



# Rural Health Symposium

## White Oak Campus Great Room A

### Thursday, October 26, 2017

#### 9:00 AM – 3:00 PM

## AGENDA

TIME	TOPIC	PRESENTER
9:00 AM – 9:25 AM	<b>Registration and Seating</b>	
9:25 AM – 9:35 AM	<b>Welcome Remarks</b>	CAPT Richardae Araojo, PharmD, Assistant Commissioner for Minority Health, Office of Minority Health, FDA
9:35 AM – 9:45 AM	<b>Keynote Message</b>	Lauren Silvis, JD, Chief of Staff, Office of the Commissioner, FDA
<b>PANEL DISCUSSION SESSIONS</b>		
9:45 AM – 11:00 AM	<p><b>Advancing Telemedicine: A Federal Perspective</b></p> <p><i>Representatives from FDA; the Veterans Health Administration, Office of Connected Care, Telehealth Services; Federal Communications Commission (FCC) Connect2Health Task Force; and HRSA Federal Office of Rural Health Policy will discuss advancing telemedicine from several perspectives. (1) FDA will present on their focused oversight on higher-risk digital health products, including mobile medical apps and wireless medical devices. (2) The Veterans Health Administration will discuss telehealth services that increase veterans' access to care; (3) FCC will give an overview of their use of broadband in rural communities; (4) and to conclude, HRSA Office of Telehealth will discuss resources to help plan, start, operate or expand telehealth programs.</i></p>	<p><b>Panel Introduction:</b> Teresa Rubio, Pharm D, Health Programs Coordinator, Office of Health Constituent Affairs</p> <p><b>Moderator:</b> Marisa L. Cruz, MD Senior Medical Advisor for Digital Health, Center for Devices and Radiological Health, FDA</p> <p>John Peters, Deputy Director Office of Connected Care/Telehealth Services, Veterans Health Administration</p> <p>Karen Edwards Onyeije, Associate General Counsel, Federal Communications Commission (FCC) and Chief of Staff of the Connect2HealthFCC Task Force</p> <p>M. Chris Gibbons, MD, MPH, Senior Consultant, Connect2HealthFCC Task Force, Chief Executive Officer, Greystone Health IT Solution</p> <p>William L. England, PhD, JD Director, Office for the Advancement of Telehealth, Federal Office of Rural Health Policy, HRSA</p>

## BREAK

11:00 AM – 11:10 AM

11:10 AM – 12:25 PM

### Rural Tobacco Use: Research and Interventions

*Two projects in the Center for Tobacco Products that involve rural health will be described: (1) a public education campaign about smokeless tobacco, and (2) the Population Assessment of Tobacco and Health (PATH) Study, an ongoing nationally representative, longitudinal cohort study of tobacco use in U.S. adults and youths. For the smokeless tobacco education campaign, we will present our message development process beginning with target audience identification, creative concept development in focus groups, quantitative copy testing focusing on identification of the rural target audience, and findings which inform health messaging in rural populations. We will share information about the study conducted to evaluate the campaign (RuSTEC), including methodology on recruitment and retention, baseline sample information on demographics, the prevalence of smokeless tobacco use, and susceptibility and tobacco-related beliefs. For the PATH Study, we will describe the study methods, the data being collected (and how you can access it), demographics of the study population, and the results of an analysis of smokeless tobacco use and its association with the use of other tobacco products. The PATH Study may be useful for understanding rural Americans' use of traditional and emerging tobacco products.*

**Panel Introduction:** Kathleen Crosby, Director, Office of Health Communication and Education

**Moderator:** Janine Delahanty, PhD, Health Scientist, Office of Health Communication and Education, Center for Tobacco Products, FDA

Alexander Persoskie, PhD, Social Scientist, Office of Science, Center for Tobacco Products, FDA

Matthew W. Walker, DPH, Senior Health Scientist, Office of Health Communication and Education, Center for Tobacco Products, FDA

Alexandria "Lexi" Smith, MSPH, Social Scientist, Office of Health Communication and Education, Center for Tobacco Products, FDA

12:25 PM – 12:30 PM

### Closing the Morning Discussions

Heidi C. Marchand, Pharm.D.  
Assistant Commissioner  
Office of Health & Constituent Affairs,  
Office of External Affairs, FDA

12:30 PM – 1:45 PM

## LUNCH

1:45 PM – 3:00 PM

### The Opioids Crisis in Rural America and Tribal Communities

*Experts from FDA, HRSA, and IHS will be discussing the impact opioids have had in rural communities across the country. FDA will speak of the devastating impact and unique challenges that rural communities are facing amid the opioids crisis. IHS will be providing an overview of the work that the IHS national Committee on heroin, Opioids, and Pain Efforts (HOPE) is doing in this space.*

**Panel Introduction:** Cariny Nuñez, MPH, CRM, Senior Public Health Advisor, Office Of Minority Health, FDA

**Moderator:** Rea Blakey, Communications Policy Strategist, Professional Affairs and Stakeholder Engagement (PASE), Center for Drug and Evaluation Research, FDA

Scott Winiecki, MD, Lead Medical Officer, Professional Affairs and Stakeholder Engagement (PASE), Center for Drug and Evaluation Research,

*The Federal Office of Rural Health Policy (HRSA) will provide an insight into the response to the opioid crisis, including the identification of use, fatality and treatment trends in rural areas. And, the programs that have been created and implemented by the office to allow rural communities to respond to the challenges posed by this crisis. The latest opioid-related data from FORHP's rural health research centers and an overview of the programs that exist outside of FORHP within HRSA targeting opioid use, treatment, and recovery.*

FDA

Dr. Beverly Cotton, DNP, RN, CPNP-PC  
Director, Division of Behavioral Health  
Indian Health Service Headquarters

Michael Fallahkhair , MPH, Deputy Division  
Director, Community Based Division  
Health Resources and Services Administration

Michael Blodgett, Public Health Analyst, Federal  
Office of Rural Health Policy  
Health Resources and Services Administration

Jack Kalavritinos, JD, Associate Commissioner for  
External Affairs, FDA

3:00 PM

**Closing Remarks**