



Society for Public Health Education's

# 18TH ANNUAL ADVOCACY SUMMIT

## PROGRAM AGENDA

### Saturday, October 15, 2016

#### 12:00 pm – 1:00 pm

Registration/CE Desk  
*Grand Ballroom Foyer*

#### 1:00-1:15 pm

*Grand Ballroom*

##### **Welcome**

Review of Summit Objectives

**David Birch, PhD, MCHES**  
SOPHE 2016-17 President

**Amy Thompson, PhD, MCHES**  
SOPHE Trustee for Advocacy

#### 1:15-2:15 pm

*Grand Ballroom*

##### **Opening Plenary**

##### **Challenges and Opportunities in**

##### **Eliminating Health Disparities:**

##### **Making our Way Forward**

**Leandris Liburd, PhD, MPH**

CDC Office of Minority Health

*This session will present an overview of health disparities including current national statistics and how social determinants of health are contributing factors to health outcomes. We will also explore the health-in-all-policies approach and examine how physical, social, educational, environment policies impact health disparities.*

#### 2:15 – 2:45 pm

*Grand Ballroom*

##### **2016 Health Disparities & the**

##### **Prevention Agenda: Policy Priorities**

**Cicily Hampton, PhD, MPA**  
SOPHE

#### 2:45-3:00 pm

*Break*

Move to next session

#### 3:00-4:00 pm

*Select one of two skill-building concurrent sessions:*

##### **Messaging and Issue Framing of**

##### **Complex Policy Issues**

**Brigitte Johnson, APR**  
SOPHE

*Grand Ballroom*

*No communication skill is more critical to advocates than the ability to frame an issue effectively. But what exactly is issue framing? Think of the function of a picture frame. It serves to focus the viewer's attention on the work of art it surrounds. Different frames bring out different aspects of the work. In much the same way, how advocates frame a policy issue influences how other see it and focuses their attention on aspects of the policy that will resonate with them.*

##### **Confronting Health Disparities in Disadvantaged Communities (social determinants of health)**

**Jeanine Robitaille, MS, CHES**  
SOPHE

*Executive Room*

*This session will provide a conceptual framework for action on the social determinants of health. This workshop style session will prepare advocates to return to their own communities and think about the physical, social, economic, and educational structures that they can influence to eliminate health disparities.*

#### 4:00-4:15 pm

*Break*

Move to next concurrent session

#### 4:15-5:15 pm

##### **Health Education Specialist's Role in the Changing Healthcare System**

**Elaine Auld, MPH, MCHES**  
SOPHE CEO

**Cherylee Sherry, MPH MCHES**  
MN Dept. of Health

*Grand Ballroom*

*This session will cover the work that SOPHE's ACA workgroup has conducted over the past two years and will feature various resources that can be used to advocate for the profession.*

##### **Incorporating Advocacy into Coursework/ (Faculty Session)**

**Keely Rees, PhD, MCHES**

**Dan Duquette, EdD**

**Anders Cedergren, PhD**

University of Wisconsin

*Executive*

*This session will focus on how faculty can incorporate advocacy strategies into their health education curriculum: including advocating for the profession in public health prevention initiatives to advocating at the community level to improve population health.*

#### 5:15-5:30 pm

*Break*

Reconvene in large group

#### 5:30 – 6:00 pm

*Grand Ballroom*

##### **Wrap up/preparing for Day 2**

**Cicily Hampton, PhD, MPA**

*This session will briefly review basic advocacy principles and preparation needed for Day 2.*



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### Sunday, October 16, 2016

**8:15 – 9:00 am**

**Continental Breakfast**

**9:00 - 9:15am**

*Grand Ballroom*

**Welcome: Overview of Day 2**

(Sit with State Delegations)

**Cicily Hampton, PhD, MPA**

**9:15-9:30 am**

*Break*

Move to Concurrent Session

**9:30 – 10:30 am**

**Stakeholder Mapping/Coalition Building**

**Jerrica Mathis, M.Ed**

Drinker, Biddle & Reath

*Grand Ballroom*

*This session will focus on how to identify potential stakeholders as a first step to advocacy. What legislators are champions of the issue, what organizations from the business and non-profit community have a vested interest in the issue, what agencies are charged with regulating the issue? It will explore how to work with the different perspectives to coalesce around a common issue.*

**Advocating on College Campuses**

**Stephanie Maddin Smith, JD**

American College Health Association

*Executive Room*

*This session will focus on the unique challenges of advocating on college campuses, including more diverse and less represented populations. It will explore health disparity issues as more traditionally underrepresented students matriculate to colleges.*

**10:30 – 10:45 am**

*Break*

Move to concurrent session

**10:45-11:45 am**

*Grand Ballroom*

**Keynote Address**

**Equipping Advocates for a National Campaign Against Racism**

**Camara Jones, MD, MPH, PhD,**

American Public Health Association

*The American Public Health Association has launched a National Campaign Against Racism which involves three tasks: naming racism, asking "How is racism operating here?", and organizing and strategizing to act. Tools will be shared to equip advocates to confidently engage in this work.*

**11:45 – 12: 30 pm**

*Lunch*

Sit with State Delegations

**12:30 – 1:00 pm**

**Review of Key Advocacy Messages**

**Cicily Hampton, PhD, MPA**

**1:00-2:00 pm**

**Effective Hill Visits**

**Amy Thompson, PhD, MCHES**

University of Toledo

*Grand Ballroom*

*This presentation will provide an overview of the key things that one needs in order to have an effective Hill visit with staff and legislators. After, participants will illustrate the do's and don'ts of effective Hill visits interactively.*

**2:15-4:30 pm**

**Hill Visit Planning**

*Grand Ballroom*

*During this time, summit participants will sit with their state delegations and plan their Hill visits for the next day. This will be a time to put together everything that they have learned from using their stakeholder research to developing key messages and issue framing to incorporating characteristics of effective key messages to role play their Hill visits for Monday.*

**4:30-5:00 pm**

**Reconvene for Q&As/Wrap-Up/  
Tomorrow's Agenda/Evaluation**

**Day 3**

**Hill Visits**

**9:00 – 10:00 am**

**Advocacy Kickoff**

*Capitol Visitor Center*

*Congressional Meeting Room South*

*CVC 217*

Please log in to the Advocacy Summit

App at: <http://tinyurl.com/2016heas>

to view your schedule

**SOCIETY FOR PUBLIC HEALTH  
EDUCATION**

**2016 Health Education  
Advocacy Summit**

Washington Court Hotel  
525 New Jersey Ave, NW,  
Washington, DC