and Stronger Communities
☐ Public Health Policy
☐ Advocacy
☐ Health/Wealth Equity
☐ Health Disparity
☐ Environmental Health
☐ Public Health Nursing
☐ Chronic Disease
☐ Communicable Disease
☐ Immunizations
☐ Health Literacy
☒ Health Education and Health Promotion
☐ Nutrition
☐ Health Administration
☐ Public Health Preparedness
☒ Other (describe below)

Presentation Description

- ☐ Research
☒ Program/Best Practice

Description of the organization (or community):
 Describe the organization or community in which your program is based.

Arkansas BRFSS is housed in the Survey Section in the Health Statistics Branch at the Arkansas Department of Health. BRFSS is designed to target adults 18 years of age and older that live in Arkansas.

Summary of the primary program: Describe the core elements of the program you offered.

BRFSS is a state based random cell and landline telephone health survey that targets non-institutionalized adults regarding their health related risk behaviors, chronic disease conditions, and use of preventive services.

Explanation of the evaluation plan: What outcomes or processes have you (and will you) evaluate and how have you (will you) evaluate them.

Arkansas collects around 5,200 surveys annually. Each state receives the responses recorded during the interview each month. Each year, the CDC BRFSS website provides a variety of datasets for analysis for each state. Arkansas uses an analysis plan that involves developing county-level estimates from the state BRFSS data and creating a dataset that includes the state-added questions. All data sets are analyzed using SAS programs designed by CDC and the Health Statistics Branch at the Arkansas Department of Health.

Summary of the program impact: Explain in quantitative form the results the program has demonstrated to date.

In the past six years Arkansas BRFSS has completed around 31,309 questionnaires. Annually we complete around 5,200 surveys. Arkansas's response rate is 48%, which is above national average. Our goal is to increase survey completions each year. We predict survey completions will increase significantly in 2019 due to increasing our cell phone interviews to 50% and decreasing our landline interviews to 50%.

Learning Objectives: You MUST follow the format shown in the example below. NO COMPOUND OBJECTIVES.

Step 1. Describe the information, skills, behaviors, or perspectives participants in the session will acquire through attendance and participation.

Step 2. Clearly identify the outcomes or actions participants can expect to demonstrate as a result of the educational experiences. See the action words below.

Step 3. Write the learning objectives that relate to these outcomes and that reflect the content of the session.

Objectives describe the behavior of the learner, and:

- ☐ are stated clearly
- ☐ define or describe an action
- ☐ are measurable, in terms of time, space, amount, and/or frequency

Measurable Action Words (examples): Explain, Demonstrate, Analyze, Formulate, Discuss, Compare, Differentiate, etc.

Examples of Learning Objective

By the end of the session, attendees will:

- 1. List five factors that contribute to hypertension.**
- 2. Design a community-based breast screening model.**

***Each abstract must have 3 learning objectives.**

Learning Objective I:

By the end of the presentation, attendees will be able to explain at least five reasons why BRFSS is a good tool for targeting and building health promotion activities.

Learning Objective II:

By the end of the presentation, attendees will be able to list three things involved in creating the Arkansas BRFSS questionnaire each year.

Learning Objective III:

By the end of the presentation, attendees will be able to explain one way they can utilize BRFSS as a tool for their specific program or research.

Travel Reimbursement: APHA welcomes abstracts from our public health partners near and far. If you are traveling more than 120 miles to the conference site, travel reimbursement may be available.

Will you require travel reimbursement?

☐ Yes

☒ No

Thank you for your submission. The call for abstracts closes on 01/18/19. Authors will be notified on 02/15/19. For any questions, email president-elect@arkpublichealth.org

Registration and Membership: You do NOT have to be an APHA member to submit an abstract. However, if your abstract is accepted for presentation, the presenting author MUST register for the Annual Meeting by the pre-registration deadline.

Additional Information may be required from you to complete the continuing education process. If your abstract is accepted, you may be required to submit additional forms such as conflict of interest forms. You will be contacted by email to complete these forms.

Author Disclaimer: Opinions expressed by a speaker represent only the opinions of the speaker and do not necessarily reflect the official policy or position of the Arkansas Public Health Association.

Penalties: Presenters who fail to show up for their scheduled presentations without notifying the program planner of cancellations will not be permitted to present papers or posters at an APHA sponsored meeting for two years following the "no-show."

Session Types:

- Oral presentation: A 50 minute spoken presentation, including questions and answers for a total of 60 minutes
- Panel Discussion: Total of 1 hour comprised of 15-20 minute coordinated presentations by up to 3 people, including questions and answers
- Training Session: up to a 3 hour training session on a current best practice intervention or data training course
- Poster: Authors present their papers using a visual medium with key excerpts from the papers displayed on a 4' high x 8' wide/1.2 m high x 2.4 m wide free-standing bulletin board.

