

2010

2010 Joint Conference of the Society for Public Health Education &
the Prevention Research Centers Program

ADVOCATE, COMMUNICATE & TRANSLATE

TO ENHANCE RESEARCH & PRACTICE



PRELIMINARY PROGRAM

APRIL 7-9, 2010

SHERATON HOTEL / ATLANTA, GA

WWW.SOPHE.ORG



CDC'S PREVENTION
RESEARCH CENTERS
PROGRAM



SOCIETY FOR
PUBLIC HEALTH
EDUCATION

PRE-REGISTRATION DEADLINE: MARCH 12, 2010

ADVOCATE, COMMUNICATE & TRANSLATE TO ENHANCE RESEARCH & PRACTICE

APRIL 7-9, 2010 / SHERATON HOTEL / 165 COURTLAND STREET NE / ATLANTA, GEORGIA 30303

The Society for Public Health Education (SOPHE) and the Centers for Disease Control and Prevention's Prevention Research Centers (PRCs) will host their first joint conference to present scientific discovery and encourage dialogue among researchers, staff, community members, and practitioners of health education and health promotion. While SOPHE and PRC audiences share common goals of enhancing community wellness, this meeting will provide the first formal opportunity to bridge gaps between their efforts in prevention advocacy as well as in the communication and translation of prevention research and practice. The conference will focus on chronic disease prevention in social and physical environments, Healthy People 2020 objectives, community-based participatory research, partnerships, and policy advocacy.

CONFERENCE OBJECTIVES

- Advance the translation and dissemination of evidence-based research and practice to reduce chronic disease risks and promote health equity.
- Address the role of community-based participatory research, community engagement, and capacity building in strengthening the effectiveness, sustainability, and transferability of community interventions to reduce chronic disease.
- Stimulate dialogue, information-sharing, and networking about the physical, social, political, economic, and environmental conditions that contribute to healthy neighborhoods and successful community collaboration.
- Explore the impact of health policy and advocacy on community and individual health and health equity.
- Enhance understanding and discovery of new research models and methods to reduce individual and population-based health risks for chronic disease.

WHO SHOULD ATTEND?

- Health Education & Promotion Specialists
- Prevention Researchers and Staff
- Social Marketers
- Community Health & Public Health Faculty
- Patient Educators
- Health Communicators
- Health Education/Promotion Students
- Behavioral/Social Scientists
- Community Members
- Tribes and Tribal Organizations
- Public Health Practitioners
- Health/Social Policy Experts
- Chronic Disease Directors
- Community-Based Organizations and Staff
- Health Coalition Representatives
- Health Administrators
- Lay Health Advisors
- Epidemiologists
- Allied Health Professionals

WHAT'S IN THIS CONFERENCE FOR YOU?

Feel the excitement and energy of joining hundreds of colleagues from across the country, who are all dedicated to reducing chronic disease and promoting wellness. Choose from more than 100 oral presentations, workshops, roundtable discussions, and posters designed to foster the exchange of knowledge and enhance the skills of researchers, practitioners, and community members. Enjoy networking and social exchange. Visit exhibits. Explore job and internship opportunities. Chat in small group lunch roundtables, and rejuvenate your body and spirit with daily wellness activities.

WELCOME NEW SOPHE MEMBERS & FIRST-TIME SOPHE MEETING ATTENDEES

This conference extends a special invitation to all new SOPHE members, including students and all others attending a SOPHE conference for the first time and looking for a professional home. Attend the SOPHE Snapshot Orientation on Thursday morning (with continental breakfast) to learn more about SOPHE membership benefits. Meet SOPHE leaders, and find out how SOPHE involvement can advance your professional career.

MEETING SCHOLARSHIPS

SOPHE student members are encouraged to take advantage of the special discounted registration rates and scholarship opportunities. SOPHE students may apply for SOPHE's 21st Century Scholarships (see www.sophe.org) by **February 26, 2010**. To make the most of the conference opportunity and economize, see *Tips on Traveling to Atlanta & Maximizing your Conference Experience*, located at www.sophe.org.





