

16th Annual Health Education Advocacy Summit
March 2-4, 2013
Washington Court Hotel
Agenda

SATURDAY, March 2nd

12:00pm – 5:30pm	Registration/CHES Desk	Ballroom Foyer
1:00pm – 1:15pm	<p>Welcome Presenter:</p> <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) <p><i>Choose One:</i></p>	Grand Ballroom
1:20pm – 2:20pm	<p>Advocacy 101: Introduction to Advocacy (for beginners or refresher session) This session will provide the definition of health advocacy, explain the role of health educators in advocacy and policy, and identify strategies, tools and resources for advocacy.</p> <p>Moderator: Jerrica Mathis, MEd, SOPHE Presenters:</p> <ul style="list-style-type: none"> • Mark Fisher, American Heart Association • Kelsey Stefanik-Sidener, American Heart Association 	Grand Ballroom
1:20pm – 2:20pm	<p>Advocacy 201: After Your Meeting, Will They Remember Your Message? This session will focus on strategies for framing an impactful message during Hill visits. Moderator: Lavell Thornton, MPH, MCHES, South Carolina Dept of Health & Environmental Control Presenters:</p> <ul style="list-style-type: none"> • Regina Galer-Unti, PhD, CHES, Walden University • Keely Rees, PhD, MCHES, University of WI La Crosse 	Springwood
2:20pm -2:30pm	<i>Change Rooms</i>	
	<i>Choose One:</i>	
2:30pm – 3:30pm	<p>Advocacy 102: Incorporating Advocacy in Professional Preparation (For faculty only) This session will provide an overview of strategies for educational and service learning for health promotion advocacy, and evaluation options to measure the process and impact of advocacy initiatives. Moderator: Kathleen Young, PhD, MPH, MS, Cal State Northridge Presenters:</p> <ul style="list-style-type: none"> • Anthony Schlaff, MD, MPH, Tufts University • Kristi King, PhD, CHES, University of Louisville 	Springwood

Advocacy 301: Health in All Policies

This session will provide a brief overview of social determinants of health and health equity, then move on to the need for a "Health in all Policies" perspective and what initiatives are taking place in other sectors (e.g., housing, education, transportation) to expand advocacy efforts. Finally, this session will provide participants with resources and concrete tools to engage stakeholders in their community to *continue the momentum in their advocacy efforts* and *evaluate their advocacy efforts*.

Grand Ballroom

Moderator: Rob Simmons, DrPH, MPH, MCHES, CPH, Thomas Jefferson School of Population Health

Presenter:

- Holly Mata, PhD, The University of Texas at El Paso

3:30pm – 3:45pm*Break***3:45pm – 4:15pm****Effective Hill Visits**

Moderator: Jerrica Mathis, MEd, SOPHE

Presenter:

- Erin Morton , MA, Drinker Biddle & Reath

Grand Ballroom**4:15pm – 5:00pm****Challenges and Opportunities in the 113th Congress**

Moderator: Rick Schulze, PhD, Lock Haven University

Presenters:

- Fern Goodhart, MSPH, MCHES, Office of Sen. Tom Udall (D-NM)
- Karl B. Moeller, MPA, The CPH Foundation

Grand Ballroom**5:00pm – 5:30pm****How to Use Social Media to Advance Health Policy**

Moderator: Susan Goekler, PhD, MCHES, Directors of Health Promotion & Education

Presenter:

- Tracy Caravella, PhD, University of Wisconsin - La Crosse

Grand Ballroom**5:30pm – 5:45pm****Wrap Up/Preparing for Day 2****Presenter:**

- Jerrica Mathis, MEd, SOPHE
- Jeff Goodman, MPH (c), San Jose State University

Grand Ballroom*Dinner on Your Own***SUNDAY, March 3rd****7:30am – 5:00pm****Registration/CHES Desk****Ballroom Foyer****7:45am – 8:30am*****Light Continental Breakfast*****Ballroom Foyer**

8:30am – 8:45am	Welcome: Overview of Day 2 (Sit with State Delegations) Presenter: <ul style="list-style-type: none"> Elaine Auld, MPH, MCHES, SOPHE 	Grand Ballroom
8:45am – 9:00am	CNHEO Health Education Advocate Award Presenter: <ul style="list-style-type: none"> Liliana Rojas-Guylar, PhD, CHES, University of Cincinnati 	Grand Ballroom
9:00am - 9:45am	PRIORITY ISSUE- The Value of Prevention Moderator: Cherylee Sherry, MPH, MCHES, Minnesota Dept. of Health Presenter: <ul style="list-style-type: none"> Rich Hamburg, MPA, Trust for America’s Health 	Grand Ballroom
9:45am – 10:30am	PRIORITY ISSUE-Health Equity Moderator: Jeff Goodman, MPH(c), San Jose State University Presenter: <ul style="list-style-type: none"> Stephen B. Thomas, PhD, University of MD Ctr for Health Equity 	Grand Ballroom
10:30am – 10:45am	<i>Break</i>	
10:45am – 11:30am	PRIORITY ISSUE-School Health Moderator: Regina Galer-Unti, PhD, CHES, Walden University Presenter: <ul style="list-style-type: none"> Megan Wolfe, J.D., ASCD 	Grand Ballroom
11:30am – 12:00pm	Review of Key Messages and Questions & Answers Presenters: <ul style="list-style-type: none"> Carl Hanson, PhD, MPH, Brigham Young University Jeff Goodman, MPH (c), San Jose State University 	
12:00pm – 1:00pm	<i>Buffet Lunch</i>	Atrium Ballroom
1:00pm – 1:15pm	Enroll America (National campaign to enroll the uninsured) Presenter: <ul style="list-style-type: none"> Jenny Sullivan, MHS, Enroll America 	Grand Ballroom
1:15pm – 2:00pm	Bringing it All Together-Getting Your Message Heard (Role Play) Presenter: <ul style="list-style-type: none"> Amy Thompson, PhD, CHES, University of Toledo 	Grand Ballroom
2:00pm – 4:30pm	Hill Visit Planning (Small Groups) Facilitators: <ul style="list-style-type: none"> Advocacy Summit Planning Committee Reps-Specific assignments <i>Break as needed – Dessert Served</i>	Grand Ballroom & Hermitage Ballroom Foyer
4:30pm – 5:00pm	Reconvene for Q&As/Wrap-Up/Tomorrow’s Agenda/Evaluation Presenter: <ul style="list-style-type: none"> Elaine Auld, MPH, MCHES , SOPHE 	Grand Ballroom

MONDAY, March 4th

7:30am – 8:00am	Breakfast on your own; Hotel Checkout	
8:00am – 8:45am	Walk to the Hill (leaving in groups 8:00 am)	Hotel Foyer
8:45am - 9:00am	Group Photo	Cannon Caucus Room
9:00am – 10:00am	Life on the Hill-Message from Congressional Staff Moderator: Jerrica Mathis, MEd, SOPHE Presenters: <ul style="list-style-type: none"> • Caren Howard, Office of Congressman John Sarbanes (D-MD) • James “J.P.” Paluskiewicz, Office of Congressman Michael Burgess (R-TX) 	345 Cannon House Office Building (3rd Floor)
10:00am – 4:00pm	Visits with Members of Congress	
	Depart for home; online documentation of visits	