

# LISTENING FOR CHANGE



2011 National Conference  
on Health Communication,  
Marketing, and Media

OMNI HOTEL @ CNN CENTER • AUGUST 9–11, 2011 • ATLANTA, GEORGIA





## CONTENTS

Welcome Letters.....	2-3
Green Initiatives.....	4
Conference Leadership.....	5-7
Abstract Reviewers.....	9
Track Subcommittee Listing.....	10-11
Plenary Speaker Bios.....	12-15
Agenda by Day.....	16-18
Agenda At-A-Glance.....	19
Conference Tracks: Sessions At-A-Glance .....	20-22
Global Conversations .....	23-24
Spotlight Sessions .....	25-27
Program Legend .....	28
Program Agenda.....	29-83
Poster Presentations.....	85-93
Presenter Index.....	95-97
Omni Hotel Floor Plan.....	99-102



## WELCOME LETTERS

Dear Colleagues:

We are excited to welcome you to the 5th annual National Conference on Health Communication, Marketing, and Media. During the next 3 days, we will explore the latest health communication innovations, tools, research, and strategies. In addition, we will discover new ways to engage our partners and the public.

We hope this year's theme, Listening for Change, will resonate with conference participants—especially the idea of listening to the communities we serve and responding with efforts to bring about positive change. The Conference Advisory Board and Planning Committee have worked diligently to develop an outstanding conference that focuses on four key areas:

- Advancing Science—New concepts and knowledge that influence theory-based and evidence-based health communication and marketing.
- Exploring Innovative Communication Tools and Technologies—New ideas for using online and emerging communication technologies—including social media—in health communication and marketing programs.
- Improving Practice—Insights into evidence-based programs that successfully translate knowledge into health communication and marketing practice.
- Bridging Divides—Health communication and marketing innovations and strategies that enhance outreach to underserved populations and help reduce health disparities.

On behalf of all the conference partners—the Centers for Disease Control and Prevention (CDC), the Substance Abuse and Mental Health Services Administration (SAMHSA), the National Cancer Institute (NCI), and the National Public Health Information Coalition (NPHIC)—we look forward to your participation. Thank you for sharing your expertise and passion for health communication with us!

Have a great conference.

Sincerely,

Donna Garland  
Associate Director for Communication  
Centers for Disease Control and Prevention



Dear Colleagues:

Welcome to the 5<sup>th</sup> annual National Conference on Health Communication, Marketing, and Media. It is an honor to co-chair this conference with Donna Garland, Associate Director for Communication, Centers for Disease Control and Prevention (CDC). Along with the conference advisory board, the conference planning committee, the conference management team, and other sponsors, we have formed a strong partnership to advance the field of communications and improve public health. Everyone played a vital role in preparing for this conference.

This year's conference theme—*Listening for Change*—frames the dialogue that we are creating with the public. This dialogue, fueled by the revolution in health communication technology, is making citizen engagement the foundation for improving health and well-being. Engagement with consumers, family members, providers, policy makers, researchers, and the general public brings people together around the most important issues.

This conference is part of our engagement strategy. By listening to each other, we can be more effective in shaping change. Communication plays a vital role in the success of new health care delivery structures, adoption of health information technology, adoption of scientific advances in prevention, treatment and recovery support services, and implementation of health reform. There is increasing recognition that both quality and cost-savings goals of health reform can be significantly enhanced by bringing together historically separated behavioral health services and the general health care system. With a focus on the needs of the person in the context of their community, public health interventions tied to effective communication strategies will reduce serious behavioral health challenges facing our nation.

- By 2020, mental and substance use disorders will surpass all physical diseases as a major cause of disability worldwide.
- Almost one fourth of hospitalizations of U.S. adults involve mental or substance use disorders.
- People with serious mental illness have shortened life spans compared with the general population, on average dying at age 53.
- Up to 83% of people with serious mental illness are overweight or obese.
- 44% of all cigarettes consumed in the United States are by those with a mental or substance use disorder.

The data show that behavioral health is essential to health, and there is much to be done. Communication is a critical part of success. By working together across agencies and disciplines with the public, we can advance the health and well-being of the nation by listening for change!

Best wishes for an extraordinary conference.

Mark A. Weber, MBA  
Director, Office of Communications  
Substance Abuse and Mental Health Services Administration



## CONFERENCE STAYS GREEN

You will see many GREEN touches at the 2011 National Conference on Health Communication, Marketing, and Media.

### One Less Thing to Pack

Have you ever wondered what to do with your conference attendee name badge holder, lanyard, or tote bag? Again, this year, you can return these items to the conference registration desk at the end of the conference. Recycled conference name badge holders, lanyards, and tote bags will be given to local charities for reuse.

Many conference materials will be GREEN this year. Here are just a few of the items made from recycled materials:

- Program agenda books are printed on recycled paper with soy ink.
- Conference tote bags are recyclable.
- Minimal paper is being used for conference materials.

### Other Green Initiatives

Did you know that more than 60 million plastic water bottles end up in landfills every day? We are helping to lower this number by placing water coolers and water glasses throughout meeting conference rooms.

### Green Initiatives at the Omni Hotel

You can go GREEN in your hotel room by reusing your sheets and bath towels. Simply leave the special card on your bed and hang up your bath towels to be reused.

### Go Green with Mass Transit and Take MARTA to the Omni or Airport

The Omni Hotel can be easily accessed using Atlanta's rapid public transportation, MARTA. MARTA stop W1 (Dome/GWCC/Philips Arena/CNN Center Station) is the closest station to the conference hotel. From the airport, take the northbound train to Five Points, then board the westbound train one stop. From the hotel to the airport, take the train eastbound one stop to Five Points. Proceed to the north/south platform, and board the train going south to stop S7 (airport). Trains arrive about every 10 minutes. For more information, call MARTA at 404-848-5000.



# CONFERENCE LEADERSHIP

## Conference Co-Chairs

### **Donna M. Garland**

*Associate Director for Communication*  
Centers for Disease Control and Prevention

### **Mark A. Weber, MBA**

*Director, Office of Communications*  
Substance Abuse and Mental Health Services  
Administration

### **Dogan Eroglu, PhD**

*Associate Director for Communication Science*  
Office of Associate Director for Communication  
Centers for Disease Control and Prevention

### **William Gerrish, MBA**

*Director, Office of Communications*  
Connecticut Department of Public Health

## Conference Management Team

### **Dawn B. Griffin, PhD, MSPH, CHES**

*Conference Manager, Carter Consulting*  
Office of Associate Director for Communication  
Centers for Disease Control and Prevention

### **Jennifer Carayé Harris, MS**

*SCEP*  
Office of Associate Director for Communication  
Centers for Disease Control and Prevention

### **Mike Greenwell**

*Vice President, Health Marketing & Communications*  
Danya International, Inc.

### **Lenora E. Johnson, DrPH**

*Director, Office of Communications and Education*  
National Cancer Institute

### **Punam A. Keller, PhD, MBA, BA**

*Charles Henry Jones Professor of Management*  
Tuck School of Business  
Dartmouth College

## Conference Advisory Board

### **Thomas E. Backer, PhD**

*President*  
Human Interaction Research Institute

### **Jay Bernhardt, PhD, MPH**

*Professor and Chair*  
Department of Health Education and Behavior  
*Director, Center for Digital Health and Wellness*  
University of Florida  
*President*  
Digital Health Impact, Inc.

### **Gary L. Kreps, PhD, FAAHB**

*University Distinguished Professor and Chair*  
Department of Communication  
*Director of the Center for Health and Risk Communication*  
George Mason University

### **Ken Bernhardt, PhD**

*Taylor E. Little, Jr., Professor of Marketing and Special*  
*Assistant to the Dean Robinson College of Business*  
Georgia State University

### **Cheryl Lackey, MPH, CHES**

*Director, Division of Communication Services*  
Office of the Associate Director for Communication  
Centers for Disease Control and Prevention

### **Craig Lefebvre, PhD**

*Chief Maven*  
socialShift  
*Lead Change Designer*  
RTI International  
*Research Professor, College of Public Health*  
University of South Florida

### **Katherine Lyon Daniel, PhD**

*Deputy Associate Director for Communication*  
Office of Associate Director for Communication  
Centers for Disease Control and Prevention



## Conference Leadership (continued)

### **Glen Nowak, PhD**

*Health Communications Specialist, Senior Advisor to Director*  
National Center for Immunization and Respiratory Diseases  
Centers for Disease Control and Prevention

### **Bill Smith, EdD**

*Editor*  
Social Marketing Quarterly

### **John H. Turner III, MA, MS**

*Director, Division of Community Engagement*  
Office of the Associate Director for Communication  
Centers for Disease Control and Prevention

## Conference Planning Committee

### **Cynthia Baur, PhD**

*Senior Advisor, Health Literacy*  
Office of the Associate Director for Communication  
Centers for Disease Control and Prevention

### **Jim Beasley**

*Public Information Director*  
S.C. Department of Health and Environmental Control  
National Public Health Information Coalition

### **Andre M. Blackman**

*Founder & Lead Editor*  
Pulse + Signal blog  
*Director, Digital Communications*  
American Heart Association/Mid-Atlantic

### **Kelli McCormack Brown, PhD, CHES**

*Professor & Associate Dean for Academic Affairs*  
University of Florida

### **Doryn Chervin, DrPH**

*Vice President, Public Health Division*  
ICF Macro

### **Jonathan Cho**

*Chief, Communications Technology Branch*  
National Cancer Institute

### **Sameer Deshpande, PhD**

*Associate Professor of Marketing, Center for Socially Responsible Marketing*  
University of Lethbridge

### **Susan Dugan**

*Health Communication Specialist, Office of Infectious Diseases*  
Centers for Disease Control and Prevention

### **Elaine D. Eaker, ScD**

*Vice President*  
Westat

### **Laura Espino, BA**

*Executive Director*  
National Public Health Information Coalition

### **Jen Flome, MBA, MPH**

*Director, Health Marketing and Communications*  
Danya International, Inc.

### **Karen Hunter, BA**

*Senior Public Affairs Specialist, Division of News and Electronic Media*  
Office of the Associate Director of Communication  
Centers for Disease Control and Prevention

### **Judith A McDivitt, PhD**

*Director, National Diabetes Education Program*  
Division of Diabetes Translation  
Centers for Disease Control and Prevention

### **Demetrius M. Parker**

*Health Marketing Lead for Cultural Communication/Entertainment Education*  
Office of the Associate Director of Communication  
Centers for Disease Control and Prevention

### **Steven Randazzo, BA**

*Senior Advisor*  
Substance Abuse and Mental Health Services Administration

### **Ayanna Robinson, MPP**

*Senior Vice President, Global Health & Social Marketing*  
Porter Novelli



## Conference Leadership (continued)

### **Alicia Samuels, MPH**

*Director of Communications*

Johns Hopkins Center for Injury Research and Policy

### **Terry Savage, MA**

*Associate Director for Health Communications*

Westat

### **Carol Schechter**

*Vice President and Director, Health Communication*

Abt Associates

### **Leslie Snyder, PhD**

*Professor, Communication Sciences*

*Director, Center for Health Communication and Marketing*

University of Connecticut

### **Shelly Spoeth, BS**

*President*

Spoeth Strategic Communications, Inc.

### **Jon Stemmler, MA**

*Associate Director, Health Communication Research Center*

University of Missouri School of Journalism

### **Sheryl Strasser, PhD, MPH, MSW, CHES**

*Assistant Professor*

Georgia State University

### **Virginia Sublet, PhD**

*Senior Health Scientist, Office of Health Communication*

National Institute for Occupational Safety and Health

Centers for Disease Control and Prevention

### **James B. Weaver, III, PhD, MPH**

*Health Communication Specialist*

Office of Associate Director for Communication

Centers for Disease Control and Prevention

### **Doug Weinbrenner, MS, MPA**

*Account Supervisor*

Premier Studios

### **Nedra Kline Weinreich, MS**

*President and Founder*

Weinreich Communications







## ABSTRACT REVIEWERS

More than 500 abstracts were submitted for consideration and inclusion in the 2011 National Conference on Health Communication, Marketing, and Media. We thank everyone who reviewed the abstracts for this year's conference—*Listening for Change*—and greatly appreciate their dedication and effort in showcasing topics that advance science, explore innovative communication tools and techniques, improve practice, and bridge divides.

We would like to thank the following people for their time and effort in reviewing the conference abstracts:

<b>Natoshia Askelson</b>	<b>Judith Courtney</b>	<b>Karen King</b>	<b>Ayanna Robinson</b>
<b>Cynthia Baur</b>	<b>Lindsay Della</b>	<b>Iliana Kiourkas</b>	<b>Michael Rovito</b>
<b>Jim Beasley</b>	<b>Sameer Deshpande</b>	<b>Connie Kohler</b>	<b>Alicia Samuels</b>
<b>James Bender</b>	<b>Mark Dessauer</b>	<b>Christy Ledford</b>	<b>Terry Savage</b>
<b>Jolene Bertness</b>	<b>Marietta Dreher</b>	<b>Brenowitz Leslie</b>	<b>Carol Schechter</b>
<b>Ledvi Beza</b>	<b>Susan Dugan</b>	<b>Denise Levis</b>	<b>Terica Scott</b>
<b>Stephanie Bialek</b>	<b>Jen Flome</b>	<b>Nehanda Lindsey</b>	<b>Holli Seitz</b>
<b>Andre Blackman</b>	<b>Ann Forsythe</b>	<b>Tait Martin</b>	<b>Abdul Shaikh</b>
<b>Martha Boisseau</b>	<b>Fred Fridinger</b>	<b>Jude McDivitt</b>	<b>Elizabeth Sheldon</b>
<b>Kelli McCormack Brown</b>	<b>William Furmanski</b>	<b>Rosemary McGillan</b>	<b>Leslie Snyder</b>
<b>Adam Burns</b>	<b>Dulari Gandhi</b>	<b>Pribil Monica</b>	<b>Brittney Spilker</b>
<b>Michelle (Shelly) Campo</b>	<b>Mugur Geana</b>	<b>Elizabeth Moreau</b>	<b>Shelly Spoeth</b>
<b>Rosemary Caron</b>	<b>Ann Gordon</b>	<b>Sandra Nicholls</b>	<b>Jon Stemmler</b>
<b>Deborah Carr</b>	<b>Mary Ann Kirkconnell Hall</b>	<b>Glen Nowak</b>	<b>Sheryl Strasser</b>
<b>Patrice Chamberlain</b>	<b>Myretta June Harland</b>	<b>Anna Okula</b>	<b>Ginny Sublet</b>
<b>Doryn Chervin</b>	<b>Jill Herzog</b>	<b>Demetrius Parker</b>	<b>Anna Taylor-Ellis</b>
<b>Mandi Chikombero</b>	<b>Valerie Hill</b>	<b>Emily Perez</b>	<b>Mekkla Thompson</b>
<b>Jonathan Cho</b>	<b>Kristen Holtz</b>	<b>Ginger Plummer</b>	<b>Jerome Tolk</b>
<b>Kelvin Choi</b>	<b>Karen Hunter</b>	<b>Steven Randazzo</b>	<b>Patricia Van Nelson</b>
<b>Frederico Cohrs</b>	<b>Sakshi Jain</b>	<b>Elizabeth Rattine-Flaherty</b>	<b>Jim Weaver</b>
<b>Catie Coman</b>	<b>Michael Jenkins</b>	<b>Amelia "Amea" Roberson</b>	<b>Stephanie Weaver</b>
<b>Peter Costa</b>	<b>Chandria Jones</b>	<b>Candice Watkins Robinson</b>	<b>Doug Weinbrenner</b>
	<b>Jessica Kadis</b>		<b>Nedra Kline Weinreich</b>
			<b>Jenny Yi</b>



## TRACK SUBCOMMITTEE LISTING

### To Advance Science

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**Co-Chair: Sameer Deshpande, PhD**

University of Lethbridge

**Co-Chair: Judith A. McDivitt, PhD**

National Center for Chronic Disease Prevention and Health Promotion

Centers for Disease Control and Prevention

**Karen Hunter, BA**

Office of the Associate Director for Communication  
Centers for Disease Control and Prevention

**Terry Savage, MA**

Westat

**Leslie Snyder, PhD**

University of Connecticut

**Virginia Sublet, PhD**

National Institute for Occupational Safety and Health  
Centers for Disease Control and Prevention

**James B. Weaver, III, PhD, MPH**

Office of the Associate Director for Communication  
Centers for Disease Control and Prevention

### To Bridge Divides

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**Co-Chair: Ayanna Robinson, MPP**

Porter Novelli

**Co-Chair: Alicia Samuels, MPH**

Johns Hopkins Center for Injury Research and Policy

**Jim Beasley**

South Carolina Department of Health and Environmental Control

**Doryn Chervin, DrPH**

ICF Macro

**Sheryl Strasser, PhD, MPH, MSW, CHES**

Georgia State University



## To Explore Innovative Communication Tools and Technologies

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**Co-Chair: Jonathan Cho, PhD**

Chief, Communications Technology Branch  
National Cancer Institute

**Co-Chair: Doug Weinbrenner, MS, MPA**

Premier Studios

**Andre Blackman**

American Heart Association/Mid-Atlantic

**Susan Dugan, BA**

Office of Infectious Diseases  
Centers for Disease Control and Prevention

**Steven Randazzo, BA**

Substance Abuse and Mental Health Services Administration

**Shelly Spoeth, BS**

Spoeth Strategic Communications, Inc.

**Jon Stemmler, MA**

University of Missouri School of Journalism

**Nedra Kline Weinreich, MS**

Weinreich Communications

## To Improve Practice

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**Co-Chair: Cynthia Baur, PhD**

Office of the Associate Director for Communication  
Centers for Disease Control and Prevention

**Co-Chair: Carol Schechter**

Abt Associates

**Kelli McCormack Brown, PhD, CHES**

University of Florida

**Demetrius M. Parker**

Office of the Associate Director for Communication  
Centers for Disease Control and Prevention



## PLENARY SPEAKER BIOS



**Jay M. Bernhardt, PhD, MPH**, is professor and chair of health education and behavior at the University of Florida, where he directs the Center for Digital Health and Wellness. He also serves as founder and president of Digital Health Impact, a consulting firm focused on the intersection of health communication science and new media. From 2005 to 2010, Dr. Bernhardt directed the National Center for Health Marketing at the Centers for Disease Control and Prevention (CDC). Before working at CDC, Dr. Bernhardt was assistant professor of behavioral sciences and health education at Emory University Rollins School of Public Health and assistant professor of health promotion and behavior at the University of Georgia. Dr. Bernhardt is an associate editor of *Health Education and Behavior*, serves on three editorial boards, and is a member of five honor societies. In 2001, Dr. Bernhardt was the youngest member elected to the executive board of the American Public Health Association and was subsequently elected to serve as its vice chairperson. He is widely recognized as a visionary leader and innovative scholar on the application of communication, marketing, and new media to public health, health care, and medicine.



**Julie Harris, PhD, MPH**, is an epidemiologist with the Centers for Disease Control and Prevention (CDC), where she currently works with the Mycotic Diseases Branch. She also worked with the Enteric Diseases Epidemiology Branch, where she conducted investigations into waterborne and foodborne diseases domestically and internationally. She led several multiyear projects involving community-driven social marketing of health products, including water treatment, micronutrients, and bednets in rural Western Kenya. She worked as a program manager for Unite for Sight in Ghana and as a management consultant in San Francisco, California. Dr. Harris holds an MPH from Johns Hopkins in infectious diseases and epidemiology and a PhD in microbiology from Columbia University.



**Mattice A. Haynes, BS**, is a senior associate at *AmericaSpeaks*, which focuses on trying to create opportunities for citizens to influence decisions and to encourage public officials to make informed, lasting judgments. She has played key roles and supported over a dozen *AmericaSpeaks* projects. She has experience in project management, public outreach, program design, facilitation, training, and meeting production. She manages her own community and public engagement consulting practice, The Art of Community, LLC, based in Decatur, Georgia. Ms. Haynes currently serves as a community coach, providing technical assistance to neighborhood grantees for The Community Foundation for Greater Atlanta's Neighborhood Fund. Before joining *AmericaSpeaks*, she managed a neighborhood-based community health initiative that focused on increasing healthy eating and active living. Before becoming a full-time consultant, Ms. Haynes served as the executive director of a countywide collaborative in Macon, Georgia, that focused on multistakeholder visioning and decision-making to improve results for children and families. She earned a BS in public policy at Georgia State University.



**Ed Keller, MA**, is CEO of the Keller Fay Group, the only company that measures and delivers insight all based on word of mouth. Mr. Keller has been called “one of the most recognized names in word of mouth” and his book, *The Influentials*, has been called the “seminal moment in the development of word of mouth.”

The Keller Fay Group ([kellerfay.com](http://kellerfay.com)) is a market research firm specializing exclusively on word of mouth marketing. Keller Fay’s syndicated research service, TalkTrack®, is the only comprehensive tracking study of America’s word of mouth conversations about products, services, and brands, both offline and online. TalkTrack® is used by leading brands, agencies, and media companies to maximize word of mouth effectiveness of their marketing and to evaluate its success.

Before founding Keller Fay, Mr. Keller was CEO of RoperASW. He is a past president of the Word of Mouth Marketing Association (WOMMA) and of the Market Research Council. In 2011, he was awarded a Great Minds Award from the Advertising Research Foundation.

Mr. Keller is a magna cum laude graduate of the University of Pennsylvania, where he also earned his MA in communications.



**Rhonda K. Lowry, MS, BS**, is vice president of emerging social Web technologies for Turner Broadcasting System, Inc. (TBS, Inc.). She is a media and technology strategist and the company’s resource for understanding emerging digital and social Web technologies and behavioral trends. She also helps TBS, Inc., businesses understand and employ social technologies across the spectrum of social computing (i.e., networking, blogs, virtual worlds, gaming, and online collaboration).

Before working at TBS, Inc., Ms. Lowry was vice president at New Products Group where she led the development of several key digital business innovations. Previously, she led the technical program management and system development teams for major digital initiatives.

Ms. Lowry has more than 15 years of complex systems development experience and has held key program management and technical leadership positions at NASA, Rockwell International, and Lockheed Martin.

She was recently named to CableFax’s Digital Hotlist and she was the recipient of WICT Atlanta’s 2006 Catalyst Award for Woman in Technology. She has been listed on Cable World’s Top 50 Women in Cable for several years.

Ms. Lowry earned a BA in physics from the University of California at Santa Cruz and a master’s in physics from Washington University in St. Louis, Missouri.



## Plenary Speaker Bios (continued)



**Greg Pharo, MBA, BA**, is director of market research and analysis for AT&T's Mobility and Consumer Division. There he manages advertising and social media research for AT&T mobility and consumer products. He leads the marketing sciences practice for the nation's second largest advertiser and helps AT&T optimize its return on investment from advertising, media, and marketing activities through advanced analytics that include Market Mix Modeling. Mr. Pharo received a BA and MBA from Emory University.



**Beverly Schwartz, MS**, is vice president of global marketing for Ashoka ([www.ashoka.org](http://www.ashoka.org)), the world's largest association of leading social entrepreneurs. Ms. Schwartz is an entrepreneurial behavioral scientist with an extensive career in social marketing within the private, nonprofit, and public sectors. She has devoted her career to working on some of the world's most challenging social issues. For example, she served as the social marketing specialist for the deputy director of CDC's HIV/AIDS office, and she helped design and manage the America Responds to AIDS media campaign from its beginning and throughout its critical growth years during 1987–1992. She also served as acting director of public information for CDC's Office on Smoking and Health. Her present behavioral challenge is empowering people everywhere to become a positive force for change in the world. Currently, Ms. Schwartz is writing *RIPPLING: How Social Entrepreneurs Spread Innovation Through Society*, which will be published by Wiley Jossey-Bass in March 2012.



**J. Walker Smith, PhD**, is the executive chairman of The Futures Company ([www.thefuturescompany.com](http://www.thefuturescompany.com)), a global trends and futures research consulting firm. Dr. Walker is an authority and a frequently quoted commentator on global consumer trends, which makes him a sought-after speaker on marketing strategy. He has been described by *Fortune* magazine as “one of America's leading analysts on consumer trends.”

Dr. Walker is co-author of four books including *Rocking the Ages: The Yankelovich Report on Generational Marketing* (1997), a highly regarded book about generational marketing strategies, and *Generation Ageless: How Baby Boomers Are Changing the Way We Live Today...And They're Just Getting Started* (2008). He is also co-author of *Coming to Concurrence: Addressable Attitudes and the New Model for Marketing Productivity* (2005) and *Life Is Not Work, Work Is Not Life* (2001), a collection of short essays on work/life balance. He writes regular columns for *Marketing Management* and *Media* magazines. For nearly 10 years, he did a weekly on-air commentary for *Smart City*, a public radio show about cities and community life. Most recently, Dr. Walker co-authored *A Darwinian Gale: The Recovery Consumer Marketplace in the Era of Consequences*. Walker holds a doctorate in mass communication from the University of North Carolina at Chapel Hill.





**Kirsten Saenz Tobey, MBA, AB**, is the co-founder and chief innovation officer of Revolution Foods. She began her career as a teacher, garden educator, and coordinator of experiential education programs, which included work at Phillips Academy in Massachusetts and with Amigos de las Americas in Ecuador. Her passion for sustainability and community health led her to run a public health campaign for Earthjustice. Before attending graduate school, Ms. Tobey managed field station operations for the School for Field Studies in Mexico, which focused on studying how the environment and socioeconomics affect the fishing industry. She worked with the United Nations Hunger Task Force to evaluate the scalability of school feeding programs in Ghana, and she worked with the McDonald's Corporation to incorporate social and environmental responsibility into the supply chain. In 2005, Ms. Tobey co-founded Revolution Foods, whose focus is serving healthy meals and offering nutrition education to low-income students in the United States. In 2007, she won the Global Social Venture Competition for the Revolution Foods model. In 2010, NewSchools Venture Fund named Ms. Tobey and her co-founder, Kristin Richmond, Entrepreneurs of the Year. She and Ms. Richmond were named among *TIME's* 11 Education Activists for 2011. Ms. Tobey holds an AB from Brown University and an MBA from University of California at Berkeley.



**Jack Wakshlag, PhD, MA**, is chief research officer for Turner Broadcasting System, Inc. (TBS, Inc.). He is responsible for research supporting company initiatives in innovation and new delivery platforms, and he directs the company's audience development, marketing, distribution, and ad sales research that support domestic and international businesses of CNN Worldwide.

Before working at TBS, Inc., he was the director of primary research for CBS television stations (from 1986 to 1988). He also served as director of research for CBS new media and television stations from 1988 to 1994. Dr. Wakshlag joined The WB in 1995 and served as executive vice president and head of research. He oversaw all research related to the network's programming, distribution, publicity, marketing and sales.

Dr. Wakshlag was an associate professor of telecommunications at Indiana University from 1977 to 1986. There he taught research design, programming, and audience analysis.

Dr. Wakshlag earned a BA from Queens College, a MA from Illinois State University, and a PhD in mass communication research from Michigan State University where he was honored in 2000 with its Distinguished Alumni Award.