GUADALUPE X. AYALA, PHD

Dr. Guadalupe Ayala is an associate professor in the Division of Health Promotion at San Diego State University's Graduate School of Public Health. She is the principal investigator of four studies that seek to develop evidence-based approaches to promoting Latino health. She also is co-director of the San Diego Prevention Research Center and co-investigator on the Hispanic Community Health Study (Proyecto SOL). Her primary area of research involves healthy eating, physical activity, and diabetes control.



CAMARA PHYLLIS JONES, MD, MPH, PHD

Dr. Camara Jones is the Research Director on Social Determinants of Health and Equity within CDC's Division of Adult and Community Health. Trained as a family physician and epidemiologist, she focuses her research on the impacts of racism on the health and well-being of the nation. From 1994-2000, she was an assistant professor at the Harvard School of Public Health. She currently serves on the National Board of Public Health Examiners and served on the executive board of the American Public Health Association and the board of directors of the American College of Epidemiology.



HECTOR BALCAZAR, PHD

Dr. Hector Balcazar is the regional dean of public health at the University of Texas Health Science Center at Houston, School of Public Health, El Paso Regional Campus. He is also a professor of health promotion and behavioral sciences and co-director of the Hispanic Health Disparities Research Center. He is a bilingual, bicultural family and public health scientist who has conducted numerous studies of Latino birth outcomes, acculturation and health-related behaviors, cardiovascular disease prevention programs in Latinos, and border health issues.



BARBARA LUGO

Ms. Barbara Lugo has worked for the Chula Vista Community Collaborative in California for ten years. She started as an ESL student and volunteer at New Directions Family Resource Center. After establishing a successful grassroots organizing group of community residents called the Neighborhood Council Initiative (NCI), she was hired as the NCI Coordinator. In addition, she served as a Community Referral Specialist in two different Family Resource Centers. Ms. Lugo is currently the promotora coordinator and oversees 35 promotoras on a variety of grant-funded projects. She won the Hispanic Leadership Award in 2003 in San Diego.



DEBORAH BOWEN, PHD

Dr. Deborah Bowen is a professor and chair of the Department of Social and Behavioral Sciences at the Boston University School of Public Health. As an investigator in the regional Cancer Prevention Network, she focuses on community-based research of melanoma and other cancer-prevention targets. She is a co-investigator on the regional Native American Community Health Network, and is currently engaged with Native American tribal settings to improve the health behaviors of tribal members.



MARIA ELENA MARTINEZ PHD, MPH

Dr. M. Elena Martínez is a professor of epidemiology at The University of Arizona's Mel and Enid Zuckerman College of Public Health and holds the Richard H. Hollen Professor of Cancer Prevention from the American Cancer Society at the Arizona Cancer Center. She co-directs the Cancer Prevention and Control Program and is Director of the Cancer Health Disparities Institute at the Arizona Cancer Center. Her research interests are in improving the understanding of the occurrence of cancer and its etiologic factors, including lifestyle and its interaction with genetics.



JONATHAN FIELDING, MD, MPH, MA, MBA

Dr. Jonathan Fielding is a professor of health services and pediatrics and is co-director of the UCLA Center for Healthier Children, Families and Communities. He also serves as director of public health and health officer for Los Angeles County, where he is responsible for the public health activities for ten-million county residents. He chairs the DHHS Secretary's Advisory Committee on National Health Promotion and Disease Prevention Objectives for 2020 and is vice-chairperson of the Community Preventive Services Task Force. He is a member of the National Academy of Sciences' Institute of Medicine.



AMELIE G. RAMIREZ, DRPH

Dr. Amelie Ramirez is a professor of epidemiology and biostatistics at The University of Texas Health Science Center at San Antonio, where she also is founding director of the Institute for Health Promotion Research. She also is co-director of the Cancer Prevention and Population Science program at the CTRC, a National Cancer Institute-designated Cancer Center. Over the past 25 years, Dr. Ramirez has directed many state-federal- and privately-funded research programs focused on human and organizational communication to reduce chronic disease and cancer health disparities affecting Hispanics/Latinos and other populations.



