



MOBILIZING THE NEXT GENERATION OF HEALTH ADVOCATES

OCTOBER 13-15, 2018
Washington, D.C.



SOCIETY FOR PUBLIC HEALTH EDUCATION

Saturday, October 13, 2018

12:00 p.m. – 1:00 p.m.

Registration/CE Desk

Grand Ballroom Foyer

1:00 p.m. – 1:15 p.m.

Welcome to the 20th

Anniversary Summit!

Elaine Auld, MPH, MCHES[®]

SOPHE CEO

Angela Mickalide, PhD, MCHES[®]

SOPHE President

Grand Ballroom

**Please sit with your state delegations for plenary presentations*

1:15 p.m. – 2:15 p.m.

Opening Plenary

Every Town is Affected: How One Organization Prevents Gun Violence

Jennifer Hoppe

Deputy Director, Moms Demand Action for Gun Sense in America

Grand Ballroom

Moms Demand Action is of one of the country's largest gun safety movements. This plenary presentation will provide a dynamic overview of the organization's structure and ongoing grassroots initiatives and commence the call to action for attendees to get involved in gun violence advocacy efforts in one's own community.

2:15 p.m. – 3:00 p.m.

Plenary

Firearms: A Leading Cause of Injury and Intentional and Unintentional Death

Amy Thompson, PhD, CHES[®]

SOPHE Advocacy Trustee

Grand Ballroom

Gun violence is uniquely an American problem. This plenary presentation will discuss how firearms are the leading causes of intentional and non-intentional death and injury and explore best-practice advocacy strategies to reduce gun violence.

3:00 p.m. – 3:05 p.m.

Break - Move to Next Session

3:05 p.m. – 3:55 p.m.

Select One Concurrent Session:

Preventing Multiple Forms of Gun Violence through a Public Health Approach

Alisha Somji, MPH

Grand Ballroom

This session will describe this comprehensive action-based platform to prevent gun violence using a public health approach and consider how to expand aspects of the platform to the attendees' work.

Strategies for the Novice Advocate: Creating Advocacy Plans to Fight Gun Violence

Heidi Hancher-Rauch, PhD, CHES[®]

and students **Megan Davish, Yordanos Gebru & Shawn Schweitzer**

Executive

This session will help provide the necessary tools to practice advocacy. A step-by-step advocacy plan will be explained, along with advocacy tips, techniques and required skills to meet the attendees' personal and professional goals.

Public Health Policy Advocacy Teaching

Julia Wolfson, PhD, MPP

Jenifer Martin, JD

Sagamore Hill

This session zeros-in on the core components of advocacy pedagogy: theory, process, skills, implementation, effective communication and practical experiences. Particularly highlighted will be a gun violence prevention policy advocacy training provided to undergraduate and graduate students.

3:55 p.m. – 4:00 p.m.

Break - Move to Next Session

4:00 p.m. – 4:55 p.m.

Select One Concurrent Session:

More than Mass Shootings: Findings from an Analysis of News about Guns and Suicide, Domestic Violence and Community Violence

Daphne Marvel, BS

Pamela Mejia, MPH, MS

Grand Ballroom

Common types of gun violence, including domestic violence, suicide and community-level violence, occur daily and strategies that could prevent them are lacking. This session covers research into how media covers different types of gun violence and what role health educators have in evolving the ways the news frames their stories.

Essential Steps in Effective Public Health Advocacy Strategies

Jenifer Martin, JD

Executive

Advocates will be trained in essential steps for effective advocacy strategies across multiple levels while honing in on public health issues, including violence prevention, to advance policy change.

Addressing Emergency Response Protocols to an Active Intruder: Policy and Advocacy from a Classroom to Campus to Community

Keely Rees, PhD, MCHES[®]

Anders Cedergren, PhD, CHES[®]

Dan Duquette, Ed.D., CHES[®]

Katherine (Kitt) Drewiske

Sagamore Hill

A student's perspective will be shared at this session, demonstrating how the advocacy experiences and coursework aligned with the Parkland tragedy spurred a project into collaboration with campus and community members.

5:00 p.m. – 6:00 p.m.

20th Anniversary Reception

Honoring the 2018 SOPHE

Honorary Fellow

Camara Jones, MD, MPH, PhD

Morehouse School of Medicine

Grand Ballroom

Sunday, October 14, 2018

8:00 a.m.

Continental Breakfast

Grand Ballroom

8:15 a.m. – 9:15 a.m.

Collective Impact: Showcasing CNHEO Efforts in Policy Advocacy to Address Violence Prevention

Elaine Auld, MPH, MCHES®

Kelly Wilson, PhD

Brett Sebastian, JD

Beth McNeill, PhD, CHES®

Grand Ballroom

This breakfast discussion will highlight the CNHEO's new strategic plan to support health education, while breaking down how the plan addresses objectives for advocating for school settings as primary prevention opportunities for health concerns, such as gun violence and mental health.

