

The 2017 2nd Annual One Health Conference

Des Moines University

College Osteopathic / Podiatric Medicine (1)

Iowa State University

College Veterinary Medicine (1)

Dept. Animal Science (1)

Dept. Natural Resources, Ecology, Management (1)

Dept. Biochemistry, Biophysics, Molecular Biology (1)

University of Iowa

College of Medicine (3)

College of Public Health (5)

College of Pharmacy (2)

Event Concept

The 2017 2nd Annual One Health Conference brought together a multidisciplinary cast of students and professionals in relevant fields to learn and discuss how the concept of One Health can help drive positive change in the health of humans, animals, and the environment.

Objectives

Objective	Outcome	Level of Success
At least 50 people will attend the 2nd Annual One Health Conference on October 14th, 2017.	60	Exceeded
At least 15 people will submit an abstract for presenting a poster at the conference by September 29th, 2017.	18	Exceeded
100 people will "like" Iowa One Health on Facebook by October 14th, 2017.	105	Exceeded
50 people will be following our twitter handle @iowaonehealth by October 14th, 2017.	117	Exceeded

Eight clinical professionals and scientific researchers will attend the event.	8	Met
On a scale from 1-5 on how satisfied participants are with the 2017 Iowa One Health Conference, 70% will report being either satisfied (4) or very satisfied (5) on a survey administered near the end of the conference.	96%	Exceeded
On a scale from 1-5 on how likely participants are to recommend this conference to their peers next year, 70% will report likely (4) or very likely (5) on a survey administered near the end of the conference.	96%	Exceeded

Description

The 2017 Iowa One Health Conference (IOHC) brought together a multidisciplinary cast of students and professionals in relevant fields to engage with the One Health approach, and learn how to drive positive change in its constituent domains. It took place at the University of Iowa College of Public Health in Iowa City, Iowa on October 14th from 9am-5pm. The event featured two session tracks, a poster session, a career panel, an interactive problem-solving session, and a keynote presentation.

Contribution to Advancing One Health

Attendees improved their understanding of what One Health is, mostly pertaining to defining the concept of One Health, and how it relates to their studies and work. Through the interactive problem-solving session, attendees learned to apply One Health concepts to real-world problems, including outbreaks of infectious disease (specifically Foot and Mouth disease), and food security issues. Through this conference, connectivity was increased between the student bodies of Iowa institutions - both undergraduate and graduate - to enhance their understanding of and probability of doing interdisciplinary work, and so that fellow Midwest institutions may grow together.

Several members of the IOHC Planning team have been actively advocating for recognition of the One Health approach by the state government of Iowa. This has caught the attention of the Iowa Governor Kim Reynolds, who recently proclaimed the month of November as “[Iowa One Health Month](#).” This will largely increase the visibility of One Health in the state of Iowa and also advances the mission of One Health.

Promotional Plan

- Social Media Presence

- We created a Facebook page for the event and have used it to promote our conference speakers: [@IowaOH](#)
- We created a Twitter account and have used it to send out vital conference information to followers: [@IowaOneHealth](#)
- Posters
 - We put images on electronic displays, both at the Iowa State University and University of Iowa, promoting conference features and events in several academic halls
- Email
 - We emailed a large number of listservs and individual program directors of professional, graduate, and undergraduate students alike, who are studying in the life sciences across Iowa. This also included all professional health schools (pharmacy, dental, nursing, medical, physician's assistant) at the University of Iowa, the entire veterinary school at Iowa State University, overseers of the Osteopathic school at Des Moines University, the pharmacy school at Drake University, and various contacts within the University of Northern Iowa.
 - The entire graduate and professional student bodies of the University of Iowa and Iowa State University, and the entire DO program at Des Moines University, were reached. Many relevant, pre-professional health organizations at the University of Iowa and Iowa State University were also sent emails.
- Press
 - We sent out a press release to over 50 media outlets statewide, including the local newspapers of Ames, Des Moines, and the Iowa City/Coralville area, the University of Iowa and Iowa State University student newspapers, as well as Iowa Public Radio.

Narrative Summary:

Speaker Descriptions can be found [here](#).

Schedule of Events

8:30 - 9:00 am	Registration Main Atrium CPHB (College of Public Health Building)
9:00 - 10:00 am	Poster Session Main Atrium CPHB
10:00 - 10:15 am	Introduction & Welcome to the Conference N120 CPHB (Ellig Classroom)
10:15 - 10:45 am	Plenary Speaker Session N120 CPHB Lauren Hughes, MD, MPH, MSc, FAAFP

