Saturday, October 21, 2017

12:00 pm – 1:00 pm
Registration/CE Desk
Grand Ballroom Foyer

1:00 pm – 1:15 pm
Welcome
Review of Summit Objectives
Amy Thompson, PhD, MCHES®
SOPHE Trustee for Advocacy
Grand Ballroom

1:15 pm – 2:15 pm
Opening Plenary
Challenges and Opportunities in Community Prevention: Making our Way Forward
Larry Cohen, MSW
Executive Director, Prevention Institute
Grand Ballroom
This session will present an overview of the work related to community health prevention including current national statistics and the innovative work that health educators are doing to tackle prevention and contribute to better health outcomes for all. We will also explore the health-in-all-policies approach and examine how physical, social, educational, environment policies public health & prevention.

2:15 pm – 3:15 pm
Plenary
The Prevention Agenda: Policy Priorities
John Auerbach, MBA
CEO, Trust for America’s Health
Montpelier
This session will present an overview of the specific advocacy asks framing this summit and the context of the current Congress.

3:20 pm – 4:15 pm
Select one concurrent session:
Issue Identification & Issue Research
Carol Cox
Angela Sas
Springwood
This session will use a hands-on/workshop-style approach. Participants will act as coalition leaders and use health policy research and analysis tools to identify and focus on an issue that their community feels most deeply about. They will then use evidence-based research to identify the need/public support for a policy change to influence community policy-makers.

Catalyzing Change through Local Policy to Advance Community Prevention
Maureen Silva, MPH
Executive Room
Policy change is one of the most influential strategies that can be pursued to achieve lasting and broad scale improvements in community health. This session will ground participants in the core benefits of developing policy to improve health and equity in communities.

Incorporating Advocacy in Higher Education: Faculty and Student Perspectives
Gayle Walter, PhD, CHES®
Montpelier
This session will provide a general overview of how advocacy can be incorporated into the classroom and in health education settings. Participants will also be able to develop plans for implementing advocacy into education through service-learning and other health-focused opportunities for undergraduates.

4:20 pm – 5:20 pm
Select one concurrent session:
Building Your Health Advocacy Toolkit: Tactics for the Trenches
Heidi Hancher-Rauch, PhD, CHES®
Amy Thompson, PhD, CHES®
Jodi Brookins-Fisher, PhD, MCHES®
Alexis Blavos, PhD, MCHES®
Grand Ballroom
To be an effective advocate, there are many tools, tactics and strategies that can be utilized depending on the setting, issue, and legislative body being targeted. Many tools exist to make these tasks easier, such as SOPHE fact sheets and talking points. In this session, techniques for working within local communities to achieve these tasks will be discussed.

A Toolkit for Faculty: How to Coordinate and Collaborate Advocacy Efforts in your Courses and Assessment Tools to Use
Keely Rees, PhD, MCHES®
Dan Duquette, EdD
Anders Cedergren, PhD
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.

Breaking News: Advocating for Health and Physical Education in Local Newspaper
Meagan Shipley, PhD, CHES®
Elisa Beth McNeill, PhD, CHES®
Caitlin Holden, MS, CHES®
Springwood
This session will identify ways for incorporating advocacy into in-service training. It will also explore the box approach for identifying key barriers and developing goals to emphasize health education's role in student academic success.

Saturday continued  
5:20 pm – 5:25 pm  
Break - Move to next session

5:25 pm – 5:45 pm  
Reconvene: Prepare for Day 2  
Cicily Hampton, PhD, MPA  
Grand Ballroom  
This session will briefly review basic advocacy principles and preparation needed for Day 2.

Sunday, October 22, 2017  
8:15 am – 9:00 am  
Continental Breakfast

9:00 am – 9:15 am  
Welcome: Overview of Day 2  
Cicily Hampton, PhD, MPA  
Grand Ballroom  
Sit with State Delegations

9:15 am – 10:15 am  
Plenary  
Boots on the Ground: Exemplary Local Public Health Advocacy  
Thomas Quade, MA, MPH  
President, American Public Health Association  
Grand Ballroom  
Thomas Quade, President of the American Public Health Association, will present concrete examples of state and local health departments using their resources to engage in effective advocacy campaigns around chronic disease prevention.

10:15 am – 10:20 am  
Break - Move to next session

10:20 am – 11:20 am  
Select one concurrent session:  
Active Learning Approaches to Teaching Health Policy to First-Generation College Students  
Portia A. Jackson Preston, DrPH, MPH  
Montpelier  
This session will present active and collaborative learning techniques that will allow students to translate classroom learning to health policy issues. We will also discuss relevant health policy issues which can be used in various advocacy projects.

Take One: Video Advocacy Messages Using a Boxed Approach  
Elisa Beth McNeill, PhD, CHES®  
Meagan Shipley, PhD, CHES®  
Caitlin Ballard, MS, CHES®  
Springwood  
This session will provide knowledge on how pre-service health educators can communicate, promote, and advocate for health, health education/promotion, and the profession via video production. Participants will also learn about the four components included in the box approach for advocacy training.

Tools for Building and empowering Youth Activists to Address Public Health Disparities  
Chad Monk, MPH  
Grand Ballroom  
This session will focus on how youth engagement programs can empower and build youth advocates to create impactful and sustainable changes in their communities to address health disparities. It will explore the use of Youth Participatory Action Research (YPAR) as a framework for youth engagement programs.

11:20 am – 12:20 pm  
Using Our Asks for Activism  
Daphne Delgado, MPH  
Manager, Health Partnerships & Policy  
YMCA of the USA  
Grand Ballroom  
12:20 pm – 1:20 pm  
Lunch  
Grand Ballroom  
Sit with State Delegations

1:20 pm – 2:20 pm  
Effective Hill Visits  
Amy Thompson, PhD, MCHES  
Grand Ballroom  
This session will provide an overview of the key things that one needs in order to have an effective Hill visit: staff and legislators. After, participants will illustrate the do’s and don’ts of effective Hill visits interactively.

2:20 – 2:25 pm  
Break - Move to next session

2:25 pm – 4:45 pm  
Hill Visit Planning  
Grand Ballroom  
During this time, 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.

4:45 pm – 5:00 pm  
Reconvene for Q&As/Wrap-Up/Tomorrow’s Agenda/Evaluation

Monday, October 23, 2017  
9:00 am – 10:00 am  
Advocacy Kickoff  
Capitol Visitor Center  
Congressional Meeting Room South  
CVC 217

10:00 am – 5:00 pm  
Hill Visits  
Please login to the Advocacy Summit App at: http://tinyurl.com/2017heas to view your Hill Visit schedule!  

SOCIETY FOR PUBLIC HEALTH EDUCATION  
2017 Health Education Advocacy Summit  
Washington Court Hotel  
525 New Jersey Ave, NW, Washington, DC