## AGENDA BY DAY: Tracks and Session Titles

Tuesday, August 9				
Time	Track I: To Advance Science	Track II: To Bridge Divides	Track III: To Explore Innovative Tools and Technologies	Track IV: To Improve Practice
2:00– 3:30PM	Pictorial Warning Labels on Cigarette Packaging to Communicate Risk: Research to Inform FDA Regulation (Grand Ballroom A)	Sex, Drugs, and Alcohol (Dogwood A/B)  Community–Campus Partnerships to Enhance the Development and Delivery of Promotional Health Messages (Cottonwood A/B)	Best Practices for Integrating Social Media (Grand Ballroom D/E)  Innovative Tools and Techniques for Health Campaigns (International Ballroom F)  Opening Up Health Data and How to Make It Public Friendly (Redwood)	How Audience Research Makes Messaging More Relevant, Compelling, and Credible (Grand Ballroom B)  Addressing Obesity Prevention, Food Policy, and Food Safety: Successful National and Regional Campaigns (Grand Ballroom C)
3:45– 5:15PM	Not All Parents Are the Same: Using Mixed Method Research to Understand Vaccine Messaging and Information Needs (Grand Ballroom A)	Innovative Programs to Improve Women’s Health (Dogwood A/B)  Spot the Block: Helping Youth Read the Food Label (Cottonwood A/B)	Best Practices in Action (Grand Ballroom D/E)  Building Social Media Networks to Reach Youth (International Ballroom F)	Using Culturally Relevant, Trusted, and Strategic Partnerships to Engage the Community and Change Behavior (Grand Ballroom B)  Effectively Marketing to Teens (Grand Ballroom C)



## AGENDA BY DAY: Tracks and Session Titles

Wednesday, August 10				
Time	Track I: To Advance Science	Track II: To Bridge Divides	Track III: To Explore Innovative Tools and Technologies	Track IV: To Improve Practice
10:45AM– 12:15PM	<p>In the News: Understanding How Media Coverage of Public Health Shapes Public Opinion (<i>Grand Ballroom A</i>)</p> <p>Using New Evidence- Based Theories and Tools to Maximize Public Health Outcomes (<i>Redwood</i>)</p>	<p>Engaging Hard-to-Reach Populations (<i>Dogwood A/B</i>)</p>	<p>Mobile Messaging: The Next Frontier (<i>Grand Ballroom D/E</i>)</p> <p>Innovative Tools and Techniques for Strategic Campaigning (<i>International Ballroom F</i>)</p>	<p>Designing Evidenced-Based Communication Strategies to Effect Policy Change (<i>Magnolia</i>)</p> <p>Engaging Parents and Youth in Marketing Campaigns to Prevent Drug and Alcohol Abuse (<i>Grand Ballroom C</i>)</p> <p>Strategies to Engage Teens in Health Messages and Interventions (<i>Cottonwood A/B</i>)</p>
4:00– 5:30PM	<p>Communicating Effectively to Reach Youth (<i>Grand Ballroom A</i>)</p>	<p>Reaching Communities of Color with Important Health Messages (<i>Dogwood A/B</i>)</p>	<p>Does Behavioral Health Have a Place in New Media? (<i>Grand Ballroom D/E</i>)</p> <p>Innovative Tools and Techniques in Reducing and Preventing Tobacco Use (<i>Grand Ballroom C</i>)</p> <p>Gaming as a Means to Personal and Social Behavioral Change (<i>International Ballroom F</i>)</p> <p>NCI's Smokefree Women Project: Integrating Web- Assisted Tobacco Interventions with Web 2.0 and Social Media (<i>Redwood</i>)</p>	<p>Taking Part in the Media Relations Evolution (<i>Grand Ballroom B</i>)</p> <p>Emerging Technologies to Help Health Care Providers Effect Behavior Change (<i>Cottonwood A/B</i>)</p>



## AGENDA BY DAY: Tracks and Session Titles

Thursday, August 11				
Time	Track I: To Advance Science	Track II: To Bridge Divides	Track III: To Explore Innovative Tools and Technologies	Track IV: To Improve Practice
10:00AM– 11:45AM	Communication in the Context of Cancer Prevention and Care ( <i>Grand Ballroom A</i> )	Effective Approaches for Understanding Audiences and Impact ( <i>Redwood</i> )	Using Twitter as a Tool for Community Engagement and Collaboration: From Twitter Chats to Town Halls and Everything in Between ( <i>Grand Ballroom D/E</i> )  Making It Count: Research and Evaluation ( <i>Grand Ballroom C</i> )  We're All on the Same Team: Merging Traditional and New Media ( <i>International Ballroom F</i> )	Using Clear Communication to Improve Practice: Plain Language, User-Centered Design, and Cognitive Interviewing ( <i>Grand Ballroom B</i> )  Lessons Learned in Using Social Media and Expert Consultations ( <i>Cottonwood A/B</i> )
12:45– 2:15PM	Reducing Tobacco Use ( <i>Grand Ballroom A</i> )	The Knowledge Translation Divide: What's the Canadian Secret? ( <i>Dogwood A/B</i> )	Storytelling for Health Communication Success ( <i>Grand Ballroom D/E</i> )  Innovative Tools and Techniques to Promote Sexual Health ( <i>Grand Ballroom C</i> )  Research to Practice: Innovative Tools for Physicians and Health Care Providers ( <i>International Ballroom F</i> )  Building a Better Message: The 10 Variables That Really Matter ( <i>Redwood</i> )	Lessons Learned from CDC's First National Media Campaign on Tobacco ( <i>Grand Ballroom B</i> )  Successful Statewide Initiatives ( <i>Cottonwood A/B</i> )



# AGENDA AT-A-GLANCE

	Tuesday, August 9	Wednesday, August 10	Thursday, August 11
7:00		<b>Continental Breakfast</b> 7:00–8:00 AM	<b>Continental Breakfast</b> 7:00–8:00 AM
7:30			
8:00	<b>Preconference Workshops and Meetings</b> 8:00–11:30 AM  <b>Registration opens at 7:00 AM</b>	<b>Plenary Session</b> 8:00–9:15 AM	<b>Special Sessions/Invited Panels</b> 8:00–9:30 AM
8:30			
9:00			
9:30		<b>Poster Session I</b> 9:30–10:30 AM	<b>Break 9:30–10:00 AM</b>
10:00			<b>Breakout Sessions</b> 10:00–11:45 AM
10:30		<b>Break 10:30–10:45 AM</b>	
11:00		<b>Breakout Sessions</b> 10:45 AM–12:15 PM	
11:30			
12:00			<b>Lunch</b> 11:45 AM–12:45 PM
12:30	<b>Opening Plenary</b> 12:30–1:45 PM	<b>Lunch</b> 12:15–1:15 PM	<b>Breakout Session</b> 12:45–2:15 PM
1:00			
1:30	<b>Break 1:45–2:00 PM</b>	<b>Special Sessions/Invited Panels</b> 1:15–2:45 PM	
2:00			<b>Break 2:15–2:45 PM</b>
2:30	<b>Breakout Sessions</b> 2:00–3:30 PM	<b>Poster Session II</b> 2:45–3:45 PM	<b>Closing Plenary 2:45–4:00 PM</b>
3:00			
3:30	<b>Break 3:30–3:45 PM</b>	<b>Break 3:45–4:00 PM</b>	
4:00	<b>Breakout Sessions</b> 3:45–5:15 PM	<b>Breakout Sessions</b> 4:00–5:30 PM	
4:30			
5:00			
5:30		<b>Walk to Aquarium</b>	
6:00		<b>Private Aquarium Viewing</b> 5:30–7:00 PM	
6:30			
7:00		<b>Reception</b> 6:30–8:00 PM	
7:30			
8:00			
8:30			



## TRACKS AT A GLANCE

### TRACK I — To Advance Science

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This track includes papers that discuss new theories, theoretical refinements or applications, new conceptual models, original research, findings from pilot studies, and results of comprehensive evaluations of health communication and marketing campaigns and programs. This track is designed to share new concepts and knowledge that can influence the theory- and evidence-based practice of health communication and marketing. These new concepts and presentations are based on rigorous analysis of data or literature.

#### **Tuesday, August 9, 2:00–3:30 PM**

- Pictorial Warning Labels on Cigarette Packaging to Communicate Risk: Research to Inform FDA Regulation (*Grand Ballroom A*)

#### **Tuesday, August 9, 3:45–5:15 PM**

- Not All Parents Are the Same: Using Mixed Method Research to Understand Vaccine Messaging and Information Needs (*Grand Ballroom A*)

#### **Wednesday, August 10, 10:45 AM–12:15 PM**

- In the News: Understanding How Media Coverage of Public Health Shapes Public Opinion (*Grand Ballroom A*)
- Using New Evidence-Based Theories and Tools to Maximize Public Health Outcomes (*Redwood*)

#### **Wednesday, August 10, 4:00–5:30 PM**

- Communicating Effectively to Reach Youth (*Grand Ballroom A*)

#### **Thursday, August 11, 10:00–11:45 AM**

- Communication in the Context of Cancer Prevention and Care (*Grand Ballroom A*)

#### **Thursday, August 11, 12:45–2:15 PM**

- Reducing Tobacco Use (*Grand Ballroom A*)

### TRACK II — To Bridge Divides

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Abstracts will address research, best practices, theoretical developments, and methods for using health communication and marketing strategies and methods to effectively reach underserved populations and reduce health disparities. Presentations will address information dissemination methods and strategies that target hard-to-reach and vulnerable populations, identify and describe health disparities, and provide examples of models and programs that address health equity.

#### **Tuesday, August 9, 2:00–3:30 PM**

- Sex, Drugs, and Alcohol (*Dogwood A/B*)
- Community–Campus Partnerships to Enhance the Development and Delivery of Promotional Health Messages (*Cottonwood A/B*)

#### **Tuesday, August 9, 3:45–5:15 PM**

- Innovative Programs to Improve Women's Health (*Dogwood A/B*)
- Spot the Block: Helping Youth Read the Food Label (*Cottonwood A/B*)



### **Wednesday, August 10, 10:45 AM–12:15 PM**

- Engaging Hard-to-Reach Populations (*Dogwood A/B*)

### **Wednesday, August 10, 4:00–5:30 PM**

- Reaching Communities of Color with Important Health Messages (*Dogwood A/B*)

### **Thursday, August 11, 10:00–11:45 AM**

- Effective Approaches for Understanding Audiences and Impact (*Redwood*)

### **Thursday, August 11, 12:45–2:15 PM**

- The Knowledge Translation Divide: What's the Canadian Secret? (*Dogwood A/B*)

### **TRACK III — To Explore Innovative Tools and Technologies**

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Abstracts will focus on developing and using new tools and models, innovative evaluation methods, and new technologies, as well as identifying emerging trends that contribute to the success of health communication and marketing programs. Presentations will be data-driven and help participants understand and use innovations to improve health communication, marketing, and media programs.

### **Tuesday, August 9, 2:00–3:30 PM**

- Best Practices for Integrating Social Media (*Grand Ballroom D/E*)
- Innovative Tools and Techniques for Health Campaigns (*International Ballroom F*)
- Opening Up Health Data and How to Make It Public Friendly (*Redwood*)

### **Tuesday, August 9, 3:45–5:15 PM**

- Best Practices in Action (*Grand Ballroom D/E*)
- Building Social Media Networks to Reach Youth (*International Ballroom F*)

### **Wednesday, August 10, 10:45 AM–12:15 PM**

- Mobile Messaging: The Next Frontier (*Grand Ballroom D/E*)
- Innovative Tools and Techniques for Strategic Campaigning (*International Ballroom F*)

### **Wednesday, August 10, 4:00–5:30 PM**

- Does Behavioral Health Have a Place in New Media? (*Grand Ballroom D/E*)
- Innovative Tools and Techniques in Reducing and Preventing Tobacco Use (*Grand Ballroom C*)
- Gaming as a Means to Personal and Social Behavioral Change (*International Ballroom F*)
- NCI's Smokefree Women Project: Integrating Web-Assisted Tobacco Interventions with Web 2.0 and Social Media (*Redwood*)

### **Thursday, August 11, 10:00–11:45 AM**

- Using Twitter as a Tool for Community Engagement and Collaboration: From Twitter Chats to Town Halls and Everything in Between (*Grand Ballroom D/E*)
- Making It Count: Research and Evaluation (*Grand Ballroom C*)
- We're All on the Same Team: Merging Traditional and New Media (*International Ballroom F*)

**Thursday, August 11, 12:45–2:15 PM**

- Storytelling for Health Communication Success (*Grand Ballroom D/E*)
- Innovative Tools and Techniques to Promote Sexual Health (*Grand Ballroom C*)
- Research to Practice: Innovative Tools for Physicians and Health Care Providers (*International Ballroom F*)
- Building a Better Message: The 10 Variables That Really Matter (*Redwood*)

**TRACK IV — To Improve Practice**

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This track features abstracts on evidence-based programs that successfully translate knowledge into health communication and marketing practice. Presentations will include lessons learned and scalable model programs on improving the process by which health communication and marketing programs are managed. Presentations on model campaigns will focus on implementation details, contextual information for where the program was successful, and strong evidence for effectiveness. Abstracts on processes will highlight key elements such as program development, implementation, and evaluation.

**Tuesday, August 9, 2:00–3:30 PM**

- How Audience Research Makes Messaging More Relevant, Compelling, and Credible (*Grand Ballroom B*)
- Addressing Obesity Prevention, Food Policy, and Food Safety: Successful National and Regional Campaigns (*Grand Ballroom C*)

**Tuesday, August 9, 3:45–5:15 PM**

- Using Culturally Relevant, Trusted, and Strategic Partnerships to Engage the Community and Change Behavior (*Grand Ballroom B*)
- Effectively Marketing to Teens (*Grand Ballroom C*)

**Wednesday, August 10, 10:45AM–12:15 PM**

- Designing Evidenced-Based Communication Strategies to Effect Policy Change (*Magnolia*)
- Engaging Parents and Youth in Marketing Campaigns to Prevent Drug and Alcohol Abuse (*Grand Ballroom C*)
- Strategies to Engage Teens in Health Messages and Interventions (*Cottonwood A/B*)

**Wednesday, August 10, 4:00–5:30 PM**

- Taking Part in the Media Relations Evolution (*Grand Ballroom B*)
- Emerging Technologies to Help Health Care Providers Effect Behavior Change (*Cottonwood A/B*)

**Thursday, August 11, 10:00–11:45 AM**

- Using Clear Communication to Improve Practice: Plain Language, User-Centered Design, and Cognitive Interviewing (*Grand Ballroom B*)
- Lessons Learned in Using Social Media and Expert Consultations (*Cottonwood A/B*)

**Thursday, August 11, 12:45–2:15 PM**

- Lessons Learned from CDC's First National Media Campaign on Tobacco (*Grand Ballroom B*)
- Successful Statewide Initiatives (*Cottonwood A/B*)



## GLOBAL CONVERSATIONS

This year we are including a new format to focus more on global health communication issues. We want to provide a forum for our colleagues who wish to share international examples of health communication, marketing, and media programs and research. We believe that increased global exchange of knowledge is essential in our fields to better prepare for and benefit from a flattening world.

Some of the work from countries outside the United States will also be presented in the traditional formats (oral and poster) of our past conferences. Global Conversations, however, will be conducted in brief, informal sessions in a “lunch and learn” style. These 40-minute sessions will include two or three brief presentations during the lunch hour on Wednesday and Thursday. Grab your lunch, relax, and learn about the challenges and solutions of other countries and cultures.

### Wednesday, August 10, 2011, 12:25–1:05 PM

<p><b>HIV Prevention, Sexual Behavior</b> <i>Grand Ballroom A</i></p>	<p><b>Implementing Best Practice in HIV Prevention Programmes</b> <b>Valerie Beach-Horne, MPH</b> <i>Caribbean Community Secretariat (CARICOM), Georgetown, Guyana</i></p> <p><b>The Feasibility of Sustainable Youth Sexual Behaviour Change in Nigeria</b> <b>Amaechi Okonkwo, PhD</b> <i>Behaviour Change Group, Fayetteville, NC</i></p> <p><b>Acceptance and Participation of People Living with HIV in Serbian Society</b> <b>Dejana Rankovic, MSc</b> <i>Yugoslav Youth Association Against AID, Belgrade, Serbia</i></p>
<p><b>Listening to the Audience</b> <i>Grand Ballroom B</i></p>	<p><b>A Study on the Suitability of Risk Communication Preparedness Framework for Public Health Emergency in China</b> <b>Xie Ruiqian</b> <i>Chinese Center for Health Education/Health News and Communication Center, Ministry of Health, Beijing, China</i></p> <p><b>Selling Wellness: Using Audience Analysis to Identify the Factors That Influence Participation in Employer-Initiated Wellness Programs</b> <b>Lilnabeth P. Somera, PhD</b> <i>University of Guam, Mangilao, Guam</i></p> <p><b>The Need for Vaccination Information: Results from Formative Research of the Vi Polysaccharide Typhoid Vaccine Introduction Program in Karachi, Pakistan</b> <b>Rehman Tahir, MBA</b> <i>Trust for Vaccines &amp; Immunization, Karachi, Pakistan</i></p>





Thursday, August 11, 2011 11:55 AM–12:35 PM	
<b>Communicating with Patients</b> <i>Grand Ballroom B</i>	<p><b><i>I Can See She Does Not Want to Be Pregnant: Using Images to Inform Low-Literacy Audiences About Safe Abortion in Zambia</i></b> <b>Andrea Goetschius, MA, BFA</b> <i>University of North Carolina, Chapel Hill, NC</i></p> <p><b><i>Motives for Lying: Perceptions of Deceptions by Physicians and Patients in the United States and Ghana</i></b> <b>Dorothy Siaw-Asamoah, MBA</b> <i>State University of New York, Buffalo, NY</i></p>
<b>Community Interventions</b> <i>Grand Ballroom C</i>	<p><b><i>Evaluation of Communication Media Used in Mass School and Madrasah Based Immunization Campaign in Gulshan Town Karachi</i></b> <b>Waqas Bhutta, BS</b> <i>Trust for Vaccines &amp; Immunization, Karachi, Pakistan</i></p> <p><b><i>Advocacy and Media Literacy to Address Drug Addiction Treatment Needs in Puerto Rico</i></b> <b>Mayra Vega, MPH</b>, and Glorimar Caraballo-Correa, MS, PhD <i>University of Puerto Rico, San Juan, Puerto Rico</i></p> <p><b><i>Abstract on Health Communication Practice in Africa: Using Drama As a Medium for Health Information Dissemination—the Nigerian Experience</i></b> <b>Boladale Ogunbayo, MBBS, MBA<sup>1</sup></b>, Olufemi Osideko, MBBS<sup>2</sup>, Opeola Abegunde, BS, MBA, MPH<sup>3</sup>, and Oyinlolu Sanya-Abiodun, BS<sup>1</sup> <sup>1</sup><i>HealthTV Africa, Federal Capital Territory, Nigeria</i> <sup>2</sup><i>Asokoro District Hospital, Asokoro, Nigeria</i> <sup>3</sup><i>National Malaria Control Programme, Federal Capital Territory, Nigeria</i></p>



## SPOTLIGHT SESSION

**Wednesday, August 10, 2011**

**10:45 AM–12:15 PM Grand Ballroom B**

***Sponsored by FHI 360***

### **Using Social Marketing to Foster Community Change**

Throughout history, communities have often been the engine for change in the United States. Efforts to reduce secondhand smoke, launch glass and aluminum recycling programs, and promote traffic safety have had elements that began at the community level. Many of these local initiatives spread and became new national norms.

Social marketing and communications play a pivotal role in achieving change at the community level. By fusing the most effective strategies of commercial marketing with behavioral science, psychology, anthropology, and sociology, social marketing can produce insights and approaches to positively influence health behaviors and improve quality of life.

In this session, panelists will showcase social marketing and communication approaches to promoting community change, through creating widespread individual behavior change or environmental changes. In addition, the role of evaluating community efforts to inform best practices will be discussed.

#### **Moderator**

**John Strand** is Vice President and Director, FHI 360 Social Marketing Center. He leads a team that provides social marketing, strategic communications, consumer research, and evaluation to clients on issues such as obesity prevention, access to health care, energy efficiency, pollution prevention, educational equity, workplace safety, and tobacco cessation. Mr. Strand advises government and nonprofit agencies, foundations, academic institutions, and community-based organizations on how to design and implement programs that influence hard-to-change behaviors. Mr. Strand currently leads FHI 360's team that is implementing CDC's national media campaign to support *50 Communities Putting Prevention to Work* grantees in promoting community-level change.

#### **Panelists**

**Michelle Rossow** is Account Director at Campbell-Ewald (CE). Working in partnership with FHI 360, Ms. Rossow is responsible for strategic direction and management of all CE services engaged in the *Communities Putting Prevention to Work* marketing initiative. She brings nearly 20 years of experience of directing multichannel, integrated programs across a variety of categories including health care, social marketing, and consumer packaged goods. In addition to currently overseeing communications for the University of Michigan Health System, Ms. Rossow also managed the American Heart Association account at CE that involved all aspects of strategic and creative development to inspire consumers to engage with the nonprofit's various causes: *Go Red For Women* (heart health), *Start!* (walking program), and *Power to End Stroke*. In partnership with the Ad Council, Ms. Rossow also managed pro bono efforts on behalf of the Environmental Protection Agency to raise awareness of environmental triggers within the home to help prevent asthma attacks among children. Michelle earned her bachelor's degree from the University of Michigan with a concentration in political science.

**Rebecca Winkler, MA**, is one of the media specialists at the Philadelphia Department of Public Health (PDPH). During the past year, she has become a team leader in driving both the nutrition and tobacco media campaigns, as well as research and evaluation efforts. Before working at PDPH, Ms. Winkler held account management positions at 23K Studios, GSW-W Worldwide, Inc., and Alstin Advertising. Working with GSW-W Worldwide, she was part of a successful campaign team running Ortho-McNeil's neurological accounts. She holds a master's in communication from La Salle University and a bachelor's from Temple University.



**Caroline Wallace, MPH**, is Obesity Media Project Manager at the New York City Department of Health and Mental Hygiene. She joined the health department with the *Communities Putting Prevention to Work* program in May 2010, and is responsible for NYC's anti-Obesity media campaigns on topics including sugar-sweetened beverage counter-advertising, physical activity promotion, and portion size awareness. Ms. Wallace holds a bachelor's degree in Art History from Northwestern University and an MPH degree from Columbia University's Mailman School of Public Health. Ms. Wallace has more than 15 years of experience in communications, branding, and marketing.

**Laura Kettel Khan, PhD**, is a senior scientist in the Division of Nutrition, Physical Activity, and Obesity at the Centers for Disease Control and Prevention. Her experiences in Egypt, the Peace Corps in Honduras, US/Mexico-border projects in community medicine, and the White Mountain Apache Indian Tribe provide her with unusual sensitivity to the role of culture in nutrition and health. While at the Division of Nutritional Sciences of Cornell University, Dr. Kettel Khan was awarded a National Research Service Award from the National Institutes of Health in 1993 to conduct her post-doctoral research on the correlates of overweight and obesity in U.S. Hispanics. In 1996, she was awarded a FIRST award from NIH to study overweight in Mexican American children. Global patterns of overweight and chronic disease have become her primary research interest, particularly as they relate to childhood development. Dr. Kettel Khan received a PhD in nutritional sciences from the University of Arizona.



## SPOTLIGHT SESSION

**Thursday, August 11, 2011**

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**10:00–11:45 AM**

**Dogwood**

***Sponsored by Porter Novelli***

### **Old Problems > New Passions: Changing Eating Behaviors Through Embracing Social Approaches**

Social marketing has been a key driver in creating a world in which people know their cholesterol number, put their babies on their backs to sleep, and consume 40 milligrams of folic acid when planning to become pregnant. The discipline—communication approaches steeped in research, psychological and sociological theories, and an evidence base—has literally changed the world. As the world gets more complex, so do the issues we face. Social determinants, ecological influences, the environment... to continue to effect change means moving beyond the individual level.

This panel session will explore these complexities through the topic of healthy eating, which requires a look into agriculture, food, and nutrition. The interconnection between these three subjects lies at the core of future success for marked improvements in health, wellness, and environmental sustainability. Nutrition activism has been a trend and key focus of public health and advocacy groups in this country for many years, in particular during the past decade. Yet, studies show that there has been little to no movement in self-reported food and nutrition attitudes, let alone reducing obesity in the United States.

Not surprisingly, American adults want to do better when it comes to nutrition, and these intentions have been consistent over time. Since 2000, Porter Novelli Styles data have demonstrated that adults want to stay thin or lose excess weight. Similarly, they want to eat a diet that is low in fat. Although it is good news that the intent is there, the newly-released BRFSS data show an alarming increase in obesity during the past 20 years with no sign of it slowing down.

Recent perspectives suggest that the only true way to create a movement of health is through a confluence of agriculture, food science, food manufacturing, and consumer communications working together. This session will explore the challenges associated with change of this nature at both the macro (e.g., globally, systems, policies) and micro (e.g., individual, local community, beliefs) levels.

Featuring experienced professionals from a variety of backgrounds, this session challenges participants to apply the tenets of social marketing to activate social movements and create the systems, environment, and society that can energize a complacent public to adhering to nutrition and physical activity recommendations.

#### **Panelists**

**Ciannat M. Howett**, Director, Sustainability Programs, Emory University: to discuss Emory's sustainable food program.

**Stephen McCauley**, Executive Vice President, Porter Novelli: to discuss a communications approach to changing systems and individual behavior






# PROGRAM LEGEND

*Descriptions for presentations were determined by the authors.*

## Abstract Type

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-  **Practice** program-based presentations focusing on cutting-edge developments, unique programs, and new solutions to common practice challenges.
-  **Research** and evaluation presentations that include reports on both quantitative and qualitative data and systematic review.
-  **Theoretical** presentations that include reports contributing to theory development or developing new conceptual frameworks and approaches.

## Skill Level

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**Fundamental** presentations are best suited for individuals seeking introductory level information on the topic.

**Intermediate** presentations are best suited for individuals who possess a basic understanding of the subject matter.

**Advanced** presentations are best suited for individuals with a substantial background and understanding of the subject matter.



# PROGRAM AGENDA

**Tuesday, August 9, 2011**

TUESDAY  
AUGUST 9

**7:00 AM–6:00 PM Registration**

**8:00–11:30 AM Pre-Conference Workshops**

**12:30–1:45 PM Welcome/Opening Remarks**

*(Grand Ballroom D/E)*  
**Donna Garland, Conference Co-chair;** *Associate Director for Communication, Centers for Disease Control and Prevention*

**Welcome/Introduction of Speaker**

**Mark A. Weber, MBA, Conference Co-chair;** *Director, Office of Communications, Substance Abuse and Mental Health Services Administration*

**Plenary Presentation**

**Mattice A. Haynes,** *Senior Associate, AmericaSpeaks*

**Introduction of Speaker**

**Donna Garland**

**Plenary Presentation**

**The Culture of Contentment: The New Context of Consumption and Communications**

**J. Walker Smith, PhD,** *Executive Chairman, The Futures Company*

**1:45–2:00 PM Break**

## TRACK I: TO ADVANCE SCIENCE

**2:00–3:30 PM Grand Ballroom A**

### **Pictorial Warning Labels on Cigarette Packaging to Communicate Risk: Research to Inform FDA Regulation**

*Abstract Type:*  *Level: Intermediate*

**Virginia Sublet, PhD (Moderator)**

*National Institute for Occupational Safety and Health  
Centers for Disease Control and Prevention, Atlanta, GA*

### **Health Warnings on Tobacco Packaging: Current Evidence and Implications for Implementation in the United States**

**Ernesto Sebríe, MD, MPH<sup>1</sup>, and Dave Hammond, PhD<sup>2</sup>**

<sup>1</sup>*Roswell Park Cancer Institute, Buffalo, NY*

<sup>2</sup>*University of Waterloo, Ontario, Canada*

In 2012, large pictorial health warnings will be placed on cigarette packages produced in the United States. This presentation provides an overview of international health warning practices, presents research findings on the impact of health warnings in diverse countries, and describes best practices in health warning design in terms of the actual content and messages in pictorial health warnings, with a focus on implications for the United States.



### **Pictorial Health Warnings in the United States: What Types of Warnings Will Be Most Effective?**

**Dave Hammond, PhD<sup>1</sup>**, Jessica Reid, MS<sup>1</sup>, James F. Thrasher, PhD<sup>2</sup>, Christian Boudreau, PhD<sup>1</sup>, and Pete Dreizen, MS<sup>1</sup>

<sup>1</sup>*University of Waterloo, Ontario, Canada*

<sup>2</sup>*University of South Carolina, Columbia, SC*

This presentation discusses the results of two online studies conducted in the United States with youth and adults to evaluate the potential effectiveness of health warning labels addressing a range of different health effects and to test the effectiveness of different themes or execution styles (text only, graphic pictorial, testimonial, etc.). International comparisons and specific implications for the selection of health warnings in the United States will be discussed.

### **When Cigarette Package Warnings Contain Imagery, Does Textual Content Matter? Field Experiments to Test the Impact of Testimonial and Scientific Narratives**

**Rosaura Perez-Hernández, MSc<sup>1</sup>**, James F. Thrasher, PhD<sup>2</sup>, Edna Arillo-Santillán, MS<sup>1</sup>, and Dave Hammond, PhD<sup>3</sup>

<sup>1</sup>*National Institute of Public Health, Mexico*

<sup>2</sup>*University of South Carolina, Columbia, SC*

<sup>3</sup>*University of Waterloo, Ontario, Canada*

This presentation reports the results of field experiments conducted with adult smokers and young adults recruited from public venues in two major Mexican cities. The study tested mock cigarette packs with different pictorial treatments of the potential effects of smoking, accompanied by either a testimonial or factual text. The results from this study indicated that pictorial warning labels that contain factual text generally have equal or greater impact than those with testimonial text.

### **Creating Synergies Between Pictorial Warning Labels on Cigarette Packages and Media Campaigns: A Case Study of Mexico**

**James F. Thrasher, PhD<sup>1</sup>**, Nandita Murukutla, PhD<sup>2</sup>, Jorge Alday, MSc<sup>2</sup>, Edna Arillo-Santillán, MS<sup>3</sup>, Rosaura Perez-Hernández, MSc<sup>3</sup>, and Claudia Cedillo, BA<sup>2</sup>

<sup>1</sup>*University of South Carolina, Columbia, SC*

<sup>2</sup>*World Lung Foundation, New York, NY*

<sup>3</sup>*National Institute of Public Health, Mexico*

In September 2010, Mexico implemented pictorial health warning labels on cigarette packages. This study reports on the effects of pictorial health warning labels and a linked media campaign on adult smokers in Guadalajara, Mexico. Results from this study indicated that the pictorial warnings were more effective than textual warnings, and that media campaigns can enhance their effectiveness. Implications for the 2012 introduction of pictorial health warnings on cigarette packages in the United States will be discussed.



