

# Public Health 2026

# READY, SET, ACTION!

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## April 9 & 10, 2026



# Our team

We are all so thankful for the collaboration of 3 wonderful professional organizations who came together to support one another, develop and plan this public health conference, and dedicate time to promoting health and wellness for all Arkansans. The Arkansas Public Health Association, Arkansas Society for Public Health Education and the Arkansas Chronic Disease Coordinating Council hope that you enjoy this conference and learn something new!

*A special thanks goes out to the planning committee which consisted of representatives from each of the 3 organizations.*



## Continuing Education Credits

- This event is a provider of continuing education contact hours (CECH) in health education by the National Commission for Health Education Credentialing, Inc. This program is designated for Certified Health Education Specialists (CHES) and/or Master Certified Health Education Specialists (MCHES) to receive up to 12 hours Category I contact education contact hours.

***In order to receive CE, you must complete the evaluation form after the event.***

# Keynote Speaker: Jennifer Folkenroth



Jennifer Folkenroth serves as the Senior Director of Nationwide Tobacco Programs and tobacco cessation content expert for the American Lung Association. In this role Jen advises all Mission activities at local, state and national levels to ensure a comprehensive evidence-based public health framework including education, awareness, behavior modification, community mobilization and systems change for serving unique community needs. Jen brings with her over twenty-two (22) years' experience in tobacco and nicotine dependence treatment in both clinical and community-based settings. Jen holds a Tobacco Treatment Specialist certification (CTTS) from the Mayo Clinic, a National Certificate in Tobacco Treatment Practice (NCTTP) and National Certification in Nicotine and Tobacco Treatment (NCNTT) through NAADAC, The Association for Addiction Professionals and Nationally Certified Professional in Tobacco Treatment (CPAHA-TT) through the American Heart Association and ATTUD, the worldwide Association for the Treatment of Tobacco Use and Dependence.

# Keynote Speaker: Craig Wilson



Craig Wilson, JD, MPA, is the president and CEO of the Arkansas Center for Health Improvement (ACHI), a nonpartisan, independent health policy organization that serves as a catalyst to improve the health of Arkansans. His work has included leading healthcare workforce strategic planning efforts, working with private and public payers to obtain a consensus on an approach to patient-centered medical home development, working with the Arkansas Insurance Department in the development of policies for the Health Insurance Marketplace, and influencing the development of the Arkansas Healthcare Transparency Initiative, a unified source for healthcare data that has supported numerous research projects and healthcare policy decisions. Wilson also hosts ACHI's podcast, "Wonks at Work." Wilson is a graduate of Lyon College in Batesville, Arkansas. He is an attorney licensed to practice in Arkansas, having earned his Juris Doctorate from Georgia State University College of Law and a Master of Public Administration degree from Georgia State University Andrew Young School of Policy Studies in Atlanta.

# Be sure to check out all of the poster presentations and exhibitors!

**Thursday, April 9, 2026 10:45-11:00 AM**

**A.** Outcomes of Methamphetamine versus Cocaine Associated Cardiomyopathy: A TriNetX Based Global Study - *Brad Fugere*

**B.** Trends in Pediatric Mental Health and Substance Use Disorders in Arkansas: A Claims-Based Analysis - *Shahed Sufian, MPH, MS*

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**Thursday, April 9, 2026 11:45-12:30 PM**

**C.** From Surveillance to Practice: Leveraging Data, ARPQC Initiatives, and Provider Surveys to Strengthen Congenital Syphilis Prevention in Arkansas - *Mallory Jayroe, MS, CHES, DrPH(C)*

**D.** Risk Profiles for Severe Maternal Morbidity Differ Before and After 42 Days Postpartum - *Antonije Lazic, PhD*

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**Friday, April 10, 2026 10:45-11:00 AM**

**E.** Data Limitations in Pediatric Oncology: Challenges Faced by Small States in Analyzing Childhood Cancer Using Registry Data - *Abigail Wells*

**F.** One Year Risk of Suicide Among TBI Patients: A Propensity-Matched Study - *Braxton Porter*

**G.** From Screening to Support: Integrated Mental Health Approaches for Youth - *Truc Ho*

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**Friday, April 10, 2026 11:45-12:30 PM**

**H.** More Than a Monitor: The Critical Role of Community Support and Trusted Messengers in Implementing Self-Measured Blood Pressure (SMBP) Monitoring in Rural Arkansas - *Katy Allison, PhD, MPH*

**I.** Increasing Lung Cancer Screenings Among High-Risk Individuals - *Alexandria Kelsey, BS, TTS*

# Program Agenda

## Day 1: Thursday, April 9, 2026

*8 – 8:30 am Registration, Meet with Exhibitors, & Display Posters*

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8:30 – 9 am Address from Secretary of Health Renee Mallory

- Welcome & Conference Overview (ArkPHA, ARSOPHE, ACDCC)

9 – 10 am Keynote Address – Jennifer Folkenroth, Senior Director of Nationwide Tobacco Programs, American Lung Association

- Topic: “Tobacco Use: New & Emerging Trends.”

