

14th Annual Health Education Advocacy Summit
March 5-7, 2011
Washington Court Hotel
525 New Jersey Avenue, NW * Washington, DC

AGENDA – DRAFT

SATURDAY, March 5

12:00 pm – 5:30 pm Registration/CHES Desk
Room: Ballroom Foyer

1:00 pm – 1:15 pm **Welcome**

Presenter: Ranjita Misra, PhD, CHES, FMALRC, Texas A&M University

On behalf of Coalition of National Health Education Organizations

Room: Grand Ballroom II & III

1:30 pm – 3:30 pm CNHEO Leaders' Meeting (by invitation only)
Room: Springwood

Choose One:

1:20 pm – 2:20 pm **Advocacy 101: Introduction to Advocacy (for beginners or refresher session)**

Moderator: Marlene Tappe, PhD, CHES

Presenters: Regina Galer-Unti, PhD, CHES, Walden University; Sue Lachenmayr, MPH, CHES, National Council on Aging

Room: Grand Ballroom II & III

Advocacy 201: When Data are Not Enough: Building Relationships & Keeping Relationships with Policymakers

Moderator: Rob Simmons, DrPH, MPH, CHES, CPP

Presenters: Donna Nichols, MEd, CHES, Directors of Health Promotion & Education; Lavell Thornton, MPH, CHES, South Carolina Department of Health

Room: Ballroom I

2:20 pm – 2:30 pm *Change Rooms*

2:30 pm – 3:30 pm **Advocacy 301: Incorporating Advocacy in Professional Preparation (For faculty only)**

Moderator: Anthony Schlaff, MD, PhD, Tufts University

Presenters: Marlene Tappe, PhD, CHES, University of Minnesota, Mankato; Melissa Grim, PhD, CHES, James Madison University; Mary Kivlighan, JD, University of Maryland School of Public Health

Room: Ballroom I

Advocacy 302: Maximizing the Use of Social Media in Advocacy (working session)

Moderator: Robert S. Gold, DrPH, PhD, FASHA

Presenters: TBA

Room: Ballroom II & III

3:30 pm – 3:45 pm

Break

3:45 pm – 4:15 pm

Effective Hill Visits

Moderator: Jules Guilbeau, MPH, CMPE, Moses Cone Health System

Presenters: Mal Goldsmith, PhD, CHES, American Association for Health Education; Rob Simmons, DrPH, MPH, CHES, CPP, Thomas Jefferson University; Pete Arens, Brigham Young University

Room: Grand Ballroom II & III

What They Never Told You about Congress (CNHEO and advanced leaders only)

Moderator: Dave Hoffman, MEd,

Presenter: Nicole Kunko, Association of State and Territorial Health Officials

Room: Springwood

4:15 – 4:25 pm

Stretch Break

4:25 pm – 5:15 pm

Challenges and Opportunities in the 112th Congress

Moderator: Donna Nichols, MEd, CHES

Presenter: Emily J. Holubowich, MPP, Executive Director, Coalition for Health Funding and Vice President Cavarocchi Ruscio Dennis Associates, LLC

Room: Grand Ballroom II & III

5:15 – 5:30 pm

Wrap Up/Preparing for Day 2

Presenter: Elaine Auld, MPH, CHES, Society for Public Health Education

Room: Grand Ballroom II & III

6:00 pm

Optional Group Dinner at Union Station

SUNDAY, MARCH 6

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: Lavell Thornton, MPH, CHES*
Room: Grand Ballroom II & III
- 8:45 am – 9:00 am **CNHEO Health Education Advocate Award Presentation**
- Presenter: Megan Rickard, PhD, CHES*
On behalf of the Coalition of National Health Education Organizations
Room: Grand Ballroom II & III
- 9:00 am – 9:45 am **Session I: Authorization Priorities**
Moderator: Regina Galer-Unti, PhD, CHES
- Prevention in Health Reform**
Presenter: Donald P. Hoppert, Director, Government Relations, American Public Health Association
- 9:45 am – 10:15 am **Elementary & Secondary Education Act: The Case for Health & Physical Education**
- Presenters: Mal Goldsmith, PhD, CHES, American Association for Health Education; Megan Wolfe, JD, National Association of Sport & Physical Education*
- 10:15 am – 10:30 am *Break*
- 10:30 am – 11:00 am **Session II: Appropriations Priorities**
Moderator: Bob Strack, PhD, MBA
- CDC's Role in Chronic Disease Prevention**
Presenter: Wayne Giles, MD, Director, CDC Division of Adult & Community Health
- 11:00 am – 11:45 am **Making the Case for Chronic Disease Prevention & Health Promotion Priorities**
Presenters: Dave Hoffman, National Association of Chronic Disease Directors; Elaine Auld, MPH, CHES, Society for Public Health Education; Jeff Bachar, National REACH Coalition
- 11:45 am – 12:15 pm **Questions & Answers – Review of Key Messages**
Moderator: Carl Hanson, PhD, MPH, Brigham Young University; Megan Rickard, PhD, CHES, Eastern Michigan University
- 12:15 pm – 1:00 pm *Buffet Lunch*
Room: Foyer

1:00 pm – 1:30 pm

Bringing it All Together – How to Get Your Message Heard – Role Play

Presenters: Bob Strack, PhD, MBA, University of North Carolina Greensboro; Regina Pulliam, MPH, University of North Carolina Greensboro; Jules Guilbeau, MPH, CMPE, Moses Cone Health System; Rob Simmons, DrPH, MPH, CHES, CPP, Thomas Jefferson University

Room: Grand Ballroom II & III

1:30 pm - 4:30 pm

Hill Visit Planning (Small Groups)

Facilitators: Advocacy Summit Planning Committee Reps – specific assignments

Rooms: Grand Ballroom I, II & III, Springwood, Hermitage

4:30 pm – 5:00 pm

**Re-Convene for Q&As/
Wrap-up/ Tomorrow's Agenda/Evaluation**

Room: Grand Ballroom II & III

Presenter: Rob Simmons, DrPH, MPH, CHES, CPP, Thomas Jefferson University

MONDAY, MARCH 7

7:30 am – 8:15 am

Breakfast on your own; hotel checkout

8:15 am – 9:00 am

Walk to the Hill

9:00 am – 10:00 am

Life on the Hill – Message from Congressional Staff

Moderator: Megan Rickard, PhD, CHES

Presenter: Fern Goodhart, MSPH, CHES, Health Legislative Assistant, Senator Udall (D-NM) and CNHEO Advocate Award Winner, 2008; Jerrica Mathis, MEd, Staff, House HELP Committee and Congressional Black Caucus Fellow, 2009-11

Location: Hart Senate Building - tentative

10:00 am – 4:00 pm

Visits with Members of Congress

Depart for home; online documentation of visits