



# Waco-McLennan County Public Health District



**Wednesday,  
November 8,  
2023**

**9:00 a.m. -  
4:00 p.m.**

Brazos Ballroom  
Waco Convention Center  
100 Washington Ave  
Waco, TX 76701

**UNIFY - INNOVATE - LEAD**

# MESSAGE FROM THE DIRECTOR



Hey y'all, and welcome to what we hope will be an exciting day of learning and networking!

On behalf of the Waco-McLennan County Public Health District, I am honored to welcome you to the inaugural "Plug into Equity" Conference. Whether you are a local attendee, a colleague who joined us from out of town, or a student attendee, we are grateful that you adjusted your schedules to make space for us today, and for prioritizing our conference. Your attendance today is greatly appreciated and not taken for granted. It is our hope that you will feel unified, empowered to innovate, and ready to lead when you leave here today.

The Conference Planning team, led by Program Evaluator, Dr. Christina Tuell, has done an amazing job of creating a slate of speakers to challenge what we know about equity and give us things to think about in the future. The goal of our conference is to foster a more inclusive and equitable society and explore and advance equity in our community by delving into critical topics surrounding equity, diversity, and social justice. Thank you, Dr. Tuell and the Conference Planning Committee for all your hard work in making this dream come true, bringing a health equity and disparities conference to the Heart of Texas region.

To our speakers, panelists, panel moderator, conference MC, and vendors, thank you all for agreeing to spend the day with us. Your time and commitment to our community, public health, and creating an equitable community is exactly why you were asked to join us today. I also want to take a moment to thank the Health District Advisory Board, Waco City Manager's Office, Waco City Council, and McLennan County Commissioner's Court for their continued support of the Health District. Your support is appreciated and does not go unnoticed.

Before you leave today, make it a point to visit with our vendors and one another. It's only together that we can create change. Enjoy the day and again welcome!

**LaShonda Malrey-Horne, MPH, MCHES®**  
**Director of Public Health**

## Waco-McLennan County Public Health District

### Vision

Create the healthiest county in Texas where all people can live, work, play, and thrive.

### Mission

To improve the health and well-being of the citizens and environment of our county.



### Core Values

**Excellence:** We are dedicated to implementing best practices and continuously improving our effectiveness through the use of data, evidence, and innovation.

**Equity:** We actively seek to understand the lived experiences of individuals and communities and use an equity framework to guide all programs, policies, and practices.

**Accountability:** We hold ourselves to the highest standards, and as effective managers of the public trust are accountable to all residents of McLennan County.

**Commitment:** We remain steadfast in our championing of opportunities to improve health, community wellness, and access to services.

**Empowerment:** We provide members of our community with the resources, services, tools, support, and information they need to make healthy choices.

# EVENT OVERVIEW

The Waco-McLennan County Public Health District is proud to present our first **Plug Into Equity Conference**. A dynamic gathering of thought leaders, professionals, and advocates committed to fostering a more inclusive and equitable society, this conference aims to explore and advance equity in our community by delving into critical topics surrounding equity, diversity, and social justice.

## What to Expect:

**Inspiring Speakers:** Gain insights from leaders who are driving change and innovation in equity and inclusion.

**Networking Opportunities:** Connect with professionals and organizations passionate about advancing equity and creating a more inclusive world.

**Panel Discussions:** Join thought-provoking panel discussions on issues related to equity, where experts will share insights and engage in meaningful dialogue.

**Vendors:** Learn about businesses, the services they provide, and how each one "plugs into equity."



# CONFERENCE MC



## Jasmin Caldwell

*News Anchor, KCEN*

Jasmin Caldwell is a morning news anchor at KCEN Channel 6 News.

Jasmin has been living in Central Texas for 6 years and has covered a variety of news stories in Waco, Temple, and Killeen.

Jasmin's in-depth reporting landed her appearances on NBC's *Dateline*, *Nancy Grace*, Investigation Discovery Network, *Essence* magazine and *Black Enterprise* magazine just to name a few.

In May of 2022 while at KCEN, Jasmin Caldwell made history as a member of the first all-black female news anchor team in the country.

She graduated from the University of Nebraska-Lincoln with a degree in Broadcast Journalism.

Jasmin has a strong passion for community service, and has been a member of Alpha Kappa Alpha Sorority, Incorporated.

## Notice of Filming and Photography

Please be aware that this event may be photographed, filmed, and/or otherwise recorded.



Attendees consent to their photographing, filming, and sound recording as members of the audience. By entering this event site you agree to being filmed, photographed, or recorded which may be used for marketing or promotional purposes.





