



*\* All Programs Offered Via Free Satellite Broadcast or Live Webcast*

**March 20, 2008 (9 - 10 am ET)\***

## **Public Health Detailing: Using the Pharmaceutical Sales Approach to Promote Public Health**

**Kelly Larson, MPH**

Director, Public Health Detailing Program, New York City Department of Health and Mental Hygiene

Local health departments can promote public health interventions through a program of planned visits to health care providers' offices. This program will provide practical tools from the NYC Department of Health and Mental Hygiene's Public Health Detailing Program, which is modeled on the pharmaceutical sales approach. Program Director Kelly Larson will describe the visit process, the action kits left with providers, evaluation data, and lessons learned. She will focus on the program's Contraception and Nurse-Family Partnership campaigns.



**April 17, 2008 (9 - 10 am ET)\***

## **Oral Health In Children**

**Jayanth Kumar, DDS, MPH**

Director, Oral Health Surveillance and Research, Bureau of Dental Health, New York State Department of Health

This program will focus on oral health problems in children and their impact. Dr. Kumar, dental public health specialist, will discuss the extent of dental diseases and their distribution. He will also discuss progress made toward accomplishing Healthy People 2010 oral health objectives. He will also discuss the recommendations from the Centers for Disease Control and Prevention and other professional groups about available interventions. This program will educate local public health officials and health care providers about surveillance, the state oral health plan, and efforts to control oral diseases in children.



**May 15, 2008 (9 - 10 am ET)\***

## **Home Visiting: Getting kids off to a good start**

**Karen Schimke**

President and CEO, Schuyler Center for Analysis and Advocacy

**Peggy Sheehan, RN, BSN, IBCLC**

Program Manager, Schenectady County Public Health Services

This program will describe the need for a model neutral, comprehensive, and universal system of prenatal and postpartum care and home visiting. It will provide insight into the different models currently in use, and explain why counties should be able to choose the model(s) that best meet their needs. It will highlight Schenectady's home visiting programs. Peggy Sheehan will share key lessons learned in Schenectady and provide practical advice for enhancing program success. Karen Schimke will provide an overview of home visiting in New York State, as well as Home is Where the Start Is, a blueprint for expanding home visiting.



### **Please Join Us!**

You may view these informative programs for **FREE** at the following Capital Region location:

*University at Albany School of Public Health, Rensselaer, NY*

Outside of the Capital Region, just log on to register for a **FREE** satellite downlink or live webcast.

**University at Albany, School of Public Health Continuing Education**

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Public Health Live T<sup>2</sup>B<sup>2</sup> is sponsored by University at Albany School of Public Health, NYSDOH, NYSACHO, NYSNA, NYSCHP.

**Viewing  
Location:**



# SCHOOL OF PUBLIC HEALTH

UNIVERSITY AT ALBANY State University of New York

## Maternal Child Health Series

Live - March 20, April 17, May 15, 2008 - 9:00am - 10:00am ET

**Intended Audience:** Public health practitioners, nurses, health information providers including educators and health communicators, allied health professionals, policy makers.

### Learning Objectives:

**At the end of these programs participants will be able to...**

#### Public Health Detailing

- Explain the rationale and goals of the health care provider office visit approach and cite evidence of its effectiveness
- Describe the training and material development required to prepare for an effective public health office detailing program
- List the components of a typical outreach campaign and describe what occurs at a typical office visit
- List at least 2 key challenges encountered by the NYC program and how they were addressed

#### Oral Health in Children

- Explain the importance of oral health in children
- Describe the extent of oral health problems in children and the disparities in outcome
- Describe at least two available preventative and treatment interventions

#### Home Visiting Models

- Provide the rationale and cite evidence supporting the effectiveness of home visiting in promoting early childhood development
- Describe different models of home visiting
- List strategies for engaging stakeholders, including policymakers and the media, in promoting home visiting
- List the factors that make up a comprehensive home visiting system
- List the factors that contribute to the success of Schenectady's home visiting program

**CME credits & Nursing Contact Hours are available for participation in this program. To receive continuing education credits for University at Albany satellite broadcasts, you must...**

- 1. View the broadcast live via satellite or webcast; as an archived, online webstream; or on video/DVD.**
- 2. Complete the on-line evaluation and post-test (Click through from [www.t2b2.org](http://www.t2b2.org)).**
- 3. Achieve a grade of 80% correct on the post-test.**

**You will be able to print a certificate for CME, Nursing Contact Hours, CHES or generic CEUs for your records.**

School of Public Health, University at Albany, is an approved provider of continuing nursing education by the New York State Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

These activities have been assigned code 6VKSFE-PRV-06-160 and have been approved for 1.0 contact hour each.

School of Public Health, University at Albany is accredited by the MSSNY to provide continuing medical education (CME) for physicians. The School designates this educational activity for a maximum of 1.0 AMA PRA Category 1 Credit(s).™ Physicians should only claim credit commensurate with the extent of their participation in the activity.

This activity is sponsored by the School of Public Health, University at Albany, SUNY, a designated provider of continuing education contact hours (CECH) in health education by the National Commission for Health Education Credentialing, Inc. This program is designated for the CHES to receive 1.0 Category 1 CECH in health education.

**This program will be available to watch as an archived webstream two weeks after the live broadcast.  
To view, log on to [www.albany.edu/sph/coned/t2b2chron.htm](http://www.albany.edu/sph/coned/t2b2chron.htm)**

Public Health Live is sponsored by University at Albany, School of Public Health, Continuing Education, NYS Department of Health, NYS Association of County Health Officials, NYS Nurses Association, NYS Community Health Partnership. This broadcast and panel discussion are part of a year long **Milestones in Public Health** series supported in part by an unrestricted educational grant from Pfizer, Inc.