KAREN GLANZ, PHD, MPH

Dr. Karen Glanz is a Penn Integrates Knowledge (PIK) University Professor, a professor of epidemiology and nursing, and the director of the Center for Health Behavior Research at the University of Pennsylvania. She was a distinguished professor and scholar at Emory University's Rollins School of Public Health, the University of Hawaii, and Temple University. Her research, which had more than \$25 million of funding over the past 15 years, focuses on cancer prevention and control, theories of health behavior, obesity and the built environment, social and health policy, and new health communication technologies.



PHILLIP ZAZOVE, MD

Dr. Phillip Zazove is a renowned deaf physician, researcher, lecturer, and author of the widely-sold autobiography, When the Phone Rings, My Bed Shakes: Memoirs of a Deaf Doctor. He has conducted extensive research on the health of deaf and hard-of-hearing people and has special research interest in primary-care genetics. Dr. Zazove is a board-certified professor of family medicine at the University of Michigan. He also is the vice president of the Association of Medical Professionals with Hearing Losses (AMPHL) and is the medical director at M Care, the University of Michigan's health insurance company.





PRE-CONFERENCE SKILL-BUILDING WORKSHOPS

Maximize your travel and CHES credits by taking advantage of “hot topic” pre-conference workshops on Wednesday, April 7. Select from among four different workshops (additional fees apply). Register early, as spaces are limited.

WED / APRIL 7 / 2:00 – 5:00 pm

Select from one of two concurrent, optional workshops

PRE-WORKSHOP I: - Finding the “Me” in Health Messages for Latinos: Developing Targeted Messages for Mexican Immigrants

This workshop will address the use of diverse formative research methods to identify themes and concepts relevant to the growing population of Mexican immigrant and Mexican-American families, and then determine how to apply these themes to the development of program materials. Diverse methods for collecting formative data will be explored, including a card game and panel series of focus groups to garner in-depth information on relevant socio-cultural aspects of the Mexican culture. Based on this information, participants will create messages that are entertaining and relevant to families’ everyday lives.

PRESENTERS: Erika A. Hernandez, MA, MPH, and Guadalupe X. Ayala, PhD, San Diego State University

PRE-CONFERENCE WORKSHOP II : Putting Evidence into Practice: Tools for Communities to Implement and Adapt Evidence-Based Programs

In this highly interactive workshop, participants will learn how to locate, select, and adopt (or adapt) evidence-based programs for chronic disease prevention and control. Areas to be addressed are definitions and benefits; program fit and criteria to consider when searching for evidence-based interventions; how and where to locate evidence-based strategies (e.g., Community Guide to Preventive Services); programs such as Research-Tested Intervention Programs (RTIPs); steps in selecting, adopting or adapting a program with fidelity, then evaluating the program. The workshop also will present tips on how to engage partners at each step of program planning, with hands-on exercises and case studies.

PRESENTERS: Cam Escoffrey, PhD, MPH, CHES, and Michelle Carvalho, MPH, Emory University’s Rollins School of Public Health; Monair J. Hamilton, PhD, MPH, CHES, UNC Lineberger Comprehensive Cancer Center; Elizabeth Gonzalez Suarez, MA, Dana-Farber Cancer Institute

WED / APRIL 7 / 6:00 – 9:00 pm

Select from one of two concurrent, optional workshops

PRE-CONFERENCE WORKSHOP III: Making Data Talk

Many health professionals struggle with communicating technical scientific data to consumers, policy makers, and other non-scientific audiences. This workshop will focus on the science and art of communicating data, including methods for overcoming general audience tendencies and biases. Case studies will provide examples of data presentations for public health impact, and participants will have a hands-on experience of preparing data presentations for policy makers and public health officials. This workshop will demonstrate the practical value of a transdisciplinary approach to increasing knowledge about communication for public health practice.

PRESENTERS: David Nelson, MD, Director, Cancer Prevention Fellowship Program, and Bradford Hesse, PhD, Chief, Health Communication and Informatics Research Branch, National Cancer Institute

PRE-CONFERENCE WORKSHOP IV: Community-Based Participatory Research (CBPR): A Grounding for Action and Social Change

CBPR has received growing attention in public health and other fields, and is defined by the Kellogg Foundation, as a “collaborative approach to research that equitably involves all partners in the research process and recognizes the unique strengths that each brings. CBPR begins with a research topic of importance to the community with the aim of combining knowledge and action for social change to improve community health and eliminate health disparities.” It is not a set of methods but an overall orientation to research that fundamentally changes the relationship between researchers and researched. This workshop will introduce the theories, principles and strategies of CBPR and review the promoters and barriers to effective CBPR projects.

