



# VIRTUAL SUMMIT AGENDA

MAY 13-14, 2021

## DAY 1: THURSDAY, MAY 13, 2021

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12:00 PM ET

### WELCOME & SUMMIT KICK OFF

**TERRY SAVAGE**

Vice President, Westat  
President, Society for Health Communication

**ERIN NORVELL**

Executive Director, Society for Health Communication

**JAY BERNHARDT**

Founder & Advisory Board Chair Society for Health Communication

### OPENING REMARKS

**MARIA THACKER GOETHE**

CEO, Center for Global Health Innovation  
President & CEO, Georgia Bio / Georgia BioEd Institute  
Executive Director, Georgia Global Health Alliance

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12:30 PM

**PANEL DISCUSSION:**

### COVID-19 COMMUNICATIONS: WHAT WE KNOW AND WHERE WE NEED TO GO

Over the last year, health communications has been tested, strengthened, and forced to iterate at lightning-fast speeds. What have we learned during 12 months evolving COVID-19 communications and how do we apply those lessons to the challenges that lay ahead? Hear how these leading health communication professionals are tackling COVID-19 at the national, state, and local levels and their predictions for what's to come.

**TABIA AKINTOBI, PHD, MPH**

Director, Prevention Research Center  
Morehouse School of Medicine

**LENORA JOHNSON**

Director, Office of Science Policy  
Engagement, Education, and Communications  
National Heart, Lung, and Blood Institute, NIH  
(moderator)

**ALISON RODDEN**

CEO, Hispanic Communications Network

**RACHEL TYREE**

Communications Director  
LA County Department of Public Health

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2:00 PM

### CLOSING REMARKS

**TERRY SAVAGE**

Vice President, Westat  
President, Society for Health Communication

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2:15 PM

### ADJOURN

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3:00 PM

### REFLECTIONS & NETWORKING (OPTIONAL ACTIVITY, 45 MINUTES)

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3:00 PM

### WORKSHOPS (OPTIONAL ACTIVITY, 60 MINUTES)

# DAY 2: FRIDAY, MAY 14, 2021

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10:30 AM ET

## WORKSHOPS

(OPTIONAL ACTIVITY, 60 MINUTES)

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12:00 PM

## WELCOME

**MICHAEL GRELA**

Vice President, Society for Health Communication

## OPENING REMARKS

**HANSA BHARGAVA**

Senior Medical Director, WebMd & Medscape

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12:30 PM

### PANEL DISCUSSION

## FIGHTING MIS/DISINFORMATION WITH SCIENCE AND PERSUASIVE MESSAGES

As health communication professionals, we know that communicating effectively today is challenging. How can we reach our audience in a fragmented media landscape, where there's little agreement on who is a credible source, and political and personal biases shape how health information is shared and received? Hear how some of today's leading experts understand and explain these ongoing challenges and strategies for breaking through the noise with persuasive health messages.

**IMRAN AHMED**

Chief Executive Officer, The Center for Countering Digital Hate

**JULIE ROVNER**

Chief Washington Correspondent, Kaiser Health News & host the "What the Health" podcast

**TESFA ALEXANDER**

Director, Division of Research & Evaluation, Center for Tobacco Products, FDA (moderator)

**EMILY VRAGA**

Hubbard School of Journalism and Mass Communication, University of Minnesota

**VIRGINIA BROWN**

Assistant Professor, Department of Population Health, Dell Medical School, UT Austin

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2:00 PM

## COMMUNICATIONS DESIGN JAM: WINNERS ANNOUNCED

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2:15 PM

## KEYNOTE CLOSING & CHARGE TO THE GROUP

Diversity, equity, and inclusion (DEI) is not only essential in our health communication content but also in our organizational structures, leadership cultures, and team dynamics. Hear from Omnicom's head of DEI about trends in the field and what you can do to make a difference in your work and in your organization. She will discuss trends why words matter (and which ones), and leave us with ways to do better in our work and as we move in the world.