10 – 10:45 am Breakout Sessions (1) – Pediatric Injury & Pediatric Disease Trends

1. Arkansas Children’s Annual Trauma Report (Hannah Branton)
2. Rates of RSV, Influenza, COVID-19, & Pneumonia among Children 0-4 in Arkansas (Aaron Wendelboe)

*10:45 – 11 am Break, Meet with Exhibitors, & Poster Presentations (A&B)*

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11 – 11:45 am Breakout Sessions (2) – Immunization Systems & Coverage Gaps

1. Evaluation of the Vaccines for Children Program (Savanna Ledford)
2. Using Teach-Back to Improve Understanding & Promote Action (Katie Leath)

*11:45 – 12:30 pm Lunch, Meet with Exhibitors, & Poster Presentations (C&D)*

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12:30 – 1:15 pm Breakout Sessions (3) – Public Health Surveillance: Emerging & Under-Recognized Conditions

1. Alpha-Gal Syndrome Surveillance in Arkansas (Katelyn Lazenby)
2. Surveillance for Venous Thromboembolism (VTE) (Aaron Wendelboe)

1:15 – 2 pm Breakout Sessions (4) – Lung Cancer Screening: From System Mobilization to Implementation Supports

1. Multilevel Social Drivers of Health among Rural Cancer Survivors (Jaimi Allen)

*2 – 2:15 pm Break, Meet with Exhibitors, & Poster Presentations*

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## **Day 1 Continued: Thursday, April 9, 2026**

215 - 3 pm Breakout Sessions (5) – Brain Health & Youth Risk Prevention Across the Lifespan

1. Building Brain-Healthy Habits & Advancing the Science (Jill Thompson)
  2. Creating Clear Calls to Action in Written Health Materials (Katie Leath)
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3 – 3:45 pm Closing Session – Building Pathways to a Healthier Future Through Academic & Community Partnerships (Chad Lairamore)

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3:45 – 4 pm Evaluation & Dismissal

4 – 5:00 pm Business Meetings

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## **Day 2: Friday, April 10, 2026**

*8 – 8:30 am Registration, Meet with Exhibitors, & Display Posters*

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8:30 – 9 am Address from State Health Director Jennifer Dillaha, MD

- Welcome & Q/A Panel & Reflection Session (ArkPHA, ARSOPHE, ACDCC)
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9 – 10 am Keynote Address – Craig Wilson, President & CEO, Arkansas Center for Health Improvement (ACHI)

- Topic: “Migration Patterns: Push and Pull Factors Influencing the Health of Arkansans.”
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10 – 10:45 am Breakout Sessions (6) – Health IT, Data, & Digital Transformation

1. Leveraging Health Information Technology to Advance Health Outcomes in Arkansas (Marico Howe)
  2. Statewide Digital Health Transformation: UAMS IDHI Telestroke Outcomes (Aliza Brown)
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*10:45 – 11 am Break, Meet with Exhibitors, & Poster Presentations (E, F,&G)*

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11 – 11:45 am Breakout Sessions (7) – Mapping Inequity & Designing Place-Based Strategies

1. Good Health Doesn't Just Happen: Using GIS to Reveal How Place Shapes Health (Jade Zimpfer)
  2. Awareness Meets Action: Inclusive Strategies for Health (Amber Robinson)
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*11:45 – 12:30 pm Lunch, Meet with Exhibitors, & Poster Presentations (H&I)*

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## **Day 2 Continued: Friday, April 10, 2026**

12:30 – 1:15 pm Breakout Sessions (8) – Health Communication in Clinical & Community Settings

1. Predictors of Childhood Immunization Coverage by Age Two in Arkansas (Christina Joshua)
  2. Beyond Our Walls: Building a Culture of Clinical & Community Teamwork (Rachel Spurr)
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1:15 – 2 pm Breakout Sessions (9) – Program Engagement & Chronic Disease Prevention

1. Barriers & Enablers to Successful Participation in Diabetes Prevention & Management Programs (Jordan Simpson, Katie George, & Tarryn Harris)
  2. Vaping Presentation Public 2025 (Charles David Gibson)
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*2 – 2:15 pm Break, Meet with Exhibitors, & Poster Presentations*

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2:15 – 3 pm Breakout Sessions (10) – Behavioral Health, Safety, & Interpersonal Harm

1. Turning Trends into Treatment: QI Approach to Behavioral Health Integration (Laida EgboSimba)
  2. Digital Control & Abuse: Cyber Intimate Partner Violence (Ruby Charak)
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3 – 3:45 pm Closing Session – Structuring Public Health Narratives to Motivate Behavior (Lance Brett Hall)

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3:45 – 4 pm Evaluation & Dismissal

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**Save the date for next year!**  
**April 8-9, 2027**

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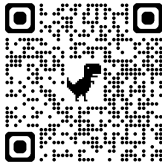
## Bronze Sponsors

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## Conference Donor

Arkansas Oral Health Coalition  
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2026 Conference Website

**2026 conference evaluations must be completed in order to receive any CE or a certificate of participation.**

**Evaluations due May 8th, 2026**

If you need an electronic version of the evaluation, please email [epaul@uca.edu](mailto:epaul@uca.edu)

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For more information or to join the professional organizations that hosted this year's conference, scan QR Codes below!



ArkPHA



AR SOPHE



ACDCC