# LUNCH BUFFET


## Salad Bar

Romaine Lettuce, Fresh Field Greens, Tomatoes, Carrots, Cucumber, Broccoli, Red Onion, Sweet Red Bell Peppers, Crumbled Bacon, Hard Boiled Eggs



Three Bean Salad  



Hummus  

Cheddar Cheese, Shaved Parmesan, Croutons

Buttermilk Ranch Dressing 

Caesar Dressing 


Balsamic Vinaigrette  



Italian Dressing  

## Assorted Sandwiches - Cut in Half


Ham and Swiss Sandwiches

Roast Beef and Cheddar Sandwiches

Turkey-Avocado Wraps 

Veggie Wraps (separate platter with Gluten-Free Wraps)  

## Soup

Tomato-Basil 

Vegetable Soup  

## Dessert

Cheesecake Bites, Chocolate-Chip Cookies, and Key Lime Pie Tartlets

Fruit Salad with Fresh Mint  



Dairy Free



Gluten Free



Vegan



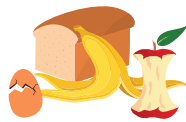
Vegetarian



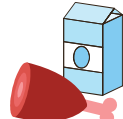


# WHAT CAN I COMPOST IN THE BLUE BUCKETS PROGRAM?

✓ Yes please!



Food waste



Meat and Dairy



Coffee grounds & tea bags



Untreated wood shavings and sawdust



Yard Waste



Uncoated paper plates and bags

✗ No thank you!



Plastic or styrofoam



Anything with chemicals



Glossy paper

Poison Ivy or noxious weeds



Charcoal or coal ashes

Dog or cat feces



## Food Waste

Food waste is a big deal – about 25% of everything that goes to the landfill is food. Plus, 1 out of 7 families in McLennan County faces food insecurity, a rate that is higher than both the state average and the national average.

Composting provides an opportunity for this injustice turning food waste into nutrient-dense fertilizer repairs soils to grow healthier plants and more nutritious food.

The Public Health District is partnering with Mission Waco's Urban REAP to divert as much food waste as possible to their compost program for this event.



## CITY OF WACO SOLID WASTE DEPARTMENT Recycle Cart Guidelines

**\*DO NOT BAG YOUR RECYCLABLES\***



### PLASTICS



**NO PLASTIC BAGS OR GLASS BOTTLES**



### MIXED PAPER & CARDBOARD



**NO MILK CARTONS OR STYROFOAM PRODUCTS**



### TIN, STEEL, & ALUMINUM CANS



**NO ALUMINUM SHEETS OR CLOTHING**



Download the Free WACO CURBSIDE App for weekly cart reminders, material placement questions in Waste Wizard, and service alerts!

[solidwasteinfo@wacotx.gov](mailto:solidwasteinfo@wacotx.gov) | (254) 299-2612 | [waco-texas.com/solidwaste](http://waco-texas.com/solidwaste)



# AGENDA

8:00 - 9:00	Registration	
9:00 - 9:25	Opening Session & Welcome	LaShonda Malrey-Horne
9:25 - 10:15	Designing & Testing Messages to Support Public Health	Dr. Mike Mackert
10:20 - 11:05	Empowering Minds: Cultivating Mental Health Equity & Well-Being	Sol Bautista
11:15 - 12:05	Closing the Health Equity Gap: Strategies for Addressing Health Disparities in Rural Communities	Dr. Jason Rosenfeld
12:05 - 1:15	Lunch provided by Rio Brazos Cuisine	Networking
1:25 - 2:05	Embedding Equity: Developing a Process for Lasting Racial Diversity, Equity, and Inclusion in Your Organization or Community	Kerri Fisher
2:10 - 3:00	Utilizing Culturally Responsive & Racially Equitable Engagement	Dr. Paul Elam
3:05 - 3:50	Equity Panel Moderated by Dr. Jasmine Opusunju	Eric Terrazas Jaja Chen Dr. Alex Jones Adesina Galen Price Chief Sheryl Victorian
3:50 - 4:00	Closing Remarks	LaShonda Malrey-Horne

## Session topic: “Designing and Testing Health Messages to Support Public Health”



### **Dr. Mike Mackert**

*Director of The University of Texas at Austin Center for Health Communication*

Michael Mackert, Ph.D., is the Director of The University of Texas at Austin Center for Health Communication and Professor in the School of Advertising & Public Relations and Department of Population Health. His research focuses primarily on the strategies that can be used in traditional and new digital media to provide effective health communication to audiences with low health literacy. He leads projects on a variety of public health issues – including tobacco cessation, opioid overdose prevention, and men’s role in prenatal health – that generate evidence-based health communication strategies and contribute to health communication scholarship.