## TRACK II: TO BRIDGE DIVIDES

2:00–3:30 PM

### Dogwood A/B

#### Sex, Drugs, and Alcohol

Abstract Type:  Level: Intermediate/Fundamental

**Ayanna Robinson (Moderator)**

*Porter Novelli, Atlanta, GA*

#### Photovoice As a Tool for Formative Research for Communications Campaigns and Community Engagement

**Pedro Haro, MPH**

*Social Marketing Hawaii, Honolulu, HI*

This presentation provides a real-world example of how to engage priority populations in formative research for a social marketing campaign to prevent underage drinking using community participatory practices, including Photovoice. The audience will also learn how to enact their own Photovoice project.

#### *I Love My Boo*: Reducing Stigma Through Social Marketing and Social Media

**Derrick Briggs, CSH**

*Gay Men's Health Crisis, New York, NY*

This presentation focuses on the role of stigma in sustaining high rates of HIV risk and incidence in the community of young black men who have sex with men. The audience will learn about the Gay Men's Health Crisis' *I Love My Boo* social media campaign, which uses positive images of young men of color sharing an intimate moment to present an affirming face of relationships between young men of color.

#### *Deaf off Drugs & Alcohol (DODA)*: Creating Culturally Appropriate Communications for Recovery from Substance Use Disorders

**Josephine Wilson, DDS, PhD**, Nikki Rogers, PhD, Jared Embree, BA, Susan Fraker, AAS, BA, CI, & CT, NAD, IV, Jo Ann Ford, MRC, and Dennis Moore, EdD

*Wright State University Boonshoft School of Medicine, Dayton, OH*

This presentation describes how Wright State University's *Deaf off Drugs & Alcohol (DODA)* program uses culturally appropriate communication through online conferencing and social and entertainment media to reduce substance abuse. It shows how technology holds particular promise for improving treatment accessibility for persons with low-incidence disabilities.

TUESDAY  
AUGUST 9





## TRACK II: TO BRIDGE DIVIDES

2:00–3:30 PM

### Cottonwood A/B

#### Community-Campus Partnerships to Enhance the Development and Delivery of Promotional Health Messages

Abstract Type:  Level: Intermediate

**Ameé Roberson (Moderator)**

*Booz Allen Hamilton, McLean, VA*

##### Using a Community-Based Participatory Approach to Develop and Communicate Health Information: A Partnership Between the Morehouse School of Medicine Prevention Research Center and the Community Coalition Board

**Elizabeth Armstrong-Mensah, PhD, MIAD<sup>1</sup>**, LaShawn Hoffman, BA<sup>2</sup>, and Tabia Henry Akintobi, PhD, MPH<sup>1</sup>

<sup>1</sup>*Prevention Research Center, Morehouse School of Medicine, Atlanta, GA*

<sup>2</sup>*Pittsburgh Community Improvement Association, Inc., Atlanta, GA*

This presentation offers a case study on how community involvement is crucial in identifying health concerns and in developing strategies to resolve them. Morehouse School of Medicine used a participatory community approach to gather and analyze data to inform the development of programs to address national health issues in local communities.

##### Encouraging Health Promotion and Disease Prevention in Minority Communities Using Communication and Technology

**Shava Cureton, BA<sup>1</sup>**, LaShawn Hoffman, BA<sup>2</sup>, David Collins<sup>2</sup>, Lisa M. Goodin, MBA<sup>1</sup>, and Elizabeth Armstrong-Mensah, PhD, MIAD<sup>1</sup>

<sup>1</sup>*Prevention Research Center, Morehouse School of Medicine, Atlanta, GA*

<sup>2</sup>*Pittsburgh Community Improvement Association, Inc., Atlanta, GA*

This presentation shows how a recognized need to improve health communication resulted in the development of marketing and media tools to disseminate progressive and culturally appropriate approaches to promote health and prevent disease.

##### Community Health Connections: The Promotion of Health and Community-Based Participatory Research Outcomes with African Americans Using Radio As a Platform

**Lisa M. Goodin, MBA<sup>1</sup>**, David Collins<sup>1</sup>, Shava Cureton, BA<sup>1</sup>, and LaShawn Hoffman, BA<sup>2</sup>

<sup>1</sup>*Prevention Research Center, Morehouse School of Medicine, Atlanta, GA*

<sup>2</sup>*Pittsburgh Community Improvement Association, Inc., Atlanta, GA*

This presentation provides an example of how to use traditional media (radio) to educate the public (particularly African Americans) about relevant health issues. The audience will learn how to engage communities in topic development and content delivery using a participatory approach, with a specific focus on disseminating culturally-appropriate health information among a typically hard-to-reach population in an urban area.



## TRACK III: TO EXPLORE INNOVATIVE TOOLS AND TECHNOLOGIES

2:00–3:30 PM

### Grand Ballroom D/E

#### Best Practices for Integrating Social Media

*Abstract Type:*  *Level: Intermediate/Fundamental*

**Jonathan Cho (Moderator)**

*National Cancer Institute, Rockville, MD*

#### Web & Social Media Symbiosis: Creating Mutually Beneficial Relationships Among All Your Online Communications Channels

**Jessica Handley, BA**

*Centers for Disease Control and Prevention, Atlanta, GA*

This presentation describes how the Web team designed a social media and Web integration plan to ensure constant knitting together of all of their electronic channels. The plan and its evaluation results will be discussed.

#### Best Practices and Lessons Learned from the Implementation of a Data-Driven Content Syndication Strategy to Improve Health Communication Efforts

**Ann Aikin, MA,** and Sanjay Koyani

*FDA Center for Tobacco Products, Rockville, MD*

This presentation outlines the FDA Center for Tobacco Products' strategy for syndicating Web content, highlights best practices for developing and disseminating content via content syndication platforms, and presents lessons learned.

#### Really Using Social Media in Public Health

**Karis Schoellmann, MPH<sup>1</sup>,** and Kristie Bardell, MPH<sup>2</sup>

<sup>1</sup>*Tulane School of Public Health, New Orleans, LA*

<sup>2</sup>*Louisiana Office of Public Health, New Orleans, LA*

This presentation tells the story of a state program's successes, challenges, and struggles to incorporate social media as part of an ongoing mechanism to communicate with maternal and child health audiences and stakeholders. Recommendations for applying and integrating social media as a public health communication channel within the structure of a state agency will be shared.

TUESDAY  
AUGUST 9



## TRACK III: TO EXPLORE INNOVATIVE TOOLS AND TECHNOLOGIES

2:00–3:30 PM

### International Ballroom F

#### Innovative Tools and Techniques for Health Campaigns

Panel Abstract Type:  Level: Intermediate

**Jennifer Flome (Moderator)**

*Danya International, Atlanta, GA*

#### **BodyWorks: Using Technology to Expand the Reach of a Childhood Obesity Prevention Program**

**Jodie Fishman, MPH<sup>1</sup>**, Amanda Book, MS<sup>2</sup>, and R. Ann Abercrombie, MLS<sup>2</sup>

<sup>1</sup>*Hager Sharp, Inc., Washington, DC*

<sup>2</sup>*Office on Women's Health, U.S. Department of Health and Human Services, Washington, DC*

This presentation explores the benefits of using Web-based training for a health promotion program. The presentation highlights BodyWorks, an interactive healthy lifestyle intervention for families from the HHS Office on Women's Health, which was developed based on research showing that parents and caregivers influence the nutrition and physical activity patterns of their children.

#### **Commemorating 30 Years of HIV/AIDS and Promoting Community Engagement Through Creating an Online Social Community**

**Melissa Beaupierre, MPH<sup>1</sup>**, Rupal Mehta, MPH<sup>2</sup>, and PerStephanie Thompson<sup>2</sup>

<sup>1</sup>*Danya International, Inc., Atlanta, GA*

<sup>2</sup>*Centers for Disease Control and Prevention, Atlanta, GA*

This presentation explores how to manage and integrate multiple social media outreach tactics, as well as develop and evaluate custom Web communities that appeal to the general public and health professionals. The presenters describe the CDC National Prevention Information Network *30 Years of HIV/AIDS* social media site, which allows the general public to share stories, pictures, videos, and resources collected throughout the span of the epidemic.

#### **Two of Us: A National Public Education Campaign on Healthy Marriage and Relationships**

**Wendy Rueda, BA**

*ICF International, Fairfax, VA*

This presentation explores the health and economic impact of changes in American marriage and family structure. The presenter shows how to apply social marketing tactics to expand audience reach and engage "information seeking" behaviors of an audience.

## TRACK III: TO EXPLORE INNOVATIVE TOOLS AND TECHNOLOGIES

2:00–3:30 PM

### Redwood

#### Opening Up Health Data and How to Make It Public Friendly

Abstract Type:  Level: Intermediate

**Andrew Wilson (Moderator)**

*Substance Abuse and Mental Health Services Administration, Rockville, MD*

#### **HHS Open Data Initiative**

**Aman Bhandari, PhD, MPH**

*U.S. Department of Health and Human Services (HHS), Washington, DC*

This presentation describes the Open Government Directive and the action HHS has taken since President Obama signed it on his first day in office. Learn how HHS is using government-wide challenges to spur innovation and develop public-private partnerships. Additionally, find out more information on HHS' Community Health Data Initiative, its role in Data.gov, and the newly launched Healthdata.gov.



## **SAMHSA: A Case Study on Open Data**

**Steven Randazzo, BA**

*Substance Abuse and Mental Health Services Administration (SAMHSA), Rockville, MD*

Although data are useful in their raw form, they are not always user-friendly. See what SAMHSA has done with its treatment locator data to increase access to behavioral health treatment facilities. Additionally, see how the aggregation of data in the form of SAMHSA's national social media health directory can connect local health offices nationwide.

## **Engaging Public Health Professionals in an Online Community Through LinkedIn**

**Kimber Wukitsch, MPH<sup>1</sup>**, Jessica Mark, MPH, CPH<sup>2</sup>, and Stacey McBryde, BSN<sup>1</sup>

<sup>1</sup>*Healthypeople.gov, Office of Disease Prevention and Health Promotion, U.S. Department of Health and Human Services, Washington, DC*

<sup>2</sup>*Home Front Communications, Washington, DC*

In November 2010, the Office of Disease Prevention and Health Promotion followed a strategic plan to develop a Healthy People LinkedIn group, with the goal of engaging and strengthening the relationships among *Healthy People 2020* stakeholders, public health professionals, relevant organizations, *Healthy People 2020* Consortium members, state coordinators, and subject-matter experts, as well as to attract groups and individuals who are new to the initiative.

This presentation highlights these strategies, provides results and metrics, and discusses best practices and lessons learned from engaging public health professionals in an online community through LinkedIn. Strategies include inviting key influencers to join, cross-promoting the group through different channels, and hosting weekly discussions to spur engagement.

## **TRACK IV: TO IMPROVE PRACTICE**

**2:00–3:30 PM**

### **Grand Ballroom B**

## **How Audience Research Makes Messaging More Relevant, Compelling, and Credible**

Abstract Type:   Level: Intermediate/Fundamental

**William Smith, EdD (Moderator)**

*Social Marketing Quarterly/FHI 360, Washington, DC*

## **Using Innovation for Teen Tobacco Control in Culturally Diverse Populations**

**Lauren McCoy, BA**

*University of Texas M.D. Anderson Cancer Center, Houston, TX*

Using the issue of tobacco as a backdrop, this session demonstrates the effectiveness of interactive multimedia technology for engaging and influencing culturally diverse adolescents while offering them skills for adopting a tobacco-free lifestyle.

## **Promoting Oklahoma Tobacco Helpline to Pregnant Callers**

**Greta Puckett, BS**

*VI Marketing & Branding, Oklahoma City, OK*

This social marketer dramatically increased calls by pregnant smokers to a tobacco help line by learning specific audience insights about them and creating a campaign directed and marketed specifically to them.

**Selling Health: NYC's Development of Hard-Hitting Media Campaigns****Elizabeth Kilgore, MA***NYC Department of Health and Mental Hygiene, New York, NY*

Generally aware of the consequences of unhealthy behaviors, many people develop justifications for continuing their unhealthy lifestyles. Social marketers can listen to these methods of denial and understand the “believability gap” in their health messaging and find ways to minimize this gap, making the messaging more relevant, compelling, and credible.

**TRACK IV: TO IMPROVE PRACTICE****2:00–3:30 PM****Grand Ballroom C****Addressing Obesity Prevention, Food Policy, and Food Safety: Successful National and Regional Campaigns***Abstract Type:*  *Level: Advanced/Intermediate/Fundamental***Carol Schechter (Moderator)***Abt Associates, Washington, DC***Overcoming the High Cost of Cheap Drinks: Getting Californians to Rethink What They Drink****Michael J. Miller, BS***Brown•Miller Communications, Inc., Martinez, CA*

This presentation describes the implementation and evaluation of *ReThink Your Drink (RYD)*, a campaign to counter the aggressive marketing of sugary drinks and to improve drinking behaviors in nine regional collaboratives throughout California. The campaign provided communications tools, training, educational and promotional materials, and messages and encouraged each collaborative to develop unique approaches that reflect local priorities, resources, and opportunities.

**Receptiveness of Low-Income Families to Healthy Eating Messages Targeting Children During a Food Crisis****Paul McConaughy, BA, MA, Marci Scott, PhD, RD, and Lorin Sheppard, PhD***Michigan Nutrition Network at Michigan Fitness Foundation, Lansing, MI*

This presentation describes *Grow Your Kids with Fruits and Veggies*, a social marketing campaign to increase fruit and vegetable consumption among Supplemental Nutrition Assistance Program (SNAP) recipients. The initial phases involved educators at events sharing materials and information. The second phase focused on materials distributed to people facing a food crisis who were coming to food banks for assistance. Preliminary data on intent to consume fruits and vegetables, use of a portion-size tool, and use of the materials indicate promise in changing behaviors of low-income families.



### Food Safety Education Goes Prime Time!

Robert Tuversen, BA<sup>1</sup>, **Christine Prue, MSPH, PhD<sup>2</sup>**, Marjorie Davidson, PhD<sup>1</sup>, Susan Schulken, BA, MS<sup>3</sup>, Deborah Leiter, BA<sup>4</sup>, Nirmal Deshpande, BA<sup>4</sup>, Shelley Feist, BS<sup>5</sup>, Abby Leber, BA<sup>6</sup>, and Andrew DiMartino, BS<sup>6</sup>

<sup>1</sup>*U.S. Department of Agriculture, Washington, DC*

<sup>2</sup>*Centers for Disease Control and Prevention, Atlanta, GA*

<sup>3</sup>*U.S. Department of Health and Human Services, Washington, DC*

<sup>4</sup>*Ad Council, Washington, DC*

<sup>5</sup>*Partnership for Food Safety Education, Arlington, VA*

<sup>6</sup>*JWT, New York, NY*

This presentation describes the formative research and campaign and evaluation design for a national food safety education campaign to educate parents with young children about in-home food preparation behaviors that can prevent foodborne illnesses. The first wave of the campaign includes donated placement of TV, print, interactive and radio advertising, and interactive Web features added to [www.foodsafety.gov](http://www.foodsafety.gov), public relations materials, and social media. The campaign launched in July 2011.

### Government of Canada and the Nutritional Facts Education Campaign

Karine Goneau-Lessard, BA, MSc<sup>1</sup>, and **Élaine De Grandpré-Lessard<sup>2</sup>**

<sup>1</sup>*Department of Health, Government of Canada, Ottawa, ON*

<sup>2</sup>*Office of Nutrition Policy and Promotion, Health Canada Ottawa, ON*

This presentation describes a national campaign that has effectively reached millions of Canadians with healthy food messaging in grocery stores, restaurants, and pharmacies across the country. A partnership with the primary food association within Canada—Food & Consumer Products Canada—allowed Health Canada to subsequently partner with 34 leading food companies including Kraft, Kellogg's, General Mills, and McDonald's.

3:30–3:45 PM

### Break

## TRACK I: TO ADVANCE SCIENCE

3:45–5:15 PM

### Grand Ballroom A

### Not All Parents Are the Same: Using Mixed Method Research to Understand Vaccine Messaging and Information Needs

Abstract Type:  Level: Intermediate

**Jackie McClain, MPH (Moderator)**

*Centers for Disease Control and Prevention, Atlanta, GA*

### Using Survey Data to Understand the Role of Attitudes in Parents' Vaccination Behaviors

**Allison Kennedy, MPH**

*Centers for Disease Control and Prevention, Atlanta, GA*

This presentation describes results from quantitative research conducted using two nationally representative surveys of parents about their childhood vaccination attitudes and behaviors. Cluster analyses identified three distinct audience segments, and regression analysis found that a two-question index regarding the value of vaccines accounted for 40% of the variance in vaccination behavior. These findings will help identify more relevant messages and communication channels for parents seeking information on childhood vaccines.

**Web Platform Offers Tailored, Actionable Childhood Vaccination Content****Maureen Marshall, MS***Centers for Disease Control and Prevention, Atlanta, GA*

This study assessed parents' Web behaviors, identified their unmet information needs, determined if (child's) age-specific information would meet needs, and defined Web architecture to improve usability of Web-based information. Results showed that parents want tailored information and a balanced presentation of risk/benefit immunization information, including data. The results were used to improve the program's Web platform for parents.

**Applying Formative Research to Develop Infant Immunization Communication Strategies****Leslie Rodriguez, PhD, MA***Centers for Disease Control and Prevention, Atlanta, GA*

This presentation discusses a series of focus groups in five major U.S. cities to explore parents' knowledge, attitudes, and beliefs on infant immunization and to test communication appeals, concepts, and materials. The focus groups revealed a better understanding of barriers that deter parents from following the recommended immunization schedule, as well as motivators for keeping their children on schedule, and provided insight into the role of acculturation on Hispanic mothers' attitudes and behaviors toward childhood vaccination.

**TRACK II: TO BRIDGE DIVIDES****3:45–5:15 PM****Dogwood A/B****Innovative Programs to Improve Women's Health***Abstract Type:*  *Level: Intermediate***Alicia Samuels, MPH (Moderator)***Johns Hopkins Bloomberg School of Public Health, Baltimore, MD***Mobile Health Messaging: The *Text4baby* Program****Arlene Remick, MPH***National Healthy Mothers, Healthy Babies Coalition, Alexandria, VA*

This presentation describes The *Text4baby* Program—a free mobile information service that provides timely health information to women via their cell phones starting in pregnancy and extending through their babies' first year. *Text4baby* shows the potential of text messaging as a channel for delivering vital health information to those who need it most and also underscores the importance of health literacy.

**Becoming Part of the Environment of the Underserved: An Ecologically Informed Intervention to Increase Reproductive Health Care Seeking Among Low-Income African American Women****Annis Golden, PhD, Anita Pomerantz, PhD, and Muriel Scott, MA***University at Albany, State University of New York, Albany, NY*

This presentation describes key elements of a successful community-based intervention designed to increase reproductive health care seeking among low-income African American women. The project shows the potential of social, ecological, and community partnering approaches to health promotion, which emphasize the interrelationships among individuals and their physical and social environments and interagency collaboration.





## Evaluation of a Community-Based Intervention to Increase Breast Cancer Screening and Early Detection Among Low-Income African American Women

**Ingrid Hall, PhD, MPH<sup>1</sup>**, Ngozi Kamalu<sup>2</sup>, and Ashani Johnson-Turbes, PhD<sup>2</sup>

<sup>1</sup>*Centers for Disease Control and Prevention, Atlanta, GA*

<sup>2</sup>*ICF Macro, Atlanta, GA*

This presentation demonstrates the viability of using black radio combined with a community-based print campaign to reach African American women with public health messages. It presents findings on the campaign's impact on knowledge, awareness, and behavior related to mammography screening.

## TRACK II: TO BRIDGE DIVIDES

3:45–5:15 PM

### Cottonwood A/B

#### Spot the Block: Helping Youth Read the Food Label

Abstract Type:  Level: Intermediate

**Devona Overton, BA, MPA (Moderator)**

*ICF International, Fairfax, VA*

#### Spot the Block: Developing the Social Marketing Approach

**Devona Overton, BA, MPA**

*ICF International, Fairfax, VA*

This presentation demonstrates how to use behavioral theory as a cornerstone to develop a campaign for parents and tweens to increase use of food labels to inform and improve dietary choices.

#### Spot the Block: Structuring a Campaign to Reach Tweens

**Jane Meyer, BS**

*JMH Education, New York, NY*

This presentation focuses on how to structure a campaign to reach tweens using an integrated communications campaign to meet tweens and their parents where they are. Campaign efforts include paid advertising, marketing strategies, partnerships, and community outreach.

#### Spot the Block: Teaching African American Parents and Tweens About the Food Nutrition Label

**Brenda Brown Lankford, PhD, MBA**

*Regional Coordinating Center Heart Failure Network, Morehouse School of Medicine, Atlanta, GA*

This presentation provides a case study on working with a nonprofit to target African American parents and caregivers of tweens and teenagers to equip them to teach youth to look for and use food labels to make healthy choices.

#### Spot the Block: Teaching Hispanic American Parents and Tweens About the Food Nutrition Label

**Ana Toro, MA**

*ICF International, Atlanta, GA*

This presentation focuses on using promotoras or grassroots educators to reach the Hispanic community with culturally relevant training and education on how to read and use food labels.

TUESDAY  
AUGUST 9





## TRACK III: TO EXPLORE INNOVATIVE TOOLS AND TECHNOLOGIES

3:45–5:15 PM

### Grand Ballroom D/E

#### Best Practices in Action

Abstract Type:  Level: Intermediate

**Mike Greenwell (Moderator)**

*Danya International, Inc., Atlanta, GA*

#### Real Warriors: Leveraging the Role of Social Media and Partnerships in Health Communications

**Jill Herzog, BA**

*Booz Allen Hamilton, Atlanta, GA*

This presentation details how the Real Warriors Campaign has used video profiles and applied social marketing theories, Web 2.0 technologies, social and traditional media outreach, and grassroots outreach to encourage help-seeking behavior among service members and veterans with invisible wounds.

#### Use of Mobile and Social Apps to Achieve Public Health Goals: Lessons Learned from FDA

**Sanjay Koyani<sup>1</sup>, Ann Aikin, MA<sup>1</sup>, and Cari Wolfson, MS<sup>2</sup>**

<sup>1</sup>*FDA Center for Tobacco Products, Rockville, MD*

<sup>2</sup>*Centers for Disease Control and Prevention, Atlanta, GA*

This presentation showcases the mobile landscape, presents best practices in designing a sticky application, and illustrates how the Center for Tobacco Products at the Food and Drug Administration (FDA) is using this data to drive innovation and improve the public health.

#### Who Uses Social Media for Food Recall Information and How? Application of the Comprehensive Model of Information

**Minsun Shim, PhD<sup>1</sup>, Vicki Freimuth, PhD<sup>1</sup>, Laura Mercer Kollar, MA<sup>1</sup>, Nancy Ostrove, PhD<sup>2</sup>, and Cari Wolfson, MS<sup>3</sup>**

<sup>1</sup>*University of Georgia, Athens, GA*

<sup>2</sup>*U.S. Food and Drug Administration, Silver Spring, MD*

<sup>3</sup>*Centers for Disease Control and Prevention, Atlanta, GA*

This presentation shares results of a study that investigated the way people use social media to learn about food recall information, as well as what factors predict their social media use.

## TRACK III: TO EXPLORE INNOVATIVE TOOLS AND TECHNOLOGIES

3:45–5:15 PM

### International Ballroom F

#### Building Social Media Networks to Reach Youth and Teens

Abstract Type:  Level: Advanced

**Jonathan T. Stemmler (Moderator)**

*University of Missouri School of Journalism, Columbia, MO*

#### The Government of Canada's *DrugsNot4Me* Drug Prevention Campaign: Leveraging Web 2.0 Technologies to Reach Youth Ages 13–15

**Katharina Simioni, BA**

*Department of Health, Government of Canada, Ottawa, ON*

This presentation describes the strategic marketing approach taken by the government of Canada in using new communication technologies to combat illicit drug use among Canadian youth, particularly those ages 13–14.



### Attracting and Retaining Teens on a Health-Focused Online Social Network: What Works?

**Nedra Weinreich, MS<sup>1</sup>**, Deborah Glik, ScD<sup>2</sup>, Michael Preliip, DPA<sup>2</sup>, Elaine Quiter, MS<sup>2</sup>, Micahel Fiore<sup>3</sup>, Nancy Wongvipat, MPH<sup>4</sup>, and Philip Massey, MPH<sup>2</sup>

<sup>1</sup>*Weinreich Communications, Los Angeles, CA*

<sup>2</sup>*UCLA School of Public Health, Los Angeles, CA*

<sup>3</sup>*EPG Technologies, Van Nuys, CA*

<sup>4</sup>*Health Net of California, Gold River, CA*

This presentation describes a study that tested whether an intervention using an online social network could increase teens' capacity to access and use their insurance, become more engaged in their health care and health behavior decisions, and develop pro-health attitudes. Additionally, the session discusses lessons learned in dealing with this hard-to-reach demographic.

### Using Social Media to Support Youth Movements in Grassroots Policy Change Efforts

**Jeff Jordan, MA**

*Rescue Social Change Group, San Diego, CA*



This presentation discusses a three-state effort to train and involve teens in becoming agents of change for tobacco policy. The session also describes how these teen advocates used social media, such as Facebook and Twitter, to build an advocacy effort throughout each state.

## TRACK IV: TO IMPROVE PRACTICE

3:45–5:15 PM

### Grand Ballroom B

### Using Culturally Relevant, Trusted, and Strategic Partnerships to Engage the Community and Change Behavior

Abstract Type:   Level: Intermediate/Fundamental

**Demetrius M. Parker, BS (Moderator)**

*Centers for Disease Control and Prevention, Atlanta, GA*

### Kentucky Oral Health Coalitions: Using Community-Based Prevention Marketing to Improve Oral Health

**Diana Koonce, BS**

*Kentucky Department for Public Health, Frankfort, KY*

Focusing on the Community-Based Prevention Marketing (CBPM) approach, the Kentucky Department of Public Health successfully engaged local coalitions and worked with them to incorporate CBPM into their activities with specific vulnerable populations around oral health.

### Stigma Reduction and Suicide Prevention Mass Media Campaign: Translating Research into Practice

**Stacey Smith, BA<sup>1</sup>**, Jana Sczersputowski, BA, MPH<sup>2</sup>, and, Ellyson Stout, MA<sup>3</sup>

<sup>1</sup>*AdEase, San Diego, CA*

<sup>2</sup>*Your Social Marketer, Inc., San Diego, CA*

<sup>3</sup>*Education Development Center, Suicide Prevention Resource Center, Newton, MA*

Learn how these agencies identified challenges and elements that improved their mass media campaign's chance of success by using behavior change models that influenced knowledge and attitudes.

### Power Your Life! Utah's Preconception Health Media Social Marketing Campaign

**Susan Poag, MS**

*SUMA/Orchard Social Marketing, Inc., Austin, TX*

By engaging and establishing trust with a variety of outreach networks to communicate with diverse audiences, this presenter demonstrates how strong partnerships with key stakeholders can create ownership and community participation in a social marketing campaign.



## TRACK IV: TO IMPROVE PRACTICE

3:45–5:15 PM

## Grand Ballroom C

## Effectively Marketing to Teens

*Abstract Type:*  *Level: Intermediate***Susan Dugan (Moderator)***Centers for Disease Control and Prevention, Atlanta, GA****My Life, My Plan: Delaware's Reproductive Life Planning Tool for Teens*****Alisa Maria Olshefsky, MPH***Delaware Health and Social Services, Dover, DE*

This presentation describes a program of the Delaware Healthy Mother & Infant Consortium to develop an appropriate life planning tool for teens. The objective is to promote awareness of personal health goals early in a teen's life cycle, and this resource guides the teenage audience, males and females, ages 15 to 17, through goal-setting and developing healthy habits. As a result of the collaboration with the department of public health, *My Life, My Plan* is now part of the core curriculum in public middle and high school classes in Delaware.

***Heads Up to Schools: Know Your Concussion ABCs—Increasing Recognition and Management of Concussions in School Settings*****Elyse Cohen, MPH<sup>1</sup>, Kelly Sarmiento, MPH<sup>2</sup>, and Rosanne Hoffman, MPH<sup>1</sup>**<sup>1</sup>*Academy for Educational Development (AED), Washington, DC*<sup>2</sup>*Centers for Disease Control and Prevention, Atlanta, GA*

This presentation describes CDC's research with potential audiences to determine the structure of the school environment and education needs of school professionals on concussion. Based on the findings from this research, content experts, and CDC's previous concussion initiatives, CDC created the *Heads Up to Schools: Know Your Concussion ABCs* materials for school nurses, counselors, teachers, and administrators. This initiative is part of a series of Heads Up projects developed for a variety of audiences. The *Heads Up to Schools: Know Your Concussion ABCs* materials provide information to school professionals in a format that is succinct and designed to meet their specific needs.

