

15th Annual Health Education Advocacy Summit
March 3-5, 2012
Washington Court Hotel
525 New Jersey Avenue, NW, Washington, DC

Final Agenda

SATURDAY, March 3rd

12:00pm – 5:30pm	Registration/CHES Desk	Ballroom Foyer
1:00pm – 1:15pm	Welcome Presenter: <ul style="list-style-type: none"> • Elaine Auld, MPH, MCHES , Society for Public Health Education (SOPHE), on behalf of the Coalition of National Health Education Organizations (CNHEO) 	Grand Ballroom
1:20pm – 3:30pm	CNHEO Leaders Meeting (Invitation Only)	Madison
<i>Choose One:</i>		
1:20pm – 2:20pm	Advocacy 101: Introduction to Advocacy (for beginners or refresher session) Moderator: Jerrica Mathis, MEd, SOPHE Presenters: <ul style="list-style-type: none"> • Carl Hanson, PhD, MPH, Brigham Young University • Christine Hall, MPH, CHES, Healthy Howard 	Grand Ballroom
1:20pm – 2:20pm	Advocacy 201: After Your Meeting, Will They Remember Your Message? Moderator: Michael Barnes, PhD, Brigham Young University Presenters: <ul style="list-style-type: none"> • Lavell Thornton, MPH, MCHES, South Carolina Department of Health & Environmental Control • Aryka Chapman, MPH (c), Directors of Health Promotion & Education 	Springwood
2:20pm -2:30pm	<i>Change Rooms</i>	
<i>Choose One:</i>		
2:30pm – 3:30pm	Advocacy 102: Incorporating Advocacy in Professional Preparation (For faculty only) Moderator: Amy Thompson, PhD, University of Toledo Presenters: <ul style="list-style-type: none"> • Rob Simmons, DrPH, MPH, CHES, CPP • Kathleen Young, PhD, MPH, MS, California State University, Northridge 	Springwood

	<p>Advocacy 301: Social Media & Messaging Moderator: Megan Rickard, PhD, CHES, Eastern Michigan University Presenter:</p> <ul style="list-style-type: none"> • Robin Vitale, American Heart Association/American Stroke Association 	Grand Ballroom
3:30pm – 3:45pm	<i>Break</i>	Ballroom Foyer
3:45pm – 4:15pm	<p>Effective Hill Visits Moderator: Chantelle Carter, MPH(c), Brigham Young University Presenters:</p> <ul style="list-style-type: none"> • Keely Rees, PhD, CHES, University of WI La Crosse • Brook Kuster , University of WI La Crosse 	Grand Ballroom
4:15pm – 5:00pm	<p>Challenges and Opportunities in the 112th Congress Moderator: Anthony Schlaff, MD, MPH, Tufts University Presenters:</p> <ul style="list-style-type: none"> • Nicole Kunko, Association of State & Territorial Health Officials • Rich Hamburg, Trust for America’s Health 	Grand Ballroom
5:00pm – 5:15pm	<p>Wrap Up/Preparing for Day 2 Presenter:</p> <ul style="list-style-type: none"> • Jerrica Mathis, MEd, SOPHE 	Grand Ballroom
	<i>Dinner on Your Own</i>	
<u>SUNDAY, March 4th</u>		
7:30am – 5:00pm	Registration/CHES Desk	Ballroom Foyer
7:45am – 8:30am	<i>Light Continental Breakfast</i>	Ballroom Foyer
8:30am – 8:45am	<p>Welcome: Overview of Day 2 (Sit with State Delegations) Presenter:</p> <ul style="list-style-type: none"> • Regina Galer-Unti, PhD, CHES, Walden University 	Grand Ballroom
8:45am – 9:00am	<p>CNHEO Health Education Advocate Award Presenter:</p> <ul style="list-style-type: none"> • Megan Rickard, PhD, CHES, Eastern Michigan University 	Grand Ballroom

9:00am - 9:30am	<p>PRIORITY ISSUE- Reauthorization of Elementary And Secondary Education Act Moderator: Rick Schulze, DEd, MCHES, Lock Haven University Presenters:</p> <ul style="list-style-type: none"> • Karen Johnson, 2KConsulting • Fern Goodhart, MSPH, MCHES, Office of Senator Udall (D-NM) 	Grand Ballroom
9:30am – 10:00am	<p>PRIORITY ISSUE-CDC Preventive Health & Health Services Block Grant Moderator: Lavell Thornton, MPH, MCHES, SC Dept of Health & Environmental Control Presenter:</p> <ul style="list-style-type: none"> • Frank Bright, MS, National Association of Chronic Disease Directors 	Grand Ballroom
10:00am – 10:15am	<i>Break</i>	
10:15am – 11:15am	<p>PRIORITY ISSUE-Affordable Care Act (ACA) Moderator: Regina Galer-Unti, PhD, CHES, Walden University</p> <p>Overview of ACA & Prevention and Public Health Fund Presenter:</p> <ul style="list-style-type: none"> • Susan Polan, PhD, American Public Health Association <p>Community Transformation Grants in ACA Presenter:</p> <ul style="list-style-type: none"> • Katie Adamson, YMCA of the USA 	Grand Ballroom
11:15am – 12:00pm	<p>Review of Key Messages and Questions & Answers Presenter:</p> <ul style="list-style-type: none"> • Sue Lachenmayr, MPH, CHES, National Council on Aging 	
12:00pm – 1:00pm	<i>Buffet Lunch</i>	Atrium Ballroom -1st Fl
1:00pm – 1:45pm	<p>Bringing it All Together-Getting Your Message Heard (Role Play) Presenter:</p> <ul style="list-style-type: none"> • Amy Thompson, PhD, CHES, University of Toledo 	Grand Ballroom
1:45pm – 4:30pm	<p>Hill Visit Planning (Small Groups) Facilitators:</p> <ul style="list-style-type: none"> • Advocacy Summit Planning Committee Reps-Specific assignments 	Grand Ballroom Madison Hermitage

Break as needed

4:30pm – 5:00pm **Reconvene for Q&As/Wrap-Up/Tomorrow’s Agenda/Evaluation** **Grand Ballroom**
Presenter:

- Elaine Auld, MPH, MCHES , SOPHE

MONDAY, March 5th

7:30am – 8:15am **Breakfast on your own; Hotel Checkout**

8:15am – 9:00am **Walk to the Hill (leaving in groups 8:00 am)**

9:00am – 10:00am **Life on the Hill-Message from Congressional Staff** **Cannon Caucus Room**
(Group Photo) **Cannon House Office**
Moderator: Jerrica Mathis, MEd, SOPHE **Bldg (3rd Floor)**
Presenters:

- Andre Stanley, 2011 APHA Congressional Fellow
- Fred Jones, Alliance for Excellent Education
- Britt Weinstock, Office of Congresswoman Donna Christensen (D-VI) (invited)

10:00am – 4:00pm **Visits with Members of Congress**

Depart for home; online documentation of visits