



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.

Why Attend

- ◆ **Expand your network** to people who can help your self-development and career advancement
- ◆ Visit **Job Resource Center**; Share resume
- ◆ Hear about **“best practices”**
- ◆ Find out the latest **news about the profession**
- ◆ Develop your professional **networking skills**
- ◆ Get a **conference mentor**; meet **role models**
- ◆ Take on student **leadership opportunities**
- ◆ **Meet other students** from other programs – get the “scoop” on graduate degree programs
- ◆ Acquire **new skills** / Evaluate **new ideas**
- ◆ Show future employers and colleagues your level of **professional commitment** and **involvement**
- ◆ Increase your **marketability** and **visibility**

Budget

Resources

Travel (air, train, car/mileage): \$ _____

Local travel (taxi, public transportation): \$ _____
(MARTA rail 2 blocks from hotel)

Hotel (up to 4 per room @__ x __nights): \$ _____

Meals (Weds., Thursday, Friday): \$ _____

Tips (hotel, porter, meals, taxis): \$ _____

Registration (Before March 12 = \$175): \$ _____

Total Conference Expense: \$ _____

Your University/College

- ◆ Many campuses offer travel and conference funding through their student government organization or other organizations on campus.

SOPHE Scholarships

- ◆ http://www.sophe.org/Awards_scholarships.cfm

Volunteering at the conference

- ◆ info@sophe.org “AM Volunteer” in subject line

Find a roommate through SOPHE Housing Referral Service or explore other hotel/travel options:

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| www.expedia.com | www.priceline.com , |
| www.hotwire.com | www.cheaptickets.com |
| www.orbitz.com | www.hotels.com |
| www.amtrak.com (Sign up for special student rates) | |

Before the Conference

Prepare

- ◆ Register in advance. On-site registration will be more expensive.
- ◆ Make a hotel reservation early. Room blocks are available for \$140 (plus tax) through the Sheraton Atlanta Hotel. Visit <http://www.starwoodmeeting.com/Book/sophe2010> for more information.
- ◆ Familiarize yourself with the program; don't miss something great because you didn't know about it.
- ◆ Participate in the Wellness activities—researchers and authors are far less intimidating in their sweats.
- ◆ Sign up for the Mentor Program and be partnered up with a seasoned (maybe famous) SOPHE member.
- ◆ Remember: everyone loves students—after all, it's you who will be leading the profession in the future.
- ◆ Attend the SOPHE Snapshot session or First Time Attendee sessions. Meet people in the same boat.
- ◆ Join the Student and New Practitioner Special Interest Group for great networking and hanging out.
- ◆ Go to sessions and events with other students. It's just getting in the door that's hard...once in, you'll be fine.
- ◆ See if someone can do some of your work while you're away so you can focus on the conference. You should be exhausted but exhilarated at the end of each day.
- ◆ Know why you're going and what you want to get out of this experience.
- ◆ If you're bringing family, explain what it means to be representing your employer at this meeting; explain your limitations in terms of spending time with family.
- ◆ Review conference session titles, descriptions, speakers, and objectives; think strategically about how you want to spend your time.

Pack:

- ◆ Business casual clothes for meetings – layerable
- ◆ Comfortable shoes
- ◆ Casual clothes for free time
- ◆ “Networking cards”
- ◆ Pens and note paper/pad
- ◆ Sample materials/give-aways from your agency.
- ◆ Sugarless candies for a boost during sessions unless you love hotel hard candies
- ◆ Swim suit and workout clothes and sneakers
- ◆ Medications; vitamins
- ◆ Toiletries—they are expensive in hotels!

For more information, please visit
<http://www.sophe.org/midyearmeeting.cfm>

During the Conference

- ◆ Set daily goals:
 - ⇒ Gather what information?
 - ⇒ Collect what resources?
 - ⇒ Meet with whom and why?
 - ⇒ Share information about what?
 - ⇒ Connect with someone you can help
 - ⇒ Identify someone who can help you
 - ⇒ Have fun
- ◆ Go to everything. Sleep through nothing!
- ◆ Arrive on time to each session.
- ◆ Turn off your cell phone while in sessions
- ◆ Sit further inside the room or up front so that late-comers don't crawl over you or disturb you, and so you can hear and see everything.
- ◆ If the room is filling up, don't take up two seats
- ◆ Be attentive; don't chat during sessions.
- ◆ If sessions don't meet your expectations, leave.
- ◆ Use breaks and meal times for phone calls.
- ◆ Get enough sleep (energy for next day)!
- ◆ Avoid heavy rich meals; they make you sluggish.
- ◆ Think strategically about when to sit with your friends and when to “force yourself” to mingle with people you don't know...yet!

Roles to Play:

- ◆ Good-will ambassador for your employer: create and/or reinforce positive connections between your organization and other organizations, conference attendees, and SOPHE.
- ◆ Market researcher: learn as much as possible about other organizations, their programs, their assets and needs as possible.
- ◆ SOPHE membership sales representative: share information about SOPHE projects, programs, procedures, and policies with others.
- ◆ Feedback provider: complete your conference evaluation form—be honest. We need to know!

After the Conference

- ◆ Send your mentor a thank you note.
- ◆ Follow up on any commitments/promises made.
- ◆ Tell others what a great time you had.
- ◆ Start saving for your next SOPHE conference.