### **Susan Kirtz**

*Assistant Director of Programs at The University of Texas at Austin Center for Health Communications*

Susan Kirtz is the Assistant Director of Programs at The University of Texas at Austin Center for Health Communication. She has more than eight years of experience in planning, implementing, and evaluating evidence-based health promotion and health communication initiatives and 13 years of experience in the social services and public health fields. Susan is driven by a dedication to improving the health outcomes of all Texans by addressing our state’s most critical public health issues. In her current role, Susan manages three statewide Texas Health and Human Services health communication campaigns aimed at preventing substance use disorder and promoting behavioral health.

### **SPEAKER NOTES:**

**Register for one HCTS course for free.  
This code is valid for the next 60 days.**

**<https://hcts.uthealthcommtraining.org/>**

**Enter code: PIE2023**

**Code is good for 60 days.**

## Session topic: “Empowering Minds: Cultivating Mental Health Equity and Well-Being”



### **Sol Bautista**

*Director of Professional Development and Outreach, Creative Waco*

Sol Bautista has forty years of experience as a very vulnerable human, that’s where her strength comes from. Raised in Guadalajara, Jalisco, México , she grew up surrounded by storytellers, art, food, laughter that could turn into tears and most of all, love for others. She has a very close relationship to nature that she learned from the several indigenous communities where she served. Her lived experiences combined with her degree in psychology have allowed her a very unique view of how diversity is not only important but necessary. Sol believes that any system will benefit from the growth mindset and curiosity that drives her passion as a citizen of the world.

#### **SPEAKER NOTES:**



## Session topic: “Closing the Health Equity Gap: Strategies for Addressing Health Disparities in Rural Communities”



### **Dr. Jason Rosenfeld**

*Director for Global Health Education, Center for Medical Humanities & Ethics at UT Health San Antonio*

Dr. Jason Rosenfeld is a public health professional with almost 20 years of experience designing, implementing and evaluating international and domestic community health education and behavior change programs.

Jason obtained his Masters in Public Health from the Rollins School of Public Health at Emory University and completed an Executive DrPH in Public Health Leadership through the University of North Carolina’s Gilling’s School of Global Public Health. At UT Health San Antonio, Dr. Rosenfeld is the Assistant Director for Global Health at the Center for Medical Humanities & Ethics and is Assistant Professor in the Department of Medicine, and is the Principal Investigator of Implementation for Bexar County’s Health Confianza health literacy project funded by the Department of Health and Human Services and the South Texas Community Health Worker Workforce Preparedness Collaborative funded by the Health Resources and Services Administration.

### **SPEAKER NOTES:**

## Session topic: “Embedding Equality: Developing a Process for Lasting Racial Diversity, Equity, and Inclusion in Your Organization or Community”



### **Kerri Fisher**

*Senior Lecturer and the Associate Dean of Diversity, Equity, and Inclusion at the Garland School of Social Work, Baylor University*

Kerri Fisher is a Senior Lecturer and the Associate Dean of Diversity, Equity, and Inclusion at the Garland School of Social Work at Baylor University. She is a regularly invited speaker on topics including Fostering Cultural Humility, Combating Supremacy, and Creating Antioppressive Practices. She is the co-host of On-Ramp:Two Christians Talk about Race and So Far So Good: Engaging Diversity One Story at a Time. Kerri is also a creative writer, often writing about the intersections of race, gender, and spirituality. You can find her creative work at [www.kerrifisher.com](http://www.kerrifisher.com).

### **SPEAKER NOTES:**

# KEYNOTE SPEAKER

Keynote topic: “Utilizing Culturally Responsive and Racially Equitable Engagement”



## Dr. Paul Elam

*Chief Strategy Officer, Michigan Public Health Institute*

Dr. Elam is responsible for diversifying the Institute’s portfolio to address cutting edge issues that affect the health and well-being of our society. His deep understanding of youth violence and prevention, crime and justice, and child maltreatment is nationally recognized.

Dr. Elam brings a wealth of knowledge and experience measuring racial and ethnic disproportionality and believes that sound public policy analysis should include an examination of whether all people are being treated fairly and equitably. His current leadership efforts include mentoring and training professionals from historically underrepresented groups in culturally responsive and equitable engagement to ensure that the people who are most impacted are at the center of conversations which seek to find solutions to problems affecting them. Dr. Elam works closely with governmental, philanthropic, university, and nonprofit clients, providing strategic consultation to advance decisions in ways that improve lives, advance social justice and produce equitable outcomes.

