



**INTRODUCTION:**

March 29<sup>th</sup>, 30<sup>th</sup> & 31<sup>st</sup>, 2011 the Arkansas Department of Health and Center for Disease Control cooperative effort known as the Arkansas Assessment Initiative in concert with Hometown Health Improvement coordinated a conference at the North Little Rock Wyndham Hotel. The conference; entitled “*Funding your Future*” focused on the idea of building partnerships and learning ways to sustain them over time. Each region presented on programs they have been working on during the last year including challenges and successes. Poster presentations were also encouraged so that communities and local health unit personnel could have an area to network and share ideas about successful projects that have been carried out at the local level. We were fortunate to have Mayors from two different cities deliver a presentations on what they were doing in their areas to improve health. Mayor Chip Johnson from Hernando Mississippi delivered a very inspirational presentation about “Doing More with Less”. And Mayor Orville Elmbaugh from Batesville Arkansas shared what they have accomplished in Batesville Arkansas by utilizing the assets available and motivating his community to act.

This year we were able to offer eight breakout sessions covering the following topics:

- 1. *Electronic Medical Records*
- 2. *What’s New from the Census Bureau*
- 3. *Grant Writing: Learning the Details of Writing a Successful Application*
- 4. *The Power of Partnerships*
- 5. *BRFSS*
- 6. *Patient Protection & Affordable Care Act*
- 7. *Resource Development and Grant Seeking*
- 8. *Starting a Nonprofit*

One of the other highlights of the conference was the release of the 2011 MATCH data on March 30, 2011. This stimulated a plethora of requests for the Assessment Initiative personnel to visit different counties to help the county understand how to view this data and explain how this data can be useful to them. Many counties have already scheduled meetings with their constituents to explore this data in more depth.

The conference was successful in attracting 216 registrants from throughout the state with an increase in the number of community members over the 2010 conference.

**QUESTIONNAIRE RESULTS:**

This report details the results of the formal evaluation for participants of the 2011 sustainability conference. Respondents were asked to respond from 1 to 5, with 1 representing poor and 5 representing excellent.

**Please use the following scale to answer the questions:**

**1      2      3      4      5**  
**Poor <-----> Excellent**

Registration for the event was available electronically using Survey Monkey. The maximum number of attendees occurred on March 30<sup>th</sup> with 181 people in attendance. These included community coalition members, ADH personnel and key leaders involved in securing and maintaining the health of Arkansans. Approximately 61.3% of the participants completed the evaluation.

Respondents were asked to rate several aspects related to the conference facility and local arrangements, as well as, the breakout sessions. There were ratings for individual breakout sessions and space for comments. Overall participants (4.6 out of 5.0) felt the conference was very good. Many were distressed that they did not have the physical materials at the conference to take notes, even though the hotel provided paper and pens, the participants wanted PowerPoint hand outs on which to take notes. When asked about the facility (4.5 out of 5.0) answered that they were satisfied however, there were repeated comments that parking was an issue.

### **SUMMARY:**

- 4.5 of 5.0 felt they learned something new that was worthwhile
- 4.5 of 5.0 felt the conference was relevant to help them in their professional development
- 4.6 out of 5.0 felt the networking opportunities were valuable to exchange ideas
- The majority thought they gained valuable information to take back with them
- 4.6 out of 5.0 respondents would recommend the conference to others
- The breakout sessions were well received by most of the participants with an average overall rating of 4.4 of 5.0 positive responses. The participants were asked to rate each session individually. The results were as follows:
  1. Electronic Medical Records (4.6 of 5.0)
  2. What's New from the Census Bureau (4.1 of 5.0)
  3. Grant Writing: Learning the Details of Writing a Successful Application (4.6 of 5.0)
  4. The Power of Partnerships (4.0 of 5.0)
  5. BRFS (4.8 of 5.0)
  6. Patient Protection & Affordable Care Act (4.4 of 5.0)
  7. Resource Development and Grant Seeking (4.4 of 5.0)
  8. Starting a Nonprofit (4.6 of 5.0)

### **Poster Presentation:**

On the opening day of the conference, posters were placed on display in the ballroom of the Wyndham Hotel. This gave the participants an opportunity to showcase what their coalition or program has been doing to improve the health of Arkansans. The posters illustrated a wide variety of local programs supported through Hometown Health Improvement and a number of active community coalitions. Respondents felt that the poster presentation was informative and the content of the posters added to their knowledge base. The experience was beneficial to view how some of the Coalitions are addressing health issues in their community. This activity gave conference attendees the opportunity to network and to obtain information in an informal manner about CDC, ADH, AR-AI and Hometown Health Improvement activities throughout the entire

state. Comments indicate that participants found the poster presentation useful and generated ideas to take home with them.

