AGENDA
2009 eHealth Conference for HBCUs and their Community Partners

eHealth: Bridging the Health Disparities Gap
Lister Hill Center Auditorium, Bldg. 38-A
National Library of Medicine
8600 Rockville Pike
Bethesda, Maryland
June 15-17, 2009

Monday – June 15, 2009

8:15 am – 9:00 am  Registration and Continental Breakfast

9:00 am – 9:30 am  Official Conference Opening

Welcome and Introduction

Robyn Lynn Watson, PhD
Director, Division of Public Health
United Negro College Fund Special Programs Corporation

Remarks

Aaron R. Andrews
President & CEO
United Negro College Fund Special Programs Corporation

Welcome and Introduction

Cynthia Gaines
Project Officer
UNCFSP/NLM HBCU ACCESS Project
Division of Specialized Information Services
National Library of Medicine
National Institutes of Health

Remarks

Donald A. B. Lindberg, MD
Director, National Library of Medicine
National Institutes of Health

9:30 am – 10:15 am  Introduction of Board Members and Speakers

De Lois M. Powell, PhD
Manager, UNCFSP/NLM HBCU ACCESS Project
United Negro College Fund Special Programs Corporation
**NLM’s Collaborative Work with Underserved Populations to Improve Access to and Use of Health Information**

**Gale A. Dutcher, MLS, MS**  
Deputy Associate Director, Division of Specialized Information Services  
National Library of Medicine

**Disaster Information Management Research Center: Outreach to Minority Populations**

**Steven J. Phillips, MD**  
Director, Division of Specialized Information Services  
Disaster Information Management Research Center  
Associate Director, National Library of Medicine

10:15 am – 10:30 am  
**NETWORKING BREAK**

10:30 am – 11:15 am  
**Keynote Address**

*Promoting Public Policy on Health Issues Impacting Underserved Populations*  

**The Honorable Louis W. Sullivan, MD**  
Former Secretary, US Department of Health and Human Services  
President Emeritus, Morehouse School of Medicine  
The Sullivan Alliance to Transform America’s Health Professions

11:15 am – 12:30 pm  
**Panel A – Effective Messaging to Help Eliminate Health Disparities**

*Effective Messaging to Eliminate Health Disparities: A Look at the Evidence*

**Derrick Tabor, PhD**  
Health Scientist Administrator  
National Center on Minority Health and Health Disparities (NCMHD)  
National Institutes of Health

*Cancer Prevention in the 21st Century: The Cancer Preventorium Concept*

**Elmer Huerta, MD, MPH**  
Founder and Director, Cancer Preventorium  
Washington Cancer Institute  
The Washington Hospital Center

*Student Health Educators: A Most Valuable Health Communication Resource for HBCUs*

**Professor Betsy D. Simon, MS, CHES, CPP**  
Director, Student Life Center, Division of Student Affairs  
Principal Investigator, Coppin’s eHealth Education Project  
Coppin State University
Effective Messaging to Address Barriers to Participation of Minority Populations in Clinical Trials

**Michele K. Evans, MD**
Deputy Scientific Director
National Institute on Aging, Intramural Research Program
National Institutes of Health Biomedical Research Center

12:30 pm - 1:30 pm

*NETWORKING LUNCH (lunch provided)*
ACCESS Project Poster Session

1:30 pm – 2:15 pm

*Keynote Address*

*Substance Abuse: A Personal Retrospective*

**Minister Dr. Clifton Davis**
Actor, Singer, Composer, Producer
President and CEO
Clifton Davis Productions, LLC

2:15 pm – 3:15 pm

*Panel B – Social Determinants of Health Disparities*

*The Role of Healthcare Quality in Overcoming Minority Health Disparities*

**Lisa A. Cooper, MD, MPH**
Professor, Johns Hopkins Medical Institutions
Division of General Internal Medicine
Welch Center for Prevention, Epidemiology, and Clinical Research

*Addressing the Health Disparities Crisis: Promoting Environmental Health Literacy in Minority Communities*

**Marian Johnson-Thompson, PhD**
Former Director, Education and Biomedical Research Development
National Institute of Environmental Health Sciences
National Institutes of Health

*Access to Health Information: the Role of NLM Health Informational Resources*

**Shannon M. Baldwin, MPH**
Biomedical Information Service Branch
Division of Specialized Information Services
National Library of Medicine

3:15 pm – 3:30 pm

*NETWORKING BREAK*
3:30 pm – 4:30 pm

Panel C – Success Stories: HBCU Campus-community Health Partnerships

A Strategic Research Initiative to Eliminate Health Disparities in North Carolina

LaHoma Smith-Romocki, PhD, MPH
Chair, Department of Public Health Education
Principal Investigator, Eagles eHealth Project
North Carolina Central University

A Campus-community Partnership to Eliminate Health Disparities in Delaware

Lisa Barkley, MD
Dean, College of Health and Public Policy
Campus eHealth Liaison
Delaware State University

Healthy Living, Healthy You: Addressing Campus-community Obesity

Dorothy C. Browne, PhD
Professor, Department of Sociology and Social Work
Special Assistant to the President on Research and Public Health
North Carolina A&T State University

4:30 pm – 4:45 pm

Closing Remarks

Robyn Watson, PhD
Director, Division of Public Health
United Negro College Fund Special Programs Corporation

6:00 pm – 8:00 pm

NETWORKING RECEPTION

Bethesda Marriott
Dirksen and Russell Rooms
5151 Pooks Hill Road
Bethesda, MD
Tuesday – June 16, 2009