***Novel Approaches to Qualitative Studies with Youth Regarding Wellness Changes in a Large Urban School District*****Alicia Moag-Stahlberg, MS, RD<sup>1</sup>, Rose Haggerty, MA<sup>2</sup>, Karen Ellis<sup>3</sup>, and William Juzang<sup>4</sup>**<sup>1</sup>*Ceres Connection, Lexington, MA*<sup>2</sup>*Houston Independent School District, Houston, TX*<sup>3</sup>*MMS Education, Newton, PA*<sup>4</sup>*MEE Productions, Inc., Philadelphia, PA*

This presentation details the extensive formative research conducted by a private-public partnership formed between Fuel Up to Play 60 (FUTP60 is a national initiative of National Dairy Council and the National Football League), the Houston Independent School District, and government, community, and business organizations to pilot a whole-systems approach to improving nutrition and physical activity district-wide. Students were engaged in developing and implementing program activities aimed at improving school nutrition and physical activity practices.



## Wednesday, August 10, 2011

**7:00–8:00 AM Continental Breakfast**

**8:00–9:15 AM Introduction of Panel**

*Grand Ballroom D/E*

**Katherine Lyon Daniel, PhD**, *Deputy Associate Director for Communication, Office of the Associate Director for Communication, Centers for Disease Control and Prevention*

### **Morning Plenary**

#### **A Conversation on Social Media Promises, Myths, and Mysteries**

**Rhonda Lowry, MS, BS, (Moderator)**, *Vice President, Emerging Social Web Technologies, Turner Broadcasting System, Inc.*

#### **Panel Presenters**

**Ed Keller, MA**, *CEO, The Keller Fay Group*

**Greg Pharo, MBA**, *Director, Market Research and Analysis, AT&T Mobility and Consumer Division*

**Jack Wakshlag, PhD, MA**, *Chief Research Officer, Turner Broadcasting System, Inc.*

**9:30–10:30 AM Poster Session I**

*International Ballroom*

**10:30–10:45 AM Break**

## **TRACK I: TO ADVANCE SCIENCE**

**10:45 AM–12:15 PM Grand Ballroom A**

### **In the News: Understanding How Media Coverage of Public Health Shapes Public Opinion**

*Abstract Type:*  *Level: Intermediate*

**James B. Weaver, III, PhD, MPH (Moderator)**

*Centers for Disease Control and Prevention, Atlanta, GA*

#### **Strategies for Communicating Public Health Research Findings**

**Cynthia Tschampl, MA**

*Brandeis University, Waltham, MA*

This presentation examines potential effective strategies for communicating public health research findings, as suggested by the social science literature. Three concrete strategies for framing public health research are extrapolated based on a review of research examining public opinion and the influence of media framing on U.S. policy attitudes. Implications are discussed in terms of bolstering public support for basic public health activities.

#### **The Impact of Cancer Therapy Media Presentation on the Audience: A Framing Analysis**

**Lars Günther, Jutta Milde, PhD, Georg Ruhmann, and Friedrich Schiller**

*University of Jena, Jena, Germany*

This presentation reports on an experiment examining how the framing of media messages affects the audience. Participants viewing video clips dealing with risks and negative aspects of cancer research reported negative judgments; those viewing video clips projecting a positive view on cancer research and therapies reported positive judgments. Implications for journalistic practice will be discussed.

WEDNESDAY  
AUGUST 10



### **Influences on the Media's Agenda in Covering Tobacco Regulation: Shaping Public Discussion of Health Policy**

**Caroline Foster, MA**, James F. Thrasher, PhD, India Rose, MA, John C. Besley, PhD, Seihill Kim, PhD, and Ashley Navarro, MA

*University of South Carolina, Columbia, SC*



This presentation describes how three American presidents have shaped media coverage of the Food and Drug Administration's tobacco regulation between 1990 and 2009. Evidence from a content analysis showed that presidents and members of their administrations have a unique capacity as "agenda setters" in national discussions about tobacco regulation. Conceptualizing stronger approaches for shaping public health policy is one implication that will be discussed.

## **TRACK I: TO ADVANCE SCIENCE**

**10:45 AM–12:15 PM**

### **Redwood**

### **Using New Evidence-Based Theories and Tools to Maximize Public Health Outcomes**

*Abstract Type:*   *Level: Intermediate/Fundamental*

**Punam Keller, PhD, MBA (Moderator)**

*Dartmouth College, Hanover, NH*

### **Matching Messages with Motives: The Reversal Theory Toolkit**

**Jennifer Tucker, PhD**

*Otto Kroeger Associates, Fairfax, VA*

This session introduces the core structure of reversal theory and its eight motivational states. Designed for health communication professionals who are looking for well-researched and practical tools, this session blends an overview of research and concrete practical applications to provide a new framework and tool for professionals crafting messages in the real world.

### **Developing and Testing a Model and Instruments for the Collection of Comparative Communication and Marketing Data**

**Cynthia Baur, PhD<sup>1</sup>**, and Simani Price, PhD<sup>2</sup>

<sup>1</sup>*Centers for Disease Control and Prevention, Atlanta, GA*

<sup>2</sup>*Westat, Rockville, MD*

This presentation discusses a research project about the development and testing of a construct-based tool for collecting population-level data on communication and marketing variables that are common to multiple health topics and affect health behavior and outcomes. The three-stage testing produced an instrument that was consistent with the model and validated in the field. Included is a discussion of the testing and findings, which include a template that provides a systematic, theory-based, and efficient process to inform public health communication and social marketing efforts.



## Health Communication Campaigns That Include Mass Media and Health-Related Product Distribution: A Review of Effectiveness from the Task Force on Community Preventive Services

### Maren Robinson, MPH, and Kristin Tansil, MSW

*Centers for Disease Control and Prevention, Atlanta, GA*


To address knowledge gaps related to social marketing within the Guide to Community Preventive Services (the Community Guide), a review team of experts in social marketing, health communication, health literacy, and systematic reviews evaluated the effectiveness of interventions for improving a range of important health behaviors. Studies of campaigns promoting the use of various products were systematically reviewed, using the Community Guide methods to assess overall effectiveness and whether results differed by key variables. This presentation reviews the process used; discusses results—including the effectiveness of integrating product distribution and health promotion messages; and provides recommendations for future reporting of social marketing programs.

## TRACK II: TO BRIDGE DIVIDES

10:45 AM–12:15 PM

### Dogwood A/B

#### Engaging Hard-to-Reach Populations

Abstract Type:  Level: Intermediate/Fundamental

**Jim Beasley (Moderator)**

*South Carolina Department of Health and Environmental Control, Columbia, SC*

#### Interactive Health Literacy Among Hardly Reached Rural and Homebound Older Adults

**Vicki Freimuth, PhD<sup>1</sup>**, Donald Rubin, PhD<sup>2</sup>, John Parmer, MSSP<sup>3</sup>, Mumbi Okundaye, MPH<sup>2</sup>, and Terry Kaley, MA, RD, LD<sup>2</sup>

<sup>1</sup>*Department of Speech Communication and Grady College of Journalism and Mass Communication, University of Georgia, Athens, GA*

<sup>2</sup>*Center for Health and Risk Communication, University of Georgia, Athens, GA*

<sup>3</sup>*College of Public Health, University of Georgia, Athens, GA*

This presentation describes how health literacy outcomes and processes such as satisfaction with health care and comprehension of spoken health messages differ between rural/urban and congregate/homebound Meals on Wheels clients. Included is a discussion about implementation challenges and recommendations as they relate to partnering with community organization to deliver interventions with these hardly reached older adults.

#### Perspectives on Teen Dating from Hard-to-Reach Parents

**Caitlin Douglas, BA**, Trish Taylor, PhD, and Lauren Grella, MA

*Ogilvy, Washington, DC*

This presentation describes the outcomes of focus groups conducted among primarily Hispanic, African American, urban, and low-income guardians of 11–14-year-olds. The objectives were to gain understanding of their attitudes around teen dating and knowledge of teen dating violence and related topics, as well as to explore the groups' reactions to an existing parent-focused curriculum. The discussion will include results for each of the research objectives, as well as how to translate the information into actionable learning for designing a parent-focused program on healthy teen dating.

WEDNESDAY  
AUGUST 10



**Perspectives from Hard-to-Reach Youth**Caitlin Douglas, BA, Trish Taylor, PhD, Lauren Grella, MA, and **Megan Yarmuth***Ogilvy, Washington, DC*



This presentation describes work done on behalf of CDC to develop an initiative to promote respectful, nonviolent dating relationships for 11 to 14-year-old youth in high-risk urban communities (YHRUC). As part of the initiative, CDC plans to engage 15 to 18-year-old near-peers—who have significant influence on their younger peers—to reinforce communication messages about healthy dating. The presenter will share how the formative research translates into actionable learning in designing a communications initiative for YHRUC to increase awareness of healthy dating relationship messages and ultimately change attitudes, beliefs, knowledge, and norms.

**TRACK III: TO EXPLORE INNOVATIVE TOOLS AND TECHNOLOGIES****10:45 AM–12:15 PM****Grand Ballroom D/E****Mobile: The Next Frontier***Abstract Type:*  *Level: Intermediate***Jonathan Cho (Moderator)***National Cancer Institute, Rockville, MD***Interoperable Push-Based Mobile Multimedia for Health and Preparedness Outreach****Cesar Bandera, PhD<sup>1</sup>**, Kimberly Brock, MPH<sup>2</sup>, Catherine Jamal, MS, HCI<sup>3</sup>, and Nathan Huebner, BA<sup>3</sup><sup>1</sup>*Cell Podium, Newark, NJ*<sup>2</sup>*McKing Consulting Corporation, Atlanta, GA*<sup>3</sup>*Centers for Disease Control and Prevention, Atlanta, GA*

This presentation describes how CDC has used mobile video as a means of outreach during severe winter weather. Participants will learn how push-based methods were used, permitting participants to view a video at any time on a phone, mobile device, or computer and how mobile technology was used to bridge the digital divide.

**Serious Games: Building an App for Public Health Programs****Iana Simeonov, MBA***California Poison Control System, San Francisco, CA*

This presentation describes the California Poison Control System's iPhone game "Choose Your Poison." Participants will learn how the app was developed and promoted, as well as the possible returns on investment in gaming.

**TRACK III: TO EXPLORE INNOVATIVE TOOLS AND TECHNOLOGIES****10:45 AM–12:15 PM****International Ballroom F****Innovative Tools and Techniques in Strategic Campaigning***Abstract Type:*   *Level: Intermediate/Fundamental***Terry Savage (Moderator)***Westat, Rockville, MD***Effectively Using Digital Media to Enhance Social Marketing Campaigns****Mike Sheldon***ClearWay Minnesota, Minneapolis, MN*

This presentation identifies how social media and new digital media can enhance social marketing campaigns. The presenter highlights The QuitCash Challenge of QUITPLAN® Services, an evidenced-based smoking cessation program, and explores how digital media analytics can help refine messaging in real time.



### Connecting the Dots: Using Digital Media to Measure Behavior Change in Public Health Campaigns

**Amelia Burke, MA,** and Carol Schechter, MA, MPH

*Center for Health Communication, Academy for Educational Development (AED), Washington, DC*

This presentation explores how digital media can help provide data that show measured changes in intention to change behaviors and illustrate case study examples of this measured change. The presenters demonstrate the digital media used in several public health communication campaigns, how the media were selected to match the communication preferences of the distinct target audiences, the online survey measures that were used to evaluate the effort, and the results.

### Adoption and Use of Social Media Among State Health Departments

**Rosemary Thackeray, PhD, MPH,** Sarah Van Wagenen, Amanda Koch, Kyle Prier, and Brad Neiger, PhD, CHES

*Department of Health Science, Brigham Young University, Provo, UT*



This presentation explores ways in which state health departments are currently using social media and highlights how state health departments can outline a plan for using social media to create discussions between key audiences and the department.

## TRACK IV: TO IMPROVE PRACTICE

10:45 AM–12:15 PM

### Magnolia

### Designing Evidenced-Based Communication Strategies to Effect Policy Change

Abstract Type:   Level: Intermediate/Fundamental

**Cheryl Lackey, MPH, CHES (Moderator)**

*Centers for Disease Control and Prevention, Atlanta, GA*

### The Research That Made a Movement: How *Shape Your World* Came to Be

**Stacy Shelp, BS**

*North Carolina Division of Public Health, Raleigh, NC*

To effect policy change in support of active living, the North Carolina Department of Health and Human Services identified four distinct types of involved citizens and four key motivators to influence them to act.

### Evidence-Based Approaches to Effect Policy: Lessons Learned from State Health Departments and National Nonprofit Organizations in Injury and Violence Prevention and Response

**Paige Cucchi, MSPH<sup>1</sup>,** and Carol Freeman, BA<sup>2</sup>

<sup>1</sup>*Centers for Disease Control and Prevention, Atlanta, GA*

<sup>2</sup>*ICF Macro, Rockville, MD*

Learn from this nationwide coordination and collaboration of resources to develop, disseminate, implement, and evaluate communication strategies and activities to effect policy at the local, state, and national levels.

### Turning the Tables: Winning Support for the Nation's First Statewide Menu Labeling

**Michael J. Miller, BS**

*Brown•Miller Communications, Inc., Martinez, CA*

Having solid research results alone is not enough to sway public policy. The key is using research to create a compelling campaign that proves your argument and captures media attention. In this session, participants will learn how to translate complex, abstract data and research into easily digestible messages that the public, media, and policy makers will recognize, respect, and address.

WEDNESDAY  
AUGUST 10





## TRACK IV: TO IMPROVE PRACTICE

10:45 AM–12:15 PM

## Grand Ballroom C

## Engaging Parents and Youth in Marketing Campaigns to Prevent Drug and Alcohol Abuse

*Abstract Type:*   *Level: Intermediate***Ronne Ostby, MA (Moderator)***ICF Macro, Atlanta, GA***Multimodal Market Research to Develop a National Underage Drinking Prevention Campaign****Emily Novick, MPP***Center for Substance Abuse Prevention, Substance Abuse and Mental Health Services Administration (SAMHSA), Rockville, MD*

This presentation describes the formative research conducted for SAMHSA's National Underage Drinking Prevention Media Campaign. The research includes a literature review, media content analysis, and environmental/competitive analysis. Based on findings from this research, SAMHSA conducted a series of nationwide telephone focus groups to explore attitudes, concerns, social and cultural context, influences on parenting behavior, and language used to discuss underage drinking. Using telephone focus groups allowed the inclusion of parents from a mix of rural, urban, and suburban locations. The research revealed nuanced understanding of parents' beliefs, including why parents are less concerned about underage drinking than other risky behaviors, why they do not take the recommended regular actions that are known to help prevent underage drinking, and why they are skeptical of prevalence data.

**Multisite, Multiyear Evaluation of Social Norms Marketing Campaigns****Adrienne Keller, PhD***University of Virginia, Charlottesville, VA*

This presentation describes quantitative assessments at five universities that conducted annual media campaigns to correct misperceptions of student drinking. All data are from the American College Health Association's National College Health Assessment (ACHA-NCHA) from 2002 through 2009, administered to random samples of students at each university. ACHA-NCHA data from 8 years of social norms marketing campaigns at five diverse universities support the conclusion that social norms marketing campaigns contribute to decreasing normative misperceptions, decreasing hazardous drinking, and reducing the associated negative consequences.

**Youth as Champions for Change: *Lead & Seed*****Nora L. Drexler, MEd***Alutiiq International Solutions, Erie, PA*

This presentation describes the evaluation of *Lead & Seed*, a youth empowered, adult supported environmental prevention program that began in 2006 and has been used by Substance Abuse Prevention, Substance Abuse and Mental Health Services Administration (SAMHSA) for Town Hall Meeting curricula in 2006, 2008, and 2010. A comprehensive 18-month research and evaluation study (2009–2010) was conducted for the program with middle and high school students, using a pre-post, matched survey design with a 6-month follow-up. The study resulted in significant reductions in alcohol, tobacco, and other drug use and significant increases in youth efficacy, environmental knowledge, leadership, communication, decision making, advocacy, social marketing campaigns, theory driven logic models, and connectivity to peers and community.



## TRACK IV: TO IMPROVE PRACTICE

10:45 AM–12:15 PM

### Cottonwood A/B

#### Strategies to Engage Teens in Health Messages and Interventions

Abstract Type:  Level: Intermediate/Fundamental

**Glen Nowak, PhD (Moderator)**

*Centers for Disease Control and Prevention, Atlanta, GA*

#### Developing and Implementing a Sun Protection Intervention That Resonates with Adolescents

**Sandra Jones, BA, MBA, MPH, PhD**, Keryn Johnson, BA, MPH, PhD, Joanne Telenta, BS, MPH, Jeffrey Thom, BC, and Don Iverson, BS, PhD

*University of Wollongong, Wollongong, Australia*

This presentation focuses on the development and testing of a communication campaign, which was part of a comprehensive intervention implemented in a New South Wales, Australia community. The aim was to position sun protection as an appearance- and health- enhancing behavior that fits easily within the lifestyle of adolescents and young adults. The process evaluation suggested the campaign was well-received among adolescents and that re-branding sun protection as an appearance-enhancing (rather than cancer-preventing) behavior worked.

#### Behavior Change in Action: The *Best Bones Forever!* Atlanta Dance Contest

**R. Ann Abercrombie, MLS<sup>1</sup>**, Elizabeth Osborn, BA<sup>2</sup>, and Darcy Sawatzki, MA

<sup>1</sup>*Office on Women's Health, U.S. Department of Health and Human Services, Washington, DC*

<sup>2</sup>*Hager Sharp, Washington, DC*

The *Best Bones Forever!* is a campaign to increase calcium and vitamin D consumption and physical activity among girls ages 9–14. The campaign is rooted in social marketing and uses themes of friendship. One way *Best Bones Forever!* promoted behavior change was with a dance contest held in Atlanta, Georgia. Results showed that attendees were highly satisfied with the event; their awareness of and attitudes about calcium, vitamin D, and physical activity positively increased; and brand equity was high.

#### Youth-Driven Social Media: A Strategy for Youth Engagement Online

Christine Agnew, MPH, **Melissa Kottke, MD, MPH**, and Jackie Davis, MPH

*Emory University School of Medicine, Atlanta, GA*

The Robert Wood Johnson Foundation launched a national initiative to prevent teen dating violence. *Start Strong Atlanta* is one of the 11 *Start Strong: Building Health Teen Relationships* initiative sites. *Start Strong Atlanta* developed a social networking website, [www.KeepItStrongATL.org](http://www.KeepItStrongATL.org), to provide teens with space to voice their own norms about relationships and to challenge harmful ones. This presentation describes the complexities of assessing teen involvement along with analyses surrounding the development and implementation of [www.KeepItStrongATL.org](http://www.KeepItStrongATL.org), including 1) the rationale and theoretical underpinnings of the website, 2) a description of our three-tiered approach to teen involvement, and 3) preliminary findings on teen involvement with [www.KeepItStrongATL.org](http://www.KeepItStrongATL.org) following implementation.

10:45 AM–12:15 PM

### Spotlight Session Sponsored by FHI 360

*Grand Ballroom B*

#### Using Social Marketing to Foster Community Change

12:15–1:15 PM

### Lunch

WEDNESDAY  
AUGUST 10



## GLOBAL CONVERSATIONS

12:25-1:05 PM

This year we are including a new format to focus more on global health communication issues. We want to provide a forum for our colleagues who wish to share international examples of health communication, marketing, and media programs and research. We believe that increased global exchange of knowledge is essential in our fields to better prepare for and benefit from a flattening world.

Some of the work from countries outside the United States will also be presented in the traditional formats (oral and poster) of our past conferences. Global Conversations, however, will be conducted in brief, informal sessions in a “lunch and learn” style. These 40-minute sessions will include two or three brief presentations during the lunch hour on Wednesday and Thursday. Grab your lunch, relax, and learn about the challenges and solutions of other countries and cultures.

**HIV Prevention, Sexual Behavior** *Grand Ballroom A*

*Abstract Type:*  *Level: Fundamental*

**Implementing Best Practice in HIV Prevention Programmes**

*Abstract Type:*  *Level: Fundamental*

**Valerie Beach-Horne, MPH**

*Caribbean Community Secretariat (CARICOM), Georgetown, Guyana*

**The Feasibility of Sustainable Youth Sexual Behaviour Change in Nigeria**

*Abstract Type:*  *Level: Fundamental*

**Amaechi Okonkwo, PhD**

*Behaviour Change Group, Fayetteville, NC*

**Acceptance and Participation of People Living with HIV in Serbian Society**

*Abstract Type:*  *Level: Fundamental*

**Dejana Rankovic, MSc**

*Yugoslav Youth Association Against AIDS, Belgrade, Serbia*

**Listening to the Audience** *Grand Ballroom B*

*Abstract Type:*  *Level: Intermediate/Fundamental*

**A Study on the Suitability of Risk Communication Preparedness Framework for Public Health Emergency in China**

*Abstract Type:*  *Level: Intermediate*

**Xie Ruiqian**

*Chinese Center for Health Education/Health News and Communication Center, Ministry of Health, Beijing, China*

**Selling Wellness: Using Audience Analysis to Identify the Factors That Influence Participation in Employer-Initiated Wellness Programs**

*Abstract Type:*  *Level: Intermediate*

**Lilnabeth P. Somera, PhD**

*University of Guam, Mangilao, Guam*



**The Need for Vaccination Information: Results from Formative Research of the Vi Polysaccharide Typhoid Vaccine Introduction Program in Karachi, Pakistan**

*Abstract Type:*  *Level: Fundamental*

**Rehman Tahir, MBA**

*Trust for Vaccines & Immunization, Karachi, Pakistan*

WEDNESDAY  
AUGUST 10

1:15–2:45 PM **Grand Ballroom D/E****SPECIAL SESSION****Stump the Chumps: An Investigative Conversation on Research and Evaluation**

What are the best alternatives to randomized control trials?

How is the private sector learning about messages that go viral?

How do we go wrong when we analyze qualitative data?

Explore the answers to these and more questions plaguing you about your communication and marketing research. Three distinguished presenters will open the afternoon with provocative 10-minute presentations laying out the research pitfalls and opportunities facing modern marketing communication professionals. How do we make the case that we are having an impact if we cannot implement textbook research designs? What kinds of messages go viral in the commercial world and how do we know? And given all the focus groups, triads, observations and in-depth interviewing we do, how do we avoid confirmation bias, anchoring errors, search satisfaction, and hot/cold confusion? The second 30 minutes will expose the presenters to a flurry of practical investigative questions from the moderator, exploring applications specific to public health. We wrap up the session by opening the floor to you for your own stump-the-chumps questions. Join us for a lively confrontation with one of the toughest questions facing our community today: How do we explain to public health professionals that what we do is science based, rigorous, and effective?

**Moderator**

**John Strand** is a senior social marketer at FHI 360 who advises government and nonprofit agencies, foundations, academic institutions, and community-based organizations on how to design and implement programs that influence hard-to-change behaviors. He has worked on health, safety, education, and environmental programs in the United States and abroad.

**Panelists**

**Jonah Berger** is the James G. Campbell, Jr., Memorial Assistant Professor of Marketing at the Wharton School, University of Pennsylvania. He is author of numerous papers on what makes messages contagious and developed a series of innovative ways to understand the role of emotion in message stickiness.

**Robert Hornik** is the Wilbur Schramm Professor of Communication and Health Policy at the Annenberg School for Communication, University of Pennsylvania. Since 2003, he has directed Penn's NCI-funded Center of Excellence in Cancer Communication Research. Previously he led the evaluation of the U.S. National Youth Antidrug Media Campaign as well as more than 20 evaluations of public health communication campaigns in the United States and throughout the world.

**Bill Smith** combines an eclectic career of behavior change, social marketing and community building to help organizations understand and reach the people they hope to serve. He has designed, supervised, created, and evaluated social marketing and communication campaigns on HIV/AIDS prevention, infant and maternal health, health literacy, seat belt use, biodiversity, and energy efficiency. He also promoted youth development and advocacy in more than 22 countries and throughout the United States.



1:15–2:45 PM **Dogwood A/B**

## SPECIAL SESSION

### Innovations in Listening, Understanding, and Inspiring for Change

“Listening for Change” involves transformations in how we approach our work and the people we work with and serve if it is to be more than a rhetorical priority. To make this shift, health communication and marketing professionals need to learn to do more than listen better to gain an understanding and empathy with people we used to call audiences. “Listening for Change” also means redesigning some of the ways in which we do our work. This Special Session focuses on three innovative methods that provide us new perspectives on and methods for listening, understanding, and empathizing with people we wish to serve. But the process does not stop there. The session will also demonstrate how each of these approaches can be used to develop strategies to address public health issues and change behavior.

The premise of the presentation starts from the observation of William McComb, then president of McNeil Consumer Healthcare, on the state of consumer research:

*“We slipped from our obligation to know what consumers are thinking... into believing they are like us; from there we slide further into believing we can think for them and understand their actions.”*

The problem we need to address with meaningful research in health communication and social marketing is this: we have to be inspired by deep insights from our customers in order to apply disciplined imagination and creativity in collaboratively working with them to address their needs, problems, and hopes.

The presenters in this session will develop three points-of-view on how to move closer to obtaining these insights. They will be using the common issue of childhood obesity and how to reduce or prevent it as their point of departure.

### Moderator

**R. Craig Lefebvre, PhD**, is an architect and designer of public health and social change programs. He is the chief maven at socialShift, the social design, marketing, and media consultancy located in Sarasota, Florida; lead change designer at RTI International; and research professor at the University of South Florida College of Public Health. His framework blends empirical research and consumer experience to engage people’s imagination and passions in the design, implementation, and evaluation of purpose-driven marketing programs.

### Panelists

**Elizabeth Carger** came to Olson Zaltman Associates (OZA) from the fields of International Relations and 20th-century American history, where she studied the foreign policy ramifications of politicians’ responses to domestic social movements. As an associate with emphasis in the public sector and policy, Ms. Carger brings her passion for academic research and interest in political and consumer movements to OZA.

**Kevin Dame, MBA**, oversees strategic programs and client relationships at IDEO. He brings more than 20 years of experience in consumer marketing, design and innovation, and business planning to his work. Since joining IDEO in 2001, Mr. Dame has led projects in diverse industries, including consumer products, sports, entertainment, retail, and financial services. He is currently a leader in IDEO’s Health & Wellness Group, where he applies design thinking to health and well-being challenges for varied stakeholders in the public and private sectors.

**Chris Waugh** is a leader of IDEO’s Consumer Experience design (CXd) practice, where he brings his expertise in innovation and human-centered design to consumer products, focusing in particular on creating cultures of innovation, behavior change, wellness, and food and beverage. Whether he is working on a sports drinks or online banking, Chris uses his multidisciplinary approach to identify and answer questions such as: “What’s the future of community?” and “What’s the relationship between design and behavior change?” Mr. Waugh’s current passion involves applying design thinking to personal wellness and global sustainability.

WEDNESDAY  
AUGUST 10



**Megan Lewis, PhD**, is a senior research scientist at RTI International with unique expertise in health-related interpersonal communication focusing on health promotion and disease management and the use of health behavior theory in guiding research and intervention development. Dr. Lewis is experienced in multiple quantitative and qualitative methods for research and evaluation. She has worked on diverse public health subjects including preconception health, physical activity, nutrition, cancer prevention, HIV, type 1 and 2 diabetes, arthritis, and chronic disease management.

WEDNESDAY  
AUGUST 10



1:15–2:45 PM **International F****SPECIAL SESSION**

## **Promoting Integration of Behavioral Health Screening Into Primary Care: Three Innovative Communications Approaches**

Integrating behavioral health into primary care medicine requires innovative approaches to helping physicians (and allied health care personnel in the “health home” now widely advocated as key to successful health reform) learn about and use simple, effective screening tools for identifying mental health and substance abuse problems. The Substance Abuse and Mental Health Services Administration (SAMHSA), along with other federal agencies like the Health Resources and Services Administration and the Centers for Medicare and Medicaid Services, is working actively with national health and behavioral health organizations to create these screening tools and to promote their effective communication. Three innovative approaches will be presented in this session:

- National Council for Community Behavioral Healthcare’s bidirectional integration project, which is setting up communication systems to bring behavioral health into health, and vice versa, through partnerships for outreach to primary care physicians.
- Medscape’s Clinical Practice Assessment, which begins with a survey of primary care physicians about their attitudes and practices towards screening for behavioral health and then links them to learning materials (eligible for CME credits).
- Kaiser Permanente Colorado’s pilot studies to communicate about SAMHSA’s Screening, Brief Intervention, and Referral to Treatment (SBIRT) program, leading to implementation among primary care physicians in Colorado.

After the screening, practice change, and communications issues illustrated by these three approaches are presented, their implications for a national communications strategy will be discussed, including the role of cutting-edge technology and creative partnerships among federal and private organizations and how all this relates to changing the perceptions of ordinary Americans about how behavioral health is essential to health.