**SOON MEE KIM**

Global Diversity, Equity & Inclusion Officer, Omnicom Public Relations Group

**SHELLY SPOETH**

Principal Associate, Abt Associates (facilitator)

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3:00 PM

## ADJOURN

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3:15 PM

## REFLECTIONS & NETWORKING

(OPTIONAL ACTIVITY, 45 MINUTES)

## WORKSHOPS

60-minute professional development sessions; offered at an additional cost; some sessions are offered more than once; space is limited.

### HEALTH LITERACY IN PRACTICE

(MAY 13<sup>TH</sup> OR 14<sup>TH</sup>)

**Sponsored by CommunicateHealth**

In this workshop, we'll unpack the key role of health literacy in:

- Understanding your audience
- Developing a communication strategy
- Planning for and creating health education materials and other products
- Testing materials with users
- Evaluating the success of communication activities and campaigns

And you'll have the opportunity to apply these tips in real time!

#### FACILITATORS

SAMI COHEN, MPH, Health Communication Project Director

JAIME DAWSON, MPH, Health Communication Project Director

### EMBRACING AND BUILDING AN INCLUSION, DIVERSITY, EQUITY AND ACCESS (IDEA) PROGRAM FOR YOUR ORGANIZATION

(MAY 13<sup>TH</sup> OR 14<sup>TH</sup>)

**Sponsored by Hager Sharp**

This workshop will examine the essential elements to develop, launch, and sustain a successful diversity, inclusion, equity, and access strategy and program within your company or organization. We will explore the keys to transforming various aspects of your business through a case study review of real-time implementation and determine opportunities for change within your organization.

#### FACILITATOR

ANGELA YOUNG, Senior Account Supervisor, Hager Sharp

### SOCIAL MEDIA CAMPAIGNS FOR PUBLIC HEALTH IMPACT: TAKING THE PAIN OUT OF PAID CAMPAIGNS

(MAY 13<sup>TH</sup> OR 14<sup>TH</sup>)

**Sponsored by Crosby Marketing**

As the social media landscape becomes more complicated and regulated, health communicators must stay current with the latest guidance on ways to plan, implement and evaluate paid campaigns as part of public health education and behavior change initiatives. Learn best practices from experts at Crosby Marketing Communications on tackling key elements, including objective selection, audience targeting, campaign strategy, and evaluation. Participate in a hands-on planning exercise to apply workshop learnings to a public health topic and ask questions around pain points you've experienced.

#### FACILITATORS

GABRIELLE WEBER, Director, Integration Management, Crosby Marketing

JAMIE BREAZEALE, Director, Connection Planning, Crosby Marketing

MEGHAN HOFFMAN, Social Media Strategist, Crosby Marketing

## WORKSHOPS (CONT)

### WORDS MATTER: DEVELOPING AND TESTING MESSAGES TO FACILITATE BEHAVIOR CHANGE

(MAY 13<sup>TH</sup>)

**Sponsored by Fors Marsh Group**

Determinant-based message framing is an approach to health behavior change that focuses on why people are (or are not) performing a behavior. By combining mass communication and behavioral science theories, this approach is uniquely positioned to leverage audience insights to develop effective health messages. At this workshop, you'll learn the constructs behind this approach and tips for implementing determinant-based message framing in your next campaign.

#### **FACILITATORS**

RONNE OSTBY, Vice President for Insights & Strategy, Fors Marsh Group

STEPHANIE MILES, Health Communication Researcher

### BUILDING TRUST: THE COMPONENTS OF CONVERSATIONS THAT COUNT

(MAY 14<sup>TH</sup>)

**Sponsored by Van Eperen**

The workshop will explore how to foster conversations that build trust. Breakout groups will focus on communication strategies that include making the science accessible, engaging third-party voices to advocate on behalf of organization/issue, and maintaining transparency throughout.

#### **FACILITATORS**

CHERYL DAMIAN, Director of External Communications, U.S. Pharmacopeia

ANNE BELL, Senior Media Relations Manager, U.S. Pharmacopeia

HILLARIE TURNER, Vice President, Van Eperen