2017 IOWA FAMILY PLANNING UPDATE
Hitting Our Stride

SPONSORS:
FAMILY PLANNING COUNCIL OF IOWA
IOWA DEPARTMENT OF PUBLIC HEALTH
EVENT DESCRIPTION:

The Update is designed with the goal of providing participants with an opportunity to gain new information, discuss emerging issues, network with colleagues, and exchange cost-effective strategies for identifying the health concerns affecting their clients and addressing those needs in a culturally appropriate and client-focused manner.

The Update is sponsored by the Family Planning Council of Iowa and the Iowa Department of Public Health. It is supported by Grants FPHPA076259 and FPHPA076260 from the U. S. Office of Population Affairs. Its contents are solely the responsibility of the presenters and do not necessarily represent the official views of the U. S. Office of Population Affairs, Office of Family Planning.

REGISTRATION FEES & INFORMATION

FEES:
By Deadline: $ 100.00
After Deadline: $ 120.00
Student: $ 75.00
CEUs: $ 15.00

REFUND & CANCELLATION POLICY:

Cancellations and substitutions will be honored UP TO THREE (3) BUSINESS DAYS before conference commencement. Thereafter, the amount of registration fee minus program fee of $50 will be returned to the payee. FPCI reserves the right to cancel this program if registration fails to draw a minimum number of participants by the registration deadline. In such an event, all registered participants will be notified by email or telephone. Prepaid registrants will receive an automatic refund.

ONLINE REGISTRATION!

REGISTRATION DEADLINE: August 31, 2017
A late fee of $20 added to registrations received after the deadline of August 31, 2017

TARGET AUDIENCE:
Nurse Practitioners, Nurses, Physicians Assistants, Counselors, Health Educators, Social Workers, Administrators, and others working in a family planning setting.

CONTINUING EDUCATION:
The Family Planning Council of Iowa is IA Board of Nursing Approved provider, No. 262. Upon completion of this program, participants will be awarded 6.5 contact hours. The IBON requires that a participant attend in full for continuing education credit. Partial credit may be awarded in extreme emergency conditions.

QUESTIONS:
For questions, please contact Leila Schlenker at 515.288.9028 or lschlenker@fpcouncil.com. Please include “2017 Update Inquiry” in the subject line.

ACCESSIBILITY:
In the spirit of the Americans with Disabilities Act (ADA), the planners would like to make every effort to accommodate participants with special needs. Please contact us if you have a specific need.

ACCOMMODATIONS:
A block of sleeping rooms has been reserved at the hotel for conference attendees at the rate of $109.00 per night plus tax. To take advantage of this rate, please make reservations with the hotel by August 23, 2017 and mention the Family Planning Update. After this date, reservations will be honored on a space available basis and will not be eligible for the reduced rate.
IOWA FAMILY PLANNING UPDATE

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TUESDAY SEPTEMBER 12, 2017

AGENDA

8:00 am – 8:45 am  REGISTRATION, CONTINENTAL BREAKFAST, EXHIBITS

8:45 am – 9:00 am  WELCOME

Leila Schlenker, Jodi Tomlonovic

9:00 am – 10:00 am  Opening Plenary: Contraception Update: What’s On the Horizon?

Stephanie Radke, MD, FACOG

Objectives:
1. Describe contraceptive prescribing guidelines based on current evidence
2. Explain the importance of following contraceptive guidelines
3. Describe the new options on the market

10:00 am – 10:15 am  BREAK

10:15 am – 11:30 am  CONCURRENT SESSIONS

A. Evaluating and Managing Common Vulvar Symptoms

Stephanie Radke, MD, FACOG

Objectives:
1. Describe common vulvar complaints
2. Discuss appropriate evaluation of vulvar conditions
3. Discuss management and treatment options of vulvar conditions
4. List indications for referral of vulvar conditions

B. Health Literacy Basics

Diane Webb, MPH, CHES

Objectives:
1. Define health literacy
2. Discuss factors that influence health literacy
3. Identify patient, provider and health care system barriers to health literacy
4. List proven health literacy strategies to improve health communication

C. Marketing and Messaging to Young People

Glynis Shea

Objectives:
1. Differentiate “marketing” from “messaging”
2. Describe three relevant insights about young people from commercial marketing trends
3. Analyze the role of youth engagement/youth leadership on marketing and messaging
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<tr>
<th>Time</th>
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<td>11:30 am – 12:25 pm</td>
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| 12:30 pm – 1:30 pm | Plenary: How We Talk about What We Do Matters  
*Glynis Shea*  
**Objectives:**  
1. Describe the concept of framing, why and how it works  
2. Investigate the link between public perceptions /effective advocacy efforts  
3. Analyze communications research about public perceptions of adolescents and sexual health  
4. Employ framing strategies to change how we introduce ourselves, talk about young people or describe our work |
| 1:30 pm – 1:35 pm | TRANSITION BREAK  
**CONCURRENT SESSIONS**                                                                 |
| 1:35 pm – 2:45 pm | D. Syphilis Update - New Presentations of an Old Disease  
*Bradley P. Stoner, MD, PhD*  
**Objectives:**  
1. Describe recent epidemiological trends in syphilis morbidity  
2. Discuss syphilis clinical characteristics, with an emphasis on ocular and congenital presentations  
3. Select appropriate diagnostic tests and treatment regimens for syphilis |
| 1:35 pm – 2:45 pm | E. ACA: Knowns, Unknowns, and Unknown Unknowns - What about Family Planning?  
*Susan Berke Fogel, J.D.*  
**Objectives:**  
1. Explain the current status of the Affordable Care Act and federal legislation  
2. Describe changes to Medicaid on access to quality health care  
3. Maximize opportunities to provide quality family planning services in Iowa |
| 1:35 pm – 2:45 pm | F. Self Harm: Signs Symptoms and Response  
*Brenda Bash, M.S.*  
**Objectives:**  
1. Identify what motivates people to hurt themselves  
2. Identify two ways of helping those who harm themselves |
| 2:45 pm – 3:00 pm | BREAK                                                                                      |
| 3:00 pm – 4:00 pm | Plenary: Federal Policy Update: What’s Up in Washington  
*Stephanie Arnold Pang*  
**Objectives:**  
1. Describe the current Federal funding landscape and the current status of health care reform  
2. Identify the dos and don’ts of engaging in policy work |
| 4:00 pm – 4:15 pm | Wrap up and Evaluation – Final Door Prize Drawing                                           |