

New York State Public Health Association

An Affiliate of the American Public Health Association

Fall Issue 2011

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NYSPHA 62nd Annual Meeting and Conference

April 18-19, 2012

Hilton Garden Inn

Hoosick Street, Troy, NY

“Transforming Communities through Public Health Practice”

Updates at www.nyspha.org

*Check in often and Register Early for Savings!
Room Block in Place – Book your Hotel NOW*



Standard Room: \$94.00

Suite: \$114.00

Let's Put a New Yorker in the Presidency! Dr. Linda Landesman, APHA President Nominee

Dr. Linda Landesman has dedicated herself to working in the public sector with underserved populations. In her public health career Linda has worked as a clinician, administrator, educator, policymaker and author.

Dr. Landesman practiced clinical social work in academic medical centers in California for 10 years. She worked with women alcoholics, children who had cystic fibrosis and their families, and maternal and child health. Linda won the Doctoral Dissertation Award from the Health Services Improvement Fund in 1990.

Dr. Landesman has been an active member of the Public Health Association of New York City (PHANYC) and APHA for over 20 years and is a supporting member of the New York State Public Health Association. She served a 2 year term as President in her 15 years on the Board of PHANYC; received the Chairperson's Award for leadership in the Health Administration Section; served on 10 APHA Boards/committees and was elected by her peers as Chair of the Executive Board.



OCTOBER 24, 2011

Committed to:

- Reducing diet-related disease by promoting healthy food
- Supporting sustainable farms & limit subsidies to big agribusiness
- Expanding access to food and end hunger
- Protecting the environment and farm animals by reforming factory farms
- Promoting health by curbing junk-food marketing aimed at kids
- Supporting fair conditions for food and farm workers

www.foodday.org

Not on our NEWS and
ALERTS email list?

Send info@nyspha.org a
message with "Email" in the
subject line and DON'T MISS
OUT again!

Annual Meeting & Conference

Exhibitor Applications 2012
Now Being Accepted

Discounted Exhibitor Fees
For NYSPHA
Organizational Members

To register, visit
nyspha.rounhtablelive.org
Or call us at (518) 427-5835

*****NEW this Year***
MEMBERS ONLY**

Win a Free Registration to
the Annual Meeting!
NYSPHA would like to enrich
your educational experience in
the Exhibitor's Hall during the
Annual Meeting and
Conference in Troy, NY and we
need your help!

Forward the name of any
companies or organizations that
you would like to see included as
exhibitors at the 2012 Annual
Meeting and Conference to Mary
Ellen Yankosky, Co-Executive
Director, at
meyankosky@comcast.net or call
the office at 518-427-3857.

Include contact name, email
address and phone number of any
referrals. Anyone submitting a
qualified lead for potential new
exhibitors will be entered into a
drawing for a free full registration
to the Annual Meeting!

Get your referrals in by
October 15, 2011 for the
drawing to be held October 24.
Winner will be notified by
email.

New Dues Structure Beginning October 1st

The economic pressure of today's world affects everyone. NYSPHA is no different, as the cost of doing business has continued to grow over the last few years. The Board of Directors, after thoughtful discussion, arrived at a consensus that in the interest of continuing sustainability of your association, it is imperative to make changes to NYSPHA's dues structure. The increase is the first in our dues in many years.

Effective October 1st, the dues structure will become:
Individual: \$75
Full-Time Student: \$25
Reduced Income: \$40
Organizational: \$250

We hope that all of our members continue to see the value in membership and that each of you realizes that your continued support is important to the mission and ongoing success of your association.

Do you have an Advocacy Proposal?

NYSPHA's Policy and Advocacy Committee is always interested in hearing about proposals for consideration by the Board of Directors. If you are a member of NYSPHA and have an issue you think we should know, about please contact our Policy and Advocacy Chair, Michael Seserman at michael.seserman@cancer.org

Did you know?

Organizational members have access to free job postings on the NYSPHA website.

Contact NYSPHA at
info@nyspha.org to post a
position.

Introducing *Best Bones Forever!*

A fresh and fun bone health campaign for girls

Osteoporosis is a pediatric disease with geriatric consequences. In terms of bone health, the stage is set early on: girls build close to 90% of their bone mass by age 18. Once they reach adulthood, it becomes increasingly difficult for them to make it up. Unfortunately, most adolescent girls do not get the calcium, vitamin D, and physical activity they need to grow strong, healthy bones.

That's why the U.S. Department of Health and Human Services' Office on Women's Health (OWH) launched *Best Bones Forever*, a national bone health campaign for girls ages 9-14. *Best Bones Forever* focuses on friendship and fun—and encourages girls to "grow strong together, stay strong forever."

The new campaign empowers girls and their BFFs (best friend forever) to build strong bones by choosing snacks and foods with calcium and vitamin D, and getting an hour of physical activity a day.

Campaign materials such as journals, posters, magnets, tattoos, book covers and a Web site (www.bestbonesforever.gov) get girls excited about growing healthy bones! Parents can get important bone health information from a brochure in both English and Spanish, and a Web site: www.bestbonesforever.gov/parents.

Help make an impact by encouraging girls and their parents to make bone health a priority. If you are interested in ordering free *Best Bones Forever* materials, contact Talia at OWH@hagerssharp.com.



Get Ready Day
September 20, 2011

<http://www.getreadyforflu.org/newsite.htm>