

ArPHA abstracts

Response is only partial and is not complete. Response was added on 01/18/2019 1:47pm.

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 | Janie |
| Last Name | Ginocchio |
| Credentials | MPA |
| E-mail Address | janie.ginocchio@banksouthern.com |
| Phone Number | (501) 850-8963 |
| Mailing Address: | 8924 Kanis Rd. Little Rock, AR 72205 |
| If you are a student, please select one: | <input type="radio"/> Undergraduate <input type="radio"/> Graduate (Masters type) <input type="radio"/> Graduate (Doctoral type) <input type="radio"/> Other |

Please upload your resume or CV

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

| | |
|------------------------------------|---|
| Do you have additional presenters? | <input type="radio"/> Yes <input checked="" type="radio"/> No |
| Name(s) of Additional Presenters | _____ |
| Title of Presentation | Economic Security as a Driver of Health: Public Policy and Practice |
| Abstract | |
| Primary Presentation Type | <input checked="" type="radio"/> Oral <input type="radio"/> 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.

Southern Bancorp's mission is to create economic opportunity in rural and underserved communities by providing responsible and responsive financial products and services that balance profits with purpose. From our mission to our markets, Southern Bancorp is a unique financial institution that was founded to help strengthen underserved communities through financial access and investment. By combining traditional banking and lending services with financial development tools ranging from credit counseling to public policy advocacy, Southern Bancorp helps underserved families and communities grow financially stronger - regardless of zip code.

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

This presentation would not highlight a particular program, but would have a focus on poverty as a social determinant of health and a family stressor/adverse childhood experience that is a significant risk factor for toxic stress and negative health outcomes. In addition, I will discuss Southern's efforts around public policy and direct services to increase access to financial security for low-income families in the Delta.

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

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

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 session, attendees will be able to describe how economic insecurity is a risk factor for poor health outcomes.

Learning Objective II:

By the end of the session, attendees will be able to list three public policy efforts designed to provide greater access to financial security for low-income families.

Learning Objective III:

By the end of the session, attendees will be able to make referrals to online and community-based financial development resources for clients and community members.

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

Abstract: Economic Security as a Driver of Health: Public Policy and Practice

Arkansas is regularly at the bottom for state rankings in overall health and economic security, and as research around social determinants of health shows, these two factors are inextricably linked. Poverty is associated with low levels of health literacy, higher barriers to health care access, low housing quality and accessibility, and food insecurity. Poverty is also recognized as an “expanded” adverse childhood experience (ACE) and a family stressor that can cause other ACEs, which are significant risk factors for toxic stress and negative health outcomes for children and adults.

This session will take a deeper dive into the associations between health and wealth by covering the latest data and research from both national and state sources, and how income inequality affects community well-being. In addition, the presenter will discuss current and emerging public policy efforts to address and support financial security for low-income Arkansans, and available online and community-based financial development resources public health practitioners can use for referrals.

Janie Ginocchio

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EDUCATION

University of Arkansas at Little Rock, Little Rock, AR

Master of Public Administration, December 2016

Relevant coursework: Managing Public Disputes, Nonprofit and Government Networks,
Analyzing Inequality in Public Policy

Georgetown University, Washington, DC

Bachelor of Arts in English, May 1997

PROFESSIONAL EXPERIENCE

Southern Bancorp, Little Rock, AR

Jan. 2019-present

Director of Public Policy and Advocacy

- Manages Southern's lobbying and advocacy efforts related to increasing access to financial security for low-income families in Arkansas and Mississippi.
- Provides thought leadership on topics related to savings, asset building and wealth accumulation for rural and underserved communities.

