



Appendix C

State Health Policy Institute Agendas





Society for Public Health Education
State Health Policy Institute
May 6, 2009

Agenda

8:00 AM – 8:15 AM	Welcome/Introductions Speakers: <i>Elaine Auld, Rachael Dombrowski – Society for Public Health Education</i>
8:15 AM – 9:30 AM	Overview of current chronic disease and wellness issues in the States Speakers: <i>Martha King – National Conference of State Legislatures, Jason Hsieh – National Governors Association</i> <ul style="list-style-type: none">▪ Issues facing legislatures▪ Issues facing governors▪ Climate/context▪ Q and A
9:30 AM – 10:30 AM	Policy and Politics Speakers: <i>Ellen Jones, Lisa Daily - Consultants</i> <ul style="list-style-type: none">▪ Define lobbying, advocacy, education▪ Communicating with Federal Policy Makers▪ Communicating with State/Local Policy Makers
10:30 AM – 10:45 AM	BREAK
10:45 AM – 12:00 PM	Working with State Administrations – The Executive Branch, and Levers to Policy Advocacy Speaker: <i>Randy Schwartz – American Cancer Society</i> <ul style="list-style-type: none">▪ State Government- Fundamental features of State Administrations<ul style="list-style-type: none">• Working with state agencies and the Executive Branch• The changing and differing nature of State Administrations• Power and position – who is who?▪ A “Data- Driven” approach...and the stories that support...▪ The “Inside –Outside” game▪ The role of State Administrations regarding legislation and policy actions<ul style="list-style-type: none">• Gubernatorial action• Veto override• Implementation• Executive orders• The regulatory process<ul style="list-style-type: none">>Rulemaking and other approaches▪ Resources for knowledge building

12:00 PM – 12:15 PM	Overall Q & A
12:15 PM – 1:15 PM	Networking Lunch
1:15 PM – 2:15 PM	Communicating Your Message Speaker: <i>Ellen Jones - Consultant</i> <ul style="list-style-type: none">▪ Effective communication strategies.▪ Determining your listener’s mode<ul style="list-style-type: none">• Small group exercise
2:15 PM – 3:00 PM	Finding and Tailoring Educational Resources and Model Policies Speaker: <i>Lisa Daily - Consultant</i> <ul style="list-style-type: none">▪ Chronic disease burden information▪ Chronic disease state success stories▪ Chronic disease model policies▪ Other health education resources
3:00 PM – 3:15 PM	BREAK
3:15 PM – 4:00 PM	Policy Maker’s Idol: Communicating Your Message Speaker: <i>Lisa Daily - Consultant</i> <ul style="list-style-type: none">▪ How to educate policy makers in 3 minutes or less▪ Practice in small groups
4:00 PM – 5:00 PM	Building Strategic Partnerships Speaker: <i>Frances Butterfoss – Coalitions Work</i> <ul style="list-style-type: none">▪ Working with or developing coalitions▪ Organizing grassroots
5:00 PM – 6:00 PM	Putting it together – Making an Advocacy Action Plan Speakers: <i>Rachael Dombrowski, Sarah Leonard – Society for Public Health Education</i> <ul style="list-style-type: none">▪ Developing a message/finding your niche▪ Tailoring your training sessions to your audience▪ Being a health promotion policy resource▪ Expectations for the future
6:00 PM	Networking Reception with SOPHE Board (Optional)



Society for Public Health Education
State Health Policy Institute

April 7, 2010

Agenda
Room: Atlanta 4

7:30 AM – 8:00 AM	LIGHT CONTINENTAL BREAKFAST
8:00 AM – 8:15 AM	Welcome/Introductions <i>Speakers: Elaine Auld – Society for Public Health Education</i>
8:15 AM – 9:30 AM	Overview of current chronic disease and wellness issues in the States <i>Speakers: Ashley DePaulis– National Conference of State Legislatures</i> <ul style="list-style-type: none">• Issues facing legislatures• Issues facing governors• American Recovery and Reinvestment Act• Q and A
9:30 AM – 10:30 AM	Policy and Politics <i>Speakers: Glenn E. Schneider – Director of Health Policy Planning, Howard County Health Department; Board Member and Former Executive Director Maryland Health Care for All! Coalition</i> <ul style="list-style-type: none">• Define lobbying, advocacy, education• Communicating with Federal Policy Makers• Communicating with State/Local Policy Makers
10:30 AM – 10:45 AM	BREAK
10:45 AM – 12:00 PM	Communicating Your Message <i>Speaker: Glenn E. Schneider – Director of Health Policy Planning, Howard County Health Department; Board Member and Former Executive Director Maryland Health Care for All! Coalition</i> <ul style="list-style-type: none">• Effective communication strategies• How to educate policy makers in 3 minutes or less
12:00 PM – 12:15 PM	OVERALL Q & A
12:15 PM – 1:15 PM	NETWORKING LUNCH
1:15 PM – 2:15 PM	Working with School Administrations <i>Speaker: Theresa Lewallen - ASCD (formerly the Association for Supervision and Curriculum Development)</i>
2:15 PM – 3:00 PM	Finding and Tailoring Educational Resources and Model Policies <i>Speaker: Jean O’Connor - Deputy Strategy and Innovation Officer, CDC’s Office of Public Health Preparedness and Emergency Response/Adjunct Professor, Rollins School of Public Health, Emory University</i>