**Moderator**

**Thomas E. Backer, PhD**, is president of the nonprofit Human Interaction Research Institute. Founded in 1961, the Institute uses behavioral science strategies to help nonprofits handle innovation and change. He also served as Associate Clinical Professor of Medical Psychology at the UCLA School of Medicine and a senior fellow at UCLA’s School of Public Policy and Social Research during the 2003–2004 academic year. He has written more than 500 books, articles, and research reports, including two books on health communication campaigns. A licensed psychologist in California, Dr. Backer holds a doctorate in psychology from the University of California, Los Angeles. He is a fellow of the American Psychological Association (APA) and a member of the College on Problems of Drug Dependence. He has been president of APA’s Division of Consulting Psychology and of the Knowledge Utilization Society.

**Panelists**

**Carol Bloomberg** is a principal associate at Abt Associates, and serves as the project director on a contract to provide marketing and communications support to the Substance Abuse and Mental Health Administration’s Office of Communications. Before joining Abt in 2010, she headed Bloomberg & Associates for 12 years, providing strategic planning, marketing, and management services to the health care industry. She was director of marketing for Johns Hopkins Medicine for the preceding 6 years, and was the chief marketing and public affairs officer for Georgetown University Medical Center for the previous 10 years. She has taught health care marketing to MBA and MHA students at the Johns Hopkins School of Public Health and the Johns Hopkins School of Professional Studies in Business and Education. Ms. Bloomberg also has held leadership positions in the University HealthSystem Consortium, Academic Medical Center Marketing Group, and the Academy for Health Services Marketing. She graduated from the Harvard Business School and Ohio State University.

WEDNESDAY  
AUGUST 10





**James W. Dearing, PhD**, is a senior scientist at the Institute for Health Research, Kaiser Permanente, director of the HMORN Cancer Communication Research Center (an NCI center of excellence), and co-director of Kaiser's Center for Health Dissemination and Implementation Research. He was a professor of communication and the graduate director at Ohio University, on the faculty at Michigan State, and a visiting faculty member at University of California, Berkeley and the University of Michigan. He studies the strategic use of diffusion of innovation concepts to accelerate the spread of practices, programs, and policies. Dr. Dearing works on project teams that study the implementation of a lifestyle physical activity program and the design of a cancer survival prognostic tool. He leads the diffusion strategy for a large work-family balance intervention that is being tested in corporations across 60 sites. Recently, Dr. Dearing convened a large research team for the Bill & Melinda Gates Foundation to create, test, and apply decision aids to help funders better estimate the readiness of applicants, grantees, and contractors to globally diffuse public health innovations for the poorest of the poor.

**Laura Galbreath** is deputy director for the SAMHSA-HRSA Center for Integrated Health Solutions, National Council of Community Behavioral Healthcare. She supports the overall operations of the Center and co-leads several learning communities, providing group consultation and leveraging expertise and resources to improve screening and referrals to mental health treatment, creating structures for collaborative care for shared patients, and increasing access to primary care services for persons with mental illness. Before joining the National Council, Ms. Galbreath served as the senior director of health care reform at Mental Health America, where she conducted state policy issue tracking and analysis, provided technical assistance, and facilitated state, local, and multistate advocacy meetings. Her previous experience includes lobbying for mental health issues in the state of Georgia, conducting advocacy trainings for mental health consumers and advocates, and leading issue-based campaigns for private and nonprofit organizations.

**Robert Mayer** is senior advisor for health information technology to the Administrator, Substance Abuse and Mental Health Services Administration, U.S. Department of Health and Human Services. Previously, he was chief information officer for the New Mexico Department of Health and was New Mexico Governor Richardson's Health Information Technology Coordinator. Both roles have provided Mr. Mayer with a deep understanding of the impact technology has on health care. He was instrumental in starting the statewide health information exchange in New Mexico and has pioneered the use of electronic health records in the public health arena.

**Mark A. Weber, MBA**, is associate administrator for communications for the Substance Abuse and Mental Health Services Administration (SAMHSA), part of the U.S. Department of Health and Human Services (HHS). A former speech writer to several HHS Assistant Secretaries for Health, Mr. Weber joined SAMHSA to head its communications activities in 1995. Since that time, SAMHSA's outreach to the media, to the public, and to the mental health and substance abuse communities has increased markedly; many of the products developed have been hailed for their ability to meet community needs. Mr. Weber has received numerous awards, including the Secretary's Distinguished Service Award. Holding an MBA from George Washington University, he also has published in the public health literature. Mr. Weber is often quoted in the popular media on the topics of substance abuse and mental illness.



2:45–3:45 PM

**Poster Session II***International Ballroom*

3:45–4:00 PM

**Break****TRACK I: TO ADVANCE SCIENCE**

4:00–5:30 PM

**Grand Ballroom A****Communicating Effectively to Reach Youth Populations**

*Abstract Type:*  *Level: Advanced/Intermediate/Fundamental*

**Alexis Williams, MPH (Moderator)**

*Centers for Disease Control and Prevention, Atlanta, GA*

**Rural High School Students' Preferred Method of Contact for Reminders of Study Participation**

**Martha Tingen, PhD**, Joseph Tingen, BS, Jennifer Waller, PhD, Anita Bhat, PhD, MD, Frank Treiber, PhD, and Dennis Ownby, MD

*Georgia Health Sciences University, Augusta, GA*

This presentation describes a study to determine rural high school students' preferred method of being contacted for reminders of study participation. Additionally, it demonstrates how gaining information on the preferred method of contacting rural high school students may be beneficial in helping achieve study compliance and may also benefit researchers who need to reach a large number of study participants.

***Tobacco.Reality.Unfiltered:* Using Personal Testimonials to Effectively Communicate Serious Health Consequences of Tobacco Use to Youth in a Major Tobacco-Producing State**

**Adam Goldstein, MD, MPH<sup>1</sup>**, Anna McCullough, MSW, MSPH<sup>1</sup>, Leah Ranney, PhD<sup>1</sup>, Barbara Moeykens, MS<sup>2</sup>, and Kelly Kandra, PhD<sup>3</sup>

<sup>1</sup>*University of North Carolina, Chapel Hill, NC*

<sup>2</sup>*North Carolina Health and Wellness Trust Fund, Raleigh, NC*

<sup>3</sup>*Benedictine University, Lisle, IL*

This presentation describes how the use of testimonial style ads delivering a message about the serious health consequences of tobacco use can be effectively used as part of a youth prevention media campaign. It also provides information on strategies for employing messages on the long-term health effects of state tobacco control efforts or social media campaigns related to other chronic health conditions.

**Reducing Tobacco Use Among Priority Youth Adult Populations: Successes with Hispanics and "Other Races" in San Diego, CA**

**Jeff Jordan, MA<sup>1</sup>**, and Pamela Ling, MD<sup>2</sup>

<sup>1</sup>*Rescue Social Change Group, San Diego, CA*

<sup>2</sup>*University of California, San Francisco, CA*

This presentation describes how discovering lifestyle, attitude, and behavioral characteristics of priority population young adults can be integrated into intervention materials. Additionally, it proposes intervention strategies that could be targeted to reach priority population young adults at high risk for tobacco use.

WEDNESDAY  
AUGUST 10





## TRACK II: TO BRIDGE DIVIDES

4:00–5:30 PM

### Dogwood A/B

#### Reaching Communities of Color with Important Health Messages

Abstract Type:   Level: Intermediate/Fundamental

**Doryn Chervin (Moderator)**

*ICF Macro, Atlanta, GA*

#### Using Community-Based Prevention Marketing to Reduce Smoking-Related Health Disparities in a Disadvantaged Ethnic Enclave

**Meme Wang, MPH<sup>1</sup>**, Heidi Alvarez, MPH<sup>2</sup>, David Montgomery, MPH<sup>2</sup>, and Edwin Chandrasekar, MPPM<sup>2</sup>

<sup>1</sup>*School of Public Health, University of Illinois, Chicago, IL*

<sup>2</sup>*Asian Health Coalition, Chicago, IL*

This presentation describes the use of a community-based prevention marketing framework in a vulnerable and disadvantaged ethnic enclave to design and implement culturally appropriate health promotion program planning. It also explains how community-based prevention marketing can be used to culturally tailor health promotion interventions to a racial/ethnic minority population.

#### Communication and Social Marketing to Promote Seasonal Influenza Immunization Uptake in Segmented Hispanic Populations

**Carlos Velázquez, MA<sup>1</sup>**, and Vincent Covello, PhD<sup>2</sup>

<sup>1</sup>*HMA Associates, Inc, Washington, DC*

<sup>2</sup>*Center of Risk Communication, New York, NY*

This presentation describes research intended to identify new messages and a new messaging framework that will more effectively reach segments of the Hispanic population that will ultimately increase vaccination rates against the seasonal flu. This study is among the first to explore the concerns, motivators, and intentions about getting the seasonal flu vaccine among segmented Hispanic audiences.

#### Confronting STD Disparities in African American Communities: Awareness of and Suggestions for Addressing the Problem

**Allison Friedman, MS<sup>1</sup>**, Ann Forsythe PhD<sup>1</sup>, Jon Poehlman, PhD<sup>2</sup>, Justin Smith, MPH<sup>3</sup>, Shelly Harris, MPH<sup>2</sup>, and Jennifer Uhrig, PhD<sup>2</sup>

<sup>1</sup>*Centers for Disease Control and Prevention, Atlanta, GA*

<sup>2</sup>*RTI International, Research Triangle Park, NC*

<sup>3</sup>*University of North Carolina, Chapel Hill, NC*

This presentation describes African American reactions to STD-disparity information, identifies solutions for effectively communicating about the STD problem in African American communities, and discusses effective channels, sources, and settings for dissemination.

#### Using a Multiplatform Approach to Communicate with the Hispanic Community

**Ilanit Kateb, MS, MBA**

*Northrop Grumman Contractor, Centers for Disease Control and Prevention, Atlanta, GA*

This presentation identifies various platforms and communications channels used by CDC to reach Hispanic audiences, as well as determines primary communication messages that appeal to multicultural audiences. The presentation also describes campaigns and best practices that have proven successful in targeting Hispanic audiences.



## TRACK III: TO EXPLORE INNOVATIVE TOOLS AND TECHNOLOGIES

4:00–5:30 PM

### Grand Ballroom D/E

#### Does Behavioral Health Have a Place in New Media?

Abstract Type:    Level: Advanced/Intermediate/Fundamental

**Steven Randazzo, BA (Moderator)**

*Substance Abuse and Mental Health Administration (SAMHSA), Washington, DC*

#### YouTube and the New Generation of Mental Health Messaging: Exploring the Potential of Interactive Media to Change Perceptions About Mental Health

**Caroline Foster, MA**

*School of Journalism and Mass Communications, University of South Carolina, Columbia, SC*

This presentation explores how mental illness is portrayed via video on YouTube and addresses what elements should be included in video when targeting a youth audience. This study uses a content analysis of 400 YouTube videos drawn randomly from the population of 1,200 videos that appeared on YouTube using the search terms mental illness.

#### A Mobile Computer-Assisted Education System to Promote Smoking Cessation in Patients with Severe Mental Illness

**Joseph Finkelstein, MD, PhD, and McKenzie Bedra, MPH**

*Johns Hopkins University School of Medicine, Baltimore, MD*

This presentation describes a study in which a mobile touch-screen system was used to educate people with serious mental illness (SMI) about the hazards of smoking. The presentation addresses how the system was developed, participants' reactions, and how the system can be effective for other chronic conditions where patients with SMI can benefit from self-management of their illnesses.

#### Promoting Inclusion and Inspiring Diverse Communities: Celebrating Recovery from Substance Use or Mental Health Problems Online

**Ivette Torres, MEd, MSc**

*Substance Abuse and Mental Health Services Administration (SAMHSA), Rockville, MD*

This presentation provides an overview of how SAMHSA created a space where formerly disconnected groups—those in recovery, their loved ones, and service providers—could share their stories and celebrate recovery together. The presentation explains how to address a need from an online community and how to use effective online approaches to reduce negativity toward a health issue and increase positive discussion.



WEDNESDAY  
AUGUST 10

## TRACK III: TO EXPLORE INNOVATIVE TOOLS AND TECHNOLOGIES

4:00–5:30 PM

### Grand Ballroom C

#### Innovative Tools and Techniques in Tobacco Reduction and Prevention

Abstract Type:   Level: Intermediate/Fundamental

**Jonathan T. Stemmle (Moderator)**

*University of Missouri School of Journalism, Columbia, MO*

#### Effects of Online Comments on Smokers' Perceptions of Antismoking Public Service Announcements

**Rui Shi, MA, Paul Messaris, PhD, and Joseph Cappella, PhD**

*Annenberg School for Communication, University of Pennsylvania, Philadelphia, PA*

This presentation examines health messages within the context of social media and highlights potential harms interactivity can do to health messages. The presenters explore whether viewers of health messages on YouTube are influenced by comments accompanying the messages and if antismoking PSAs would be better off without comments.



### **A New Approach to Smoking Cessation: Evaluation of a Video-Based Interactive Tailored Counseling Intervention**

**Juliann Cortese**, Mia Lustria, PhD, Glenn Hallam, Jonathan Conrad, Casey McLaughlin, and Sungeun Park  
*Florida State University, Tallahassee, FL*

This presentation explores the effectiveness of a video-based interactive smoking cessation intervention and the benefits of online video tailoring with regard to engagement, elaboration, and behavior intentions. The Wahi (Web-automated human interaction) is a form of tailoring accomplished completely through video. Viewers are addressed by actors in the video, asked assessment questions, and then presented with tailored video feedback based on their answers. The presenters highlight the financial and practical benefits of such a system for wide-reach smoking cessation.

### **World Lung Foundation's Mass Media Resource: A Toolkit for Impactful, Low-Cost Tobacco Control Campaigns**

**Mego Lien, BA**

*World Lung Foundation, New York, NY*

This presentation explores barriers to implementing effective tobacco control mass media campaigns, as well as the advantages and disadvantages to adapting antitobacco campaigns. The presenter highlights how the World Lung Foundation has supported the development of nearly 40 campaigns in 15 low- and middle-income countries, using ads adapted from the Mass Media Resource (MMR), an online "best practice" resource for tobacco control mass media, developed in 2008.

## **TRACK III: TO EXPLORE INNOVATIVE TOOLS AND TECHNOLOGIES**

**4:00–5:30 PM**

### **International Ballroom F**

#### **Gaming as a Means to Personal and Social Behavioral Change**

*Abstract Type:*   *Level: Advanced/Intermediate*

**Doug Weinbrenner (Moderator)**

*Premier Studios, Kansas City, MO*

#### **Pills vs. Candy: A Case Study of a Popular Online Game**

**Iana Simeonov, MBA**

*California Poison Control System, San Francisco, CA*

The presenters explain how they used online gaming to teach parents and children about the dangers of poisoning by confusing medications with candy. This presentation also includes discussion of the costs and process in creating online games.

#### **Promoting Health and Fitness Through Exergames: A Content Analysis of Wii Fit**

**Kristina Ticknor, MA**

*Booz Allen Hamilton, McLean, VA*

This presentation discusses how "exergames" can be a conduit through which behavior change in the form of physical activity can be achieved. The presenter also explains the role health communicators can play in the messaging associated with these games, based on the study's content analysis.



### **SOLVE-It: An Interactive Nationwide Web-Deliverable Game for Changing Risky Sexual Behavior Among YMSM**

**Lynn Carol Miller, PhD<sup>1</sup>**, Paul Robert Appleby, PhD<sup>1</sup>, John L. Christensen, MA<sup>1</sup>, Stacy Marsella, PhD<sup>1</sup>, Mei Si, PhD<sup>2</sup>, Stephen J. Read, PhD<sup>1</sup>, and Alexandra N. Anderson, BA, BS<sup>1</sup>

<sup>1</sup>*University of Southern California, Los Angeles, CA*

<sup>2</sup>*Rensselaer Polytechnic Institute, Troy, NY*

The presenters examine how games provide potentially effective ways to go from theory to research test-bed, to rapid dissemination over the Web to targeted at-risk populations. Specifically, this presentation explores the creation of socially optimized learning in a virtual environment (SOLVE) in order to reduce risky sexual behavior among young men who have sex with men (YMSM).

## **TRACK III: TO EXPLORE INNOVATIVE TOOLS AND TECHNOLOGIES**

**4:00–5:30 PM**

### **Redwood**

### **NCI's Smokefree Women Project: Integrating Web-Assisted Tobacco Interventions with Web 2.0 and Social Media**

*Abstract Type:*  *Level: Intermediate*

**Erik M. Augustson, PhD, MPH (Moderator)**

*National Cancer Institute, Bethesda, MD*

#### **Promoting Web-Based Smoking Cessation: An Exploration of the Smokefree Women Strategy**

**Alison M. Pilsner, MPH, CPH, CHES<sup>1</sup>**, Shani C. Taylor, MHS<sup>1</sup>, Erik M. Augustson, PhD, MPH<sup>2</sup>, Yvonne M. Hunt, PhD, MPH<sup>2</sup>, and Ami L. Bahde, MPH<sup>2</sup>

<sup>1</sup>*MMG Inc., Rockville, MD*

<sup>2</sup>*National Cancer Institute, Bethesda, MD*

As part of an ongoing effort to effectively reach and engage women in smoking cessation, the National Cancer Institute's Smokefree Women (SFW) Initiative has launched a comprehensive strategy to promote Web-based cessation resources among women smokers. Monitoring and evaluation are ongoing; however, the SFW cross-promotion strategies, lessons learned, campaign responses to tactics, challenges to promotion, as well as the potential impact of Web 2.0 on smoking cessation/behavior change will be presented. A content analysis of social media platforms used will also be presented, identifying types of content most influential in promoting engagement. Results suggest that the target audience is eager and willing to engage in conversation about smoking cessation.

#### **Smokefree Women: A Social Media Prescription for Cessation?**

**Shani C. Taylor, MHS<sup>1</sup>**, Alison M. Pilsner, MPH, CPH, CHES<sup>1</sup>, Erik M. Augustson, PhD, MPH<sup>2</sup>, Yvonne M. Hunt, PhD, MPH<sup>2</sup>, and Ami L. Bahde, MPH<sup>2</sup>

<sup>1</sup>*MMG Inc., Rockville, MD*

<sup>2</sup>*National Cancer Institute, Bethesda, MD*

This presentation focuses on the feasibility and efficacy of social media platforms and interactive tools as intervention tools for smoking cessation. Both qualitative and quantitative data are presented. Quantitative data focus on trends of usage, site traffic and micro-engagements. Qualitative data include examples of messages directly from the audience. Evaluation data suggest the target audience is being reached and increasingly engaged in the Smokefree Women initiatives. Data also suggest clear distinctions between preferred types of interventions.

WEDNESDAY  
AUGUST 10



**Use of Social Media Tools to Reach and Engage Pregnant Smokers**

**Yvonne M. Hunt, PhD, MPH<sup>2</sup>**, Erik M. Augustson, PhD, MPH<sup>2</sup>, Shani C. Taylor, MHS<sup>1</sup>,  
Alison M. Pilsner, MPH, CPH, CHES<sup>1</sup>, and Ami L. Bahde, MPH<sup>2</sup>

<sup>1</sup>*MMG, Inc., Rockville, MD*

<sup>2</sup>*National Cancer Institute, Bethesda, MD*

This presentation outlines a study describing the Internet presence of pregnant smokers on social networking sites in order to better understand how they interact with social media and to determine the effectiveness of social media outreach activities aimed at pregnant smokers. Results suggest that pregnant smokers have a significant presence on social networking sites and are eager to engage in conversations around smoking. The findings also highlight the need to minimize misinformation about smoking cessation in these forums and the importance of creating a supportive environment for pregnant women trying to quit. To that end, outreach activities designed to cultivate greater support within online forums are currently under way, including the development of targeted and shareable materials.

**TRACK IV: TO IMPROVE PRACTICE**

**4:00 PM–5:30 PM**

**Grand Ballroom B****Taking Part in the Media Relations Evolution**

*Abstract Type:*  *Level: Fundamental*

**Adrienne Dealy, BA (Moderator)**

*Enshrine Communications, Austin, TX*

**Strategic Health Communication Planning in an Evolving Media Relations Climate**

**Adrienne Dealy, BA**

*Enshrine Communications, Austin, TX*

Participants will learn about the climate of media relations and how they can take advantage of the expanded social media presence. The evolving media relations platform has expanded the quantity of outreach channels, and it is important that public health professionals take advantage of this expansion in a meaningful way. Interactive discussions and examples of public health campaigns that illustrate these lessons in practice will solidify participant's understanding of these concepts.

**The Nontraditional Importance of Traditional Media**

**Jeffrey Salzgeber, BA**

*Enshrine Communications, Austin, TX*

The traditional media evolution is examined in relation to the emergence of nontraditional media outlets. Participants will learn how to select appropriate traditional media outlets for a particular goal and target audience and gain coverage by tailoring information to each outlet and connecting with media contacts to make the biggest mixed media impact.

**Improving Your Approach to Social Media**

**Carrie Layne, BA**

*Enshrine Communications, Austin, TX*

Participants will learn how to successfully use nontraditional media sources in concert with traditional outlets or as the sole focus of dissemination efforts. Participants will be guided through the current “market” of social media tools and learn how and when these tools are best used. They will also learn about the available vendors, resources, and services for measuring media coverage, and what those available metrics can really demonstrate.




## TRACK IV: TO IMPROVE PRACTICE

4:00 PM–5:30 PM

### Cottonwood A/B

#### Emerging Technologies to Build Capacity Among Health Care Providers for Behavior Change

Abstract Type:  Level: Intermediate/Fundamental

**Shelly Spoeth, BS (Moderator)**

*Spoeth Strategic Communications, Inc., Atlanta, GA*

#### Collaboration and Curriculums: Changing Health Care Professional Behavior

**Georgina Peacock, MD, MPH<sup>1</sup>**, Rebecca Wolf<sup>1</sup>, and Jana Thomas, MPA<sup>2</sup>

<sup>1</sup>*Centers for Disease Control and Prevention*

<sup>2</sup>*Porter Novelli, Atlanta, GA*

This presentation describes the development of a curriculum created for pediatric residency curriculum—CDC's *Learn the Signs. Act Early*—that provides a new venue for changing health care professional behavior. Pilot-testing results show self-reported improvement in specific learning objectives.

#### Building Multidisciplinary, Disease-Focused Practitioner Communities with On-Demand Multimedia Tools and Education

**Sheri Sturgis, MS**

*Medicom Worldwide, Inc., Morrisville, PA*

This session presents two practical, online community-building resources for practitioners to enhance their knowledge and improve their practice. In addition, the use of emerging technologies that affect the quality, integrity, and dissemination of, as well as access to biomedical information, is addressed.

#### Implementing a Health Advice Recording System at an Academic Health Science Center

**Meredith Masel, PhD, MSW**, and Ruth Finkelstein, BS

*University of Texas Medical Branch, Galveston, TX*

This presentation describes an innovative audio-recording tool that records health provider advice for patients during a patient-visit. The pilot test of this program, *Your Doctor's Advice*, will be discussed.

5:30–8:00 PM

### Networking Reception

*(Georgia Aquarium)*

5:30–7:00 PM

### Private Aquarium Viewing

6:30–8:00 PM

### Reception

WEDNESDAY  
AUGUST 10



**Thursday, August 11, 2011****8:00–9:30 AM Grand Ballroom D/E****SPECIAL SESSION****Bridging the Jargon Gap: Creating a Voice for Health Equity**

Efforts to close the gap in health disparities require action from multiple partners in society. Though the health sector plays a vital role, action on the part of the general public is essential to making the kind of change that is necessary to ensure health equity across society.

The way in which we in public health have communicated about such issues as health disparities, health equity, and inequalities has failed to gain traction among many of the partners necessary in our efforts—education, transportation, justice, the media, and the communities most affected by health disparities. We need to initiate a dialogue that is free of jargon, and use language that puts people at the forefront and clearly expresses the concepts of health equity. Only then can we raise and sustain the visibility for health equity that is necessary for joint action.

This debate and dialogue panel brings together leaders in the health communications, media, and community change fields to discuss the language and framing on a discussion about health equity. Participants in this dialogue will address, each from his or her own perspective, challenges to communication and the way to deal with them. Audience participants are encouraged to engage panelists in these ideas from their own experience and perspectives.

**Moderator**

**Leandris Liburd** serves as director of the Office of Minority Health and Health Equity at the Centers for Disease Control and Prevention (CDC), where she provides agency leadership, direction, and accountability for CDC's policies and programs to ensure they are effective in improving minority health and achieving health equity. Dr. Liburd also serves as the agency lead in coordinating CDC engagement with HHS, other federal agencies, national organizations, and the public on issues of health equity. Prior to joining the Office of Minority Health and Health Equity, Dr. Liburd served for 7 years as chief of the Community Health and Equity Branch, where she directed a broad range of public health programs addressing the elimination of health disparities, the social determinants of health, and the REACH U.S. program. Dr. Liburd has written extensively on community-based public health approaches for chronic disease control, the influence of culture and gender on health, and the elimination of health disparities. Dr. Liburd holds a BA from the University of Michigan at Ann Arbor, an MPH in health education from the University of North Carolina at Chapel Hill, an MA in cultural anthropology, and a PhD in medical anthropology from Emory University.

**Panelists**

**Robert Adams, Jr., PhD**, serves at the King Center as an executive on loan from the Fetzer Institute, a private operating foundation in Kalamazoo, Michigan. He has conducted extensive research in the area of culture, education reform, racial equity, and social identities in the United States and abroad, including Brazil, Mexico, and South Africa. Dr. Adams has taught and directed research projects at DePaul University, the University of North Carolina at Chapel Hill, and the Graduate Center of the City University of New York. During the fall of 2008, he was Fulbright scholar at the Catholic University of São Paulo in Brazil. His research articles and reviews have appeared in *African and Black Diaspora*, *Anthropology News*, *American Ethnologist*, *Identities*, *Safundi: The Journal of South African and American Studies*, and *Transforming Anthropology*. He holds a PhD in cultural anthropology from the University of Texas at Austin.



**Judy Fortin** is an award-winning former CNN medical correspondent and longtime Headline News anchor. She joined the American Cancer Society in January 2011 as national director of media relations. In this role, Ms. Fortin is responsible for developing and implementing earned news media relations strategies and tactics to help further position and enhance the nation's largest voluntary health organization and the world's leading cancer control organization as the preeminent news source and authority on cancer-related issues. As a reporter in the CNN Medical Unit, she covered consumer-related health news for CNN's national cable television and radio networks and contributed regularly to Internet articles and blogs. During her 16-year tenure at Headline News, Ms. Fortin anchored network coverage of many significant news stories. She began her journalism career as a radio news director and anchor/reporter in Plymouth, New Hampshire, followed by television anchor and reporter posts in Manchester, New Hampshire, and Boston, Massachusetts.

**Michael C. Greenwell** heads of Danya International's Atlanta office, he directs Danya's work across government, nonprofit, and private-sector clients. He has more than 25 years of health communications, public relations, and community relations experience. Throughout his career as a communications professional, he has built effective communications operations for numerous large health and scientific organizations, as well as community services delivery organizations. From 2003 until 2008, Mr. Greenwell served as senior vice president and partner for Fleishman-Hillard International Communications in Atlanta, where he directed public relations and strategic communications for clients, including government agencies, health care device manufacturers, pharmaceutical companies, patient advocacy organizations, and consumer product companies. Before joining Fleishman-Hillard in 2003, Mr. Greenwell served for 14 years as the communications director for two large centers within the Centers for Disease Control and Prevention (CDC) in Atlanta. During his tenure, he launched the first-ever effort by CDC to initiate a national multimedia campaign addressing the epidemic of obesity among American children.

8:00–9:30 AM **International Ballroom F****SPECIAL SESSION****Creating Positive Change in How America Thinks About Behavioral Health:  
SAMHSA's Communications Plan**

The American public looks to the Substance Abuse and Mental Health Services Administration (SAMHSA) as the principal source for accurate and timely information about behavioral health—prevention, treatment, and recovery supports. This interview-style panel will explore how a strategic communications plan is leading SAMHSA's move into the future—where behavioral health is fully integrated with health in the United States and seen as such by the American public as well as providers and service recipients.

SAMHSA's recently refined program structure for implementing this plan has four major components. Each will be briefly reviewed during this session: (1) a Public Engagement Platform that disseminates SAMHSA communication products both in print and electronic form, and handles treatment referrals; (2) communications support for all units and activities at SAMHSA, including working with the media and using technology ranging from a sophisticated website to a Facebook page, Twitter feeds, and other social media; (3) a staff-led system for refining and processing products created by SAMHSA's contractors and grantees; and (4) a Strategic Communications Framework that ties all these activities together.

The moderator will interview the four speakers, using a set of highly targeted questions that will enable them to offer an overview of how these components all work together and how they support the agency leadership as well as SAMHSA's eight Strategic Initiatives. To provide insight into how communications interfaces with program operations, the directors of the Center for Substance Abuse Prevention and the Office of Behavioral Health Equity will discuss their specific communications objectives and how they relate to the overall agency activities.

