PUBLIC HEALTH IN MILWAUKEE: PAST + PRESENT = FUTURE

WED., JUNE 2, 2010

REGISTER BY MAY 14 FOR REDUCED RATES

12th ANNUAL URBAN INITIATIVES CONFERENCE
UWM CENTER FOR URBAN INITIATIVES & RESEARCH + THE SCHOOL OF PUBLIC HEALTH
This year’s conference will provide an opportunity for the community members to learn and dialogue about important challenges in **public health in greater Milwaukee**. The day will begin with keynote speaker Dr. Joan Reede, Dean for Diversity and Community Partnership at Harvard Medical School, and a reflection on the keynote by a panel of local leaders in Milwaukee. Participants will then have multiple opportunities to select and participate in panel discussions which will cover a broad array of topics in public health including the H1N1 pandemic, healthy living environments, violence, social justice, nutrition and birth disparities. The day will conclude with a keynote from UW-Madison’s Michael Rothschild (Professor Emeritus, School of Business), an expert in social marketing and health communication. Attendees will also be provided time over the lunch hour to network with other participants and visit the Galleria with information from a diverse group of sponsors and other organizations interested in public health.

### Conference Schedule

**WED., JUNE 2 7:45 am - 3:30 pm**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:45 - 8:15 AM</td>
<td><strong>REGISTRATION</strong></td>
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<tr>
<td>8:15 - 8:30</td>
<td><strong>WELCOME</strong>&lt;br&gt;Carlos Santiago, Chancellor, UW–Milwaukee&lt;br&gt;Stephen Percy, Director, Center for Urban Initiatives and Research&lt;br&gt;Acting Dean, School of Public Health</td>
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<td>8:30 - 9:15</td>
<td><strong>OPENING PLENARY:</strong> <em>THE IMPORTANCE OF PUBLIC HEALTH IN URBAN COMMUNITIES</em>&lt;br&gt;Dr. Joan Reede, MD, MPH, MS, Dean for Diversity and Community Partnership, Harvard Medical School</td>
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<td>9:15 - 9:45</td>
<td><strong>LOCAL RESPONSE PANEL TO THE OPENING PLENARY</strong></td>
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<td>9:45 - 10:00</td>
<td><strong>BREAK</strong></td>
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<td>10:00 - 11:15</td>
<td><strong>BREAKOUT SESSIONS 1</strong>&lt;br&gt;• Reflections on H1N1: What Have We Learned About Responding to a Pandemic?&lt;br&gt;• How the Built Infrastructure of Communities Affects Public Health&lt;br&gt;• Understanding the Magnitude of Health Disparities in Milwaukee&lt;br&gt;• Violence as a Public Health Issue</td>
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<td>11:15 AM - 12:30 PM</td>
<td><strong>BREAKOUT SESSIONS 2</strong>&lt;br&gt;• Poverty as a Threat to Public Health&lt;br&gt;• Endocrine Disruption—How are Chemicals in the Environment Associated with Epidemics of Obesity, Diabetes, and Reproductive Problems?&lt;br&gt;• The Black-White Infant Mortality Gap&lt;br&gt;• Fighting Childhood Obesity</td>
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<td>12:30 - 1:15</td>
<td><strong>LUNCH &amp; NETWORKING</strong></td>
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<td>1:15 - 2:30</td>
<td><strong>BREAKOUT SESSIONS 3</strong>&lt;br&gt;• Promoting Public Health Education in Local Schools&lt;br&gt;• Creating a Healthy Home Environment&lt;br&gt;• Safe Sleep for Milwaukee’s Infants&lt;br&gt;• Public Health as a Career</td>
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<td>2:30 - 3:15</td>
<td><strong>CLOSING PLENARY:</strong> <em>USING SOCIAL MARKETING IN PUBLIC HEALTH</em>&lt;br&gt;Michael Rothschild, PhD, MBA, Emeritus Professor&lt;br&gt;UW–Madison School of Business</td>
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<td>3:15 - 3:30</td>
<td><strong>CLOSING REMARKS</strong></td>
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OPENING PLENARY

JOAN Y. REEDE, MD, MS, MPH, MBA

Appointed as the first Dean for Diversity and Community Partnership in January 2002, Joan Y. Reede is responsible for the development and management of a comprehensive program that provides leadership, guidance, and support to promote the increased recruitment, retention, and advancement of under-represented minority faculty at Harvard Medical School (HMS). This charge includes oversight of all diversity activities at HMS as they relate to faculty, trainees, students, and staff.