## **RECOMMENDATIONS:**

### **Suggestions for Training and/or Future topics:**

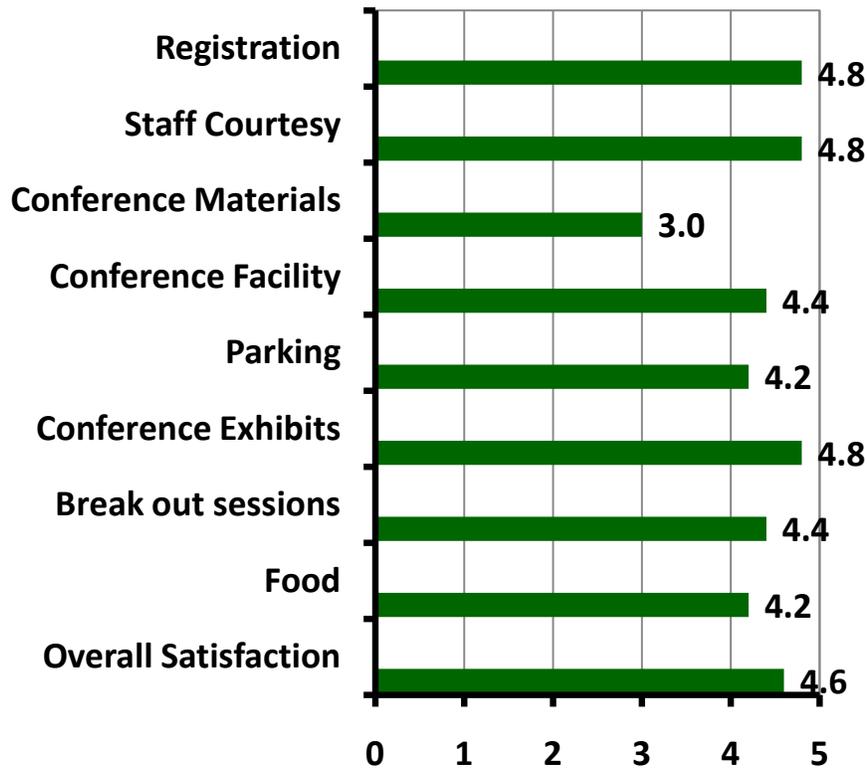
- More detail on how to find funding sources
- More on strategic planning
- How to hold effective meetings
- Project ideas for coalitions
- Request for presentations from young minorities addressing ways to connect with them.
- Direct pay, all community members cannot afford upfront cost
- Need more notice, some coalitions only meet every other month
- Teen Pregnancy Prevention
- Injury prevention and Drunk driving prevention
- Less presentations from hometown health coalitions, more on building and sustaining coalitions, more breakout sessions, repeat concurrent breakout sessions
- Stress and Time management instruction
- More on marketing your organization
- Finding appropriate data and understanding what you find
- Would like to hear from more community members
- CEU's For Nurses
- More speakers from outside Arkansas

### **Time Frame:**

Overall from the comments on the evaluation forms people thought the time frame of the 2011 conference was difficult. Also it was stated that it was difficult for both the county health personnel and their constituents to be gone from their offices for three days. They felt that if we had shorter breaks we could have shorter days and only two days instead of three. Perhaps they should come in one morning to set up and then start the conference from 1:00 to 4:00 on the first day. The following day hold conference from 8:00 to 3:00. This would require only one night's stay in the hotel.

Many said it was a bad time of year for them to get away, April or May would be better.

## ***Overall View of Evaluation Elements***



### **COMMENTS:**

#### **Kudos:**

- Loved out of state speakers- would like to hear more from states with good health rankings
- Enjoyed marching across Arkansas Activity (should add at least one more)
- Especially liked the breakout sessions
- Wyndham was a good location
- Lots of good ideas to take back

#### **Areas of Concern:**

- Next year we need to have some way for people to indicate who is going to eat at the conference so we can allocate funds for food accordingly. Providing breakfast to 250 people is different than providing for 181 people. As a consequence of stretching the funds to provide for 250 people, we did not have many choices at breakfast for diabetics. (Need to add bagels, cereal or yogurt). These are the more expensive items. If we know

there are going to be far fewer people to feed, it would enable us to make different choices with the available funds.

- Breaks too long; add two lines for break time refreshments and shorten break; Shorter breaks would allow for shorter day
- During questions and answer session please repeat question so everyone can hear
- Reduce speaker length (if 90 minutes provide break in between speakers)
- End at 3:30 or 4:00 so people who have to drive 50 miles can beat traffic