

**13th Annual Health Education Advocacy Summit
March 6-8, 2010
Washington Court Hotel
525 New Jersey Avenue, NW * Washington, DC**

AGENDA

SATURDAY, March 6

12:00 pm – 5:15 pm

Registration/CHES Desk
Room: Ballroom Foyer

1:00 pm – 5:00 pm

CNHEO Leaders' Meeting (by invitation only)
Room: Springwood

1:00 pm – 1:15 pm

Welcome

Presenter: Susan Radius, PhD, CHES, Towson University and APHA Public Health Education and Health Promotion Section
On behalf of Coalition of National Health Education Organizations

Room: Grand Ballroom II & III

Choose One:

1:20 pm – 2:05 pm

Advocacy 101: Introduction to Advocacy (for beginners or refresher session)

Moderator: Megan Rickard
Presenters: Melissa Schober, Project Director, Society for Public Health Education

Room: Grand Ballroom II & III

Advocacy 102: Incorporating Advocacy in Professional Preparation (For faculty or previous summit attendees)

Moderator: Rob Simmons, DrPH, MPH, CHES, CPH
Presenters: Susan Radius, PhD, Professor, Towson University; Michael Barnes, PhD, CHES, Professor Brigham Young University

Room: Grand Ballroom I

Choose One

2:15 pm – 3:00 pm

Advocacy 201: After Your Meeting, Will They Remember Your Message?

Moderator: Michele Pfeilschifter, MPH
Presenter: Karen Goralesski, Vice President, Public Health Partnerships, Research!America

Room: Grand Ballroom I

Advocacy 301: Using Web 2.0 to Expand Your Reach

Moderator: Melissa Schober

Presenters: Gloria Pan, VP, Internet Communications, Turner Strategies and Jessica Kutch, Online Campaign Manager, Service Employees International Union (SEIU)

Room: Grand Ballroom II & III

3:15 pm – 3:45 pm

Effective Hill Visits

Moderator: Melissa Schober

Presenters: Rob Simmons, DrPH, MPH, CHES, CPH, Clinical Associate Professor, Thomas Jefferson University School of Public Health; Brea Didenhover, MPH (c), Brigham Young University

Room: Grand Ballroom II & III

3:45 pm – 4:15 pm

CDC's Role in Chronic Disease Prevention

Moderator: Susan Radius, PhD

Presenter: Wayne Giles, MD, Acting Deputy Director, CDC National Center for Chronic Disease Prevention and Health Promotion

Room: Grand Ballroom II & III

4:15 pm – 4:45 pm

Challenges and Opportunities in the 111th Congress – Second Session

Moderator: Susan Radius, PhD

Presenter: Rich Hamburg, Deputy Director, Trust for America's Health

Room: Grand Ballroom II & III

4:45 pm – 5:00 pm

Wrap Up/Preparing for Day 2

Presenter: Melissa Schober, Project Director, Society for Public Health Education

Room: Grand Ballroom II & III

7:00 pm

Dinner on your own

SUNDAY, MARCH 7

7:30 am – 5:30 pm

Registration/CHES Desk

7:45 am – 8:30 am

Light Continental Breakfast

- 8:30 am – 8:45 am **Welcome: Overview of Day 2**
(Sit with State Delegations)
- Presenter: Melissa Schober, Project Director, Society for Public Health Education*
- Room: Grand Ballroom II & III**
- 8:45 am – 9:00 am **CNHEO Health Education Advocate Award Presentation**
- Presenters: Megan Rickard and Elaine Auld, on behalf of the Coalition of National Health Education Organizations*
- Room: Grand Ballroom II & III**
- 9:00 am – 10:00 am **Making Prevention and Public Health a Priority in 2010 and Beyond**
Moderator: J. Henry Montes, MPH
- **CDC Division of Adolescent and School Health**
Presenters: William Potts-Datema, MA, CHES, Chief, Program Development and Services, CDC Division of Adolescent and School Health; and M. Elaine Auld, MPH, CHES, Chief Executive Officer, Society for Public Health Education
 - **CDC Preventive Health and Health Services Block Grant**
Presenters: Rob Simmons, DrPH, MPH, CHES, CPH, Clinical Associate Professor, Thomas Jefferson University; Lavell R. Thornton, MPH, CHES, Advocacy Chair, Directors of Health Promotion and Education
- Room: Grand Ballroom II & III**
- 10:00 am – 10:15 am *Break*
- 10:15 am – 10:45 am **Fighting Chronic Disease and Eliminating Health Disparities**
- Moderator: J. Henry Montes, MPH*
Presenters: Carolyn Jenkins, PhD, South Carolina REACH Program; Daniel Dawes, Manager, Federal Affairs and Grassroots Network at Premier, Inc.
- Room: Grand Ballroom II & III**
- 10:45 am – 11:15 am **A Positive Agenda for Education Reform: ESEA Reauthorization**
- Moderator: Joe Halowich, MS, CHES, Health Education Teacher, Wicomico County School District, MD*
Presenters: Becky J. Smith, PhD, CHES, CAE, Executive Director, American Association for Health Education
- Room: Grand Ballroom II & III**

- 11:15 am – 11:45 am **Questions & Answers – Review of Key Messages**
Moderator: Carl Hanson, PhD, Associate Professor, Brigham Young University and Council of Accredited MPH Programs
- 11:45 am – 12:45 pm *Buffet Lunch*
Room: Ballroom Foyer
- 12:45 pm – 1:30 pm **Bringing it All Together – How to Get Your Message Heard – Role Play**
Moderator: Bob Strack, PhD, MBA, University of North Carolina, Greensboro
Presenter: Regina Galer Unti, PhD, CHES, Faculty and Co-chair APHA PHEHP Advocacy Committee and "Prime-Time Players"
Room: Grand Ballroom II & III
- 1:30 pm - 4:00 pm **Hill Visit Planning (Small Groups)**
Facilitators: Advocacy Summit Planning Committee Reps
Rooms: Grand Ballroom I, II & III
- 4:00 pm – 4:45 pm **Re-Convene for Q&As/ Wrap-up/ Tomorrow's Agenda/Evaluation**
Room: Grand Ballroom II & III
Moderator: Elaine Auld, MPH, CHES
- MONDAY, MARCH 8**
- 7:30 am – 8:15 am *Breakfast on your own; hotel checkout*
- 8:15 am – 9:00 am *Walk to the Senate Dirksen Building*
- 9:00 am – 10:00 am **Life on the Hill – Message from Congressional Staff**
Moderator: Melissa Schober
Presenter: Fern Goodhart, MSPH, CHES, Legislative Assistant, Senator Udall (D-NM)
Location: Dirksen Senate Building – G50
- 10:00 am – 4:00 pm **Visits with Members of Congress**
Depart for home; online documentation of visits