PRESENTERS: Bonnie Duran, DrPH, Associate Professor, University of Washington School of Public Health and Director, Center for Indigenous Health Research, Indigenous Wellness Research Institute

PROGRAM IN BRIEF / TUE APRIL 6 / WED APRIL 7

TUE / APRIL 6

8:30 am – 6:00 pm

PRC Ancillary Meetings

WED / APRIL 7

7:30 am–6:00 pm

Registration and CHES Desk Open

8:00 am–11:15 am

SOPHE House of Delegates Meeting

8:30 am–11:00 am

PRC National Community Committee Working Meeting

8:30 am–5:00 pm

SOPHE State Policy Health Institute – I and II (by invitation only)

8:30 am–11:00 am

PRC Ancillary Meetings and SOPHE Committee Meetings

11:30 am–5:30 pm

SOPHE Board of Trustees Meeting

12:00 pm–6:00 pm

Hospitality Desk Open

12:30 pm–8:00 pm

SOPHE Committee Meetings and PRC Ancillary Meetings

1:30 pm–5:00 pm

PRC Business Meeting

2:00 pm–5:00 pm

PRE-CONFERENCE SKILL-BUILDING WORKSHOPS I & II

4:00 pm–8:00 pm

Exhibitor and Poster Set up

6:00 pm–9:00 pm

PRE-CONFERENCE SKILL-BUILDING WORKSHOPS III & IV

THUR / APRIL 8

7:00 am–6:00 pm

Registration, Hospitality and CHES Desk Open
Wellness Challenge

7:00 am–7:45 am

SOPHE Chapter Development Workshop

7:00 am–8:15 am

SOPHE Snapshot & Meeting Mentoring Kick-off

7:15 am–8:15 am

Exhibits, Posters and SOPHE Silent Auction Open

7:30 am–8:00 pm

CHES/MCHES Lounge Open

8:30 am–5:00 pm

Opening Remarks and Welcome

8:30 am–8:45 am

John Elder, PhD, San Diego State University and Kelli McCormack Brown, PhD, University of Florida, Program Co-chairs; Ursula Bauer, PhD, Director, CDC National Center for Chronic Disease Prevention and Health Promotion (invited)



8:45 am–9:15 am KEYNOTE ADDRESS: Healthy People 2020 – A Framework for Action

Jonathan Fielding, MD, MPH, MA, MBA, Chair, DHHS Secretary's Advisory Committee on National Health Promotion and Disease Prevention Objectives for 2020

9:15 am–10:00 am PLENARY SESSION I- Modifying Social and Physical Environments: Lessons and Keys for Transforming Policy, Research, and Practice

Karen Glanz, PhD, MPH, Penn Integrates Knowledge University Professor, University of Pennsylvania

10:00 am–10:30 am Break in Exhibit Hall

10:30 am–11:45 am CONCURRENT SESSIONS - A

- A1: All Policy is Local: Impacting Children's Health through Policy Advocacy
- A2: Innovative Approaches to Promoting Healthy Aging
- A3: Evidence-based Obesity Prevention Programs
- A4: Cultural Diversity and Healthcare: Bridging the Gap
- A5: Environmental and Policy Approaches to Building Healthier Communities
- A6: Building Community-Researcher Partnerships: Achieving Scope and Scale with Community-Based Participatory Research to Address Underage Drinking and Impaired Driving

- 12:00 pm–1:00 pm** Networking Box Lunch - "Idea Generator" Roundtables
- 12:00 pm–1:00 pm** SOPHE Community of Practice Meetings: Students/New Professionals and University Faculty
- 12:00 pm – 1:00 pm** Georgia SOPHE Chapter Business Meeting (all welcome!)
- 12:15 pm–12:45 pm** Wellness Challenge