Dr. Elam earned a PhD in Family and Child Ecology, a Master’s degree in Criminal Justice and Urban Studies, and a Bachelor’s degree in Criminal Justice, all from Michigan State University.

### **SPEAKER NOTES:**

# EQUITY PANEL



## **Dr. Jasmine J. Opusunju, Panel Moderator**

*Clinical Assistant Professor & Director of MPH@Baylor, Baylor University*

Dr. Jasmine Opusunju is a Clinical Assistant Professor and Director of the MPH@Baylor online program in the Department of Public Health at Baylor University. She graduated with a Bachelor of Science in Education (2005) and a Master of Science in Education (2007) from Baylor University. She earned her Doctor of Public Health (DrPH) degree in Health Promotion and Health Education from the University of Texas Health Science Center-Houston with additional training in public health management, policy, and community-based participatory research (CBPR). She is a Master Certified Health Education Specialist (MCHES), and she is Certified in Public Health (CPH).



## **Eric Terrazas**

*Community Advocate & Small Business Enthusiast*

Eric Terrazas is a devoted advocate for community welfare, small businesses, and the power of meaningful relationships. His diverse background encompasses sales, real estate, economic development, and small business support, giving him a unique perspective on fostering growth and prosperity. A graduate of Abilene Christian University, Eric holds a Bachelor's Degree in Integrated Studies, specializing in Business Management and Journalism.



## **Jaja Chen**

*Co-Owner & Chief of Strategic Initiatives & Business Partnerships, Waco Cha*

Jaja Chen (she/her) is a Licensed Clinical Social Worker - Supervisor (LCSW-S) specializing in trauma, burnout, racial trauma, and perinatal mental health through her private practice. Alongside her husband Devin Li, Jaja is co-owner and Chief of Strategic Initiatives and Business Partnerships of Cha Community - a boba tea cafe small business located in downtown Waco and Temple, Texas. Jaja has also worked in the field of domestic violence and anti-human trafficking through local nonprofit organizations.



## **Dr. Alex Jones Adesina**

*Medical Doctor and Clinical Lead of Health Equity, Waco Family Medicine*

Dr. Jones Adesina is a Waco native who returned to practice family medicine in the fall of 2019. She joined Waco Family Medicine where she cares for patients at the Martin Luther King, Jr clinic. In the summer of 2023, Dr. Jones Adesina accepted the inaugural role of Chief Equity Officer at Waco Family Medicine where she leverages her insights in providing patient care to inform the work to achieve equity within the organization as well as health equity. She contributes to health communication scholarship.



# EQUITY PANEL



## **Galen Price**

*Housing & Community Development Director, City of Waco*

Galen Price, Housing & Community Development Director with the City of Waco, has over 24 years of municipal government experience. Price has been with the City of Waco for over 6 years, serving a few different roles in his tenure, primarily in Housing. He holds a Bachelor's Degree from the University of North Texas in Business Administration. A native of Fort Worth, he is also a HUD Certified HOME Specialist on Regulations and Administration and an instructor teaching the HOME Basics class and HOME Advanced/Underwriting for NCDA.



## **Chief Sheryl Victorian**

*Police Chief, Waco Police Department*

Sheryl Victorian is a native Texan and a 30-year law enforcement professional. After serving nearly 28 years with the Houston Police Department, Sheryl was sworn in as the City of Waco's first female and first African American Chief of Police on March 15, 2021. Sheryl holds a Bachelor of Science degree in Administration of Justice from Texas Southern University, a Master of Science Degree in Criminal Justice from the University of Houston – Downtown, and a Doctor of Philosophy Degree in Administration of Justice from Texas Southern University. Sheryl has earned many awards and commendations for her service and dedication as a leader and police professional.

## **Questions/Comments:**

# VENDORS



## Advocacy Center for Crime Victims & Children

The Advocacy Center for Crime Victims and Children plugs into equity by offering a safe space for victims of crime from all identities and backgrounds to receive high-quality, trauma-informed care that centers each persons unique experiences and identities.



## Community Healthcare of Texas

Community Healthcare of Texas “plugs into equity” by striving to hire diverse staff, engage a wide range of community partners through our advisory council and most importantly, as a non-profit hospice and palliative care provider, we are able to serve all types of patients and families and pride ourselves in our commitment to ensuring that all patients have access to an end of life experience that is equitable, person-centered and focused on dignity and respect.