- Chronic disease burden information
- Chronic disease state success stories
- Chronic disease model policies
- Other resources

3:00 PM – 3:15 PM

3:15 PM – 4:15 PM

4:15 PM – 5:00 PM

- BREAK**
- Building Strategic Partnerships**
Speaker: Sarah Olson - Health Education Specialist, CDC Workforce Development
- Working with or developing coalitions
 - Organizing grassroots
- Putting it together – Making an Advocacy Action Plan**
Speakers: Melissa Schober, Sarah Leonard – Society for Public Health Education
- Developing a message/finding your niche
 - Being a health promotion policy resource
 - Expectations for the future

 <div> Society for Public Health Education State Health Policy Institute II April 7, 2010 </div>	
Agenda Room: Atlanta 5	
8:30 AM – 9:00 AM	LIGHT CONTINENTAL BREAKFAST
9:00 AM – 9:15 AM	Welcome/Introductions Speaker: Elaine Auld – Society for Public Health Education
9:15 AM – 10:30 AM	Preventing Chronic Disease Action Kits Speaker: Melissa Schober – Society for Public Health Education <ul style="list-style-type: none"> How to Create a Policy Action Kit Developing an Action Plan to Disseminate and Utilize Policy Action Kit Resources Q & A
10:30 AM – 10:45 AM	BREAK
10:45 AM – 12:00 PM	Overview of current chronic disease and wellness issues in the States Speakers: Ashley DePaulis– National Conference of State Legislatures <ul style="list-style-type: none"> Review of current issues facing legislatures and governors Review of Climate (budget) American Recovery and Reinvestment Act: state and local opportunities Q & A
12:00 PM – 12:15 PM	OVERALL Q & A
12:15 PM – 1:15 PM	NETWORKING LUNCH
1:15 PM – 2:15 PM	Working with School Administrations Speaker: Theresa Lewallen - ASCD (formerly the Association for Supervision and Curriculum Development)
2:15 PM – 3:00 PM	Media Communications Speaker: Glenn E. Schneider – Director of Health Policy Planning, Howard County Health Department; Board Member and Former Executive Director Maryland Health Care for All! Coalition <ul style="list-style-type: none"> Proactive Policy Messaging Using Media to Build Grassroots and Grasstops Support Q & A
3:00 PM – 3:15 PM	BREAK

3:15 PM – 4:00 PM

- Creating an Educational Voters’ Guide**
Speaker: Melissa Schober – Society for Public Health Education
- Conducting Research and Partnering
 - Avoiding Common Pitfalls
 - Q & A

4:00 PM – 5:15 PM

- Evaluating Your SHPI-I Progress**
Speaker: Robert Strack – University of North Carolina, Greensboro
- Finding and utilizing appropriate evaluation tools
 - Q & A



Society for Public Health Education
State Health Policy Institute

June 23-24, 2011

Agenda

10 G Street, NE, 7th Floor, Washington, DC

DAY 1:

12:00 PM – 12:15 PM

Welcome/Introductions

Speakers: Elaine Auld – Society for Public Health Education

12:15 PM – 1:15 PM

NETWORKING LUNCH

1:15 PM – 1:45 PM

Overview of current chronic disease and wellness issues in the States

Speakers: Margaret Casey-Consultant

- Review of current issues facing state legislatures and governors
- Review of Climate (budget)
- Q & A

1:45 PM – 2:15 PM

Winnable Battles

Speakers: Michael Craig – CDC

- Review of “Winnable Battles” identified by CDC
- Q & A

2:15 PM – 2:30 PM

BREAK

2:30 PM – 3:30 PM

Policy and Politics

Speakers: Ellen Jones – Consultant

- Define lobbying, advocacy, education
- Communicating with Federal Policy Makers
- Communicating with State/Local Policy Makers

3:30 PM – 4:30 PM

Communicating Your Message

Speaker: Lisa Daily – Consultant

- Effective communication strategies
- How to educate policy makers in 3 minutes or less