1:15 pm–2:30 pm CONCURRENT SESSIONS - B

- B1: Policy Advocacy & Health Communication: Maximizing Impact
- B2: Influencing Practice and Policy through a Collaborative Research Network: Focus on Healthy Aging
- B3: Empowerment for Today's Youth Using CBPR
- B4: Community Health Workers and Lay Health Workers: Partnering for Success
- B5: How Do Socio-economic Factors Play a Big Part in the Way Americans Make Their Food Choices?
- B6: Better Doctor Visits for All: Increasing Cultural and Linguistic Competency

2:30 pm–2:45 pm Break/Exhibit Connection

2:45 pm–4:15 pm PLENARY SESSION II – Community-Based Participatory Research in the Latino Community: New Insights and Opportunities

Guadalupe X. Ayala, PhD, San Diego State University School of Public Health; Hector Balcazar, PhD, University of Texas Health Science Center at El Paso; M. Elena Martinez, PhD, MPH, The University of Arizona's Mel and Enid Zuckerman College of Public Health; Amelie Ramirez, DrPH, University of Texas Health Science Center at San Antonio; Barbara Lugo, Chula Vista Community Collaborative

4:30 pm–6:00 pm CONCURRENT SESSIONS - C

- C1: Women's Health: A Focus on Priority Populations
- C2: Adolescents and Mental Health
- C3: Jazzing up Geriatric Health
- C4: Community Engagement in Promoting Physical Activity
- C5: New Media Strategies to Address Chronic Disease
- C6: Challenges and Successes in Smoking Cessation Programs

6:30 pm – 8:00 pm Gala Exhibit Opening and Conference Reception
Poster Session with Authors
SOPHE Silent Auction

FRI / APRIL 9

- 7:00 am–2:00 pm** Registration and Hospitality Desks Open
- 7:00 am–3:00 pm** CHES Desk Open
- 7:00 am–7:45 am** Wellness Challenge
- 7:15 am–8:15 am** SOPHE Communities of Practice Breakfast Roundtables
- 7:15 am–8:15 am** PRC and SOPHE Committee Meetings
- 8:30 am–1:00 pm** Exhibits, Posters, and Silent Auction Open

8:30 am–9:45 am CONCURRENT SESSIONS - D

- D1: Getting Connected: The New Frontier of Web-Based Interventions
 - D2: Politics and Policy: Reform at the State and Local Levels
 - D3: Changing the School Environment: Increasing Youth Physical Activity
 - D4: The Next Generation of Community-Based Researchers: CDC-ASPH Minority Fellowship Program at the Prevention Research Centers
 - D5: Reaching Low-wage Workers via the Workplace
 - D6: State of the State: Federal Tobacco Control Initiatives
- 9:45 am–10:30 am** Break in Exhibit Hall

10:30 am–11:45 am CONCURRENT SESSIONS - E

- E1: Engaging Communities in Cancer Prevention
- E2: Addressing Diabetes through Community-Based Participatory Research
- E3: School Health: Reaching Beyond the A, B, C's
- E4: Advancing the Science of Community Intervention, Chicago 2009: Report and Discussion
- E5: Evidence-Based Obesity Prevention: A Model for Reviewing, Packaging, and Disseminating Evidence
- E6: Health Education Training and Standards: Meeting the Challenges of 2010 and Beyond

12:00 pm – 1:00 pm SOPHE Town Hall Meeting and Box Lunch

12:00 pm – 1:00 pm Networking Box Lunch – "Idea Generator Roundtables–2"

1:00 pm – 4:00 pm Exhibits, Posters, and Silent Auction Close; Dismantle

1:00 pm – 2:15 pm PLENARY SESSION III - ACTing (Advocating, Communicating and Translating) to Achieve Health Equity: Getting Beyond the Rhetoric

Presenters: Deborah Bowen, PhD, Brown University; Camara Phyllis Jones MD, MPH, PhD, Centers for Disease Control and Prevention; Phillip Zazove, MD, University of Michigan

2:15 pm – 2:30 pm Closing – Conference Wrap-Up



MEETING HIGHLIGHTS

GALA OPENING SOCIAL

Don't miss this SOPHE-PRC Opening Gala Social, Thursday, April 8, 6:30 pm–8:00 pm. Network with colleagues old and new. Chat with poster presenters, and discover the latest resources from exhibitors. Enjoy food, fun, and music, and let your hair down!

