



PRE-SUMMIT AGENDA

APRIL 23rd 3:30 - 7:00 pm

WESTAT CONFERENCE CENTER

1600 RESEARCH BLVD
ROCKVILLE, MD 20850

Registration is required.

3:30 pm - 5:00 pm

PANEL DISCUSSION WITH JOURNALISTS

CONNECTING THE DOTS & TRANSLATING THE SCIENCE FOR PUBLIC HEALTH

This special media round table will discuss the role health communicators and journalists play in translating science to advance public health. A panel of health and science journalists, along with media relations experts from the National Institutes of Health, will provide insights on new developments and challenges in health and science journalism; the appetite for scientific news; and the role of social media and online influencers in delivering credible health and science news.

PANELISTS:

Nell Greenfieldboyce

Science and Technology Reporter
National Public Radio

Renate Myles

Deputy Director
NIH Office of Communications and Public Liaison and Public Affairs Chief
NIH News Media Branch

Lauran Neergaard

Medical Writer
Associated Press

John Whyte, MD, MPH

Chief Medical Officer, WebMD, Blogger

MODERATOR:

Hillary Wicai Viers

Branch Chief, Engagement and Media Relations
National Heart, Lung, and Blood Institute, NIH

5:00 pm - 7:00 pm

SOCIETY NETWORKING RECEPTION

Open to all Society for Health Communication members and pre-Summit attendees. Drinks and snacks will be served.



SUMMIT AGENDA

APRIL 24th 9:00 am - 5:30 pm

NATIONAL INSTITUTES FOR HEALTH

John Edward Porter Research Neuroscience Research Center, Room 620/630
9000 Rockville Pike, Bethesda, MD 20892

9:00 am

WELCOME

Tony Foleno

President, Society for Health Communication
SVP, Strategy & Evaluation, Ad Council

9:30 am - 10:30 am

PLENARY DISCUSSION

HALF-EMPTY OR HALF-FULL? CHALLENGES & OPPORTUNITIES IN OUR FIELD

When it comes to our field, are we optimistic, pessimistic, or somewhere in the middle? In this session, we'll hear from two eminent health communication experts to hear their thoughts on progress made and where we need to go.

Scott Ratzan

Mossavar-Rahmani Center for
Business & Government
Harvard Kennedy School

Jay Bernhardt

Moody College of Communication
University of Texas at Austin
Founder, Society for Health Communication

10:30 am - 11:30 am

MODERATED Q & A

THE ROLE OF THE CORPORATE SECTOR IN HEALTH COMMUNICATIONS

Corporate brands are increasingly embracing "purpose" as a priority. What does that mean for our field? How can we work with for-profit companies to advance health outcomes? And what should we watch out for?

PANELISTS

Amy Arnold

Director, Workforce Health
Kaiser Permanente

Maureen Byrne

EVP, Global Head of Client Service,
Operations & GM NY
KYNE

Mary Doroshenk

Director of Advocacy & Alliance Relations
Exact Sciences

Allyson Funk

Head of U.S. Communications & Public Relations
UCB

MODERATOR

Shelly Spoeth

11:30 am - 11:45 am

BREAK

11:45 am - 12:45 pm

MODERATED Q & A

REPORTS FROM THE FIELD: WHAT WORKS IN EVALUATION

Measuring the outcomes of health communications programs and initiatives is essential to their success. In this panel, evaluation experts will provide a quick overview of evaluation basics, share lessons learned, and provide practical tips you can use in your work.

PANELISTS

Allison Dymnicki

Senior Researcher
American Institutes for Research

Regan Hill

Vice President, Strategy & Evaluation
Ad Council

Gary Kreps

Distinguished Professor of Communication &
Director of the Center for Health and Risk
Communication
George Mason University

Ronne Ostby

Vice President & Director of Communications
Research, Strategy & Outreach
Fors Marsh

MODERATOR

Terry Savage

Vice President & Associate Director
Westat

1:00 pm - 2:00 pm

LUNCH PANEL DISCUSSION

CDC ROUNDTABLE

The CDC is one of America's most important entities leading health research, policy, and communication. Hear from CDC leaders on major, ongoing health communications activities the CDC is leading, along with advice to health communication professionals on what they need to advance the CDC mission.

