

[PROGRAM]

THE INAUGURAL  
**ORANGE COUNTY**  
**WOMEN'S HEALTH**  
**POLICY SUMMIT**

**TUESDAY MAY 15, 2012**

8:00 A.M. - 4:00 P.M.

UC IRVINE STUDENT CENTER  
IRVINE, CA



Orange County

**WOMEN'S HEALTH PROJECT**

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- YWCA of North Orange County

# ORANGE COUNTY WOMEN'S HEALTH POLICY SUMMIT

TUESDAY MAY 15, 2012 AT THE UC IRVINE STUDENT CENTER

**8:00 a.m. Registration, Informal Networking and Continental Breakfast**

**9:00 a.m. Introduction & Welcome**

Welcome Remarks

*The Honorable Loretta Sanchez, MBA – Representative, 47<sup>th</sup> Congressional District of California*

Introductions & Recognitions

*Allyson Sonenshine, JD - Project Director, Orange County Women's Health Project*

**9:30 a.m. Where We Are: Opening Keynote Address & Plenary Session**

Keynote: Using Health Policy To Improve Women's Health

*Diana M. Bontá, RN, DrPH - President & CEO, The California Wellness Foundation*

Data Review: A Snapshot of Women's Health in Orange County

*Brittany Goettsch, MPH - UC Irvine Public Health*

**12 p.m. Where We Ought To Be: Lunch Keynote Address**

Keynote: Opportunities for Women's Health under the Affordable Care Act

*Terri Thorfinnson, JD - Chief, California Office of Women's Health*

**1:30 p.m. How Do We Get There From Here: Concurrent Breakout Sessions**

I. Breast & Cervical Cancer

- *Sora Park Tanjasiri, DrPH, MPH - Professor of Health Sciences, CSU Fullerton • Director, Health Promotion Research Institute*
- *Jamie Ledezma, JD - Staff Attorney, Cancer Legal Resource Center • Member, Susan G. Komen for the Cure National Public Policy Advisory Council*
- *Kea Ja Pai, MD – Founder, Neighborhood Outreach Program, YWCA of North Orange County*
- *Facilitator: Marie La Fargue, MPH – President, The La Fargue Group • Core Adjunct Faculty, National University School of Health and Human Services*

II. Intimate Partner Violence

- *Vivian Clecak, MSW, LMFT – Founding CEO, Human Options*
- *Liza Eshilian-Oates, MD - Regional Physician Leader, Family Violence Prevention Program, Kaiser Permanente Orange County*
- *Ana Nogales, PhD – Founding CEO & Clinical Director, Casa de la Familia*
- *Facilitator: Marshall Kaplan, MCP, MA – President, Pathways to Opportunities*

III. Teen Reproductive Health

- *Jon Dunn, MSW, MBA - President & CEO, Planned Parenthood of Orange & San Bernardino Counties*
- *Noreen Rahman, MA - Prevention Programs Coordinator, Girls Incorporated of Orange County*
- *Facilitator: Michelle Cantu, MPH - Director of Community-Based Initiatives, California Family Health Council*

**3:15 p.m. Closing Plenary: Developing a Call to Action**

**4:00 p.m. Adjourn**

# [DETAILED] AGENDA AND BIOS

**8:00 a.m.      REGISTRATION, INFORMAL NETWORKING & BREAKFAST**

**9:00 a.m.      WELCOME  
The Honorable Loretta Sanchez, MBA  
Representative, 47<sup>th</sup> Congressional District of California**

Congresswoman Loretta Sanchez proudly represents California's 47th Congressional District, which includes the cities of Anaheim, Garden Grove, Santa Ana and Fullerton. She began her congressional career in January 1997 and is currently serving her eighth term in the U.S. House of Representatives. Congresswoman Sanchez has been an ardent advocate for women's health in Congress. Amidst health care reform, Congresswoman Sanchez advocated for equal access for women's health by co-authoring letters to Congressional leadership supporting the inclusion of women's preventative services as part of the legislation. In addition, she has established the Congressional Caucus on Women in the Military, which addresses the availability of health services specific to the needs of service women. Congresswoman Sanchez is the second ranked and most senior female member of the House Committee on Homeland Security, and the third highest ranking Democrat and the most senior female member on the Armed Services Committee. She graduated from Chapman College and earned her MBA at American University.