CHES CONTINUING EDUCATION

An application has been submitted to award up to 16.25 Continuing Education Contact Hours (CECHs) for certified health education specialists (CHES). All National and chapter SOPHE members will receive CHES credits free as a bonus of membership; all **non-SOPHE members will be required to pay an additional \$7/hr onsite**. SOPHE, including its chapters, is a designated multiple-provider of CECHs by the National Commission for Health Education Credentialing, Inc.

POSTER GALLERY

View dozens of posters on display during the conference and interact with authors at the Gala Opening Social on Thursday evening, April 8. A special section will be dedicated to the work of student presenters.

NEW! IDEA GENERATOR ROUNDTABLES

Ever wonder how they did that? On Thursday and Friday, April 8 and 9, you will have the option of selecting from among 30+ topics each day and engage in dialogue with others interested in the same topic. Bring your box lunch and come away with new ideas and fresh perspectives for your disease prevention and health promotion tool box.

SOPHE COMMUNITIES OF PRACTICE ROUNDTABLES

SOPHE Communities of Practice (CoP) will enjoy the opportunity to connect with individuals with similar interests. On Thursday, April 8, from noon to 1pm, bring your lunch and chat with university faculty or students and new professionals. On Friday, April 9, from 7:15 am to 8:15 am, join one of 10 other CoP breakfast roundtables on the following topics: children and adolescent health, medical care and patient education, health communications and social marketing, health disparities, healthy aging, emergency preparedness, environmental health, worksite health, anthropology, and international health.

EXHIBIT AND PUBLICATIONS MART OPPORTUNITIES

Peruse information, publications, tools, and the latest technological innovations from an array of organizations and companies, starting on April 8. Opportunities and options for exhibiting and supporting the conference are available by contacting Carmen Head at chead@sophe.org or (202) 408-9804. Don't miss this opportunity to reach hundreds of decision-makers and leaders in disease prevention and health promotion!

MEETING MENTOR PROGRAM

The meeting mentor program is a great way for students, community members, new professionals, and seasoned members of SOPHE and the PRC program to learn from each other and expand their professional networks. This program brings mentors and protégés together over the days of the conference for dialogue, career advice, questions about the profession, and connections. Sign up on the registration form. For more information, contact the National SOPHE office at (202) 408-9804.

NEW! CHES/MCHES LOUNGE

Would you like to know more about the CHES credential and if you are eligible? Do you have questions about your current CHES credential? Are you thinking about becoming MCHES? Are you an employer that seeks to hire a CHES/MCHES? NCHES staff and board members will be available on Thursday, April 8, from 8:30 am to 5:00 pm to answer your questions. Anyone and everyone is welcome. Please stop by to learn more!

SOPHE TOWN HALL MEETING

SOPHE members are invited to bring their box lunch to the annual SOPHE Town Hall Meeting on Friday, April 9, from noon until 1pm. Take this opportunity to offer your input about SOPHE's future strategic plan and more.

CAREER RESOURCE CENTER

The SOPHE Career Resource Center is a valuable connection for tools, resources, internships, and employment opportunities in health education, health promotion, and prevention. Job postings and resumes of candidates are displayed free. To post a job or your resume, fax or email your information no later than March 27, 2010, to the SOPHE office at (202) 408-9815 to the attention of Laura Drouillard (ldrouillard@sophe.org).

WELLNESS CHALLENGE

The conference sponsors encourage you to take part in healthy activities and to follow healthy eating habits during this event. Join other conferees for workouts on Thursday and Friday. Plus, take advantage of the hotel's complimentary fitness center and indoor pool.

HOUSING REFERRAL SERVICE

Registrants who would like to share hotel accommodations can contact the National SOPHE office at info@sophe.org. Please provide your name and dates of arrival and departure.

NEW! TWITTER BUGS UNITE

This conference will feature an opportunity to twitter, enhancing your professional exchange with other attendees. Be sure to bring your laptop or cell phone and get geared up to participate in this exciting and generative social medium! (Note: Participants are responsible for any individual fees that may apply.)

