



SECOND ANNUAL NATIONAL SUMMIT FOR HEALTH COMMUNICATION

AGENDA: MAY 22, 2018

TIME	SESSION	DESCRIPTION
8:15 am	<i>Arrive at NIH Gateway Center</i>	Follow attendee security instructions (provided separately)
9:00 am	WELCOME	
9:15 am	NETWORKING ACTIVITY	Attendee introductions and networking
9:45 am	PLENARY DISCUSSION DRIVING CHANGE IN HEALTH COMMUNICATION	Interactive discussion to identify how the Society can advance the field and enhance resources and services for members.
11:15 am	BREAK	
11:30 am	CONSENSUS AND NEXT STEPS	Attendees determine which ideas generated in the morning session to move forward and which Society members can lead/contribute to the activities.
12:00 pm	LUNCH PANEL PRESENTATION TIPS, TOOLS & TECH	Panel presentation on how to use emerging technology to reach and influence target audiences. Speakers listed below.
1:00 pm	PANEL PRESENTATION: REPORTS FROM THE FIELD – WHAT’S WORKING IN HEALTH COMMUNICATION	Panel presentation to discuss current health communication practices, including case studies, lessons learned, and resources for implementation. Speakers listed below.
2:00 pm	NETWORKING ROUNDTABLES	Meet the health communication leaders in various industries during this small group informal discussion. Participants listed below.
2:45 pm	BREAK	
3:00 pm	TRACK 1 ADVOCACY AND STRATEGIC PARTNERSHIPS	PARTICIPANTS WILL: Discuss how to advocate for the field of health communication and specific areas of focus OUTPUT: List of high-priority actions; Draft advocacy statement DISCUSSION LEADS: Terry Savage and Michael Grela
	TRACK 2 BUILDING THE SOCIETY’S BEST PRACTICE TEMPLATE	PARTICIPANTS WILL: Develop the recommended structure, format, and approach for the best practice template to be used by Society committees. OUTPUT: Best practices template outline DISCUSSION LEADS: Stacy Robison and Shelly Spoeth
4:30 pm	BREAK	
4:45 pm	PLENARY TRACK REPORT OUTS	High-level reports from each track discussion
5:15 pm	CHARGE TO GROUP	
5:30 pm	ADJOURN	



SECOND ANNUAL NATIONAL SUMMIT FOR HEALTH COMMUNICATION SPEAKERS AND PARTICIPANTS

TIPS, TOOLS & TECH

Panelists:

TONY FOLENO, Senior Vice President, Strategy & Evaluation, The Ad Council (moderator)

AMELIA BURKE-GARCIA, Director, Center for Digital Strategy & Research, Westat

MEREDITH WEST, Media Strategist, The Ad Council

COURTNEY CHUNG, Vice President, Porter Novelli

REPORTS FROM THE FIELD – WHAT WORKS IN HEALTH COMMUNICATION

Panelists:

AMY EWING, Director of Strategic Communications, Palladian Partners (moderator)

CHRIS JONES, Director of the National Mental Health and Substance Use Policy Laboratory, SAMHSA

HEATHER COLE-LEWIS, Director of Behavior Science, Johnson & Johnson

MICHAEL MURRAY, Lead Health Communications Specialist, Office of Health Communication & Education, Center for Tobacco Products, FDA

MIKE MACKERT, Director of the Center for Health Communication, University of Texas at Austin

NETWORKING ROUNDTABLES

MEET TODAY'S HEALTH COMMUNICATION INDUSTRY LEADERS

Government/Government Contractors

LENORA JOHNSON, Director, Office of Science Policy, Engagement, Education and Communications, National Heart, Lung, and Blood Institute (NHLBI)

STACY ROBISON, President and Co-Founder, CommunicateHealth

DON MULLINS, Vice President, AIR

TERRY SAVAGE, Vice President & Associate Director, Westat

SHELLY SPOETH, Senior Vice President, Porter Novelli

Academia

JAY BERNHARDT, Dean of the Moody College of Communication, University of Texas at Austin

NANCY HARRINGTON, Associate Dean for Research in the College of Communication and Information, University of Kentucky

GARY KREPS, Director of the Center for Health and Risk Communication at George Mason University

MIKE MACKERT, Director, Center for Health Communication, University of Texas at Austin

CLAUDIA PARVANTA, Director, Florida Prevention Research Center and Co-Director, World Health Organization (WHO) Collaborating Center for Social Marketing

Nonprofits

TONY FOLENO, Senior Vice President, Strategy & Evaluation, The Advertising Council

Private Sector

HEATHER COLE-LEWIS, Director of Behavior Science, Johnson & Johnson

MICHAEL GRELA, Senior Vice President, KYNE