



## Behavior Change and Public Health: Promoting Social and Behavioral Wellness

April 26, 2007, 8:00 am – 3:00 pm

Great Escape Lodge and Conference Center  
89 Six Flags Drive, Queensbury, New York 12804



### Conference objectives:

*By the end of the day, participants will be able to:*

- Describe how behavior change theory supports and can strengthen their work to improve the public's health
- Identify and describe the different levels of behavior change and how strategies at all levels work together to drive and sustain these behavioral changes.
- Apply concepts learned to strengthen their occupational or personal health practices

### Tentative Schedule

8:00 - 9:00	Registration and continental breakfast
9:00 -10:15	<b>Keynote session:</b> a general overview of behavior change theories and how they pertain to practice/moving individuals, organizations, communities, and societies towards healthier behaviors.
10:15 -10:30	<b>Break</b>
10:30 - 12:00	<b>Workshop Session I:</b> three concurrent workshops, addressing behavior change at state, or community, or individual level
12:00 - 1:00	<b>Lunch time</b> (free time for networking)
1:00 - 2:30	<b>Workshop Session II:</b> repeat workshops from Session I
2:30 - 3:00	<b>Raffle, Wrap Up and Evaluation</b>

**Conference Fee** (continental breakfast and lunch included): *\$50 member, \$75 non-member, \$30 student*

***Sponsored by: Hudson Mohawk Area Health Education Center  
and Northeastern New York Public Health Association***



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### Keynote Speaker

Kirsten Krahnstoever Davison, PhD  
Assistant Professor  
School of Public Health, SUNY Albany

Kirsten Davison is an Assistant Professor in the School of Public Health at SUNY Albany. She completed her doctoral and postdoctoral work at Pennsylvania State University in the Department of Human Development and Family Studies. Dr Davison's research is cross disciplinary and draws on theories and methodologies from Psychology, Public Health, Nutrition, Exercise Science and Nutrition. Her research focuses largely on parenting practices that may place children at risk of becoming overweight and the impact of community-level factors impact on eating and activity patterns within families. She is currently the Principal Investigator of a 4-year longitudinal study examining precursors to the noted decline in girls' physical activity during adolescence. Courses that she regularly teaches include Social and Behavioral Aspects of Public Health, Maternal and Child Health, and Childhood Obesity from a Public Health Perspective.

### Workshop Presenters

Thomas Zane, PhD, B.C.B.A  
Director, Center for Applied Behavior Analysis  
The Sage Colleges

Dr. Thomas Zane is an Associate Professor in the School of Education and the Founder and Director of the Center for Applied Behavior Analysis at The Sage Colleges. Dr. Zane earned his Bachelor's and Master's degree in psychology at Western Michigan University and his doctorate in Applied Behavior Analysis at West Virginia University. He has served as a Post-Doctorate Research Associate at the University of Massachusetts, Professor at Mount Holyoke College, and Johns Hopkins University Department of Psychiatry. He is a licensed psychologist in New York and Massachusetts. Dr. Zane has over 20 publications in psychology and education journals, over 50 presentations at regional, national, and international conferences, and has been an invited lecturer in Ireland and the Republic of China. His research interests include teacher training, staff development, and functional behavioral assessment.

Ursula Bauer, PhD, MPH  
Tobacco Control Program Director  
New York State Department of Health

Dr. Bauer has been dedicated to tobacco issues for no less than 10 years. She has guided the New York State's Tobacco Control Program for NYS Department of Health since 2001. Under her leadership thus far, NYS youth have been mobilized through the Reality Check program to bring attention to the tobacco industry's covert tactics; community partnerships have been identified per county to bring awareness to and develop policies for or by the county residents and businesses; the Clean Indoor Air act became a reality to ensure employees and/or patrons were and remain protected from secondhand smoke; and many other initiatives have been set or put into motion to protect the public health of all New Yorkers. In addition she has written numerous articles dealing with tobacco issues, and has served as advisor to other countries, states, and organizations dealing with tobacco related public health issues. Dr. Bauer received her MPH from Columbia University and her PhD from Yale University.

Mark Doody  
Superintendent  
Hudson Falls Central School District

Mark Doody is the Superintendent for the Hudson Falls Central School District in New York. Prior to assuming this position, he was the High School Principal for eight years. While serving as Superintendent of Schools, Mr. Doody has seen the Hudson Falls Central School District successfully implement a Coordinated School Health Initiative. Working with District's newly established position of Coordinator of School Health Programs, the District clearly recognizes the important link between health and student achievement. An effective, long-lasting, school improvement initiative can only succeed if based on a healthy school system. The District has an active School Health Advisory Council with diverse representation from school, health, and health care professionals; five Healthy Building Teams; and an Employee Wellness Team. Because of the successful efforts in adopting a coordinated approach to school health in the district and community, districts across the state are looking at Hudson Falls as an exemplary model.

Michelle Burke  
RN, Certified Health Education Specialist  
Hudson Falls Central School District

Michelle Burke is the Coordinator of School Health Programs at Hudson Falls Central School. Michelle has over 20 years experience as a registered nurse and in health promotion. She is a Certified Health Education Specialist and is a Fellow in the New York Statewide Center for Healthy Leadership Institute. Under her leadership, Hudson Falls Central School has been recognized as a model program throughout NYS linking health with academic success through systematic changes and implementing a coordinated school health program. Michelle was the recipient of the 2004 Exceptional Leadership Award for a School Health Coordinator sponsored by NYSAPHERD. She has been a guest speaker to discuss the school's role in Obesity Prevention at the New York State Action for Healthy Kids Summit; at the Spotlight on Solutions Conference sponsored by New York State Community Health Partnerships; at the Preview Forum's "Growing Pains: Community Responses to Obesity Conference" at NYSAPHERD's "Effective Wellness Policy Creation Workshop"; and at the NYS School Board Association's Conference "Creating Healthier Students and Better Learners".

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