ACCESSIBILITY

The Sheraton Hotel is fully accessible to wheelchair users as are the hotel's meeting rooms, exhibit halls, and public areas. The conference plenary sessions will have an American Sign Language (ASL) interpreter. Interpreters can also be arranged for deaf and hard-of-hearing registrants at any scientific session **if notice is given at least one month in advance** of the meeting. Please download the **ASL Request Form** from the SOPHE website (www.sophe.org), indicate the sessions you plan to attend, and submit your request no later than **March 6, 2010**; on-site requests for interpreters cannot be guaranteed. Visually impaired participants who require an aide or personal assistant to help them navigate the meeting should contact the SOPHE office for information no later than March 6, 2010. The final program and abstracts can be requested in a digital format (CD). Be sure to contact SOPHE at least 3 weeks before the meeting if you require a digital format.

GEORGIA SOPHE - YOUR SOUTHERN CONNECTION!

All are invited to attend the GA SOPHE chapter business meeting and other special program events on Thursday, April 8, 12:00 pm–4:15 pm. Stop by the Hospitality Desk to find out more about the chapter and how you can get connected to professional development and advocacy opportunities to improve health promotion in the Peachtree State.

REGISTRATION FORM



PRE-REGISTRATION
DEADLINE:
**MARCH 12
2010**

2010 SOPHE-PRC JOINT CONFERENCE

ADVOCATE, COMMUNICATE & TRANSLATE TO ENHANCE RESEARCH & PRACTICE

APRIL 7-9, 2010 / SHERATON HOTEL / 165 COURTLAND STREET NE / ATLANTA, GEORGIA 30303

Register online at www.SOPHE.org

PLEASE PRINT

Information with an { * } will appear on conference badges; all other information will appear in participants' roster.

Name* _____ Degree/Certification _____
 Title/Position _____ Organization/Company* _____
 Address _____
 City* _____ State* _____ Zip Code _____
 Country _____ E-mail _____
 Phone _____ Fax _____

CONFERENCE REGISTRATION FEES

{ Includes 2 box lunches, breaks, social, materials, 1 continental breakfast }

PRE

Rec'd by 03/12

ONSITE

After 03/12

Professional _____ \$325 \$375 _____
 Student / Emeritus / Community Member _____ \$175 \$210 _____

TOTAL \$ _____

OPTIONAL MEMBERSHIP FEES*

NEW Member Joining SOPHE { professionals joining for the first time } _____ \$120 _____

Student/Emeritus Member _____ \$75/105 _____

{ must be full-time student w/9 hrs or more & attach faculty letter attesting to full-time status }

Transitional/New Professional _____ \$100 _____

{ available only to current student members who have graduated from an undergrad/grad program in the last 12 months }

Renewing SOPHE Membership _____ \$165 _____

GA SOPHE Chapter Professional _____ \$30 _____

GA SOPHE Chapter Student _____ \$15 _____

TOTAL \$ _____

OPTIONAL PRE-CONFERENCE WORKSHOPS

Workshop I: Finding the "Me" in Health Messages for Latinos 4/7, 2-5 pm _____ \$65 _____

Workshop II: Putting Evidence into Practice 4/7, 2-5 pm _____ \$65 _____

Workshop III: Making Data Talk 4/7, 6-9 pm _____ \$65 _____

Workshop IV: Community-Based Participatory Research 4/7, 6-9 pm _____ \$65 _____

TOTAL \$ _____

TOTAL REMITTED \$ _____

OTHER

Indicate if First-Time SOPHE Meeting Attendee

Indicate if you would like to participate in the Conference Mentoring program: Mentor Protégé

Accessibility: Check here if you require assistance to participate fully in the meeting and email a written description of requirements to mprocaccino@sophe.org

Vegetarian: Check here if you prefer vegetarian meals.

Check payable to SOPHE Purchase Order # _____

Note: Only state and federal institutions can submit purchase orders. A copy of the purchase order must be attached for registration to be processed.

