

31<sup>ST</sup> ANNUAL MINORITY HEALTH CONFERENCE

# **BUILDING COMMUNITY IN THE AGE OF INFORMATION:**

*Fighting Health Inequality in the Modern World*



February 26, 2010

The William and Ida Friday Center  
for Continuing Education

University of North Carolina at Chapel Hill  
Chapel Hill, North Carolina



**UNC**  
GILLINGS SCHOOL OF  
GLOBAL PUBLIC HEALTH

**MSC**  
MINORITY STUDENT COUNCIL

Minority Health Project  
North Carolina Institute for Public Health

## *The UNC Minority Health Conference is the largest and longest-running student-led health conference in the country,*

regularly attracting over 500 students, faculty, researchers, public health and human services professionals, and community leaders from North Carolina and surrounding states, with at least as many throughout the country viewing the keynote lecture by broadcast or on DVD. The Minority Student Caucus (MSC) launched the conference in 1977 to highlight health issues of concern for people of color and attract students interested in minority health to

the School. The conference provides a forum for scholarly exchange of ideas related to understanding and addressing continuing health disparities in minority populations. We expect this year's conference to give a diverse audience broad understanding of how to harness the power of community to address the health inequalities in the modern world.

*This year's conference will explore the tools, opportunities and challenges available to us as we work to build community and improve health in minority populations.*

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### **SESSION TOPICS**

#### **GRASSROOTS ADVOCACY AND ACTIVISM**

Change often is accomplished by the simple act of people and communities coming together to make their vision for a better world a reality. This session will explore how today's minority communities mobilize to create change for a better—and healthier—future.

#### **"EDUTAINMENT"**

Familiar forms of entertainment, such as video games, television programs, music and the Internet, have become important vehicles through which health educators convey health information and engage people in healthy behaviors. This session will focus on "edutainment" as a tool to promote minority health and will highlight examples of successful programs that use edutainment to reach minority communities.

#### **INTERVENTIONS BASED ON SOCIAL NETWORKS**

With the growing use of Facebook and Twitter, iPhone and BlackBerry smart phones, social networks are no longer limited to groups in a certain community, town, state or even country. This section will explore innovative public health initiatives that use technology to broaden traditional social networks and to address health inequalities in minority populations.

#### **TELEMEDICINE**

Access to quality health care in rural and other underserved communities is a major health care issue. Telemedicine is a rapidly developing application of clinical medicine that can be used to deliver clinical diagnosis, services, and patient/provider consultations. This section will highlight the current and prospective use of telemedicine in addressing the needs of rural and underserved communities, both domestic and abroad.

#### **RADIO COMMUNICATION WITH LATINO POPULATIONS**

The population of Spanish-speaking Latinos in the United States is growing steadily. This session will explore how Spanish-speaking radio shows and stations can be a useful medium to promote health and well-being in this population.

#### **HEALTH LITERACY WORKSHOP**

Health literacy is the ability to obtain, process and comprehend basic health information required to make important health decisions. Multiple studies show that poor health status is very high among patients with low health literacy, especially among elderly, minority and immigrant populations. This session will explore ways in which providers and advocates can break down complicated medical concepts to increase health literacy for all populations.

#### **LGBT HEALTH**

Minority populations are defined along axes not just of race and ethnicity but also gender identity and sexual orientation. Lesbian, gay, bisexual and transgender (LGBT) populations experience health disparities in health outcomes ranging from HIV/AIDS to various forms of cancer, as well as having higher rates of harmful behaviors, such as smoking. This session will examine how some of the many health disparities operate in LGBT populations and how strategies might be employed to improve health outcomes.

#### **OCCUPATIONAL HEALTH**

In light of recent discussions concerning the economic crisis and health care reform, much attention has been placed on the relationship between employment and health. Workplace issues contribute to determinants of health including health insurance, health promotion programs and safety. This session will look at minority populations, their relationship with the workplace and how it influences health.

#### **AMERICAN INDIAN/ALASKA NATIVE HEALTH**

American Indian and Alaska Natives comprise approximately 1.6 percent of the United States population and are disproportionately affected by many public health issues, including poverty, diabetes, infant mortality and deaths from unintentional injuries. This section will focus on innovative ways to address health disparities in innovative ways in the American Indian and Alaska Native communities.