**9:05 a.m.      INTRODUCTIONS & RECOGNITIONS  
Allyson Sonenshine, JD  
Founding Director, Orange County Women's Health Project**

Allyson Sonenshine is a co-founder and the Founding Project Director of the Orange County Women's Health Project. Her responsibilities include setting and implementing the mission and vision of the project, building partnerships with local stakeholders, overseeing the collaborative data collection and policy development process, fundraising, and planning the Orange County Women's Health Policy Summit. A long-time advocate for women's health, Ms. Sonenshine also sits on the Leadership Council for the UC Irvine Program in Nursing Science, served as Chair of the Board for Planned Parenthood of Orange & San Bernardino Counties, was instrumental in the creation and expansion of the nationally-recognized SOS-El Sol Wellness Center at the El Sol Science & Arts Academy in Santa Ana, and formerly volunteered with The Rape Foundation and the Los Angeles District Attorney's Domestic Violence Legal Clinic. Prior to entering the nonprofit sector, Ms. Sonenshine was a business litigation attorney with Bingham McCutchen in Los Angeles. Ms. Sonenshine is licensed to practice law in California and earned her JD at USC Law School and BA with honors at the University of Pennsylvania.

**9:25 a.m.      INTRODUCTION OF MORNING KEYNOTE ADDRESS  
Isabel Becerra  
CEO, Orange County Coalition of Community Health Centers**

Isabel Becerra is the Chief Executive Officer of the Coalition of Orange County Community Health Centers, which represents 25 community health center organizations, including federally qualified health centers (FQHC), FQHC look-alike health centers, and free clinics at 46 sites throughout the county that provide health care to low-income and uninsured populations. Previously, Ms. Becerra enjoyed an extensive community health center career with a focus on Section 330 FQHCs in San Diego, Seattle and Orange County, where her primary responsibilities included program planning, operations, health policy and development activities at various community health centers. Ms. Becerra serves on the Board of Directors for The California Wellness Foundation, and she earned her BA at Pomona College.

# [DETAILED] AGENDA AND BIOS

**9:30 a.m.      MORNING KEYNOTE ADDRESS: USING HEALTH POLICY TO IMPROVE WOMEN'S HEALTH**  
**Diana M. Bontá, RN, DrPH**  
**President & CEO, The California Wellness Foundation**

Dr. Diana Bontá is the President & CEO of The California Wellness Foundation (TCWF), a private foundation created in 1992 with a mission to improve the health of the people of California by making grants for health promotion, wellness education and disease prevention. One of the largest health grantmaking organizations in the state, the Foundation has awarded 6,544 grants totaling more than \$815 million. Dr. Bontá brings to TCWF 40 years experience in health care, public policy and corporate health philanthropy. Before joining the Foundation in January 2012, she was Vice President of Public Affairs for Kaiser Permanente, Southern California Region where she provided strategic direction in the areas of public relations, community and government relations, grant management, corporate communications, and media relations. Prior positions include an appointment by California Governor Gray Davis to lead the state's Department of Health Services, where she administered the State's Medicaid program and increased access to health care for an additional one million uninsured children through MediCal and Healthy Families program expansions. She oversaw public education campaigns focused on anti-smoking, teen pregnancy prevention, prenatal care and nutrition. She also helped develop the nation's first hospital nurse-to-patient staffing ratio regulations. Prior to her work at the state level, Dr. Bontá served as the Director of Health and Human Services for the City of Long Beach.

Dr. Bontá is a trustee for the Archstone Foundation, the Annie E. Casey Foundation and the Health Professions Education Foundation. Dr. Bontá was a U.S. Mexico Border Health Commissioner and recent member of the Department of Health and Human Services Office of Minority Health Advisory Committee. Dr. Bontá's contributions have been recognized with numerous awards, including the American Public Health Association's Presidential Citation Award, the National Hispanic Medical Association Leadership Award and the California Women's Law Center Annual Pursuit of Justice Award. Dr. Bontá holds both Doctorate and Masters Degrees in Public Health from UCLA and a Bachelor's Degree in Nursing from the State University of New York at Buffalo.