VISA MasterCard Discover Card Number: _____ Exp. Date _____

Printed Name on Card: _____ Signature _____

**Join SOPHE Now and Save! CHES fees are included in registration for SOPHE National/Chapter members only; fees for non-SOPHE members are \$7/credit hour payable onsite. Join SOPHE now and save, while receiving SOPHE journals and other valuable benefits for 12 months!*

Send completed form to SOPHE-PRC Joint Meeting, 10 G St, NE, #605, Washington, DC 20002; Fax (202) 408-9815. Cancellations: Refund requests must be received in writing. All cancellations will be subject to a \$50 cancellation fee and will be refunded after the conference. No refunds will be given for any reason after March 22, 2010. Substitutions are allowed at any time, provided that they are the same registration status and submitted in writing to the SOPHE office.



CONFERENCE HOTEL

The Joint 2010 SOPHE-PRC Joint Conference will convene at the Sheraton Atlanta Hotel, 165 Courtland Street NE, Atlanta, Georgia. Book your hotel reservation early (**before March 16, 2010**) to get the discounted rate of \$140 (single or double) plus 15 % tax by calling (800) 833-8624 and asking for the SOPHE-CDC 2010 Conference. You can also book online at <http://www.starwood.com/Book/Sophe2010>

Check-in is 3:00 pm; check out is by noon. The hotel is located in the heart of lively downtown Atlanta, just two blocks from Peachtree Street. Hotel amenities include the following features: 24-hour fitness center, indoor pool; wireless internet throughout the hotel; complimentary weekday newspaper; 100% non-smoking hotel; extensive green initiatives; pet friendly; and much more. A full-service business center and UPS Store are located onsite.

Sheraton Atlanta Hotel
165 Courtland Street NE / Atlanta / Georgia 30303
Phone: (404) 659-6500



HOTEL PARKING

Hotel self-parking is available during the conference at the specially negotiated rate of \$9/day. Valet prices are extra.

SHUTTLE SERVICE

The Atlanta Link shuttles run continually from the airport to the hotels from 6am – Midnight, with a 15 minute wait or less. Price is \$16.50 one way; \$29 roundtrip. Receive an additional \$2.00 off the **roundtrip** fare when booked online at www.theatlantalink.com or call 404-524-3400. Select Option 1 or 2 for assistance with your booking and mention your code: **SOPHE**. Handicap accessible vehicles or child car seats can be requested online.

“ATLANTA, GEORGIA ON MY MIND”

Downtown Atlanta provides shopping, sports, dining, entertainment, and night life. Within an 8-block radius of the hotel, you will find CNN Center, The Georgia Dome, Philips Arena, Centennial Olympic Park, and Peachtree Center. Other area attractions include: the Georgia Aquarium, Atlanta Botanical Gardens, Stone Mountain Park, Jimmy Carter Museum & Library, Underground Atlanta, and the Coca-Cola Museum.

Society for Public Health Education
10 G St. NE
Ste. 605
Washington DC 20002



AIR TRAVEL

Hartsfield Jackson International Airport is south of downtown Atlanta. If driving from Hartsfield- Jackson International Airport, follow the signs for I-85 North. Follow I-85 North into downtown Atlanta. Take exit 248C – Andrew Young International Boulevard, GA Aquarium, Centennial Olympic Park. Go to the second traffic light and turn left onto Andrew Young International Boulevard. Go to the second traffic light. Turn left onto Courtland Street. The hotel entrance will be the second driveway on the left.

PUBLIC TRANSIT

Traveling via MARTA (the city’s public rail system): The hotel is located at Peachtree Center Station, stop N1. Once you exit your train, proceed to the escalators on the north end of the train station; if you travelled south, go left. If you travelled north, go right. Once through the exit gates, take the escalator to the street and go left toward the Hard Rock Café onto Andrew Young International Boulevard. Walk 2 blocks and the hotel is on the right at the intersection of International Boulevard and Courtland Street.

HIGHWAY

For other driving directions, see SOPHE’s website (www.SOPHE.org)

2010 SOPHE-PRC JOINT CONFERENCE PLANNING COMMITTEE

Co-chairs: Kelli McCormack Brown, PhD, CHES & John Elder, PhD

- | | | |
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