Dr. Reede is director of the Minority Faculty Development Program and faculty director of Community Outreach Programs at Harvard Medical School. In addition, she holds the appointments of associate professor of medicine at HMS, associate professor of society, human development, and health at the Harvard School of Public Health, and assistant in health policy at Massachusetts General Hospital.

In recognition of her far-reaching accomplishments, Dr. Reede has received numerous awards. In 2006, she was recognized by Modern Healthcare magazine as one of “the top 25 minority executives in healthcare” and by Ebony magazine in their annual women’s health section as one of six “medical movers and shakers”. Dr. Reede was awarded the Riland Medal for Public Service from the New York College of Osteopathic Medicine and an honorary Doctor of Science degree from the New York Institute of Technology in 2007 and is the 2008 Homer G. Phillips Hospital Public Health Lecturer at Washington University in St. Louis School of Medicine.

Dr. Reede graduated from Brown University and Mount Sinai School of Medicine. She completed her pediatric residency at Johns Hopkins Hospital in Baltimore, Maryland, and a child psychiatry fellowship at The Children’s Hospital Boston. She holds an MPH and MS in health policy and management from Harvard School of Public Health, and an MBA from Boston University.

CLOSING PLENARY

MICHAEL ROTHSCILD, PhD, MBA,

Michael Rothschild is Emeritus Professor, School of Business, University of Wisconsin, where he has been on the faculty since 1975. Prior to that, he received his MBA from the University of California, Berkeley, worked in the research department of the Los Angeles office of Ogilvy & Mather (advertising agency), and then received his PhD from Stanford University. While at the University of Wisconsin, he also was Director of Research at Stephan & Brady (advertising agency), and a founding partner of The Hiebing Group (advertising agency).

In 2000, Michael devoted himself more fully to working on social marketing issues. From 2000 to 2007, he was the Principal Investigator on Road Crew, a project for the Wisconsin Department of Transportation and NHTSA (National Highway Traffic Safety Administration) to reduce alcohol impaired driving. He was Eminent Scholar at the Center for Strategic Dissemination, National Cancer Institute in 2003-2005. His workshop, Discovering the Joys of Social Marketing, has been offered at several venues including the Centers for Disease Control and Prevention (CDC). In addition, he has worked on social marketing projects related to reducing obesity, reducing binge drinking on college campuses, increasing produce consumption and exercise, and inhibiting the onset of smoking among teenagers.

His work has been published in the Journal of Marketing, the Journal of Marketing Research, the Journal of Consumer Research, and Social Marketing Quarterly. Mike also has written two textbooks in the areas of advertising and marketing communications, and has published over 80 articles.

Register online cuir.uwm.edu
GENERAL INFORMATION

LOCATION
The Italian Community Center
631 East Chicago Street | Milwaukee, WI 53202

COST
$50.00
Includes the conference, lunch, refreshments, reception and parking at the Italian Community Center.

EARLY BIRD SPECIAL
Register by May 15 and receive a $10 discount ($40)

STUDENT RATE
To encourage students to attend, the cost for the entire day has been reduced to $25 per student.

CANCELLATION & REFUND POLICY
A full refund minus a $10 service charge will be made if cancellation is received by May 26.

TO REGISTER
Complete the attached form and mail, phone or fax as indicated. VISA, MASTERCARD or AMERICAN EXPRESS accepted. Please make checks payable to UW–Milwaukee. If registration is placed by May 24, you will receive confirmation of registration by mail. If registering after May 24 and you wish to receive a registration confirmation, please call 414-229-6616.

SPECIAL ARRANGEMENTS
Please advise the Center for Urban Initiatives and Research Office (414-229-6616) upon registration if you have access or participation needs, including those addressed by the American with Disabilities Act.

FOR MORE INFORMATION CONTACT
Jarad Parker
Center for Urban Initiatives and Research
414-229-6616 or jparker@uwm.edu

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PLEASE USE ONE FORM PER PERSON. REGISTRATION FORM MAY BE DUPLICATED.

MAIL:
University Outreach
UW–Milwaukee
Drawer No. 491
Milwaukee, WI 53293-0491

FAX:
414-227-3146

PHONE:
Toll Free 1-800-222-3623
or 414-227-3200

ONLINE:
Visit: cuir.uwm.edu
PROGRAM #: M10B0550002010

REGISTRATION RECEIVED

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<th>by 5/14</th>
<th>after 5/14</th>
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<td>Regular</td>
<td>$40</td>
<td>$50</td>
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<tr>
<td>Student</td>
<td>$25</td>
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Amount Enclosed $ ______________
Make checks payable to UW–Milwaukee

Credit Card # ______________
Exp. Date ______________

Name on Card ______________

Name
Title/Position
Organization
Address
City State Zip
Day Phone Fax
Email