**10:15 a.m.      BREAK**

**10:30 a.m.      INTRODUCTION OF SNAPSHOT PRESENTATION**  
**Ellen Olshansky, DNSc, RN, WHNP-BC, FAAN**  
**Professor & Director, UC Irvine Program in Nursing Science**

Dr. Ellen Olshansky, a co-founder of the Orange County Women's Health Project, is the Founding Director and Professor of the UC Irvine Program in Nursing Science. Since arriving at UCI in 2007, she has secured accreditation for the undergraduate program and subsequently established both a Masters and a Doctoral program. An expert in depression and infertility in women, Dr. Olshansky was formerly Professor and Chair of the Department of Health and Community Systems at the University of Pittsburgh Nursing School (one of the top-10 nursing schools in the nation) and held academic appointments at the University of Washington, Oregon Health Sciences University, and Duquesne University. Dr. Olshansky has more than 30 years of experience as a practicing nurse, educator, researcher and administrator, and she is a fellow of the American Academy of Nursing, where she co-chairs the Expert Panel on Women's Health. Dr. Olshansky graduated from UC Berkeley with a BA in Social Work, and she earned a BS in Nursing at UC San Francisco, a Masters in Women's Health Nursing and a Doctoral degree in Nursing Science from UC San Francisco.

# [DETAILED] AGENDA AND BIOS

**10:35 a.m.      SNAPSHOT OF WOMEN'S HEALTH IN ORANGE COUNTY**  
**Brittany Goettsch, MPH**  
**Research Assistant, Orange County Women's Health Project**

Brittany Goettsch is the Research Assistant for the Orange County Women's Health Project. While completing her Masters in Public Health program at UC Irvine this past year, she conducted research about Orange County women's health indicators for the OCWHP. Previously Ms. Goettsch worked as a Global Health Research Fellow for UC Irvine in Kenya, a Middle and High School teacher for Teach for America in East Los Angeles, a Policy Analyst for the Center for Strategic and International Studies in Washington DC, and a Research Associate for the American Heart Association at UC San Diego. Ms. Goettsch graduated from Chapman University in Orange.

**11:45 a.m.      BREAK FOR LUNCH**

**12:15 p.m.      LUNCH KEYNOTE ADDRESS: OPPORTUNITIES FOR WOMEN'S HEALTH UNDER THE AFFORDABLE CARE ACT**  
**Terri Thorfinnson, JD**  
**Chief, California Office of Women's Health**

Terri Thorfinnson is the Chief of the California Office of Women's Health, a division of both the California Department of Health Care Services and the California Department of Public Health. In this capacity she has emerged as a leader on the implementation of the Affordable Care Act and its impact on women's health, provided policy guidance to both departments, and submitted joint department comments to the Institute of Medicine's Committee on Preventive Services for Women. She oversees the Gynecological Cancer Information Program and women's health research and publications. Her women's health monthly awareness campaigns have received the National Public Health Information Coalition Award for Excellence in Public Health Communication.

A well-respected health policy advisor and strategist, Ms. Thorfinnson has served in numerous senior level health policy positions including for her own consulting firm Progressive Strategies, Lia Margolis and Associates, the California State Rural Health Association, the California Primary Care Association, and other health advocacy organizations. Her policy work with community clinics and Federally Qualified Health Centers produced landmark legislation for clinics including the Cedillo-Alarcon Community Clinic Investment Act of 2000, which has become the model for capital infrastructure funding for community clinics. Prior to her state level health policy work, she worked in senior level policy positions for Planned Parenthood in both New York and California. Her advocacy work received Planned Parenthood's national excellence award for her reproductive health advocacy work in California. Ms. Thorfinnson is a member of the New York bar, and she received her JD degree from Franklin Pierce Law Center in Concord, New Hampshire and her BA degree from the University of Wisconsin.

**1:15 p.m.      BREAK**

**1:30 p.m.      CONCURRENT BREAKOUT SESSIONS**

# [DETAILED] AGENDA AND BIOS

## **SESSION 1: BREAST & CERVICAL CANCER**

In Orange County, young women and women of color are suffering higher-than-average rates of late stage breast cancer. Moreover, local low-income women and ethnic women (particularly of Asian or Hispanic descent) face challenges accessing appropriate cervical cancer screenings. This session will explain these disparities, highlight model outreach and education programs that work locally, and explore opportunities to advocate for expanded services to reduce disparities and improve cancer outcomes.

**Facilitator: Marie La Fargue, MPH – President, The La Fargue Group • Core Adjunct Faculty, National University School of Health and Human Services**

Marie La Fargue, President of the La Fargue Group and a three-time breast cancer survivor, is a health care professional with twenty-three years of experience in progressive health care management. Ms. La Fargue has provided visionary leadership in the private and public sectors, as well as voluntary leadership and governance in numerous national health care agencies, community based organizations, political organizations, and academic institutions, including the St. Joseph Health System of Orange, Mission Hospital Regional Medical Center, and Cancer Services for UCLA Healthcare.

