



VIRTUAL SUMMIT AGENDA

MAY 13-14, 2020

10:00 am - 2:30 pm ET

DAY 1: WEDNESDAY, MAY 13, 2020

10:00 am - 10:15 am	WELCOME AND SUMMIT KICKOFF As health communication professionals, what is our role in the ongoing COVID-19 response and how can we make the most out of our skillset? Today's speakers explore how organizations are using data to address pressing pandemic communication challenges and help us to understand how health, news, and science literacy impacts our response to COVID-19. Terry Savage Vice President, Westat & President, Society for Health Communication
10:15 am - 10:35 am	THE ROLE OF HEALTH COMMUNICATION IN A PUBLIC HEALTH CRISIS Health communication can, has, and will continue to shape and impact public health crises. This interactive presentation will explore the most important ways that communication contributes to an effective response. Jay Bernhardt Dean, Moody College of Communication, University of Texas at Austin Founder, Society for Health Communication
10:35 am - 12:15 pm	COVID-19 COMMUNICATIONS: NAVIGATING THE RESPONSE A panel of leading experts will discuss research and trends on the current COVID-19 response, how data has informed strategies for outreach and public communication, and communication lessons learned from past outbreaks. PANELISTS Severa Lynch Sr. Director, Marketing & Member Communications Kaiser Permanente Mid-Atlantic Glen Nowak (moderator) Director of Center for Health & Risk Communication Professor, Advertising, University of Georgia Grady College of Journalism and Mass Communication Claudia Parvanta Professor, Director Florida Prevention Research Center College of Public Health, University of South Florida Scott Ratzan Distinguished Lecturer CUNY Graduate School of Public Health & Health Policy Editor-in-Chief of the <i>Journal of Health Communication</i> Tara Kirk Sell Assistant Professor, Department of Environmental Health and Engineering Senior Scholar, Center for Health Security Johns Hopkins Bloomberg School of Public Health
12:15 pm - 1:00 pm	BREAK
1:00 pm - 2:30 pm	BUILDING NEWS, HEALTH, AND SCIENCE LITERACY IN TODAY'S WORLD Today's communication world is shaped by misinformation. Hear these leaders' strategies for improving audience literacy and tips for how and when to advocate for evidenced-based messages. PANELISTS Peter Adams Senior Vice President Education News Literacy Project Stacy Robison (moderator) President and Co-Founder CommunicateHealth, Inc. Laura Van Eperen Founder & CEO Van Eperen
2:30 pm	DAY ONE WRAP UP Highlights and themes from the day's discussions and a sneak peek of Day 2. Terry Savage Vice President, Westat & President, Society for Health Communication
3:00 pm - 4:30 pm	WORKSHOPS (OPTIONAL FOR REGISTERED PARTICIPANTS) Details provided separately

DAY 2: THURSDAY, MAY 14, 2020

10:00 am - 10:15 am

WELCOME AND SETTING THE STAGE FOR DAY 2

How to make the most out of the Summit and your Society benefits.

Michael GrelaSenior Vice President & Head of Marketing, Evoke KYNE
Vice President, Society for Health Communication

10:15 am - 11:45 am

REPORTS FROM THE FIELD: EVALUATION DURING A CRISIS

Applying or adapting best-in-class research practices during public health crises can be challenging. Hear experts share and discuss practical tips on how to lead with data during responses, including opioids, vaping, and COVID-19.

PANELISTS

Tesfa AlexandarDirector, Division of Research & Evaluation
Food and Drug Administration**Thomas J. Chapel** (discussant)Former Chief Evaluation Officer
Centers for Disease Control and Prevention**Tony Foleno** (moderator)Senior Vice President, Strategy & Evaluation
Ad Council**Shelly Hovick**Assistant Professor, School of Communication
The Ohio State University**Michael Mackert**Director, Center for Health Communication
Professor, Department of Population Health
Dell Medical School
University of Texas at Austin

11:45 am - 12:30 pm

BREAK

12:30 pm - 1:15 pm

EMBRACING A NEW NARRATIVE: DESTIGMATIZING COMMUNICATIONS

This series of fast-paced, information-filled presentations will show why the words we use matter. From reducing unintended consequences to dismantling stigma, our role as health communicators can motivate, empower, and uplift our audiences.

PANELISTS

Julia BlumenstykDirector, Strategy & Evaluation
Ad Council**Don Mullins** (moderator)Vice President
American Institutes for Research**Zachary Siegel**

Writer and Reporter

Stephen B. ThomasProfessor, Health Policy and Management
Director, Maryland Center for Health Equity
University of Maryland School of Public Health

1:15 pm - 2:00 pm

UNITING TO FIGHT THE GLOBAL PANDEMIC

A discussion around the importance of cross-sector collaboration during a crisis and need for advocacy around future pandemic planning.

David Kyne

CEO, Evoke KYNE

2:00 pm - 2:15 pm

WHERE WE GO FROM HERE & CLOSING REMARKS

How can you continue to learn from your peers and stay engaged with the field? The event's closing will raise questions for further discussion, point you to resources, and describe how you can get involved and stay in touch.

Terry Savage

Vice President, Westat & President, Society for Health Communication

3:00 pm - 4:30 pm

VIRTUAL NETWORKING (OPTIONAL FOR REGISTERED PARTICIPANTS)

Details provided separately

WORKSHOPS

Instructions for workshop participants will be sent separately.

WORKSHOP 1: HEALTH LITERACY IN PRACTICE

Hosted by: CommunicateHealth

In this workshop, we'll unpack the role of health literacy in health communication interventions — from communication research, planning, implementation, to evaluation — and share practical tips for improving it.

Corinne Berry

Research Director, CommunicateHealth, Inc.

Sandy Williams Hilfiker

Chief Operating Officer & Principal, CommunicateHealth, Inc.

WORKSHOP 2: EVALUATION – BEST PRACTICES FOR EVALUATING DIGITAL MEDIA

Hosted by: NORC at the University of Chicago

During this workshop, we will describe best practices for designing and evaluating digital media. We will discuss creating evaluation questions, study designs, and assigning evaluation outcomes and measures to assess the success of digital media activities. We will also discuss best practices for using data to evolve digital content during outreach campaign implementation.

Amelia Burke-Garcia

Director of Digital Strategy and Outreach
Public Health Department, NORC at the University of Chicago

Sherry Emery

Senior Fellow, Public Health Group
Director, Social Data Collaboratory
NORC at the University of Chicago