LOVE SHOULDN'T HURT



## Family Abuse Center

As a Domestic Violence shelter, we strive to treat all survivors with equity. We recognize that those in marginalized communities suffer disproportionately from domestic violence and risk factors that make persons more susceptible to being a victim or a perpetrator of violence. As such, we do our part to understand prevention of violence and often work in the community to add to protective factors that make communities safer overall.



## Healthy Women & Children Coalition

The Healthy Women and Children Coalition focuses on addressing social determinants of health, building partnerships with organizations advocating for policies, working with partners who are providing culturally competent care, engaging with the community, and continuously working to reduce disparities and improve the well-being of women and children in all communities.



## Heart of Texas Behavioral Health Network

The Heart of Texas Behavioral Network provides equity by closing the socio-economic gap through offering behavioral health services to marginalized groups that are underserved regardless of ability to pay, religion, sex, gender, and ethnicity. HOTBHN strives to incorporate the community in every aspect of its business by meeting its consumers where they are.

# VENDORS



## Impact Research

At Impact Research Institute, we conduct patient-centered, cutting-edge clinical trials that have led to groundbreaking medical discoveries. Our goal is to raise awareness in the greater Waco area about liver disease and to be the community's resource for extending care options for the conditions that are desperate for effective treatments. We "plug into equity" by linking these important treatment options to the populations who need them the most, in Waco and the surrounding areas. We assist research patients with transportation needs and compensate them for their time so they can make arrangements to benefit from our services. Additionally, our community engagement and treatment options includes Spanish messaging to further address any barriers in accessing care. Equity and diversity in clinical trials is vital to ensuring the future of medicine is designed for all.



## Live Well Waco Coalition

The Live Well Waco Coalition aligns with equity principles by emphasizing adaptability, inclusivity, and community collaboration. The coalition's commitment to improving the health of residents through healthy eating, physical activity, and chronic disease initiatives is essential to equity. By addressing these key health determinants, the program is working to reduce health disparities and ensure that all community members, regardless of their background or socioeconomic status, have access to resources and opportunities for healthier lifestyles.



## Waco-McLennan County Public Health District

The Waco-McLennan County Public Health District "plugs into equity" by promoting excellence in our community driven resources, preventing chronic health conditions by understanding the lived experiences of individuals, and protecting our communities with our commitment to improving health outcomes by empowering all residents of Waco-McLennan county with the resources to change their lives.



## United Way of McLennan County

United Way of Waco-McLennan County is working to elevate the experiences and aspirations of McLennan County residents to eliminate disparities in quality of life and create a community in which all children and families can thrive.

Through authentic community engagement and equitable grant-making practices, United Way is working alongside community residents to develop community-identified solutions to community-identified needs and invest United Way dollars in high-impact nonprofit programs.

# CONFERENCE EVALUATION

Please complete our conference evaluation to help us improve your experience next year. The evaluation is mandatory for those wanting to receive CHES or MCHES credits.

Scan the QR code or visit the link below to complete the evaluation.

<https://www.surveymonkey.com/r/RW2PCVN>



## Waco-McLennan County Public Health Advisory Board

### Government Representatives

Billy Hlavenka – City of Bellmead

Lydia Lopez – City of Hewitt

Laurie Kaczmarek – City of Lacy Lakeview

Monica Hendrix – City of Lorena/Small Cities

Kevin Evans – City of McGregor

Destiny DeLillo – City of Robinson \*\*\*

Mary Jo Jaska – City of Ross/Small Cities

Council Member Alice Rodriguez – City of Waco

Council Member Andrea Barefield – City of Waco \*\*

Deidra Emerson – City of Waco

Dr. Jackson Griggs – City of Waco \*

Dr. Shawn Oubre – City of Woodway

Heather Travers – McLennan County

Commissioner Pat Miller – McLennan County

### Community Representatives

Dr. Umad Ahmad – Community Representative

Al Pollard – Community Representative

Rhiannon Settles, RN – Community Representative

\*Chair

\*\* Vice Chair

\*\*\* Secretary

## GET IN TOUCH

### Contact Us

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**Fax:** (254)750-5452

**Email:** [healthdistrict@wacotx.gov](mailto:healthdistrict@wacotx.gov)

### Find Us

**Instagram:** WacoHealthDistrict

**Facebook:** WacoHealthDistrict

**X (Twitter):** WacoHealthDept

**Web:** [waco-texas.com/health](http://waco-texas.com/health)

### Location

225 W Waco Drive

Waco, TX 76707