**Panelist: Jamie Ledezma, JD – Staff Attorney, Cancer Legal Resource Center • Member, Susan G. Komen for the Cure National Public Policy Advisory Council**

Jamie Ledezma is a staff attorney at the Cancer Legal Resource Center, a national, joint program of the Disability Rights Legal Center and Loyola Law School. The CLRC provides free information and resources on cancer-related legal issues to patients, survivors, caregivers, health care professionals, employers, and others coping with cancer. Ms. Ledezma is also an Adjunct Professor at Fresno City College. As a breast cancer survivor, she serves on the National Policy Advisory Committee for Susan G. Komen for the Cure, and she volunteers with the Sisterhood of Survivors to ensure all patients have access to quality healthcare.

**Panelist: Kea Ja Pai, MD - Founder, YWCA of North Orange County Neighborhood Outreach Program**

Dr. Kea Ja Pai has been a physician for nearly 30 years. She has served on the boards of the YWCA North Orange County and as vice-chair of the Family Practice Board at Fountain Valley Regional Hospital and Medical Center. As a breast cancer survivor, she has worked closely with the Korean community promoting cancer awareness. In 2004, she was named Woman of the Year by the YWCA California, and in 2005, Most Inspirational Breast Cancer Survivor by the Orange County Affiliate of Susan G. Komen for the Cure.

**Panelist: Sora Park Tanjasiri, DrPH, MPH - Professor, CSU Fullerton Health Science • Director, Health Promotion Research Institute**

Dr. Sora Park Tanjasiri is a Professor in the Department of Health Science and Director for the Health Promotion Research Institute at California State University at Fullerton. Her research focuses on the community health needs of diverse populations, particularly Asian Americans and Pacific Islanders. She applies community-based participatory research principles and techniques to understanding and addressing cancer health disparities, including tobacco prevention, cancer early detection and survivorship. She is the Principal Investigator of the five year, NCI-funded Community Network Program called WINCART: Weaving an Islander Network for Cancer Awareness, Research and Training.

# [DETAILED] AGENDA AND BIOS

## **SESSION 2: INTIMATE PARTNER VIOLENCE**

Intimate Partner Violence (also called Interpersonal Violence or Domestic Violence) is an underreported problem throughout the country, and in Orange County it is also difficult to ascertain because there is no comprehensive reporting system in place. Information collected from local shelters, police reports, and hospital data sheds some light on the extent of the problem and highlights the need for better training, education, and prevention efforts. This session will review the latest trends in intimate partner violence, explore options for improving local reporting, and discuss ways to integrate health services with legal and social services for victims.

**Facilitator: Marshall Kaplan, MCP, MA - President, Pathways to Opportunities**

Marshall Kaplan is the President of Pathways to Opportunities, a nonprofit dedicated to creating health, educational and economic opportunities for low-income residents in Orange County. For many years Mr. Kaplan has served as the principal advisor to El Sol Science & Arts Academy, a dual-immersion charter school that serves primarily low-income Latino immigrant families in Santa Ana. He consults for Brandman University's Masters in Public Administration program and blogs about policy concerning America's dependency on oil for the Fuel Freedom Foundation. Prior to founding Pathways, Mr. Kaplan was the founding Executive Director of the The Merage Foundations, and prior to that, he was Dean of the School of Public Affairs at the University of Colorado, where he facilitated numerous panels including several about domestic violence.

**Panelist: Vivian Clecak, MSW, LMFT - Founding CEO, Human Options**

Vivian Clecak, a nationally recognized expert on domestic violence, is Chief Executive Officer of Human Options: Alternatives for Abused Women and their Families. She has transformed a small grassroots outreach program, which began in the trunk of her car in 1981, into an established safe-haven and comprehensive multi-service agency for abused women and their children. Human Options offers four major programs - the Emergency Shelter and 24-hour Crisis Hotline, Second and Third Step Transitional Housing, the Center for Children and Families, and Community Education. Ms. Clecak also serves on the Board of Directors for Blue Shield of California Foundation.