9:15 a.m. – 9:25 a.m.

Welcome: Overview of Day 2

Cicily Hampton, PhD, MPA

Grand Ballroom

**Please sit with your state delegations for plenary presentations*

9:25 a.m. – 10:25 a.m.

Plenary

How the Omnibus Spending Bill Undermines Gun Violence Prevention

Lesley Kroupa, JD

Former practicing lawyer, current MS student at Teachers College, Columbia University

Grand Ballroom

This plenary presentation will guide advocates through the basics of the appropriations process and explain how one can identify specific provisions of the omnibus spending bill related to gun violence prevention that can be the focus of continued advocacy efforts.

10:25 a.m. – 10:30 a.m.

Break - Move to Next Session

10:30 a.m. – 11:20 a.m.

Select One Concurrent Session:

Evaluating Advocacy (Panel)

Measuring the Efficacy of Violence Prevention Using Hospital-based

Resuscitation Reenactment: YOLO (You Only Live Once)

Deena Chisholm, MPH, CHES®

Chaz Molins, MSW, LCSW

Adolescent as Change Agents Building Health Advocacy Skills: Are there Ethnic Differences?

Cindy Kratzke, PhD, CHES®

Satya Rao, PhD, MCHES®

Advocacy as an Essential Public Health and Health Education Competency: Assessing Success in Teaching, Learning and Practice

Anders Cedergren, PhD, CHES®

Keely Rees, PhD, MCHES®

Dan Duquette, Ed.D., CHES®

Grand Ballroom

This session will introduce three strategies designed to teach health advocates how to approach social and community health and incorporate these competencies in health promotion to conduct and evaluate successful advocacy efforts of one's own.

Using YRBS Data to Strengthen Advocacy Messages in School and Community Settings

Meagan Shipley, PhD, CHES®

Beth McNeill, PhD, CHES®

Caitlin Holden, MS, CHES®

Sagamore Hill

The Youth Risk Behavioral Surveillance System Survey (YRBS) can help strengthen the self-efficacy of advocacy implementation for health educators. Learn how to use a box approach to analyze YRBS data and how to use the data for advocacy efforts.

Student Engagement via Individual Advocacy Projects: Experience for Now and the Future

Robbie Chaney, PhD

and students **Natalie Ford, L. Ida Tovar,**

Maddison Evans & Jordyn Hansen

Executive

Health education courses which utilize an experimental-learning project tend to be most effective. This session will highlight an advocacy project which allows students to plan and implement an advocacy effort while developing skills for their future careers.

11:20 a.m. – 11:25 a.m.

Break - Move to Next Session

11:25 a.m. – 12:25 p.m.

Keynote

Gun Violence in Context

Urban Gun Violence

Kayla Hicks

Coalition to Stop Gun Violence

Gun Violence & Suicides

Bettina Lanyi, MPA

Brady Campaign

Gun Violence & Child Health

Ami Gadhia, JD

American Academy of Pediatrics

Gun Violence & Domestic Violence

Jasmeet Sidhu

Amnesty International USA

Grand Ballroom

Moderated by Cicily Hampton, PhD, MPA

The keynote panel will examine gun violence in a variety of contexts to explore how the context surrounding each of these issues is integral to creating effective and sustainable policy solutions.

12:30 p.m. – 1:30 p.m.

Lunch

Atrium Ballroom

1:30 p.m. – 2:20 p.m.

Sit with State Delegations

Effective Hill Visits

Jeff Goodman, PhD, MCHES®

Grand Ballroom

This session will review key tactics that one needs to have an effective Hill visit with staff and legislators. Afterwards, participants will illustrate the do's and don'ts of effective Hill visits interactively.

2:20 p.m. – 4:20 p.m.

Hill Visit Planning

Grand Ballroom

During this time, participants will convene with their state delegations. This time is essential to put together everything that has been taught during the Summit from using stakeholder research to framing and developing key messages for effective Hill visits.

4:20 p.m. – 4:30 p.m.

Reconvene: Review Hill Visit

Scheduling & Summit Evaluation

Monday, October 15, 2018

9:00 a.m. – 10:00 a.m.

Advocacy Kick Off

Fern W. Goodhart, MS, RMCHES®

Sherie Lou Z. Santos, MPH, MCHES®

Capitol Visitors Center, SVC 201-00

10:00 a.m. – 5:00 p.m.

Hill Visits - Please log in to the Advocacy

Summit App to access your Hill visit schedule!

<https://tinyurl.com/2018SOPHESummit>