## FEATURED SPEAKER

### Robert E. Fullilove, EdD

**Mailman School of Public Health  
Columbia University**

Dr. Robert Fullilove is associate dean for community and minority affairs and professor of clinical sociomedical sciences at Columbia University's Mailman School of Public Health. He is co-director of the Community Research Group, an initiative of Columbia and the New York State Psychiatric Institute, and co-director of a newly formed degree program in urbanism and community health. Fullilove, who has written extensively on minority health, served from 1995 to 2001 on the board of health promotion and disease prevention for the National Academy of Sciences' Institute of Medicine (IOM). Since 1996, he has served on five IOM study committees that have produced reports on topics including substance abuse and addiction,



HIV/AIDS, tuberculosis and the effect of damp indoor spaces on health. A member of the federal advisory committee to the Center for Complimentary and Alternative Medicine at the National Institutes of Health, Fullilove was, from 1999 to 2004, co-chair of the federal advisory committee on AIDS to the Centers for Disease Control and Prevention and the U.S. Health Resources and Services Administration. Twice, he has received the Columbia public health school's Distinguished

Teaching Award. In 2002, he was awarded an honorary doctorate from Bank Street College of Education.

## CALL FOR ABSTRACTS!

The Minority Student Caucus at the University of North Carolina Gillings School of Global Public Health invites you to submit abstracts for poster presentations during the 31st annual Minority Health Conference. All abstracts must be received by

January 15, 2010.

For more information, please visit: [www.minority.unc.edu/sph/minconf/2010/abstracts](http://www.minority.unc.edu/sph/minconf/2010/abstracts).

## REGISTER TODAY!

[www.minority.unc.edu/sph/minconf/2010](http://www.minority.unc.edu/sph/minconf/2010)

	before 2/5/10	after 2/5/10
Professional	\$70	\$80
Community Member	\$55	\$65
UNC Faculty & Staff (all 16 campuses)	\$55	\$65
Students & Senior Citizens (60+)	\$20	\$30

Registration includes lunch if fee is paid before January 30, 2010.

### GENERAL INFORMATION

Registration fees are due by January 30, 2010, at midnight EST; at the latest, earlier payment is appreciated. Make checks payable to NCIPH, or call 919-966-4032 to pay with credit card. Participants who do not register and pay by January 30, 2010 may purchase lunch at nearby restaurants.

### CANCELLATIONS/REFUNDS

Full refunds will be issued to individuals who cancel by February 12, 2010. Substitutions from the same agency are allowed at any time with prior notification to the registrar (call 919-966-4032).

## HOTEL INFORMATION

### Courtyard Chapel Hill

100 Marriott Way  
Chapel Hill, NC 27517  
919-883-0700  
[www.marriott.com](http://www.marriott.com)

### Holiday Inn Express Chapel Hill

6119 Farrington Road  
Chapel Hill, NC 27517  
919-489-7555  
[ihotelsgroup.com](http://ihotelsgroup.com)

### Hampton Inn Chapel Hill

6121 Farrington Road  
Chapel Hill, NC 27517  
919-403-8700  
[hamptoninn.hilton.com](http://hamptoninn.hilton.com)

### Sheraton Hotel Chapel Hill

One Europa Drive  
Chapel Hill, NC 27517  
919-968-4900  
[www.sheratonchapelhill.com](http://www.sheratonchapelhill.com)



## Choose one of four ways to register:

- Online:** [www.minority.unc.edu/sph/minconf/2010](http://www.minority.unc.edu/sph/minconf/2010)
- Phone:** 919-966-4032
- Fax:** Complete the form below and fax to 919-966-5692
- Mail:** Complete the form below, and send to:  
Registrar  
Office of Continuing Education  
UNC Campus Box 8165  
Chapel Hill, NC 27599-8165

If you have special needs for learning aids and/or facility accessibility information, please call us at 919-966-4032.

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NAME	PID OR BIRTHDATE
AGENCY	PHONE
JOB TITLE / POSITION	EMAIL
ADDRESS	CITY, STATE, ZIP
REGISTRATION FEE <i>(see inside for amount)</i>	
<input type="checkbox"/> I have enclosed a check or purchase order <i>(payable to NCIPH)</i>	
<input type="checkbox"/> Please bill my: <input type="radio"/> Visa <input type="radio"/> Mastercard	
ACCOUNT NUMBER	EXPIRATION DATE
NAME AS IT APPEARS ON THE CARD	

If you have questions or problems with registration, please call 919-966-4032 for assistance.



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**ADDRESS SERVICE REQUESTED**