The session will end with Office of Communications Director Mark Weber presenting a vision for a national dialogue on how to normalize mental and substance use disorders. This national dialogue will help the public and health providers see these disorders as health conditions just like heart disease or cancer.

**Moderator**

**Thomas E. Backer, PhD**, is president of the nonprofit Human Interaction Research Institute. Founded in 1961, the Institute uses behavioral science strategies to help nonprofits handle innovation and change. Also, he is Associate Clinical Professor of Medical Psychology at UCLA School of Medicine and was a senior fellow at UCLA's School of Public Policy and Social Research for the 2003–2004 academic year. Dr. Backer has written more than 500 books, articles, and research reports, including 2 books on health communication campaigns. He is a fellow of the American Psychological Association (APA) and a member of the College on Problems of Drug Dependence. He has been president of APA's Division of Consulting Psychology and of the Knowledge Utilization Society. A licensed psychologist in California, Dr. Backer holds a doctorate in psychology from the University of California, Los Angeles.

**Panelists**

**Larke Huang, PhD**, is senior advisor in the Administrator's Office of Policy Planning and Innovation at SAMHSA. In this position, she provides leadership on national policy for mental health and substance use issues for children, adolescents, and families and leads the Administrator's strategic initiative on trauma and justice. She is also the director of SAMHSA's Office of Behavioral Health Equity, which was legislated by the Affordable Care Act. In 2009, Dr. Huang did a 6-month leadership exchange at the Centers for Disease Control and Prevention where she was the senior advisor on mental health. She also has been a community mental health practitioner; a faculty member at the University of California, Berkeley, and Georgetown University; and a research director at the American Institutes for Research. She received her doctorate from Yale University.



## Panelists (continued)

**Richard Lucey, Jr.**, is special assistant to the director of the Center for Mental Health Services at SAMHSA. He is responsible for advising the director on the Center's efforts to prevent substance abuse and mental illness among college students. Mr. Lucey is also responsible for advising the director on coordination of the budget, fiscal, personnel, and other management functions of the Center and helps to ensure that legislative, programmatic, and policy requirements are carried out in the Center's projects. Mr. Lucey formerly worked as an education program specialist in the U.S. Department of Education's Office of Safe and Drug-Free Schools. As the team leader for higher education initiatives, he was responsible for communicating the principles of environmental management and other research-based drug abuse and violence prevention strategies in higher education. He served as contract monitor for the Department's Higher Education Center for Alcohol and Other Drug Abuse and Violence Prevention and was the lead facilitator for the Department's National Meeting on Alcohol and Other Drug Abuse and Violence Prevention in Higher Education.

**William Trefzger, MS**, is lead for the Communications Services Team, Office of Communications, SAMHSA. Before joining SAMHSA in 2007, Mr. Trefzger led Web development efforts at the Treasury Department's Office of the Comptroller of the Currency. Other past responsibilities include managing Web, publications, and information services development at the National Institute of Standards and Technology, the National Cancer Institute, and the National Library of Medicine. He holds a master's in library science from the State University of New York at Albany.

**Mark A. Weber, MBA**, is Director of Communications at SAMHSA, part of the U.S. Department of Health and Human Services (HHS). A former speech writer to several HHS Assistant Secretaries for Health, Mr. Weber joined SAMHSA to head its communications activities in 1995. Since that time, SAMHSA's outreach to the media, to the public, and to the mental health and substance abuse communities has increased markedly; many of the products developed have been hailed for their ability to meet community needs. Mr. Weber has received numerous awards, including the Secretary's Distinguished Service Award. Holding an MBA from George Washington University, he also has published in the public health literature. Mr. Weber is often quoted in the popular media on the topics of substance abuse and mental illness.

8:00–9:30 AM **Dogwood A/B****SPECIAL SESSION****Designing for Change in Public Health Programs**

“Listening for Change” involves transformations in how we approach our work and the people we work with and serve if it is to be more than a rhetorical priority. To make this shift, health communication and marketing professionals need to learn to do more than listen better to gain an understanding and empathy with people we used to call audiences.

“Listening for Change” also means redesigning some of the ways in which we do our work. This session focuses on the experiences of one set of stakeholders that decided it was time to rethink how they communicate about and market substance abuse treatment programs and services. In order to make the shift, they looked at design thinking and service design for their models and inspiration.

A common definition of design thinking revolves around it being a process and a set of techniques used to create new solutions for the world. At its best, the design process involves taking a problem apart, as if it had never been looked at before, setting aside everything we “know” to be true, brainstorming ideas to solve the problem, selecting one, and repetitive continuing this process until a workable solution is found that solves the problem in a completely new and unexpected way. This approach can be used to design or redesign products, services, environments, organizations, processes, and modes of interaction.

Design thinking, when applied to public health problems, offers exciting possibilities. This session will examine what can happen when an agency with a rich and lengthy history of providing technical assistance (TA) to states and community-based organizations asks itself: What would an insanely great TA delivery system look like? What would it do? What would it feel like? How would the world be different for a grantee that received TA through this system? How would it be different for the clients who entered that grantee’s treatment program? How would it be different for the federal agency that funded this system?

For the past 15 months JBS International has been using the principles of design thinking and service design to reinvent TA for approximately 480 grantees funded by SAMHSA’s Division of Services Improvement. The new TA prototype is grantee-centered, strengths-based rather than diagnostic, based on partnership and cocreation, and viewed as a long-term process, or journey that is unique for each program. The driving assumption is that every grantee can be a star, and it is the project staff’s job to help every grantee achieve that status. By beginning with a strengths perspective, space is created where grantees can meet current challenges while envisioning and embracing future possibilities. This approach allows for a different conversation, generates energy and excitement, breeds self-confidence, engages grantees, and results in the capacity to do more and do it well.

The result? Grantees take more ownership for their own success. They feel reenergized, respected, and heard. They begin to focus on their assets and explore how they can leverage those assets to improve and sustain their programs. The SAMHSA Government Project Officers (GPOs) also benefit. When grantees feel validated, they are more willing to share their issues and problems openly. As a result, GPOs gain a deeper understanding of the programs for which they are responsible and have the opportunity to better identify their grantees’ contributions to the field.

**Moderator**

**R. Craig Lefebvre, PhD**, is an architect and designer of public health and social change programs. He is the chief maven at socialShift, the social design, marketing, and media consulting firm located in Sarasota, Florida. His framework blends empirical research and consumer experience to engage people’s imagination and passions in the design, implementation, and evaluation of purpose-driven marketing programs.



## Panelists

**Jennifer Kasten, PhD**, directs the Clinical Technical Assistance Project that has undertaken the redesign of technical assistance (TA). She has successfully managed several other large, complex projects including the National Analytic Center for SAMHSA and the Chronic Fatigue Syndrome Patient Registry project for CDC. Since the Clinical TA Project was launched, Dr. Kasten has overseen planning and delivery of TA for the SAMHSA-funded Screening, Brief Intervention, and Referral to Treatment (SBIRT) grantees.

**José Esquibel** is State Project Director of SBIRT Colorado. As director of the Colorado Interagency Prevention Systems, Prevention Services Division, Colorado Department of Public Health and Environment, he is responsible for overseeing interagency coordination of children and youth programs across multiple state departments and interacting with administrators, as well as state commissions and advisory councils, the legislature, and the Governor's Office in matters pertaining to interagency collaboration.

**W. Reed Forman, MSW**, is the lead public health advisor for SAMHSA's SBIRT grantee program. He has been working in the social service field for more than 30 years. He has worked in state organizations, private for-profit and nonprofit and federal government settings both domestically and overseas. Prior to coming to SAMHSA, Mr. Forman worked for 16 years for the Department of Defense in their alcohol and drug programs and then directed social services programs in their Family Service Centers and Personal Service Centers.

**9:30–10:00 AM**

**Break**

THURSDAY  
AUGUST 11



## TRACK I: TO ADVANCE SCIENCE

10:00–11:45 AM

### Grand Ballroom A

#### Communication in the Context of Cancer Prevention and Care

Abstract Type:  Level: Intermediate/Fundamental

**Terry Savage, MA (Moderator)**

*Westat, Rockville, MD*

#### Gender-Related Social Support and Coping Patterns in Online Cancer Support Forums

**Elizabeth S. Imbesi<sup>1,2</sup>**, James P. Donnelly, PhD<sup>1</sup>,

Denise M. Mercurio-Riley, MS, CRC<sup>1,2</sup>, and Michael A. Zevon, PhD<sup>2</sup>

<sup>1</sup>*University at Buffalo, Amherst, NY*

<sup>2</sup>*Roswell Park Cancer Institute, Buffalo, NY*

This presentation explores the manner in which men and women construct their gender online in terms of offered social support and individualized coping. Knowledge in this area can help people understand the greater area of the construction of self in online communities. For clinicians, this study will help clarify the preferred communication patterns exhibited by men and women and help to guide promotional efforts for both online and in-person support groups for cancer.

#### This Call Is Being Recorded for Quality and Training Purposes: A Qualitative Analysis of Patient Navigation for Colorectal Cancer Screening in an Urban Setting

**Claudia Parvanta, PhD<sup>1</sup>**, Ronald Myers, PhD<sup>2</sup>, Melissa DiCarlo, MPH, MS<sup>2</sup>, and Desiree Burgh, BS, MEd<sup>2</sup>

<sup>1</sup>*University of the Sciences, Philadelphia, PA*

<sup>2</sup>*Thomas Jefferson University, Philadelphia, PA*

Participants will learn how to identify key obstacles to completing colorectal cancer screening among some urban-living African American patients; describe how a patient navigator can theoretically help patients overcome these obstacles; describe steps in using a qualitative data analysis program (MaxQDA) to code and analyze navigator-patient phone calls; list navigator and patient factors associated with changes in knowledge, attitude, and intention to screen; and evaluate whether computer-aided qualitative data analysis is useful.

#### What Is the Lasting Impact of Communication Breakdowns During Cancer Care?

**Sarah Greene, MPH<sup>1</sup>**, Tom Gallagher, MD<sup>2</sup>, Doug Roblin, PhD<sup>3</sup>, Brandi Robinson, MPH<sup>3</sup>,

Carolyn Prouty, DVM<sup>2</sup>, Cassandra Firreno<sup>4</sup>, Celeste Lemay, RN, MPH<sup>4</sup>, Kathryn Horner, MPH<sup>1</sup>, and Kathleen Mazor, EdD<sup>4</sup>

<sup>1</sup>*Group Health Cooperative, Seattle, WA*

<sup>2</sup>*University of Washington, Seattle, WA*

<sup>3</sup>*Kaiser Permanente Georgia, Atlanta, GA*

<sup>4</sup>*Meyers Primary Care Institute, Worcester, MA*

Participants will learn the integral importance of effective communication in cancer care and the persisting negative and positive effects when communication between the cancer patient and his/her care team is inadequate.





## TRACK II: TO BRIDGE DIVIDES

10:00–11:45 AM

### Redwood

#### Effective Approaches for Understanding Audiences and Impact

Abstract Type: Level: Advanced/Intermediate/Fundamental

**Judith A. McDivitt, PhD (Moderator)**

*Centers for Disease Control and Prevention, Atlanta, GA*

#### Use of Experiential Marketing Methods in a Family Planning Program for the Urban Poor: Findings from Efficacy Testing of a Pilot in Uttar Pradesh, India

**Nilesh Chatterjee, PhD, MA, MBBS**, Geetali Trivedi, MA, Sanjanthi Velu, PhD, Basil Safi, MPH, PE, CHES, Sukhpal Marwa, MA, Dalbir Godara, MA, and Safdar Ali, MA

*Hopkins Bloomberg School of Public Health Center for Communication Programs, India, Baltimore, MD*

Experiential marketing combining community events, local mass-media, counseling, peer educators, and role model messages was used to reach urban poor on family planning to move them beyond awareness to behavior change. The strategy was to surround the community with key messages, engage target audience to create positive family planning service experiences, and to identify and acknowledge positive examples from the community. Process evaluation data from the pilot will be shared.

#### Evaluation of a Social Marketing Campaign to Reduce the Social Acceptability of Giving Tobacco as Gifts in China

**Li-Ling Huang, MPH**, and James F. Thrasher, PhD

*University of South Carolina*

The *Giving Cigarettes is Giving Harm* campaign appears to have increased disapproval of giving cigarettes as gifts, as well as increased campaign-targeted knowledge that could promote downstream cessation among Chinese smokers. The evaluation was conducted using a representative sample of 3,709 adult smokers in six major cities before and after the campaign. The results indicate mass media campaigns can be used in diverse cultural contexts to shift social norms related to the acceptability of tobacco.

#### Conveying Information on Healthcare-Associated Infections to the Public: Findings from Consumer Research

**Margaret Gerteis, PhD<sup>1</sup>**, Sally Crellia, MPH<sup>2</sup>, Myra Tanamor, MPP<sup>2</sup>, David Miranda, PhD<sup>3</sup>

<sup>1</sup>*Mathematica Policy Research, Cambridge, MA*

<sup>2</sup>*LeM Policy Research, Washington DC*

<sup>3</sup>*Centers for Medicare & Medicaid Services (CMS), Baltimore, MD*

Hospitals will soon be required to report health care-associated infections publically as a means to encourage hospitals to improve the quality of care and help consumers make more informed decisions. The goal of the study is to conduct consumer research to ensure that the information is presented in a way that consumers can understand and use by using focus groups and individual interviews. The results show (1) how consumers perceive hospital quality, and (2) how consumers and professionals understand and interpret new measures and health case-associated infections as indicators of hospital safety.

THURSDAY  
AUGUST 11





## TRACK III: TO EXPLORE INNOVATIVE TOOLS AND TECHNOLOGIES

10:00–11:45 AM

## Grand Ballroom D/E

**Using Twitter As a Tool for Community Engagement and Collaboration: From Twitter Chats to Town Halls and Everything in Between***Abstract Type:*  *Level: Intermediate***Rupal Mehta, MPH (Moderator)***CDC National Prevention Information Network/ Danya International, Inc., Atlanta, GA*

This panel discussion explores the best practices and strategies for hosting and participating in Twitter Chats and Town Halls and their potential impact on a community, with fleshed-out case studies including ones dealing with health literacy and HIV testing. Presenters discuss the potential roles of Twitter in public health communications and networking, particularly in fostering engagement and collaboration.

**Best Practices and Lessons Learned from a Health Literacy Twitter Chat****Jessica Mark, MPH, CPH, and Silje Lier, MPH***Office of Disease Prevention and Health Promotion, U.S. Department of Health and Human Services, Rockville, MD*

The Office of Disease Prevention and Health Promotion (ODPHP) runs the @healthfinder Twitter account, which provides actionable health and wellness information to a continually growing number of Twitter followers—upwards of 74,000 by the end of October 2010. On October 7, ODPHP hosted a health literacy Twitter Chat in recognition of Health Literacy Month. The health literacy Twitter Chat garnered a wide reach and productive engagement from a diverse group of interdisciplinary stakeholders. The chat was a catalyst for professional connections, increased engagement in the @healthfinder Twitter account, and resulted in ongoing discussion beyond the close of the chat itself.

**How Twitter Chats Have Impacted Health Literacy and How to Engage in Health Conversations****Sarah Welch, BA, and Arthur Culbert, PhD, MS***Health Literacy Missouri, St. Louis, MO*

Health Literacy Missouri started its first Twitter Town Hall in October 2010 and launched the @healthlitmo Twitter account in March 2010, three months after opening for business. This channel proved to be a valuable and cost-effective way to bring professionals together to discuss important health issues and has led to greater collaboration and awareness of health literacy issues and work being done to address those issues.

**Using All Types of Organized Twitter Communications from Twitter Views to Town-Halls: Community Engagement Tools for Every Level of Twiphistication****Melissa Beaupierre, MPH, and Rupal Mehta, MPH***CDC National Prevention Information Network/ Danya International, Inc., Atlanta, GA*

CDC's National Prevention Information Network (NPIN) uses various formats of conversation on Twitter as appropriate for specific situations, promotions, and conversations. For the 2010 National HIV Testing Day (NHTD), CDC NPIN held a Twitter Town Hall event, which involved 99 state/local health departments, community-based organizations, and activists/influencers. Approximately 1,005 tweets were tracked by the use of the #NHTD hashtag from 145 separate Twitter accounts during this 90-minute forum. In the end, NPIN's Twitter followership increased more than 10% in the week surrounding the Town Hall and Twitter connections formed during the event continue to develop into productive relationships.



## TRACK III: TO EXPLORE INNOVATIVE TOOLS AND TECHNOLOGIES

10:00–11:45 AM

### Grand Ballroom C

#### Making It All Count: Research and Evaluation

*Abstract Type:*  *Level: Advanced/Intermediate*

**Elaine Eaker (Moderator)**

*Westat, Rockville, MD*

#### Determining Media and Stakeholder Influence on “Death Panel” Discussion Attitudes and Opinions in Longitudinal Polling to Media Tipping Points

**Marilyn Moon, PhD**

*American Institutes for Research, Silver Spring, MD*

This presentation discusses how the public media discussion, particularly online discussions, of “death panels” and how the influence of key stakeholders affected public opinion as reflected in health reform polling data during 2009. This session covers how discussion through social media platforms affects public attitudes toward this specific health care issue, giving insight to better understand how public health topics are influenced.

#### Global Tobacco Surveillance System Data (GTSSData): A New Interactive Internet Application

**Allison Macneil, MPH**

*Office on Smoking and Health, Centers for Disease Control and Prevention, Atlanta, GA*

This presentation covers the development of GTSSData, a new Web-based tool that provides a single access point and consistent approach to view data from four tobacco-related surveys. The session discusses the use of GTSSData to access key global tobacco control data and how it can be used as a model for developing data systems useful for evaluating other chronic disease prevention programs.

#### Mining Social Media for Trends and Sentiments: A Case Study Using Poison Control

**Iana Simeonov, BA**

*California Poison Control System, San Francisco, CA*

This presentation explores how consumers view poisoning and discusses their experience of poison control services via social media channels. Throughout the session, audience members will be able to learn more about mining valuable data from the public around health interventions while understanding the “crowdsourcing” concept.

## TRACK III: TO EXPLORE INNOVATIVE TOOLS AND TECHNOLOGIES

10:00–11:45 AM

### International Ballroom F

#### We’re All on the Same Team: Merging Traditional and New Media

*Abstract Type:*  *Level: Fundamental*

**Susan Dugan (Moderator)**

*Centers for Disease Control and Prevention, Atlanta, GA*

#### How Social Media Have Transformed Newsrooms & 5 Ways You Can Use New Media to Your Communications Advantage

**Kerry Shearer, AA**

*Kerry Shearer Communications, Sacramento, CA*

This presentation highlights the way traditional newsrooms are using social media tools to gather and report the news. Techniques on making use of specific platforms (video, audio, messaging) for more effective content distribution are addressed.



THURSDAY  
AUGUST 11

**Using Radio, Internet, and Social Media to Eliminate Health Disparities****D. Camille Hayes, CNS***African American Health Consultants, LLC, Beaverton, OR*

This presentation describes key factors related to developing various media outlets to dispatch health information specifically to the African American community. By bringing together traditional communication channels (radio), as well as new media, the presenter equips audience members with an understanding of strategies/tactics to better reach this audience.

**Soundbites: The Power of Web-Based Knowledge Exchange to Share Best Practices and Build Grantee Capacity for Media Outreach****Heather Pierce, MPH***Palladian Partners, Inc., Silver Spring, MD (CDC Contractor)*

This presentation discusses the development of effective knowledge-exchange among public health practitioners using webinar tools. Using the example of a CDC program around high blood pressure awareness, the speaker delves into the benefits of using the webinar platform to deliver training and technical assistance while eliminating the need for travel and other costly elements.

**TRACK IV: TO IMPROVE PRACTICE****10:00–11:45 AM****Grand Ballroom B****Using Clear Communication to Improve Practice: Plain Language, User-Centered Design, and Cognitive Interviewing***Abstract Type:*   *Level: Intermediate/Fundamental***Cynthia Baur, PhD (Moderator)***Centers for Disease Control and Prevention, Atlanta, GA***Program for Readability In Science & Medicine (PRISM): A Model for Sparking Culture Change Around Clear Communication****Jessica Ridpath, BA,** and Sarah Greene, MPH*Group Health Cooperative, Seattle, WA*

The Program for Readability In Science & Medicine (PRISM) is a plain language program led by communication specialists with help from researchers and the Group Health Institutional Review Board. PRISM resources for the research community include a public-domain readability toolkit and online training program, as well as plain language editing services and writing workshops. The program suggests a three-tiered model to encourage health care professionals to embrace plain language: a partnership between editors and subject experts, a complementary range of tools, and a favorable alignment with existing initiatives.

**Developing HealthyHomes.Gov Through User-Centered Design****Sandra Hilfiker, MA, BA<sup>1</sup>,** Xanthi Scrimgeour, MHE, BA, CHES<sup>1</sup>, and Nikki Walker, MPH, BS<sup>2</sup><sup>1</sup>*CommunicateHealth, Inc., Northampton, MA*<sup>2</sup>*Centers for Disease Control and Prevention, Atlanta, GA*

The development and maintenance of HealthyHomes.gov is based on a user-centered design (UCD) process. UCD is a method for developing websites that involves users as co-creators in every step of the design, and the content and design are based on usability and health literacy principles and best practices. This presentation provides a brief overview of the UCD process for developing HealthyHomes.gov with an emphasis on the results from focus group and card sort studies and the related design implications.



## Communicating with Consumers About Health Insurance Options at Healthcare.Gov

**Frank Funderburk, MA**, and Diane Field, PhD

*Centers for Medicare and Medicaid Services (CMS), Baltimore, MD*

Section 1103 of the Affordable Care Act (ACA) called for CMS to establish a Web portal to provide health insurance information to consumers, especially as related to the provisions under the new legislation. The presenters applied basic social marketing principles to better understand the various target audiences for this information, including their expectations, knowledge, needs, attitudes, behaviors, and motivations related to health care coverage opportunities. The formative research of discussion groups and usability testing helped identify solutions to some of the key concerns and barriers and supported the successful rollout of the insurance Web portal as part of HealthCare.gov.

## TRACK IV: TO IMPROVE PRACTICE

10:00–11:45 AM

### Cottonwood A/B

#### Lessons Learned in Using Social Media and Expert Consultations

Abstract Type:  Level: Advanced/Intermediate

**Shelly Spoeth, BS (Moderator)**

*Spoeth Strategic Communication, Inc., Atlanta, GA*

#### Cervical Cancer-Free Kentucky: Using Social Media to Enhance Demand for HPV Vaccination, Pap Testing, and Policy Change

**Elisia Cohen, PhD**, Baretta Casey, MD, MPH, Richard Crosby, PhD, and Robin Vanderpool, DrPH, MPH

*University of Kentucky, Lexington, KY*

This presentation shares lessons learned in developing a strategic approach to enhancing the demand for cervical cancer screening, vaccination, treatment, and policy change. Additionally, it identifies insights into technology analytics (i.e., Facebook, Twitter) and the scalability of these social media efforts from localized to statewide efforts.

#### Year 3 of GYT: Lessons Learned About Sustaining Youth's Attention While Expanding Reach and Partnerships of the *Get Yourself Tested* Campaign

**Allison Friedman, MS<sup>1</sup>**, Melissa Habel, MPH, CHES<sup>1</sup>, Mary McFarlane, PhD<sup>1</sup>, Rachel Kachur, MPH<sup>1</sup>, Ashlesha Patel<sup>2</sup>, Meredith Mishel<sup>3</sup>, Lily Williamson, MA<sup>4</sup>, and Bonny Bloodgood, MA<sup>5</sup>

<sup>1</sup>*Centers for Disease Control and Prevention, Atlanta, GA*

<sup>2</sup>*Planned Parenthood Federation of America, New York, NY*

<sup>3</sup>*Kaiser Family Foundation, Menlo Park, CA*

<sup>4</sup>*MTV Networks, New York, NY*

<sup>5</sup>*ICF International, Fairfax, VA*

This presentation shares lessons learned in using traditional and nontraditional media, as well as challenges encountered in promoting sexual health among youth.

10:00–11:45 AM

### Spotlight Session Sponsored by Porter Novelli Dogwood A/B

Old Promises > New Passions: Changing Eating Behaviors Through Embracing Social Approaches

11:45 AM–12:45 PM

### Lunch

THURSDAY  
AUGUST 11



## GLOBAL CONVERSATIONS

11:55AM–12:35 PM

### Communicating with Patients *Grand Ballroom B*

*Abstract Type:*  *Level: Advanced/Fundamental*

***I Can See She Does Not Want to Be Pregnant: Using Images to Inform Low-Literacy Audiences About Safe Abortion in Zambia***

*Abstract Type:*  *Level: Intermediate*

**Andrea Goetschius, MA, BFA**

*University of North Carolina, Chapel Hill, NC*

**Motives for Lying: Perceptions of Deceptions by Physicians and Patients in the United States and Ghana**

*Abstract Type:*  *Level: Advanced*

**Dorothy Siaw-Asamoah, MBA**

*State University of New York, Buffalo, NY*

### Community Interventions *Grand Ballroom C*

*Abstract Type:*  *Level: Intermediate/Fundamental*

**Evaluation of Communication Media Used in Mass School and Madrasah-Based Immunization Campaign in Gulshan Town Karachi**

*Abstract Type:*  *Level: Fundamental*

**Waqas Bhutta, BS**

*Trust for Vaccines & Immunization, Karachi, Pakistan*

**Advocacy and Media Literacy to Address Drug Addiction Treatment Needs in Puerto Rico**

*Abstract Type:*  *Level: Intermediate*

**Mayra Vega, MPH, and Glorimar Caraballo-Correa, MS, PhD**

*University of Puerto Rico, San Juan, Puerto Rico*

**Abstract on Health Communication Practice in Africa: Using Drama As a Medium for Health Information Dissemination—the Nigerian Experience**

*Abstract Type:*  *Level: Intermediate*

**Boladale Ogunbayo, MBBS, MBA<sup>1</sup>, Olufemi Osideko, MBBS<sup>2</sup>, Opeola Abegunde, BSc, MBA, MPH<sup>3</sup>, and Oyinlolu Sanya-Abiodun, BS<sup>1</sup>**

<sup>1</sup>*HealthTV Africa, Federal Capital Territory, Nigeria*

<sup>2</sup>*Asokoro District Hospital, Asokoro, Nigeria*

<sup>3</sup>*National Malaria Control Programme, Federal Capital Territory, Nigeria*



## TRACK I: TO ADVANCE SCIENCE

12:45—2:15 PM

### Grand Ballroom A

#### Reducing Tobacco Use

*Abstract Type:*  *Level: Intermediate/Fundamental*

**Judith A. McDivitt, PhD (Moderator)**

*Centers for Disease Control and Prevention, Atlanta, GA*

#### Smokers' Responses to Antitobacco Television Advertisements: Results from Ten Low- to Middle-Income Countries

**Melanie Wakefield, PhD<sup>1</sup>**, Megan Bayly<sup>1</sup>, Sarah Durkin, PhD<sup>1</sup>, Trish Cotter<sup>2</sup>, and Sandra Mullen<sup>2</sup>

<sup>1</sup>*Centre for Behavioural Research in Cancer, Cancer Council Victoria, Carlton, Australia*

<sup>2</sup>*World Lung Foundation, New York, NY*

This presentation discusses results of a study that found graphic, emotional antismoking television ads are effective in communicating health risk to smokers in low- to middle-income countries.

#### Developing Antismoking Media Campaign Messages: Should Messages Differ by Race or Gender?

**Sarah Parvanta, MPH**, Laura Gibson, PhD, and Mihaela Johnson, PhD

*Annenberg School for Communication, University of Pennsylvania, Philadelphia, PA*

This presentation describes a study that examined how race and gender moderated beliefs about quitting smoking and identified a number of beliefs about cessation that would resonate with black, white, male, and female smokers.

#### Differing Predictors of Snus, Electronic Cigarette, and Dissolvable Tobacco Use and Implications for Communication Intervention

**Brian Southwell, PhD<sup>1</sup>**, Annice Kim, PhD<sup>1</sup>, Anna MacMonegle, MA<sup>1</sup>, and Lauren Porter, PhD<sup>2</sup>

<sup>1</sup>*RTI International, Research Triangle Park, NC*

<sup>2</sup>*Bureau of Tobacco Prevention Program, Florida Department of Health, Tallahassee, FL*

This presentation reviews the results of a study that examined demographic characteristics related to the use of alternate tobacco products and intention to quit among users. User characteristics suggest changes to standard tobacco control communication strategies.

## TRACK II: TO BRIDGE DIVIDES

12:45—2:15 PM

### Dogwood A/B

#### The Knowledge Translation Divide: What's the Canadian Secret?

*Abstract Type:*  *Level: Intermediate*

**Stephen Linder, PhD (Moderator)**

*University of Texas Health Science Center, Houston, TX*

The Canadian secret is two-fold: they have integrated knowledge translation into the earliest stages of health research grant-writing and grant-making, and they have integrated the philosophy of “exchange” into their research and dissemination work. “Exchange” means seeking the input and guidance of research stakeholders and end-users at every juncture in the research, analysis, publication, and dissemination process. In contrast, American knowledge translation practices are usually an afterthought, underfunded or unfunded, and heavily siloed within a variety of institutions and organizations. This presentation examines the strengths and weaknesses of Canadian and American knowledge translation practices and explores ways to integrate the best aspects of both.