4:30 PM – 4:45 PM

BREAK

4:45 PM – 5:30 PM

Finding and Tailoring Educational Resources and Model Policies

Speaker: Lisa Daily - Consultant

- Chronic disease burden information
- Chronic disease state success stories
- Chronic disease model policies
- Other resources

DAY 2:

9:00 AM – 9:30 AM

LIGHT CONTINENTAL BREAKFAST

9:30 AM – 10:30 AM

Building Strategic Partnerships

Speaker: Patti Kiger – Coalitions Work

- Working with or developing coalitions
- Organizing grassroots

10:30 AM – 11:30 AM


Putting it together – Making an Advocacy Action Plan

Speakers: Jerrica Mathis – Society for Public Health Education

- Developing a message/finding your niche
- Being a health promotion policy resource
- Expectations for the future

11:30 AM – 12:00 PM

Overall Q & A and Group Photo

 <div> Society for Public Health Education State Health Policy Institute II June 23, 2011 </div>	
Agenda 10 G Street, NE, 7 th Floor, Washington, DC	
9:00 AM – 9:30 AM	LIGHT CONTINENTAL BREAKFAST
9:30 AM – 9:45 AM	Welcome/Introductions Speaker: <i>Elaine Auld – Society for Public Health Education</i>
9:45 AM – 10:45 AM	Preventing Chronic Disease Action Kits Speaker: <i>Jerrica Mathis – Society for Public Health Education</i> <ul style="list-style-type: none"> How to Create a Policy Action Kit Developing an Action Plan to Disseminate and Utilize Policy Action Kit Resources Q & A
10:45 AM – 11:00 AM	BREAK
11:00 AM – 12:00 PM	Media Communications Speaker: <i>Jessica Kutch-Organizing Director</i> <ul style="list-style-type: none"> Proactive Policy Messaging Using Media to Build Grassroots and Grasstops Support Q & A
12:15 PM – 1:15 PM	NETWORKING LUNCH
1:15 PM – 1:45 PM	Overview of current chronic disease and wellness issues in the States Speakers: <i>Margaret Casey-Consultant</i> <ul style="list-style-type: none"> Review of current issues facing state legislatures and governors Review of Climate (budget) Q & A
1:45 PM – 2:15 PM	Winnable Battles Speakers: <i>Michael Craig – CDC</i> <ul style="list-style-type: none"> Review of “Winnable Battles” identified by CDC Q & A
2:15 PM – 2:30 PM	BREAK

2:30 PM – 3:30 PM

[Sustaining Coalitions](#)

Speaker: *Patti Kiger – Coalitions Work*

- Maintaining momentum
- Sustainability solutions
- Q & A

3:30 PM – 4:45 PM

[Evaluating Your SHPI-I Progress](#)

Speaker: *Ellen Jones – Evaluation Consultant*

- Finding and utilizing appropriate evaluation tools
- Q & A

Fine Tuning Your Policy Education Skills
Date: April 11, 2012
Time: 9:00 am – 5:00 pm
Room: McGavock's A

AGENDA

8:30 am - 9:00 am	Breakfast
9:00 am - 9:15 am	Welcome and Overview Presenters: <ul style="list-style-type: none">• Elaine Auld, CEO, Society for Public Health Education• Jerrica Mathis, Society for Public Health Education
9:15 am - 9:45 am	Guidance from CDC Presenter: <ul style="list-style-type: none">• Julie Edelson, Centers for Disease Control and Prevention
9:45 am – 10:00 am	Break
10:00 am - 11:00 am	SHPI Show and Tell: Featured Successes Presenters: <ul style="list-style-type: none">• Michele Pfileschifter, Arthritis Foundation• Jennifer Scofield, MA, CHES, Office of Cuyahoga County Executive Edward FitzGerald
11:00 am - 12:00 pm	Strategies to Educate Policy Makers in an Election Year Presenter: <ul style="list-style-type: none">• Denise Billings, American Cancer Society, Mid-South Division, Inc.
12:00 pm - 1:00 pm	Networking Lunch with SOPHE Chapters Room: McGavock's C
	Advancing Your Skill Set to Meet Your Goals
1:00 pm - 2:20 pm	Community Commons Demonstration Presenter: <ul style="list-style-type: none">• Roxanne Medina-Fulcher, JD, Community Initiatives
2:20 pm – 2:30 pm	Afternoon snack/Break
2:30 pm - 4:30 pm	Prevention Speaks Story Telling Exercise Presenter: <ul style="list-style-type: none">• Sara Soka, Wisconsin Clearinghouse for Prevention Resources
4:30 pm - 5:00 pm	Review Draft SHPI Resource Guide <ul style="list-style-type: none">➤ SHPIs will provide feedback of available draft

End Appendix C