Hotel Reservation link:

<https://www.wyndhamhotels.com/groups/hr/apha-71st-annual-meeting-and-exhibitions1>

<http://tiny.cc/APHAHotel2019>

Hotel Room block - held until April 8, 2019

ARKANSAS BEHAVIORAL RISK FACTOR SURVEILLANCE SYSTEM: THE POWERFUL TOOL FOR TARGETING AND BUILDING HEALTH PROMOTION ACTIVITIES.

Mallory Jayroe, M.S.
BRFSS State Coordinator

Introduction – The Behavioral Risk Factor Surveillance System (BRFSS) is a state-based random cell and landline telephone health survey that targets non-institutionalized adults 18 years of age and older regarding their health-related risk behaviors, chronic health conditions, and use of preventive services. Arkansas has conducted this survey since 1993. The Arkansas BRFSS program works with its partners and the Center for Disease Control and Prevention (CDC) to develop an annual, state-specific dataset that can be used to address the chronic health problems in Arkansas. In Arkansas, BRFSS is supported by several public health-related programs, both internal (e.g. Chronic Disease Program, Immunization Program, Oral Health Program, Injury and Violence Prevention Program, Tobacco Prevention and Cessation Program and Arkansas Minority Health and Disparities Program) and external (e.g. Arkansas Minority Health Commission; Arkansas Commission on Child Abuse, Rape, and Domestic Violence; and University of Arkansas for Medical Sciences College of Public Health.)

Objective- There are two objectives associated with the purpose or goal of BRFSS: 1) to provide the Arkansas Department of Health (ADH) and other health-related agencies with an annual BRFSS dataset that can be used to design public health programs to improve and protect the health of Arkansans, and 2) to develop and/or maintain collaborations to encourage and increase the use of the Arkansas BRFSS survey as a core tool for analyses needed for implementation of public health programs and policies and/or community health assessments.

Methods- Each state uses a standardized core questionnaire, optional modules, and state-added questions. With both technical and methodological assistance from CDC, Arkansas uses a contractor to administer BRFSS surveys continuously throughout the year. BRFSS sets standard protocols for data collection to maintain consistency across all the states. Up to 15 calling attempts may be made for each phone number in the sample, depending on state regulations for calling and outcomes of previous calling attempts. A disposition code is assigned to indicate a particular result of calling the number. BRFSS weighting process includes two steps: design weighing, which takes into account the number of phones and number of adults in each household, and iterative proportional fitting, also known as “raking”, which incorporates known characteristics of the population into the sample.

Results- Currently, Arkansas collects around 5,200 surveys annually. Each state receives the responses recorded during the interview each month. Each year, the CDC BRFSS website provides a variety of datasets for analysis for each state. Arkansas uses an analysis plan that involves developing county-level estimates from the state BRFSS data and creating a dataset that includes the state-added questions. A state-added question codebook is created each year for

BRFSS data that indicate which variables have been calculated as well as the method used to create the variables.

Conclusions- BRFSS nationwide completes more than 400,000 adult interviews each year, making it the largest continuously conducted survey system in the world. BRFSS data can be utilized in multiple ways, and have been for years. BRFSS is always improving with pilot studies and research initiatives. This is important because, in the future, public health surveillance may be more complex and involve multiple ways of collecting public health data. Though, telephone surveys will likely remain the pillar of how BRFSS data are collected, it is possible that additional models of interview will be necessary.

Key Words- Survey, Development, Usage, Data Sets, Health of Arkansas.

Learning Objectives- 1) Describe what BRFSS is and how it is used. 2) Explain what is involved in creating the Arkansas BRFSS survey each year. 3) Show how BRFSS data has been utilized over the years.

Mallory Jayroe, M.S.
115 Cotton Ln
Lonoke, AR 720086
(501) 676-1333 • malloryjayroe@yahoo.com

Objective: To obtain a job working in the public health field.

Education: University of Central Arkansas, Conway, Arkansas, 2010-2015

- Major: Health Sciences

University of Central Arkansas, Conway, Arkansas, 2016-2018

- Graduate Program: Health Sciences

Experience:

10/2018
to Present

Arkansas Department of Health

Behavioral Risk Factor Surveillance System (BRFSS) State Coordinator

- Oversaw development of annual questionnaire
- Worked closely with the Centers for Disease Control and Prevention (CDC) in different aspects of survey development
- Stored monthly samples and survey data files in appropriate locations
- Ensured all annual forms related to data collection are completed and submitted to the CDC and the contractor according to schedule
- Tested and suggested solutions to the programmed CATI system used by survey contractor
- Created annual data sets
- Created annual country data estimates from Arkansas BRFSS data
- Analyzed the BRFSS data
- Modified existing programs and created new programs to analyze the collected data in SAS
- Provided technical assistance to BRFSS data users
- Promoted the use of BRFSS data among internal and external public health programs
- Assisted with the development of publications that include BRFSS data
- Encouraged the use of BRFSS data for policy development, program planning, program evaluation, intervention design, trend assessment, and risk group identification
- Prepared and submitted all grant proposals and reports requested by the CDC
- Assisted in budget preparation for BRFSS activities
- Monitored the data collection activities
- Checked data quality reports
- Ensured that telephone interviews are conducted according to protocol
- Ensured that data was properly edited, corrected, and submitted on time
- Assisted graduate students from different universities with dissertations using BRFSS data