THURSDAY  
AUGUST 11





### **An Overview of Knowledge Translation in Canada and the United States**

**Stephen H. Linder, PhD**

*School of Public Health, University of Texas Health Science Center, Houston, TX*

This presentation is a case study on Canada's formal knowledge-sharing system for health research, describes how to create an infrastructure that supports researchers in the use of collaboration and exchange, and discusses whether a similar model could work in the United States.

### **An American Perspective on Knowledge Translation: Can We Build Bridges?**

**Pimjai Sudsawad, MS, ScD**

*National Institute on Disability and Rehabilitation Research, U.S. Department of Education, Washington, DC*

This presentation is a case study on Canada's formal knowledge-sharing system for health research, describes how to create an infrastructure that supports researchers in the use of collaboration and exchange, and discusses whether a similar model could work in the United States.

### **A Canadian Perspective on Knowledge Translation: What Have We Learned?**

**David Phipps, PhD, MBA**

*Office of Research Services, York University, Toronto, ON, Canada*

This presentation is a case study on Canada's formal knowledge-sharing system for health research, describes how to create an infrastructure that supports researchers in the use of collaboration and exchange, and discusses whether a similar model could work in the United States.

## **TRACK III: TO EXPLORE INNOVATIVE TOOLS AND TECHNOLOGIES**

**12:45–2:15 PM**

**Grand Ballroom D/E**

### **Storytelling for Health Communication Success**

*Abstract Type:*  *Level: Intermediate/Fundamental*

**Nedra Kline Weinreich, MS (Moderator)**

*Weinreich Communications, Los Angeles, CA*

### **The Experts Speak (and Blog and Tweet): New Transmedia Case Studies at Hollywood, Health & Society**

**Chris Dzialo, MA,** and Sandra de Castro Buffington

*Hollywood, Health & Society at the USC Annenberg Norman Lear Center, Beverly Hills, CA*

The collaboration between HHS, CDC, NBC.com, and the show *Parenthood* is discussed as an example of a transmedia entertainment education campaign, along with other case studies from Hollywood, Health & Society's current and upcoming transmedia work.

### **Amazing Me!: A Children's Book and Highly Innovative Approach to Delivering Health Messages to Parents of Young Children**

**Katie K. Green, MPH, CHES**

*Centers for Disease Control and Prevention, Atlanta, GA*

*Amazing Me!* is a children's book that was developed to reach parents with messages about awareness of early child development, the importance of tracking their child's development, and the need to act early on concerns. The presentation describes the development process for the book.





### **The Big Pitch Drama Contest: A Spotlight on Youth Participation in Tobacco Prevention**

**Miriam Karanja, MBA**

*Tobacco Prevention and Cessation Program, Arkansas Department of Health, Little Rock, AR*

This presentation discusses *The Big Pitch* Drama Contest, which gets Arkansas youth involved in creating television ads for the *Stamp Out Smoking (SOS)* campaign. Social media enhance the reach of the program and allow youth to create and vote for entries that spread the tobacco-free message.

## **TRACK III: TO EXPLORE INNOVATIVE TOOLS AND TECHNOLOGIES**

**12:45–2:15 PM**

### **Grand Ballroom C**

#### **Innovative Tools and Techniques in Sexual Health**

Abstract Type:  Level: Intermediate/Fundamental

**Doug Weinbrenner**

*Premier Studios, Kansas City, MO*

#### **Using Cell Phones and SMS Technology to Support Medication Adherence in Adolescents Living with HIV**

**Maria Lewis, MPH, CHES**

*Children's Research Institute, Children's National Medical Center, Washington, DC*

This presentation explores the advancements of mobile technology for health care providers working with HIV-positive youth, as well as highlights both the challenges and successes of using short message system (SMS) technology as an adherence tool to improve health outcomes for young people living with HIV.

#### **Geo-Location, Collaboration, Mhealth, & More: Navigating HIV Prevention and Services Across the Federal Government with One Simple Tool**

**Naima Cozier, MSPH<sup>1</sup>, and Miguel Gomez, BS<sup>2</sup>**

<sup>1</sup>*AIDS.gov, John Snow, Inc. (JSI) Health Services Division, Atlanta, GA*

<sup>2</sup>*AIDS.gov, Office of HIV/AIDS Policy, U.S. Department of Health and Human Services, Washington, DC*

This presentation explores the collaborative efforts led by the Office of HIV/AIDS Policy (AIDS.gov) in developing the HIV/AIDS Prevention and Service Provider Locator. The locator started as a Web-based service built on top of the Google Maps API (application programming interface) combining key federal HIV programs such as HIV testing, mental health services, health centers, substance abuse clinics, housing services, and family planning services and has expanded from the AIDS.gov website to a sharable Web-based widget and a mobile, geo-location enabled site. AIDS.gov has been collaborating with federal, community, and corporate partners to embed the widget on their sites.

#### **Anxiety, Avoidance, and Virtual Dates: The Role of Attachment Theory in Reducing Risky Behavior Among Men Having Sex with Men**

**Nan Zhao, MPH, John Christensen, MA, Lynn Carol Miller, PhD, Stephen J. Read, PhD, and**

**Paul Robert Appleby, PhD**

*University of Southern California, Los Angeles, CA*

This presentation explores incorporating relationship skills into HIV prevention interventions using interactive media. The presenters highlight Socially Optimized Learning in Virtual Environments (SOLVE), an approach to risk-reduction that uses interactive media. SOLVE interventions are designed to simulate real-life social interaction. MSM (men who have sex with men) on a virtual date may try to build intimate and trusting virtual relationships (with virtual partners, guides, etc.) as they would in real life.

THURSDAY  
AUGUST 11



## TRACK III: TO EXPLORE INNOVATIVE TOOLS AND TECHNOLOGIES

12:45–2:15 PM

### International Ballroom F

#### Innovative Tools for Physicians and Health Care Providers Research to Practice

Abstract Type:  Level: Intermediate/Fundamental

**Steven Randazzo (Moderator)**

*Substance Abuse and Mental Health Administration (SAMHSA), Washington, DC*

#### Social Media and Today's Physician

**Ted Eytan, MD, MS, MPH,** and Laura Dunn, MA

*Kaiser Permanente, Washington, DC*

This presentation provides perspectives from a physician and a communicator about how social media are transforming the relationship between physicians and patients, as well as the challenges, opportunities, and next steps for communications professionals who are tasked with helping caregivers engage online.

#### Clinician Use of Health Care-Focused Smartphone Apps: An Analysis of Trends in Access and Use

**Sheri Sturgis, MS**

*MediCom Worldwide, Inc., Morrisville, PA*

This presentation focuses on data analyses of multimedia-based Smartphone applications that are programmed to provide on-demand access to clinically relevant information and to support health care professionals in point-of-care patient assessment and management. Specifically, results focus on data on clinician use trends and patterns of interactive, app-based technology in the therapeutic areas of chronic pain and multiple myeloma.

#### Engaging Health Care Innovators Using Open Space Technology and Social Media: Lessons from the AHRQ Innovations Exchange

Mary Nix, MS, and **Judi Consalvo, BS**

*Center for Outcomes and Evidence, Agency for Healthcare Research and Quality (AHRQ), Rockville, MD*

This presentation shares lessons learned from an AHRQ Innovations Exchange Event that combined an Open Space Technology meeting and social media before, during, and after the meeting. It presents an assessment of the event and discusses how the event led to the discovery that innovators wanted to meet again and stay connected.

## TRACK III: TO EXPLORE INNOVATIVE TOOLS AND TECHNOLOGIES

12:45–2:15 PM

### Redwood

#### Building a Better Message: The 10 Variables That Really Matter

Abstract Type:  Level: Intermediate

**Dogan Eroglu, PhD (Moderator)**

*Centers for Disease Control and Prevention, Atlanta, GA*

This panel discussion explores the need for a standardized tool for long-lead-time message development and introduces a prototype of the Message Development Tool including its purpose and objectives, innovative design process, evidence-based model, and key features.



### Building a Better Message: The 10 Variables That Really Matter (The Reason)

**Galen Cole, PhD, MPH, LPC**

*Centers for Disease Control and Prevention, Atlanta, GA*

Dr. Cole provides the background and purpose of the Message Development Tool (MDT) and describes the results of the expert panel meeting that assisted in the tool's design. CDC's Division of Cancer Prevention and Control created the Web-based MDT to enable health communicators to systematically and scientifically develop and validate effective health messages. Message mapping is a proven communication tool to deliver complex information in an easy-to-understand format for emergency and risk communication situations; however, such a tool does not currently exist for chronic disease messages.

### Building a Better Message: The 10 Variables That Really Matter (The Research)

**Punam Keller, PhD, MBA**

*Tuck School of Business at Dartmouth College, Hanover, NH*

Dr. Keller explores extensive meta-analysis of the main and interaction effects of message tactics and individual characteristics on intentions to comply with health recommendations. Based on her research, Dr. Keller discusses the empirical model on which the Message Development Tool is based and the 10 variables that are significant predictors for stated intentions and behavior when socioeconomic, social influence, beliefs and attitudes, number of ads, and exposure frequency are accounted for.

### Building a Better Message: The 10 Variables That Really Matter (The Tool)

**Eileen S. Haag, MEd**

*Oak Ridge Institute for Science and Education, Oak Ridge, TN*

Ms. Haag explores key features of the Message Development Tool that includes a database-driven algorithm that will provide a visual of predicted average health intention based on the message elements coded by the user, communication strategy, and message development process. Social media components (including a community forum) provide users the opportunity to share messages, collect feedback, and "follow" expert users who consistently provided sound message development advice are also available.

## TRACK IV: TO IMPROVE PRACTICE

12:45–2:15 PM

### Grand Ballroom B

#### Lessons Learned from CDC's First National Tobacco Media Campaign

Abstract Type:  Level: Fundamental

**Diana Beistle, BA (Moderator)**

*Centers for Disease Control and Prevention, Atlanta, GA*

#### An Overview of CDC's National Tobacco Prevention and Control Media Campaign

**Jane Mitchko, MEd**

*Centers for Disease Control and Prevention, Atlanta, GA*

This presentation provides an overview of the CDC's National Tobacco Prevention and Control Media Campaign. CDC launched Phase One of a media campaign in April 2011 to support the efforts of HHS Region 6 and HHS Region 4 states and communities. Existing resources from CDC's Media Campaign Resource Center are being used for this campaign, which will include hard-hitting advertisements and other communication strategies to increase awareness and change attitudes, beliefs, and norms. CDC has completed ad effectiveness testing in HHS Region 6 to evaluate the motivation and memorability of each ad on consumer behavior.

THURSDAY  
AUGUST 11

**The Impact of CDC's First National Tobacco Media Campaign****Robert L. Alexander, PhD, MPH, CHES***Centers for Disease Control and Prevention, Atlanta, GA*

This presentation summarizes the results of a longitudinal pre- and post-campaign survey. This project uses a random-digit-dialing (RDD), list-assisted CATI (computer-assisted telephone interviewing) format to benchmark attitudes, behavioral intentions, and awareness of specific television spots that were circulated in the southwestern United States (HHS Region 6) in April 2011. A 10-minute pre-campaign survey will be conducted among 1,446 men and women respondents, ages 25 to 54 years. The screening determinants are smokers and nonsmokers living within the target areas within the five HHS Region 6 states. A 6-minute post-campaign survey will be conducted among 867 respondents. The survey will provide awareness of each individual ad to be aired and the extent to which the ads motivate respondents to do the following: quit smoking and evaluate their smoking behavior or the dangers of secondhand smoke.

**Improving Health Communication and Marketing: Using Formative Research to Inform National Antismoking Ads****Jacque Dozier, MLA***Centers for Disease Control and Prevention, Atlanta, GA*

This presentation summarizes the formative research practices and lessons learned in developing the new ads and collateral campaign materials for the campaign. Qualitative and quantitative research methods were used to test evidence-based messages and creative concepts that resonated with the target audience and to inform the development process. Formative research (e.g., focus groups, online bulletin boards) was used to gain keen insights into the beliefs, attitudes, and perceptions of the target audience. Quantitative research methods were used to test the ads in the post-production stage for message validation and consumer response.

**TRACK IV: TO IMPROVE PRACTICE****12:45–2:15 PM****Cottonwood A/B****Successful Statewide Initiatives***Abstract Type:*   *Level: Intermediate/Fundamental***Cheryl Lackey, MPH, CHES (Moderator)***Centers for Disease Control and Prevention, Atlanta, GA***InFLUencing Others to Get Vaccinated: A Mixed Media Influenza Outreach Campaign****Heidi Hurst, MA***Northern Nevada Immunization Coalition, Reno, NV*

This presentation highlights the successful partnership of more than 150 community partners to create and implement a comprehensive marketing and public and community relations campaign. In addition, it identifies opportunities for forging new and nontraditional partnerships and the use of new technologies.

**Think Big, Start Small, Act Now: Baltimore City Takes a New Look at Birth Outcomes and Safe Sleep—An Innovative, Multilevel Approach****Cathleen Church-Balin, MHS, MBA***Johns Hopkins Bloomberg School of Public Health, Baltimore, MD*

This presentation outlines Baltimore City's new approach to safe sleep and discusses the theoretical framework used for the campaign that balanced fear-based and efficiency-related messages.



**Integrating Social Marketing into a State System: Shifting Stigmas and Building Innovation:  
Breastmilk. Every Ounce Counts**  
**Danielle Wright Nance**

*Sherry Matthews Advocacy Marketing, Austin, TX*

This presentation describes a statewide initiative that has been distributed in all 50 U.S. states and to 13 other countries. This initiative has shifted behaviors and beliefs of individuals, policy makers, hospitals, workplaces, and state governments regarding breastfeeding.

**Using Research and Expert Consultations to Develop Educational Materials for a National HIV Vaccine Research Initiative**

**Bonny Bloodgood, MA<sup>1</sup>**, A. Cornelius Baker<sup>2</sup>, Elyse Levine, PhD<sup>2</sup>, and Carol Schechter, MA, MPH<sup>2</sup>

<sup>1</sup>*ICF International, Fairfax, VA*

<sup>2</sup>*Center for Health Communication, Academy for Educational Development (AED), Washington, DC*

This presentation discusses the extensive expert consultations and research conducted to develop HIV vaccine educational materials. It also describes how one concept that reflected all audiences could have appeal across all priority populations.

**2:15–2:45 PM Break**

**2:45– 4:00 PM Closing Plenary Panel**

*Grand Ballroom D/E*

**Introduction of Panel**

**Mark A. Weber, MBA**

**Plenary Panel Presentation**

**Putting the Market in Social Marketing: Leveraging Business Strategies for Behavior Change**

**Jay Bernhardt, PhD, MPH (Moderator)**, *Professor and Chair, Department of Health Education and Behavior; Director, Center for Digital Health and Wellness, University of Florida; President, Digital Health Impact, Inc.*

**Panel Presenters**

**Beverly Schwartz, MS**, *Vice President, Global Marketing, Ashoka*

**Kirsten Toby, MBA, AB**, *Co-founder and Chief Innovation Officer, Revolution Foods*

**Julie Harris, PhD, MPH**, *Epidemiologist, Mycotic Diseases Branch, Centers for Disease Control and Prevention*

**Closing Remarks**

**Donna Garland**

THURSDAY  
AUGUST 11





## POSTER SESSION I

**Wednesday, August 10, 2011**

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**9:30–10:30 AM**

### **International Ballroom**

**Lorien Abroms**

#### **The Text2Quit Program: Results from a Formative Evaluation of an Interactive Mobile Health Smoking Cessation Program**

Lorien Abroms, ScD<sup>1</sup>, Meenakshi Ahuja, MBBS, MPHc<sup>1</sup>, Yvonne Kodl, MPHc<sup>1</sup>, Justin Sims<sup>2</sup>, Jonathan Winickoff, MD<sup>3</sup>, and Richard Windsor, PhD, MS<sup>1</sup>

<sup>1</sup>*George Washington University, Washington, DC*

<sup>2</sup>*Voxiva, Washington, DC*

<sup>3</sup>*Harvard University, Boston, MA*

**Eduardo Albuquerque**

#### **Health Promoting Schools and Communities—Dengue**

Eduardo Albuquerque

*Health State Department of Pernambuco, Brazil, Olinda, Brazil*

**Danielle Bartolo**

#### **Assessing the Comparative Efficacy of Humorous and Fear-Based Public Health Messages**

Danielle Bartolo, BS

*Columbia University, New York, NY*

**Bonny Bloodgood**

#### **Engaging Health Care Providers in HIV Vaccine Research: Findings from In-Depth Interviews**

Bonny Bloodgood, MA, A. Cornelius Baker, Elyse Levine, PhD, and Carol Schechter, MA, MPH

*Academy for Educational Development (AED), Washington, DC*

**Christine D. Camacho**

#### **One Nation to Prevent Alcohol Abuse: Embrace and Respect Our Island Cultures: A CounterMarketing Alcohol Prevention Campaign Involving Youth: Policy and Formative Research Methods to Change Social and Environmental Norms on Guam**

Christine D. Camacho, BA, CPS<sup>1</sup>, and Annette M. David, MD, MPH, FACOEM<sup>2</sup>

<sup>1</sup>*Guam Department of Mental Health & Substance Abuse, Tamuning, Guam*

<sup>2</sup>*Health Partners, LLC, Tamuning, Guam*

**Frederico M. Cohrs**

#### **Cluster Analysis to Identify Groups for Health Promotion**

Frederico M. Cohrs, MSc Candidate, Fernando Sousa, MSc Candidate, Luiz Ramos, MD, PhD, and Ivan Pisa, PhD

*Universidade Federal de Sao Paulo, Sao Paulo, Brazil*

**Albert D. Cunningham**

#### **HIV- is the New + : One Community's Comprehensive HIV Prevention Strategy**

Albert D. Cunningham

*University of Illinois, Springfield, IL*





**Linda Fleisher**

**Methods for Mining and Analyzing Web-Log Data by Example: Data from a Web-Based Study for Newly Diagnosed Prostate Cancer Patients**

Linda Fleisher, PhD, MPH, and Venk Kandadai, MPH

*Fox Chase Cancer Center, Cheltenham, PA*

**Dulari Gandhi**

**Through My Eyes: Journeys of Recovery from Mental Illness and Addiction in Communities of Color**

Dulari Gandhi, BS<sup>1</sup>, Chandria Jones, MPH<sup>1</sup>, Glynis Jones, MSM<sup>1</sup>, and Mareasa Isaacs, PhD<sup>2</sup>

<sup>1</sup>*Westat Inc, Rockville, MD*

<sup>2</sup>*National Alliance of Multi-Ethnic Behavioral Health Associations, Washington, DC*

**Cynthia A. Gelb**

**A Woman-to-Woman Approach to Increasing Knowledge about Gynecologic Cancer: CDC's Inside Knowledge Campaign**

Cynthia A. Gelb, BSJ<sup>1</sup>, Lindsey Polonec, MA<sup>1</sup>, Jennifer Chu, MPH<sup>2</sup>, Jennifer Wayman, MHS<sup>2</sup>, Stephanie Mui, BS<sup>2</sup>, and Lauren Grella, MA<sup>2</sup>

<sup>1</sup>*Centers for Disease Control and Prevention, Atlanta, GA*

<sup>2</sup>*Ogilvy Washington, Washington, DC*

**Patrick Hadley**

**Masculinities and Challenges for Men's Health Marketing: A Content Analysis of Public Service Advertisements Promoting Preventive Medical Tests**

Patrick Hadley, PhD

*University of West Georgia, Carrollton, GA*

**Pauline C. Hamel**

**When the Student Is Ready, the Teacher Will Appear: The Online Education of Health Communicators**

Mario Nacinovich, BSc, MSc<sup>2</sup>, and Pauline C. Hamel, EdD, PT<sup>2</sup>

<sup>1</sup>*Boston University, New York, NY*

<sup>2</sup>*New Bedford Department of Public Health, New Bedford, MA*

**Shelly Heath-Watson**

**See Well for a Lifetime: A Community-Based Resource for Raising Awareness of Eye Health Among Older Adults**

David Corman, MS<sup>1</sup>, Neyal J. Ammary-Risch, MPH, MCHES<sup>2</sup>, and Shelly Heath-Watson, MA<sup>3</sup>

<sup>1</sup>*ICF Macro, Atlanta, GA*

<sup>2</sup>*National Eye Institute, Bethesda, MD*

<sup>3</sup>*ICF International, Fairfax, VA*

**Zena Itani**

**Using Video to Mobilize Communities for HIV Prevention Among Black MSM**

Zena Itani, MPH

*Altarum Institute, Washington, DC*

**Teresa Lofton**

**Eagle Books: Diabetes Prevention Through Education-Entertainment**

Teresa Lofton, PhD, MPH and Shayna Heller, BFA

*Westat, Inc., Rockville, MD*



- Erin Marcus**  
**Urban Women's Preferences for Learning of their Mammogram Result: A Qualitative Study**  
 Erin Marcus, MD, MPH, and Darlene Drummond, PhD  
*University of Miami, Miami, FL*
- Darren Mays**  
**Internet Health Information-Seeking, Social Media, and Mobile Text Messaging Among U.S. Adults: Implications for Health Promotion**  
 Darren Mays, PhD, MPH<sup>1</sup>, and Katia Delrahim Howlett, MPP, MBA, PhD<sup>2</sup>  
<sup>1</sup>*Georgetown University Medical Center, Washington, DC*  
<sup>2</sup>*University Research Co., LLC, Rockville, MD*
- Don McCormick**  
**Building a Story Bank: A Systematic Approach**  
 Don McCormick, BA  
*Iowa Department of Public Health, Des Moines, IA*
- Megan Miller**  
**Comparing the Effectiveness of Responsible Drinking Messages Tailored to Three Possible "Personality" Conceptualizations**  
 Megan Miller, MS, Valerie York, PhD, and Laura Brannon, PhD  
*Kansas State University, Manhattan, KS*
- Salva Najib**  
**Visual and Participatory Research Methods in the Development of Mass Communication Health Campaign Messages for Underserved Populations**  
 Salva Najib, BS  
*University of Illinois at Urbana-Champaign, Champaign, IL*
- Juliette Niemi**  
**An Interdisciplinary Approach to Campus Suicide Prevention: Collaborating to Create Effective Campaign Messages**  
 Juliette Niemi, MA, Jan Collins-Eaglin, PhD, Anna Luster, Kami Silk, PhD  
 Samantha Nazione, and Kristin Pace  
*Michigan State University, East Lansing, MI*
- Emily Novick**  
**Back to the Future: Using New Technologies to Prevent and Reduce Underage Alcohol Use**  
 Emily Novick, MPP  
*Substance Abuse and Mental Health Services Administration, Rockville, MD*
- Louise Palmer**  
**En Familia: An Intergenerational Approach to Improving Health Literacy Among and Delivering Health Education to Latino Families**  
 Louise Palmer, MA, Kimberly Stringer, MA and Kristen Holtz, PhD  
*KDH Research & Communication, Atlanta, GA*
- Bryan Pflaum**  
**Creative Learning: The Art of Health Communication**  
 Bryan Pflaum, MFA  
*Cleveland Clinic, Lyndhurst, OH*



**Christine Prue**

**Using Formative Research to Improve Communication About Lyme Disease**

Emily Zielinski-Gutierrez, BA, MPH, DrPH<sup>1</sup>, Christine Prue, MSPH, PhD<sup>2</sup>, Anna Perea, BS<sup>1</sup>, MS, Alison Hinckley, BS, PhD<sup>1</sup>, Paul Mead, MD<sup>1</sup>, Bridget Kelly, MPH, PhD<sup>3</sup>, and Linda Squiers, PhD<sup>3</sup>

<sup>1</sup>*Centers for Disease Control and Prevention, Fort Collins, CO*

<sup>2</sup>*Centers for Disease Control and Prevention, Atlanta, GA*

<sup>3</sup>*RTI International, Washington, DC*

**Luis Rustveld**

**Sugar, Heart, and Life: A Bilingual Diabetes Education Interactive Telenovela to Promote Diabetes Self-Care in Hispanic Primary Care Patients with Type 2 Diabetes**

Luis Rustveld, PhD, RD, LD, Maria Jibaja-Weiss, EdD, and Leslie Cruz, BA  
*Baylor College of Medicine, Houston, TX*

**Lynn Sokler**

**Making Vital Stats Vitrally Useable**

Lynn Sokler, BS

*Centers for Disease Control and Prevention, Atlanta, GA*

**Yukari Takata**

**Online Peer Influences on One Another's Health Beliefs Through Peripheral Processes: A Review of Literature and Agenda for Future Research**

Yukari Takata, MPH

*University of Florida, Gainesville, FL*

**Christopher Thomas**

**Evaluation of a Sodium Reduction Awareness Toolkit for Grantees and Partners, 2010**

Christopher Thomas, MS, CHES, Rashon Lane, MA, and Shahid Hafidh, MPH  
*Centers for Disease Control and Prevention, Atlanta, GA*

**Carlos Velázquez**

**Creating a Health Equity Movement for the LGBT Community: Effective Health Messaging in Puerto Rico**

Elba C. Diaz-Toro, DMD, MSD<sup>1</sup>, MPH, Carlos Velazquez, MA<sup>2</sup>

<sup>1</sup>*University of Puerto Rico*

<sup>2</sup>*HMA Associates, Inc.*

**Sheree Vodicka**

**Technology, Training and Technical Assistance: Building Communications Capacity in State Obesity Programs**

Sheree Vodicka, MA, RD, LDN

*North Carolina Division of Public Health, Raleigh, NC*

**Stephanie Sargent Weaver**

**Disparities in Internet Access and Differences in Physical Activity and Exercise Knowledge**

Stephanie Sargent Weaver, PhD, MPH, CHES,

Shannon Griffin-Blake, PhD, and James B. Weaver, PhD, MPH

*Centers for Disease Control and Prevention, Atlanta, GA*



- Susan Wieczorek**  
**A New Look At An “Old” Medium: Data Mining for Meaning within Physician/Patient Electronic Messages**  
 Susan Wieczorek  
*University of Pittsburgh, Johnstown, PA*
- Jessica Fitts Willoughby**  
**Texting for Sexual Health: Examining the Questions Adolescents Ask the BrdsNBz Text Message Warm Line**  
 Jessica Fitts Willoughby<sup>1</sup>, MA and Kennon Jackson, MA<sup>2</sup>  
<sup>1</sup>*University of North Carolina, Chapel Hill, NC*  
<sup>2</sup>*Adolescent Pregnancy Prevention Campaign of North Carolina*
- Terrence Young**  
**Using Communication Tools and Social Marketing to Increase Condom Distribution Among African Americans In Washington, DC**  
 Terrence Young  
*Community Education Group, Washington, DC*
- Anne Zahradnik**  
**Asthma Education Source Preferences Among Brooklyn Residents and their Relation to Asthma Knowledge**  
 Anne Zahradnik, PhD<sup>1</sup>, and Ellen Becker, PhD, RRT-NPS, RPFT, AE-C<sup>2</sup>  
<sup>1</sup>*Marist College, Poughkeepsie, NY*  
<sup>2</sup>*Long Island University Brooklyn, Brooklyn, NY*

## POSTER SESSION II

**Wednesday, August 10, 2011**

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**2:45–3:45 PM**

### International Ballroom

- Margaret Albertson**  
**CPPW Statewide Integration: An Investigation of Earned and Paid Media Across the State**  
 Margaret Albertson  
*North Carolina Division of Public Health, Raleigh, NC*
- Kelly Anderson**  
**Herding Cats Made Easier: A Model for Supporting Consistent Local Communications About a Federal Health Quality Program**  
 Kelly Anderson, BA<sup>1</sup>, Jennifer Brockman, MS<sup>2</sup>, and Paulette Strader, BA<sup>2</sup>  
<sup>1</sup>*Centers for Medicare & Medicaid Services, Baltimore, MD*  
<sup>2</sup>*Virginia Health Quality Center, Richmond, VA*
- Arnold Barnes**  
**Newspaper Coverage (2000–2009) of the Disparity in Black and White Infant Mortality Rates**  
 Arnold Barnes, PhD. and Glenna Barnes, PhD  
*North Carolina Agricultural and Technical State University, Greensboro, NC*
- Dawn Bergantino**  
**Designing an Innovative and Scalable Program to Reach Hard-to-Engage Populations at Risk for COPD**  
 Dawn Bergantino, MA  
*Porter Novelli Public Services, Washington, DC*



**Mary Bresnahan**

**Persuasive Impact of a Value-Congruent Smoking Prevention Message on Middle School Students in Suburb of Beijing, China**

Mary Bresnahan, PhD, and Jie Zhuang  
*Michigan State University, East Lansing, MI*