**Panelist: Liza Eshilian-Oates, MD - Regional Physician Director, Southern California Kaiser Permanente Family Violence Prevention Program**

Dr. Liza Eshilian-Oates is the Regional Physician Director for the Southern California Kaiser Permanente Family Violence Prevention Program, which is currently running a company-wide educational campaign about domestic violence for Kaiser Permanente employees and patients. Dr. Oates is a faculty member of the Kaiser Permanente Orange County Family Medicine Residency Program. She received her medical degree from the University of California, Irvine and completed her residency training in Family Medicine with Kaiser Permanente in Orange County. Dr. Eshilian-Oates has a Black Belt in Gojo-Shin-Ryu Karate and has developed a special interest in women's self-defense training.

**Panelist: Ana Nogales, PhD - Clinical Psychologist • Founding CEO & Clinical Director, Casa de la Familia**

Dr. Ana Nogales, a clinical psychologist, is founder of Nogales Psychological Counseling, Inc., and Clinical Director of Casa de la Familia, which she established for victims of crime, including rape, human trafficking, child abuse, and domestic violence. She practices in Los Angeles and Orange Counties, supervising a clinical staff of forty-five bicultural-bilingual mental health professionals. Dr. Nogales is also President of the Association for Latino Mental Health Awareness in Orange County and a board member of 2-1-1 Orange County and Las Comadres para las Americas.



# [DETAILED] AGENDA AND BIOS

## **SESSION 3: TEEN REPRODUCTIVE HEALTH**

Orange County teen reproductive health indicators are not as strong as those of the general Orange County population. Local teens experience high rates of sexually transmitted infections, and in certain “hot spots” in the county, have one of the highest teen birth rates in the State. This panel will explain the health and economic impacts of teen pregnancy, review the status of comprehensive sex education in the public schools, discuss the status of various funding sources for prevention programs, and strategize on how to overcome local obstacles.

**Facilitator: Michelle Cantu, MPH - Director, California Family Health Council Community-Based STD Prevention Initiatives**

Michelle Cantu is the Director of Community-Based STD Prevention Initiatives for the California Family Health Council. She currently manages the Educational Partnership In Chlamydia Screening (EPICS), a program that focuses on adolescent reproductive health and funds 25 school based health centers. She works in collaboration with the LA County Department of HIV and STD Prevention and with various community-based organizations, and she sits on the Youth and Young Adult Reproductive Service Workgroup. In addition, she currently works with over 45 Family Planning Title X agencies in Southern California providing technical assistance in the integration of STD screening and prevention in over 200 family planning clinical sites.

**Panelist: Jon Dunn, MSW, MBA - President & CEO, Planned Parenthood of Orange & San Bernardino Counties**

Jon Dunn has served as President/CEO of Planned Parenthood of Orange and San Bernardino Counties (PPOSBC) since October 1993. Under Mr. Dunn’s leadership the affiliate has become one of the largest in the nation, serving almost 140,000 clients annually with a broad array of health and education services. During his tenure, PPOSBC has also built a dynamic Health Education Department (reaching over 30,000 individuals each year), which boasts the only reproductive health *Teen Hotline with On-line Chat and Text Messaging* in the nation. Mr. Dunn has served multiple terms on the Boards of the Coalition of Orange County Community Health Centers and the California Family Health Council.

**Panelist: Noreen Rahman, MA - Coordinator, Girls Inc. of Orange County Pregnancy Prevention Programs**

Noreen Rahman is the Prevention Programs Coordinator for Girls Incorporated of Orange County, where she manages programs serving junior high and high school students at schools, detention facilities, and community centers. Ms. Rahman is a graduate of the Women Unlimited TEAM Program and is active in the community as a co-host and producer for a radio program addressing women’s and social issues such as leadership, sexual assault and self-improvement.

**3:00 p.m. BREAK**

**3:15 p.m. CLOSING SESSION**  
**Facilitated by Allyson Sonenshine**  
**Reporting Back by Marie La Fargue, Marshall Kaplan, and Michelle Cantu**

**4:00 p.m. ADJOURN**





# SPECIAL THANKS TO THE STEERING COMMITTEE

FOR THE ORANGE COUNTY WOMEN'S HEALTH POLICY SUMMIT



The Orange County Women's Health Project is a fiscally-sponsored project of Charitable Ventures Orange County. Our mission is to facilitate and sustain improvements in women's health in Orange County, California. For more information, please visit [www.ocwomenshealth.org](http://www.ocwomenshealth.org) or [www.charitableventuresoc.org](http://www.charitableventuresoc.org).

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