



19TH ANNUAL
ADVOCACY
SUMMIT

equipping and empowering advocates for public health

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: Promoting the Public's Health in a Challenging Time

John Auerbach, MBA

CEO, Trust for America's Health

Grand Ballroom

This session will present an overview of the specific advocacy work being conducted to protect the public's health in these challenging times.

3:20 pm – 4:15 pm

Select one concurrent session:

Issue Identification & Issue Research

Carol Cox, PhD, MCHES®

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 cares deeply about. They will then use evidence-based research to identify the need for a policy change to influence community policy-makers.

Catalyzing Change through Local Policy to Advance Community Prevention

Maureen Silva, MPH

Grand Ballroom

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®

Brianne Miller

Montpelier

This session will provide a general overview of how advocacy can be incorporated into the classroom and in health education settings. Participants will be able to develop plans for implementing advocacy in education through service-learning and other health-focused opportunities for undergraduates.

4:15 pm – 4:20 pm

Break - Move to next session

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

Montpelier

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 and advocating at the community level to improve population health.

Breaking News: Advocating for Health and Physical Education in Local Newspapers

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

Sunday, October 22, 2017

8:15 am – 9:00 am

Continental Breakfast

9:00 am – 9:15am

Welcome: Overview of Day 2

Cicily Hampton, PhD, MPA

Grand Ballroom

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

Caroline Goncalves Jones

Associate Director, Advocacy & Outreach
Campaign for Tobacco-Free Kids

Grand Ballroom

12:20 pm – 1:20 pm

Lunch

Atrium 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 to have an effective Hill visit will 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 Summit Hill Day Kickoff

Thomas Dorney

Senior Policy Advisor to
Congressman John Lewis,
2017 SOPHE Honorary Fellow

340 Cannon House Office Building

10:00 am – 5:00 pm

Hill Visits

Please log in 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