8:15 am – 9:00 am  
Registration and Continental Breakfast

9:00 am – 9:15 am  
Opening Remarks

Robyn Lynn Watson, PhD  
Director, Division of Public Health  
United Negro College Fund Special Programs Corporation

9:15 am – 10:30 am

Panel D: Technologies and Informational Strategies to Enhance Education and Delivery of Health Services

Telemedicine: The Promotion of Inter-and Intra-continental Medical Education

Victor W. Mbarika, PhD  
Director, International Center for Information Technology & Development  
College of Business  
Southern University and A&M College (Baton Rouge)

Corporate-community Partnership in Support of the Delivery of Vital Health Information

Daniel L. M. Shungu, PhD  
Chair and Executive Director  
United Front against Riverblindness

Clinical Systems: The Impact of Culture on Systems Design and Outcomes Management

Emma Jones Oritsejafor, RN, MSN  
Nursing Information System Specialist II  
Duke Health Technology Solutions  
Duke University Health System

Informational Strategies for Translating Genome-based Knowledge into Health Benefits

Charles N. Rotimi, PhD  
Director, Center for Research on Genomics and Global Health  
National Human Genome Research Institute  
National Institutes of Health

10:30 am – 10:45 am  
NETWORKING BREAK
10:45 am – 11:30 am  

*Keynote Address*

*Addressing Health Disparities in the 21st Century*

**Thomas A. LaVeist, PhD**  
Director, Johns Hopkins Center for Health Disparities Solutions  
Johns Hopkins Bloomberg School of Public Health

11:30 am – 12:00 pm  

*Introduction of the 2009-2010 UNCFSP/NLM HBCU ACCESS Project Request for Proposals*

**De Lois M. Powell, PhD**  
Manager, UNCFSP/NLM HBCU ACCESS Project  
United Negro College Fund Special Programs Corporation

12:00 pm – 12:30 pm  

*Developing a Process and Outcome Evaluation of the UNCFSP/NLM HBCU ACCESS Project*

**Alla Keselman, PhD**  
Evaluation Specialist, Division of Specialized Information Services  
National Library of Medicine

**Tom Vischi**  
Principal Associate  
Development Services Group, Inc

12:30 pm – 1:30 pm  

**NETWORKING LUNCH (lunch provided)**  
ACCESS Project Poster Session

1:30 pm – 2:15 pm  

*Keynote Address*

*Social Justice: The Human Face of Health Disparities in Urban California*

**Keith Norris, MD, FASN**  
Vice President for Research and Health Affairs, Professor of Medicine  
Charles Drew University of Medicine and Science

2:15 pm – 3:20 pm  

*ACCESS Project Reports: 2008-2009*

*Increasing Awareness and Use of the NLM online Health and Medical Resources to Eliminate Health Disparities Related to HIV/AIDS in the African American Community in Elizabeth City, NC*

**Elizabeth City State University**  
**Regina McCoy-Davis, BN, PHN, RN**  
Project Director  
Director, Department of Student Health
Robert L. Copeland, PhD  
**Project Mentor**  
Professor of Pharmacology  
Howard University Medical Center

*Morgan Informatics/National Library of Medicine Database System: MINDS.com eHealth*

Morgan State University  
**Melissa B. Littlefield, PhD**  
Project Director  
Associate Professor, Department of Social Work

**Melvin Spann, PhD**  
**Project Mentor**  
Chair, ACCESS Project National Advisory Board

3:20 pm – 3:35 pm  
*NETWORKING BREAK*

3:35 pm – 4:40 pm  
**ACCESS Project Reports: 2008-2009**

*Promoting eHealth with Community Service Learning*

Prairie View A&M University  
**Sheila Harvin, MSN, RN, CNS-P/MH**  
Project Director  
Assistant Professor, College of Nursing

**Larry R. Shannon, PhD**  
**Project Mentor**  
President and CEO  
Shannon and Associates, Inc.

*A Multidimensional Collaborative Project Utilizing the NLM Online Health Resources to Eliminate Health Disparities among African Americans in the Tri-county Communities of Maryland’s Eastern Shore*

University of Maryland Eastern Shore  
**James Heimdal, PhD**  
Project Director  
Chair, Department of Exercise Science

**Rosalind K. Lett**  
**Project Mentor**  
President and CEO  
Information-2-Knowledge, LLC

4:40 pm – 5:00 pm  
**Closing Remarks**

**Cynthia Gaines**  
Project Officer, UNCFSP/NLM HBCU ACCESS Project  
National Library of Medicine
Wednesday – June 17, 2009

9:00 am – 3:00 pm  
**NLM DATABASES TRAINING WORKSHOP** (Limited space)

**PURPOSE**

The Specialized Information Services Division of the National Library of Medicine (NLM) is sponsoring this training event for the UNCFSP/NLM HBCU ACCESS Project. The purpose of the training is to provide 2009 eHealth Conference participants with an introduction to the NLM databases which includes medical, environmental health, toxicological, and other quality internet resources. Participants will have the opportunity to learn the contents of each database, receive hands-on training, and participate in lively discussions using realistic scenarios.

**LOCATION**

*The University of the District of Columbia (UDC)*

*Building 41, eLab, Room 104*

*4200 Connecticut Avenue, N.W.*

*Washington, DC 20008*

**INSTRUCTORS**

**Rose Foster**
Group Manager, Medical Education and Outreach Group
Oak Ridge Institute for Science and Education

**Wilma Templin-Branner, MS**
Project Manager, Medical Education and Outreach Group
Oak Ridge Institute for Science and Education

**LaFrancis McMurray, MPH**
Health Education Specialist, Medical Education and Outreach Group
Oak Ridge Institute for Science and Education