PANELISTS:

Katherine Lyon Daniel

Associate Director for Communication, CDC

Sarah LewisHealth Communications Specialist
Office on Smoking & Health, CDC**Abbigail Tumpey**Associate Director for Communication Science
Center for Surveillance, Epidemiology,
& Laboratory Services, CDC

MODERATOR:

Claudia ParvantaDirector, Florida Prevention Research Center
Co-Director, WHO Collaborating Center for
Social Marketing
University of South Florida

2:00 pm - 2:15 pm

BREAK

2:15 pm - 3:15 pm

BREAKOUT

IMPROVING DIVERSITY IN THE FIELD

The more our field looks like the rest of America, the better. Not just for professional representation, but also in the interest of more inclusive, culturally and linguistically competent (CLC) and effective health communication initiatives. This breakout session will discuss how to effectively address issues about diversity and inclusion in your organization, as well as ideas as to how we can build, grow and sustain a more diverse pipeline of health communication professionals.

BREAKOUT LEAD:

Karen Francis, Principal Researcher & Chief Diversity Officer, American Institutes for Research

BREAKOUT

DESIGN THINKING

Design thinking (AKA human-centered design) has emerged as a major strategic paradigm for marketers, including many health communication organizations. But what exactly is "design thinking" and how can we apply it to our work? This breakout session will brief attendees on the basic principles of design thinking, followed by an interactive discussion of its application to health communication.

BREAKOUT LEAD:

Laura Lourenco, Senior Study Director, Westat

BREAKOUT

HEALTH LITERACY WORKSHOP

At its core, health literacy is about understanding our audience. As health communicators, it's our job to consistently apply best practices in health literacy to our work. This breakout session will start with a quick overview of fundamental health literacy principles. Then we'll do some hands-on practice, including working with specific strategies for addressing health literacy in the context of broader communication initiatives and campaigns.

BREAKOUT LEAD:

Stacy Robison, President & Co-founder, CommunicateHealth

BREAKOUT

HEALTH COMMUNICATION COMPETENCIES

What are the most important professional competencies that our field requires, now and in the next 10 years? Answering this question will help health communication academic programs to improve their curricula and train students. It will also help organizations across our sector to better recognize, recruit, and develop talent. Participants will be asked to provide their views on health communication competencies identified by the Society's research, followed by an interactive discussion.

BREAKOUT LEAD:

Sung-Yeon Park, Professor, School of Community Health Sciences, University of Nevada Reno

3:30 pm - 3:40 pm

SOCIETY SOCIAL IMPACT PROJECT UPDATE:

GIRLS ON THE RUN

A brief update of how volunteers from the Society are making a big difference through this innovative initiative.

Jill Roark

Mythical Beast Consulting

3:40 pm - 4:15 pm

SOCIETY COMMITTEE UPDATES

RESEARCH & EVALUATION COMMITTEE

Terry Savage

HEALTH CAMPAIGNS COMMITTEE

Shelly Spoeth and Alicia Eberl-Lefko

HEALTH LITERACY COMMITTEE

Stacey Robison & Gabrielle Darville

DIGITAL MEDIA COMMITTEE

Don Mullins & Amelia Burke-Garcia

EDUCATIONAL COMPETENCIES COMMITTEE

Sung-Yeon Park

GLOBAL HEALTH COMMUNICATION

Yetnayet Aberra

INNOVATION IN RESEARCH WORKING GROUP

Ann Aikin & Amelia Burke-Garcia

4:15 pm - 4:30 pm

COMMUNICATING TO THE POWERS THAT BE

At the 2018 annual Society member meeting, attendees asked for helpful tools and tips to “make the case” to decision makers for investment in health communication, either within their own organizations or with funders. This update will provide a preview of references that we are posting on the Society website around best practices for responding to proposals, as well as making the case more generally.

4:30 pm - 5:15 pm

PRESENTATION

MEANWHILE, IN THE COMMERCIAL SECTOR...

Our field can learn a lot from the cutting-edge practices of today’s commercial marketers. In this session, hear from creative powerhouse Kodiak Starr, former Creative Director of Digital Strategy at the White House under President Obama and current partner at creative shop Iced Coffee, Please. Kodiak will share his perspective on disruptions in the communications, marketing and digital sectors, and his advice on how to overcome them.

Kodiak StarrPartner, Visual & User Experience
Iced Coffee, Please

5:15 pm

CHARGE TO GROUP**Lenora Johnson**Member at Large, Society for Health Communication
Director, National Heart, Lung & Blood Institute, NIH

5:30 pm

ADJOURN