Arkansas Foundation for Medical Care, Little Rock, AR

2011-2019

Lead Policy and Program Analyst

- Responsible for the day-to-day administration of the AR ACEs/Resilience Workgroup, a cross-sector collaboration with a membership of 275 individuals representing about 200 agencies and organizations working to prevent childhood trauma and heal its effects through raising awareness, creating a trauma-informed workforce, and systems and policy change.
- Conducted legislative bill tracking and analysis, committee hearing tracking and regular communication with AFMC leadership, stakeholders, and lobbyists regarding the status of AFMC's legislative efforts.
- Provided solutions to community health and health system problems by conducting research, gathering and analyzing data, and assessing the potential short- and long-term effects of health policy.
- Prepared policy briefs, reports, regulatory comments and presentations.
- Collaborated with executive team and communications department to develop messages for company strategies to policymakers, stakeholders, and coalitions, as well as to internal audiences.
- Represented AFMC to external audiences, including presentations at meetings and conferences.
- Managed multi-disciplinary teams for various grant-funded projects, including a child social needs screening pilot project, a health savings account public education campaign, and statewide promotion of the Million Hearts Initiative. Responsibilities include overseeing project planning, implementation and evaluation; promoting success stories, project outcomes and lessons learned; and financial and program reporting to funders.
- Lead strategic planning and partnership development for the ACEs workgroup.
- Facilitated data subgroup of ACEs workgroup; guide development of state- and county-level data analysis and mapping from multiple public datasets.
- Responsible for the planning and execution of annual statewide ACEs summit and related training and awareness-raising events.

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- Provided training and technical assistance to education, health care, legal and other sectors on the effects of ACEs, trauma, and toxic stress and how to build resilience in individuals, families and communities.

Paxton Media

2006-2011

Editor, *Paragould Daily Press*, Paragould, AR, August 2008-August 2011

Managing Editor, *The Courier*, Russellville, AR October 2006-August 2008

- Managed seven-person newsroom staff that had first-place wins in general excellence and sweepstakes at the 2009 Associated Press Managing Editors of Arkansas awards (*Paragould Daily Press*).
- Served as interim business manager in addition to newsroom responsibilities (*Paragould Daily Press*).
- Managed an eight-person, award-winning newsroom in development of hard-hitting stories and general interest features (*The Courier*, Russellville).
- Coached and trained reporters and newsroom staff on news writing, the Arkansas Freedom of Information Act, interacting with the public, and community relations.
- Developed and managed annual newsroom budgets.
- Assigned stories, edited copy and oversaw page design for the daily edition and all special publications.
- Wrote news stories, features and opinion pieces on issues of local interest ranging from education, crime, and healthcare to local and state government.
- Created public education series about the state Freedom of Information Act, which won a Service to FOI Award from the Associated Press Managing Editors of Arkansas.

Freelance writer/editor

2004-2015

- Developed editorial budgets and wrote copy for niche advertising publications for the *Arkansas Times*.

Arkansas Times, Little Rock, AR

2002-2004

Staff writer

- Wrote news and feature stories as well as a lifestyle column.

Other employment

Executive assistant/office manager for companies in McLean, Virginia, and New York City; duties included event planning, speech writing, and public and media relations, 1997-2002.

ADDITIONAL SKILLS AND TRAINING

- *Certification:* Trauma-Informed Individual, Community Resilience Initiative, Walla Walla, Wash., June 2018; Arkansas Department of Education approved professional development provider for K-12 educators
- *Software:* Microsoft Office applications, Adobe InDesign, Photoshop, Illustrator, Salesforce, SPSS

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- *Seminar:* University of South Florida, Social Marketing for Public Health Training Academy, June 2012

BOARDS AND COMMITTEES

- Family and Community Engagement Coalition, Arkansas Department of Education
- Steering Committee, Excel to 8 Initiative, Arkansas Campaign for Grade-Level Reading
- Statewide School Health Coalition, Arkansas Department of Education
- North Little Rock School District Wellness Committee
- Arkansas Building Effective Services for Trauma advisory board
- Child Welfare Task Force, Arkansas Administrative Office of the Courts
- Co-lead, Access to Healthy Foods team, Healthy Active Arkansas and Arkansas Coalition for Obesity Prevention

AWARDS

- I.F. Stone Award for Investigative Journalism, Arkansas Press Association, 2010
- Sweepstakes award and first place for General Excellence, *Paragould Daily Press*, Associated Press Managing Editors of Arkansas, 2009, 2010
- Mark Twain Award, Associated Press Managing Editors of Arkansas, 2010
- Sweepstakes award and first place for General Excellence, *The Courier*, Associated Press Managing Editors of Arkansas, 2007
- 35 awards from the Arkansas Press Association and Associated Press Managing Editors of Arkansas journalism contests, 2006-2010. Includes 11 first-place awards in categories such as editorial writing, beat reporting, campaign coverage, human interest column, page design, news feature, headline writing and news coverage