**Nilesh Chatterjee**

**Creating a Behavior Change Communication Program for Family Planning Among the Urban Poor in Uttar Pradesh: Formative Evaluation Findings**

Geetali Trivedi, MA<sup>1</sup>, Nilesh Chatterjee, PhD, MA, MBBS<sup>2</sup>, Sanjanthi Velu, PhD<sup>2</sup>, Sukhpal Marwa, MA<sup>1</sup>, Basil Safi, MPH, PE, CHES<sup>2</sup>, and Rajiv Rimal, PhD<sup>2</sup>

<sup>1</sup>*Urban Health Initiative, Lucknow, India*

<sup>2</sup>*Johns Hopkins Bloomberg School of Public Health, Baltimore, MD*

**Michelle Farabough**

**An Innovative Approach to Delivering Point-of-Care Patient Education Using Social Media and Portable Media Devices**

Michelle Farabough, BA, MSKM, Linda Oberst-Walsh, MD, Kimberly Crosby, PharmD, BCPS, CGP, and Michelle Condren, PharmD  
*University of Oklahoma, Tulsa, OK*

**Ann Forsythe**

**African American STD Health Disparities: Implications for Message Constructs and Bundling for Health Communication Campaigns**

Ann Forsythe, PhD<sup>1</sup>, Allison Friedman, MS<sup>1</sup>, Susan Robinson, MS<sup>1</sup>, Jennifer Uhrig, PhD<sup>2</sup>, Jon Poehlman, PhD<sup>2</sup>, Shelly Harris<sup>2</sup>, and Justin Smith<sup>2</sup>

<sup>1</sup>*Centers for Disease Control and Prevention, Atlanta, GA*

<sup>2</sup>*RTI International, Triangle Park, NC*

**Callie Gass**

**The FASD Center for Excellence: Expanding the Health Communications Model**

Callie Gass, BA  
*Northrop Grumman, Rockville, MD*

**Karine Goneau-Lessard**

**Government of Canada's Children's Health and Safety Campaign**

Karine Goneau-Lessard, B, Com, MSc  
*Government of Canada Department of Health, Ottawa, ON*

**Yancey Hall**

**Restructuring the Health Care Information Pathway: Mobile Health's Consumer Impact**

Yancey Hall, BS, MA  
*Booz Allen Hamilton, McLean, VA*

**Shelley Hammond**

**Online Videos for Parents of Teen Drivers: A Case Study from CDC's Injury Center**

Shelley Hammond, MMC, and Michele Huitric, MPH  
*Centers for Disease Control and Prevention, Atlanta, GA*

**Liz Imperiale**

**Talking About Health Reform: Communication Through Commemoration, Consultation, and Collaboration**

Liz Imperiale, BSBA<sup>1</sup>, and Mary Ann Phillips, MPH<sup>2</sup>

<sup>1</sup>*Georgia State University, Atlanta, GA*

<sup>2</sup>*Georgia Health Policy Center, Atlanta, GA*



- Katherine Lafreniere**      **The Decision Framing Process in Behavior Choice: Implications for Social Marketing and Communications**  
Katherine Lafreniere, MSc and Sameer Deshpande, PhD  
*University of Lethbridge, Lethbridge, Canada*
- Colette Lueck**      **Development of a Statewide Mental Health Promotion Campaign: Necessary Steps and Lessons Learned**  
Colette Lueck, MSW  
*Illinois Children's Mental Health Partnership, Chicago, IL*
- Jennifer M. Heilbronner**      **Building Public Will and Social Norms for Colorectal Cancer Screening**  
Jennifer Messenger Heilbronner, BA  
*Metropolitan Group, Portland, OR*
- Bhavesh Modi**      **Impact Assessment of Smoke-free Awareness Campaign in Ahmedabad and Gandhinagar Districts of Gujarat, India**  
Bhavesh Modi, Dr<sup>1</sup>, Paresh Dave, Dr<sup>1</sup>, Nandita Murukutla, Dr<sup>2</sup>, Shefali Gupta<sup>2</sup>, Tahir Turk<sup>2</sup>, and Sandra Mullin<sup>2</sup>  
<sup>1</sup>*State Tobacco Control Cell, Gandhinagar, Gujarat, India*  
<sup>2</sup>*World Lung Foundation, New York, NY*
- Deborah Neffa**      **The North Carolina Healthy Food Environments in Hospitals Project: An Analysis of the Implementation Process and the Role of Feedback**  
Deborah Neffa, MA<sup>1</sup>, Nicholas Sullivan<sup>2</sup>, Anne Thornhill, MPH<sup>2</sup>, and Meg Molloy, DrPH, MPH, RD<sup>2</sup>  
<sup>1</sup>*University of North Carolina, Chapel Hill, NC*  
<sup>2</sup>*NC Prevention Partners, Chapel Hill, NC*
- Debra Noll**      **Serve Smart and Sell Smart Alcohol Retailer Toolkit and Evaluation**  
Lisa Wolff, PhD<sup>1</sup>, Alison El Ayadi<sup>2</sup>, Nancy Lyons, MPH<sup>3</sup>, Kathleen Herr-Zaya, PhD<sup>4</sup>, Debra Noll, MA<sup>1</sup>, Fernando Perfas<sup>4</sup>, and Gisela Rots, MSc<sup>5</sup>  
<sup>1</sup>*Health Resources in Action, Boston, MA*  
<sup>2</sup>*Harvard School of Public Health, Boston, MA*  
<sup>3</sup>*NJL Communication, Jamaica Plain, MA*  
<sup>4</sup>*Massachusetts Department of Public Health, Boston, MA*  
<sup>5</sup>*Cambridge Prevention Coalition, Cambridge, MA*
- Elizabeth Osborn**      **Using Social Marketing and Branding to Engage Tweens: An Example from *Best Bones Forever!***  
Elizabeth Osborn, BA<sup>1</sup>, Darcy Sawatzki, MA<sup>1</sup>, R. Ann Abercrombie, MLS<sup>2</sup>, and Lynne Doner Lotenberg, MA<sup>1</sup>  
<sup>1</sup>*Hager Sharp, Washington, DC*  
<sup>2</sup>*Office of Women's Health, Washington, DC*
- Martha Pearson**      **Digital Storytelling in SE Alaska**  
Martha Pearson, MA, ACSM, Pt  
*WISEWOMAN Program, Sitka, AK*



**Emily Peterson**

**ExploreBMT: Providing Marrow and Cord Blood Transplant Patients, Caregivers, and Health Care Professionals Enriched Online Access to Transplant-Related Resources**

Emily Peterson, BA, Kari Bailey, MBC, Caitlin Heidbrink, BA, and Susan Francis, BA

*National Marrow Donor Program, Minneapolis, MN*

**Christine Prue**

**Using Formative Research to Improve Messages About the Risks of Raw Milk**

Christine Prue, MSPH, PhD, Casey Barton-Behravesh, DVM, DrPH, DACVPM, Barbara Mahon, MD, MPH, Conne Ward-Cameron, BA, Carolyn Brooks, MA, Ashlee Halbritter, MPH, Jennifer Mitchell, MPH, and Julie Smith, BS, MBA

*Centers for Disease Control and Prevention, Atlanta, GA*

**Amee Roberson**

**Virginia Hospital Center Medical Brigade: Improving Health in Honduras and Building Innovative Engagement and Strategic Communication Strategies and Programs**

Amee Roberson, BS

*Booz Allen Hamilton, Falls Church, VA*

**Frank Schwebel**

**Txt4Hlth: A Randomized Trial of Text Messaging Utilization for Adolescent Is Substance Abuse Treatment**

Frank Schwebel

*Arizona State University, Tempe, AZ*

**Juliene Stafford**

**Development of Tailored Communication Strategies for the Senior Population**

Nathan Simms, JD<sup>1</sup>, Juliene Stafford, PhD<sup>2</sup>, and Robyn Shawkey, MBA<sup>1</sup>

<sup>1</sup>*GlaxoSmithKline, Durham, NC*

<sup>2</sup>*HYGELA Consulting Group, LLC, Pennington, NJ*

**Alison Shaffer Teitelbaum**

**Cultural Brokering: Maximizing the Conference Experience for Culturally Diverse Populations**

Alison Shaffer Teitelbaum, MS, MPH, and Denise Raybon, MPH

*The Cadmus Group, Inc, Arlington, VA*

**Ana Toro**

**Take Care of Them: Using Public Service Announcements to Increase Awareness About Diabetic Eye Disease**

Marcela Aguilar, MHS<sup>1</sup>, and Neyal J. Ammary-Risch, MPH, MCHES<sup>2</sup>

<sup>1</sup>*ICF Macro, Rockville, MD*

<sup>2</sup>*National Eye Institute, Bethesda, MD*





- Rohit Verma**  
**Designing Online Health Information: Project Management and User-Centered Design Processes Used to Develop CDC's Cross-Cutting Topic Sites on Human Papillomavirus (HPV)**  
Rohit Verma, MSc, Cynthia Crick, MPH, CHES, Lisa Richman, and Susan Robinson, MS  
*Centers for Disease Control and Prevention, Atlanta, GA*
- Jennifer Wayman**  
**Cause 2.0: Changing Dynamics of Engagement**  
Jennifer Wayman, MHS  
*Ogilvy Washington, Washington, DC*
- Stephanie Webster**  
**Seeking a Common Language to Communicate About Holistic Health: A Factor Analysis of Instruments Used Across Disciplines in Holistic Health Research**  
Stephanie Webster, PhD  
*University of Florida, Gainesville, FL*
- Leanne Wilkinson**  
**Stay Positive: Creating a Population-Based Parenting Communications Campaign**  
Leanne Wilkinson, BA  
*Triple P International, Indooroopilly, Brisbane, Australia*
- Gale Wilson-Steele**  
**Changing Behavior Through an Evidence-Based Media Campaign: Engaging Teens in the Fight Against Obesity**  
Gale Wilson-Steele, BS  
*Health Media Syndicate, Solvang, CA*





# PRESENTER INDEX

## A

Abercrombie, R. Ann 49  
 Abrams, Lorien 85  
 Adams, Jr., Robert 64  
 Agnew, Christine 49  
 Aikin, Ann 33  
 Albertson, Margaret 89  
 Albuquerque, Eduardo 85  
 Alexander, Robert L. 82  
 Anderson, Kelly 89  
 Armstrong-Mensah, Elizabeth 32  
 Augustson, Erik M. 61

## B

Backer, Thomas E. 55, 66  
 Bandera, Cesar 46  
 Barnes, Arnold 89  
 Bartolo, Danielle 85  
 Baur, Cynthia 44, 74  
 Beach-Horne, Valerie 23, 50  
 Beasley, Jim 45  
 Beaupierre, Melissa 34  
 Beistle, Diana 81  
 Bergantino, Dawn 89  
 Berger, Jonah 52  
 Bernhardt, Jay 12, 23, 83  
 Bhandari, Aman 34  
 Bhutta, Waqaas 24, 76  
 Bloodgood, Bonny 83, 85  
 Bloomberg, Carol 55  
 Bresnahan, Mary 90  
 Briggs, Derrick 31  
 Burke, Amelia 47

## C

Camacho, Christine D. 85  
 Carger, Elizabeth 53  
 Chatterjee, Niles 71, 90  
 Cho, Jonathan 33, 46  
 Church-Balin, Cathleen 82  
 Cohen, Elisia 75  
 Cohen, Elyse 42  
 Cohrs, Frederico M. 85  
 Cole, Galen 81

Consalvo, Judi 80  
 Cortese, Juliann 60  
 Cozier, Naima 79  
 Cucchi, Paige 47  
 Cunningham, Albert D. 85  
 Cureton, Shava 32

## D

Dame, Kevin 53  
 Daniel, Katherine Lyon 43  
 Dealy, Adrienne 62  
 Dearing, James W. 56  
 Douglas, Caitlin 45  
 Dozier, Jacquie 82  
 Drexler, Nora L. 48  
 Dugan, Susan 42, 73  
 Dzialo, Chris 78

## E

Eaker, Elaine 73  
 Eroglu, Dogan 80  
 Esquibel, José 69  
 Eytan, Ted 80

## F

Farabough, Michelle 90  
 Finkelstein, Joseph 59  
 Fishman, Jodie 34  
 Fleisher, Linda 86  
 Flome, Jennifer 34  
 Forman, W. Reed 69  
 Forsythe, Ann 90  
 Fortin, Judy 65  
 Foster, Caroline 44, 59  
 Freimuth, Vicki 45  
 Friedman, Allison 58, 75  
 Funderburk, Frank 75

## G

Galbreath, Laura 56  
 Gandhi, Dulari 86  
 Garland, Donna 3, 29, 83  
 Gass, Callie 90

Gelb, Cynthia A. 86  
 Gerteis, Margaret 71  
 Goetschius, Andrea 24, 76  
 Golden, Annis 38  
 Goldstein, Adam 57  
 Goneau-Lessard, Karine 90  
 Goodin, Lisa M. 32  
 Grandpré-Lessard, Éline De 37  
 Greene, Sarah 70  
 Green, Katie K. 78  
 Greenwell, Michael C. 40, 65  
 Günther, Lars 43

## H

Haag, Eileen S. 81  
 Hadley, Patrick 86  
 Hall, Ingrid 39  
 Hall, Yancey 90  
 Hamel, Pauline C. 86  
 Hammond, Dave 30  
 Hammond, Shelley 90  
 Handley, Jessica 33  
 Haro, Pedro 31  
 Harris, Julie 12, 83  
 Hayes, D. Camille 74  
 Haynes, Mattice A. 12, 29  
 Heath-Watson, Shelly 86  
 Heilbronner, Jennifer M. 91  
 Herzog, Jill 40  
 Hilfiker, Sandra 74  
 Hornik, Robert 52  
 Howett, Ciannat M. 27  
 Huang, Larke 66  
 Huang, Li-Ling 71  
 Hunt, Yvonne M. 62  
 Hurst, Heidi 82

## I

Imbesi, Elizabeth S. 70  
 Imperiale, Liz 90  
 Itani, Zena 86



## J

Jones, Sandra 49  
Jordan, Jeff 41, 57

## K

Karanja, Miriam 79  
Kasten, Jennifer 69  
Kateb, Ilanit 58  
Keller, Adrienne 48  
Keller, Ed 13, 43  
Keller, Punam 44, 81  
Kennedy, Allison 37  
Khan, Laura Kettel 26  
Kilgore, Elizabeth 36  
Koonce, Diana 41  
Koyani, Sanjay 40

## L

Lackey, Cheryl 47, 82  
Lafreniere, Katherine 91  
Lankford, Brenda Brown 39  
Layne, Carrie 62  
Lefebvre, R. Craig 53, 68  
Lewis, Maria 79  
Lewis, Megan 54  
Liburd, Leandris 64  
Lien, Mego 60  
Linder, Stephen 77, 78  
Lofton, Teresa 86  
Lowry, Rhonda 13, 43  
Lucey, Jr., Richard 67  
Lueck, Colette 91

## M

Macneil, Allison 73  
Marcus, Erin 87  
Mark, Jessica 72  
Marshall, Maureen 38  
Masel, Meredith 63  
Mayer, Robert 56  
Mays, Darren 87  
McCauley, Stephen 27  
McClain, Jackie 37  
McConaughy, Paul 36  
McCormick, Don 87  
McCoy, Lauren 35

McDivitt, Judith A. 71, 77  
Mehta, Rupal 72  
Meyer, Jane 39  
Miller, Lynn Carol 61  
Miller, Megan 87  
Miller, Michael J. 36, 47  
Mitchko, Jane 81  
Moag-Stahlberg, Alicia 42  
Modi, Bhavesh 91  
Moon, Marilyn 73

## N

Najib, Salva 87  
Nance, Danielle Wright 83  
Neffa, Deborah 91  
Niemi, Juliette 87  
Noll, Debra 91  
Novick, Emily 48, 87  
Nowak, Glen 49

## O

Ogunbayo, Boladale 24, 76  
Okonkwo, Amaechi 23, 50  
Olshefsky, Alisa Maria 42  
Osborn, Elizabeth 91  
Ostby, Ronne 48  
Overton, Devona 39

## P

Palmer, Louise 87  
Parker, Demetrius M. 41  
Parvanta, Claudia 70  
Parvanta, Sarah 77  
Peacock, Georgina 63  
Pearson, Martha 91  
Perez-Hernández, Rosaura 30  
Peterson, Emily 92  
Pflaum, Bryan 87  
Pharo, Greg 14, 43  
Phipps, David 78  
Pierce, Heather 74  
Pilsner, Alison M. 61  
Poag, Susan 41  
Prue, Christine 37, 88, 92  
Puckett, Greta 35

## R

Randazzo, Steven 35, 80  
Rankovic, Dejana 23, 50  
Remick, Arlene 38  
Ridpath, Jessica 74  
Roberson, Amee 32, 92  
Robinson, Ayanna 31  
Robinson, Maren 45  
Rodriguez, Leslie 38  
Rossow, Michelle 25  
Rueda, Wendy 34  
Ruiqian, Xie 23, 50  
Rustveld, Luis 88

## S

Salzgeber, Jeffrey 62  
Samuels, Alicia 38  
Savage, Terry 46, 70  
Schechter, Carol 36  
Schoellmann, Karis 33  
Schwartz, Beverly 14, 83  
Schwebel, Frank 92  
Sebrié, Ernesto 29  
Shearer, Kerry 73  
Sheldon, Mike 46  
Shelp, Stacy 47  
Shim, Minsun 40  
Shi, Rui 59  
Siaw-Asamoah, Dorothy 24, 76  
Simeonov, Iana 46, 60, 73  
Simioni, Katharina 40  
Smith, Bill 52  
Smith, J. Walker 15, 29  
Smith, Stacey 41  
Smith, William 35  
Sokler, Lynn 88  
Somera, Lilnabeth P. 23, 50  
Southwell, Brian 77  
Spoeth, Shelly 63, 75  
Stafford, Juliene 92  
Stemmle, Jonathan T. 40, 59  
Strand, John 25, 52  
Sturgis, Sheri 63, 80  
Sublet, Virginia 29  
Sudsawad, Pimjai 78



## T

Tahir, Rehman 23, 51  
Takata, Yukari 88  
Taylor, Shani C. 61  
Teitelbaum, Alison Shaffer 92  
Thackeray, Rosemary 47  
Thomas, Christopher 88  
Thrasher, James F. 30  
Ticknor, Kristina 60  
Tingen, Martha 57  
Tobey, Kirsten Saenz 14, 83  
Toro, Ana 39, 92  
Torres, Ivette 59  
Trefzger, William 67  
Tschampl, Cynthia 43  
Tucker, Jennifer 44

## V

Vega, Mayra 24, 76  
Velázquez, Carlos 58, 88  
Verma, Rohit 93  
Vodicka, Sheree 88

## W

Wakefield, Melanie 77  
Wakshlag, Jack 15, 43  
Wallace, Caroline 26  
Wang, Meme 58  
Waugh, Chris 53  
Wayman, Jennifer 93  
Weaver, James B. 43  
Weaver, Stephanie Sargent 88  
Weber, Mark A. 2, 29, 56, 67  
Webster, Stephanie 93  
Weinbrenner, Doug 60, 79  
Weinreich, Nedra 41, 78  
Welch, Sarah 72  
Wieczorek, Susan 89  
Wilkinson, Leanne 93  
Williams, Alexis 57  
Willoughby, Jessica Fitts 89  
Wilson, Andrew 34  
Wilson, Josephine 31  
Wilson-Steele, Gale 93  
Winkler, Rebecca 25  
Wukitsch, Kimber 35

## Y

Yarmuth, Megan 46  
Young, Terrence 89

## Z

Zahradnik, Anne 89  
Zhao, Nan 79

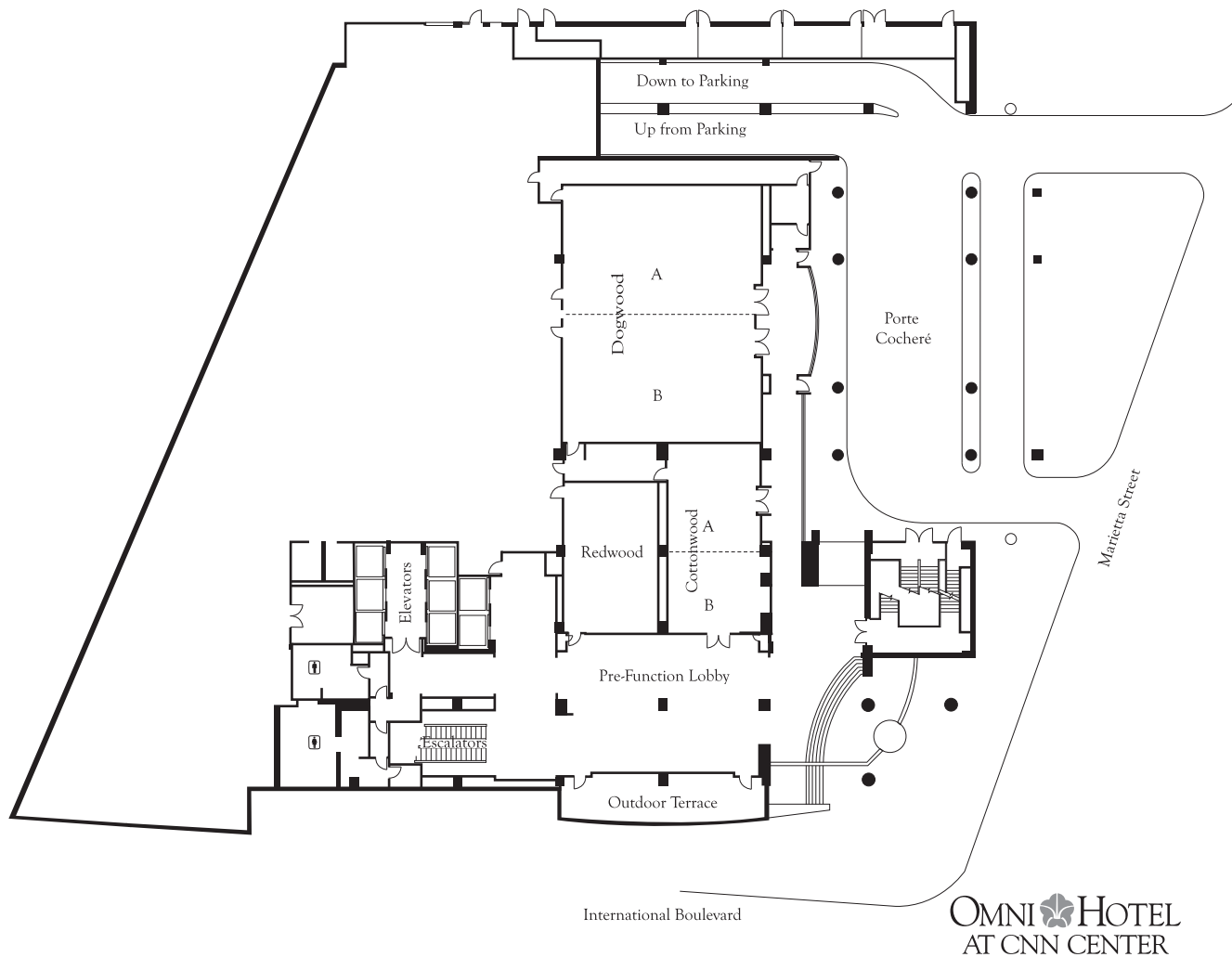




# OMNI HOTEL FLOOR PLAN

North Tower

M1/Street Level



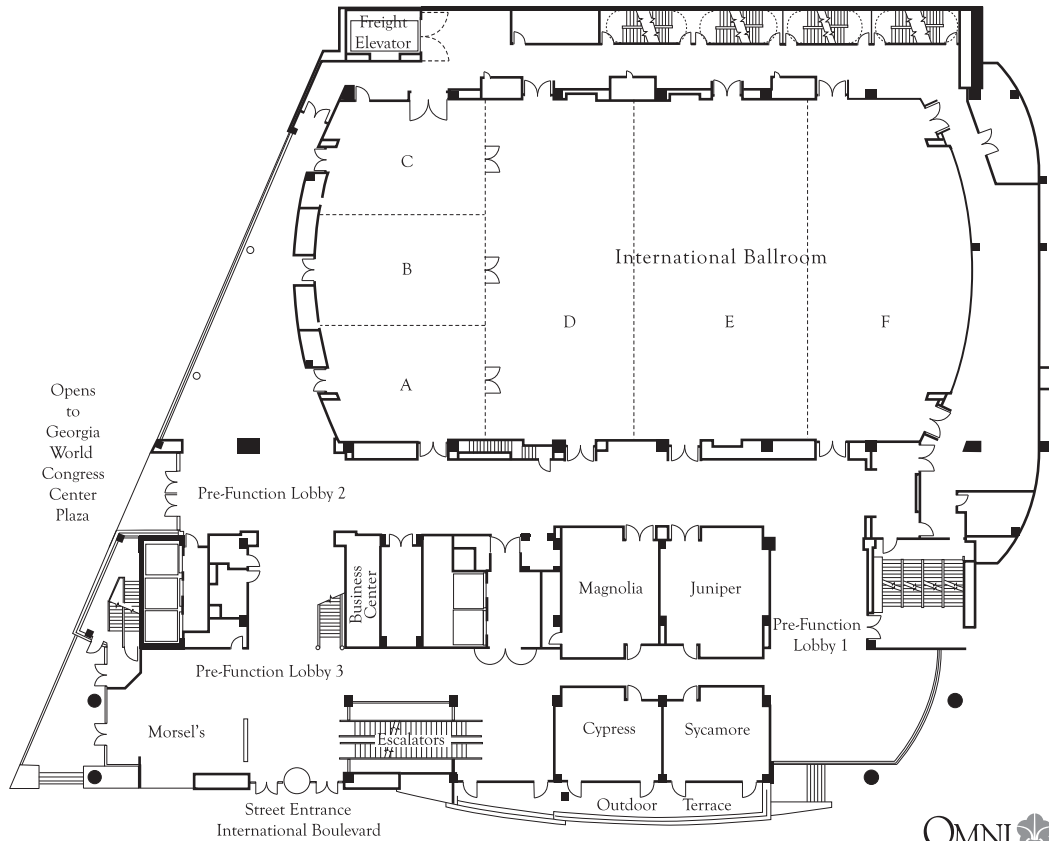




# OMNI HOTEL FLOOR PLAN

North Tower

M2/International Ballroom Level



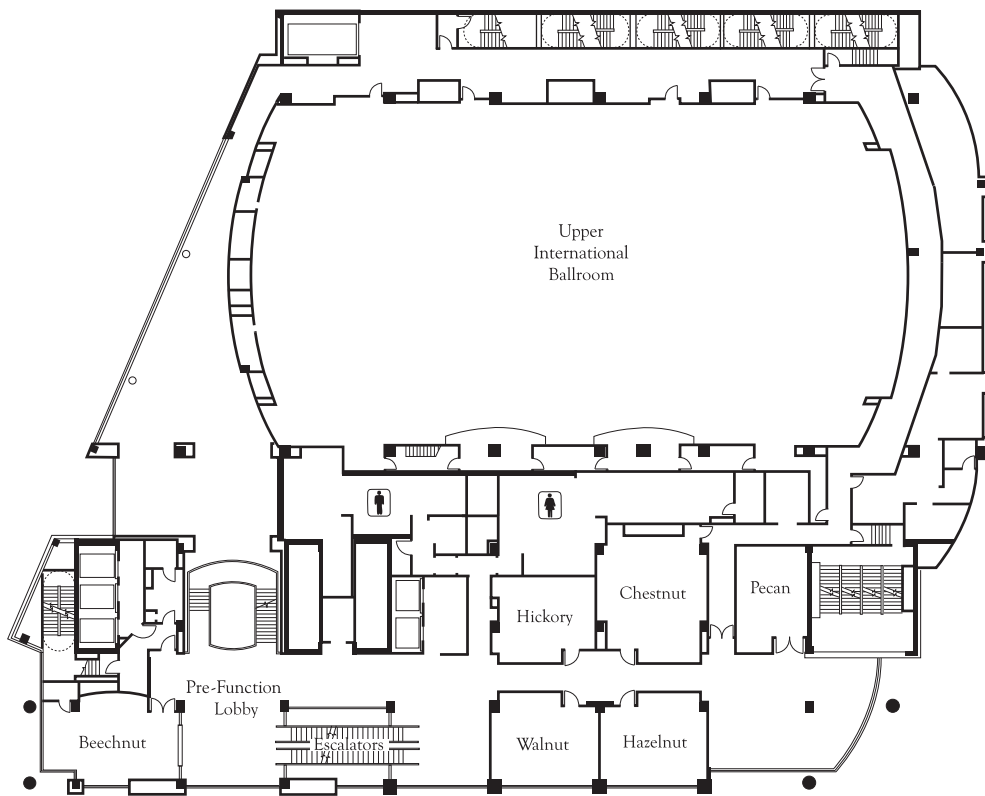
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# OMNI HOTEL FLOOR PLAN

North Tower

M3/Meeting Level



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## M4/Grand Ballroom Level





