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.
9:00 am

WELCOME
Tony Foleno
President, Society for Health Communication

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 - 11:15 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
Mary Doroshenk, Exact Sciences
Allyson Funk, UCB
Maureen Byrne, KYNE

MODERATOR
Shelly Spoeth

10:30 am - 11:15 am

BREAK

11:15 am - 12:45 pm

PANEL
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
Westat
12:45 pm - 1:00 pm

**SELF-SERVE LUNCH BUFFET**

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

- **Abbigail Tumpey**
  Associate Director for Communication Science
  Center for Surveillance, Epidemiology, & Laboratory Services, CDC

- **Sarah Lewis**
  Health Communications Specialist
  Office on Smoking & Health, CDC

**MODERATOR:**

- **Claudia Parvanta**
  Director, 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 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

3:40 pm - 4:00 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

4:00 pm - 4:15 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.

4:15 pm - 5:00 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 Starr
Partner, Visual & User Experience
Iced Coffee Please

5:00 pm
CHARGE TO GROUP
Lenora Johnson
Member at Large, Society for Health Communication

5:30 pm
ADJOURN