7/2016
to 7/2018

University of Central Arkansas

Co-Researcher

- Conducted studies on the Mississippi Kite, a small bird of prey, in Conway, Arkansas
- Conducted hours of field work
- Data collection and interpretation
- Supervision of two undergraduate students
- Taught undergraduate students basic research skills, data collection skills, bird watching skills, and facts about the sexual dimorphism of different birds of prey, and data entry skills
- Conducted education programs on birds of prey
- Presented data via PowerPoints and poster boards
- Data entry

6/2015

Arkansas Children's Nutrition Center, Little Rock, Arkansas

to 10/2018

Research Assistant

- Worked on 10 major studies, including animal studies and USDA-funded projects, following specific protocols and guidelines
- Managed 12 mouse colonies over the duration of 3 years
- Contributed on multiple principal investigators publications
- Conducted various laboratory experiments and sample analyses
- Quantitated various nutrients, chemicals, drugs, and metabolites
- Maintained careful, complete data and procedural notes and records
- Maintained all necessary records for equipment maintenance and use and service contracts and scheduled maintenance
- Assisted in animal surgeries and surgical preparation
- Prepared diets while following standard operating procedures and diet modifications as needed upon director's approval
- Behavioral Observations in swine
- Performed non-surgical animal procedures including all substance administration techniques (e.g., oral gavage and subcutaneous injection) and sample collection (e.g., blood, tissues, and urine)
- Feed, watered, and cared for animals following standard operating procedures and schedule
- Performed daily observation of animals checking their health, eating habit changes, bowel movements, and coat condition
- Operated analytical equipment, including MRI, glucose analyzer, and running wheels equipment

Spring 2015

Arkansas Children's Hospital Injury Prevention Center, Little Rock, Arkansas

Intern

- Assisted research team on a study funded by the National Institute of Child Health and Human Development
- Constructed literature reviews on safe sleep and other topics and then mapped primary outcomes and outcome variables in Excel
- Mapped out conceptual framework, as well as mapping instrument grid
- Created PowerPoint presentation of decorations for Safety Baby Shower
- Observed focus groups and entered external data using qualitative data
- Completed the following training CITI, Injury Prevention 101, Safety Baby Shower, Suicide 101, and Safety 101 training

2014 to 2015

Lonoke Exceptional School, Lonoke, Arkansas

Special Olympics Coordinator

- Organized Special Olympic teams and tryout with coaches for sports, including basketball and softball
- Fundraising activities
- Enrolled athletes, providing sports interests and medical information, to the Special Olympics Arkansas office
- Organized health fair, including participation of physicians and other healthcare professionals
- Managed and communicated with coaches by email
- Recruited volunteers to help with Special Olympics by sending flyers and social media
- Organized state basketball tournament teams, including transportation and hotel accommodations

Activities and Honors:

- 2018 Applied Suicide Intervention Skills Training (ASIST) completed
- 2018 Little Rock Zoo Volunteer
- 2018 Nomination and induction, UCA Who's Who Purple Society
- 2018 Geographic Information System (GIS) class completion
- 2018 Member, The National Society of Leadership and Success
- 2018 Designed program plan for a Suicide Prevention program for the University of Central Arkansas
- 2017 Publication: Jayroe, M., McDonald, V. (2017) Population, Range, and Migration of the Mississippi Kite in Central Arkansas. (in progress)
- 2017 Member, Association for Women in Science

2017 Member, Generation Zoo
 2017 Began Conservation Blog (<https://greenglamgo.wordpress.com/>)
 2016 Member, Citizen's Climate Lobby
 2015 Designed program plan for safe sleep practices in a hospital setting for Program Planning course
 2015 Designed website for suicide prevention, ACH Injury Prevention Center
 2015 Poster session winner for Safe Sleep Program, Society for Public Health Education conference
 2012-14 Delta Zeta Sorority, philanthropy activities and intramural chair
 2010-15 Arkansas Special Olympic volunteer
 2010 Governor's Excellence Award for gaining over 500 community service hours

References:

Beverly Miller
 Associate Director of Research
 Injury Prevention Center Arkansas Children's Hospital
 13 Children's Way
 Little Rock, AR 72202
 (501) 364-2470
millerbeverlyk@uams.edu

Matthew Ferguson
 Former Animal Research Leader
 Nutrition Center Arkansas Children's Hospital
 118 Sierra Valley Loop
 Maumelle, AR 72113
 (501)-772-7722
fergatola@att.net

Dr. Anita Sego
 Assistant Professor
 University of Central Arkansas
 201 Donaghey Ave.
 Conway, AR 72035
 (501)-852-1234
ASego@uca.edu