- 10:45 - 11:00 am **Coffee Break** C217AB CPHB
- 11:00 - 11:50 am **Speaker Panel** N120 CPHB (Ellig Classroom)
Science and Policy
 Lisa Conti, DVM, MPH, Dipl ACVPM, AVES(Hon)
 Lauren Hughes, MD, MPH, MSc, FAAFP
 Karl Kerns, USDA NIFA Predoctoral Fellow
- 12:00 - 12:50 pm **Lunch Keynote** C217AB CPHB
 Karl Kerns: *“Dual Purpose with Dual Benefit: A One Health Research Perspective for Iowa”*
 Lunch will be provided by Hy-Vee
- 1:00 - 1:50 pm **Problem-Solving Session** S106AB CPHB
“Foot and Mouth Disease: Surveillance and Response”
- 2:30 - 3:10 pm **Breakout Session 1: Two different sessions**
 N120 CPHB Kamyar Enshayan, PhD *“Solving for pattern: A sustainable and desirable agriculture in Iowa is entirely possible”*
or
 S106AB CPHB Karla Hemesath, PhD *“The Model of a National Center: The National Center for Interprofessional Practice and Education”*
- 3:15 - 3:55 pm **Breakout Session 2: Two different sessions**
 N120 CPHB Dr. Margaret Carrel, PhD *“Geographies of Drug Resistance: Spatial Patterns and Processes of MRSA in Healthcare and Livestock Production”*
or
 S106AB CPHB Jake Swanson, MPH *“Resume Building & Personal Branding”*
- 4:00 - 4:50 pm **Keynote Address** N110 CPHB (Callaghan Auditorium)
 Lisa Conti, DVM, MPH, Dipl ACVPM, AVES\ (Hon)
“One Health: From Concept to Practice”
- 4:50 - 5:00 pm **Poster Session Awards and Closing Remarks** N110 CPHB

Reflections

All of our objectives were either met or exceeded. Despite this, there were still some unexpected hurdles and areas for improvement. One unexpected hurdle was a misunderstanding of room reservations. Another organization believed they, too, had reserved

one of the meeting rooms. We were able to overcome this hurdle by providing proof of room reservation and helping them find an alternative space to hold their event. Overall, we received a lot of positive feedback from our participants via a post-event survey. Some insightful suggestions for improvement were provided as well. Some of these suggestions included more rigorous advertising, more time in between sessions, and more structure and guidance (e.g. better directions on how to get there and where to go, more information regarding the speakers and schedule of events, etc.)—all implementable suggestions. In order to address these, next year we will improve our promotional strategy by reaching out to more academic advisers from Iowa colleges and universities to pass along information about the IOHC to their advisees. We also plan to execute more consistent social media posting across more platforms. Our physical presence could also be improved with physical posters on campus and by connecting to student run groups such as the undergraduate biology student group. We will also expand our promotional campaign to include the University of Northern Iowa. In order to address the other suggestions, parking and driving directions will be added to the website next year along with directional signage on the day of the event and more detailed itineraries.

Overview

The driving idea for the previous year's inaugural Iowa One Health Conference was to bring together a multidisciplinary cast of students and professionals in relevant fields to learn and discuss how the concept of One Health can help drive positive change in the health of humans, animals, and the environment.

The event featured a poster session, an interactive problem-solving session, and an international roster of guest speakers. Speaker topics included comparative medicine, water quality, infectious diseases, and occupational health. Closing out the event was keynote speaker Dr. Daniel Chertow, from the National Institutes of Health, who described his clinical work with Ebola and medical infrastructure in the developing countries affected by this disease. Participants were very pleased with the conference, and are excited for an even wider variety of topics at the next conference.

The newly formed organization, Iowa One Health, is currently planning IOHC 2017, to be held on Saturday, October 14, 2017 at the University of Iowa College of Public Health in Iowa City. Iowa One Health hopes to expand on the groundwork laid by IOHC 2016. The conference will feature session topics including professional development for One Health fields, combatting disease using One Health principles, and the application of Geographical Information Systems. The keynote speaker will be Dr. Lisa Conti, a recognized international One Health leader, veterinarian, author and speaker. Dr. Conti has authored or co-authored numerous journal articles on public health, vector-borne diseases, zoonoses, HIV/AIDS surveillance and One Health, and currently serves as Deputy Commissioner and Chief Science Officer at the Florida Department of Agriculture and Consumer Services. Please visit the Iowa One Health website for more information.

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 - The entire graduate and professional student bodies of the University of Iowa and Iowa State University, and the entire DO program at Des Moines University, were reached. Many relevant, pre-professional health organizations at the University of Iowa and Iowa State University were also sent emails.
- Press
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Overall Goals

Pedagogical:

1. Attendees will gain an understanding of what One Health is, mostly pertaining to defining the concept of One Health, and how it relates to their studies and work thus far.
2. Attendees will be familiarized with a wide variety of topics encompassing One Health concepts, especially those that they may not be familiar with. As common examples are zoonotic diseases with environmental reservoirs, a few other examples may include animal surgery and mental health models, health policy, climate change, and environmental toxin accumulation.
3. Attendees will learn to apply One Health concepts to real-world problems and in their careers, including outbreaks of infectious disease, and food security issues.

Social:

- Foster connectivity between the student bodies of the Iowa State University College of Veterinary Medicine, the professional health institutions at the University of Iowa, and other similar institutions, to enhance their understanding of and probability of doing interdisciplinary work, and so that fellow midwest institutions may grow together.

Objectives-

1. At least 50 people will attend the 2nd Annual One Health Conference on October 14th, 2017.
2. At least 15 people will submit an abstract for presenting a poster at the conference by September 29th, 2017.
3. 100 people will "like" our event on Facebook by October 14th, 2017.
4. 50? people will be following our twitter handle @iowaonehealth by October 14th, 2017. (double from last year).
5. Eight clinical professionals and scientific researchers will attend the event.
6. On a scale from 1-5 on how satisfied participants are with the 2017 Iowa One Health Conference, 70% will report being either satisfied (4) or very satisfied (5) on a survey administered near the end of the conference.
7. On a scale from 1-5 on how likely participants are to recommend this conference to their peers next year, 70% will report likely (4) or very likely (5) on a survey administered near the end of the conference.