

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

**AGENDA**

**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 the 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: Ballroom I**

**Advocacy 201: When Data are Not Enough: Values and Strategies that Drive and Shape Health Policy**

*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: Grand Ballroom II & III**

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, Radford 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: Regina Galer-Unti, PhD, CHES, Walden University; Renata Schiavo, PhD, MA, Strategic Communications Resources; Emily McIntyre, MPH(c), Brigham Young University*

**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, National Association of Chronic Disease Directors*

*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 112<sup>th</sup> 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**

7:00 pm

**Group Dinner at Union Station (Optional - sign up onsite)**

**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 I, 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 I, II & III**
- 9:00 am – 9:45 am **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 **Addressing Chronic Disease Issues**  
*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 and Health Promotion – Dollars & Sense**
- Presenters: Dave Hoffman, MEd, 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 – 1:15 pm

*Buffet Lunch*

**Room: Atrium (first floor)**

1:15 pm – 1:45 pm

**Bringing it All Together – How to Get Your Message Heard**

*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 I, II & III**

1:45 pm - 4:30 pm

**Hill Visit Planning (Small Groups)**

*Facilitators: Advocacy Summit Planning Committee Reps –*

**Rooms: Grand Ballroom, 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 – 8:00 am

*Breakfast on your own; hotel checkout*

8:00 am – 9:00 am

*Walk to the Hill – or Cabs*

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 & Congressional Black Caucus Fellow, 2009-11*  
**Location: Longworth House Office Bldg, Room 1302 (3<sup>rd</sup> floor)**

10:00 am – 4:00 pm

**Visits with Members of Congress**

*Depart for home; online documentation of visits*