

# Healthy St. Mary's Partnership Annual Meeting

## September 13, 2018

1:00 – 1:30    **Registration & Networking**

1:30 – 2:00    **Healthy St. Mary's Partnership Updates**

*Dr. Stephen Michaels, Chief Operating and Medical Officer at MedStar St. Mary's Hospital*

2:00 – 2:10    **Special Remarks – Secretary of Health**

*Robert R. Neall, Office of Secretary, Maryland Department of Health*

2:10 – 3:00    **Key Note Session – Medical Cannabis in Maryland: Legal Issues and Implications**

*William Tilburg, JD, MPH, Director of Policy & Government Affairs, Maryland Medical Cannabis Commission*

3:00 – 3:15    **Break**

### Breakout Sessions

#### ROOM 1

#### ROOM 2

#### ROOM 3

3:15 – 4:00

**An App to Improve  
Reproductive Health  
Outcomes for Teens**

*Genevieve Martínez-García,  
PhD, Director of Innovation &  
Research, Healthy Teen  
Network*

**Maryland Sugar Rush**

*Shawn McIntosh, Executive  
Director, Sugar Free Kids MD  
Panel Discussion lead by Andy  
Krauss, Communications  
Officer, Sugar Free Kids MD  
Panelists: Dr. Khetpal, Dr. Kirk,  
Lori Irvin, and Chad Leo*

**Harm Reduction  
and the Opioid Crisis**

*Ashly Nelson, BS, NCPT & Jane  
Lawing, MA, MS, RN-BC, Harm  
Reduction Program, St. Mary's  
County Health Department*

4:00 – 4:15    **Break**

4:15 – 5:00    **Plenary Session: The truth® on Using Communications & Social Media to Engage Youth**

*Starla Stiles, MA, Director of Communications, Truth Initiative*



## Opening Session - Healthy St. Mary's Partnership Updates

*Dr. Stephen Michaels, Chief Operating and Medical Officer at MedStar St. Mary's Hospital and Co-Chair of HSMP*

This session will highlight the work and accomplishments of the Healthy St. Mary's Partnership (HSMP) over the last year. Participants will gain a better understanding of HSMP, the local health improvement process and strategies that are being implemented by partners to address the priority health needs of St. Mary's County.

## Keynote Session – Medical Cannabis in Maryland: Legal Issues and Public Health Implications

*William Tilburg, JD, MPH, Director of Policy & Government Affairs at Maryland Medical Cannabis Commission*

This session will introduce and outline Maryland's Medical Cannabis Program which began on December 1, 2017, allowing registered patients to access medical cannabis in Maryland. The presentation will cover how the program works, what is legal and illegal under current law, and common public health and safety issues or concerns.

## Breakout Session 1 – Improving Reproductive Health Outcomes for Teens through Digital Media

*Genevieve Martínez-García, PhD, Director of Innovation & Research, Healthy Teen Network*

This presentation will evaluate the results of Crush—a robust mobile health application with the intent to reduce pregnancy among adolescent women. It provides comprehensive, medically accurate sexual and reproductive health information in English and Spanish, through highly-engaging interactive and multimedia features. Crush is a self-contained app designed to support healthy sexual behavior. It is grounded in behavior change theory, uses technology to enhance education, and offers tools linking users to care in their own community.

## Breakout Session 2 – Maryland Sugar Rush

*Shawn McIntosh, Executive Director at Sugar Free Kids Maryland*

*Andy Krauss, Communications Officer, Sugar Free Kids Maryland*

*Panelists: Dr. Beena Khetpal of MedStar Health (HEAL action team member), Dr. Arethusa Kirk of United HealthCare, Lori Irvin of the American Heart Association, and Chad Leo of the Maryland Association of Student Councils.*

This presentation is designed to spark discussion around the importance of choosing healthy drinks over sugar-laden options like soda and sports drinks. Research shows that consumption of soda and other sugary drinks put children at greater risk of developing chronic diseases such as heart disease, type 2 diabetes and tooth decay. A panel of community leaders and health experts will discuss the importance of these issues for St. Mary's County residents.

## Breakout Session 3 – Harm Reduction and the Opioid Crisis

*Ashly Nelson, BS, NCPT, Program Administrator, Harm Reduction Program at St. Mary's County Health Department*

*Jane Lawing, MA, MS, RN-BC, Program Director, Harm Reduction Program at St. Mary's County Health Department*

The mission of the St. Mary's County Health Department Harm Reduction Program is to reduce the risk of infectious disease spread through IV Drug use, decrease the stigma impacting people who inject drugs, increase public safety and promote the overall health and wellness of our community. This session will provide information on the opioid crisis and highlight how Harm Reduction services will be implemented as part of our local prevention and response efforts.

## Plenary Session – The truth<sup>®</sup> on Using Communications & Social Media to Engage Youth

*Starla Stiles, MA, Director of Communications at Truth Initiative*

This session will provide details on how the **truth**<sup>®</sup> campaign, which helped reduce teen smoking rates from 20% in 2000 to less than 6% today, developed an integrated communications strategy that has catalyzed a movement through building coalitions, creatively pushing an “evergreen” message, and adapting to dramatic changes in the communications landscape.

