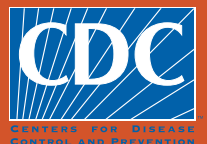
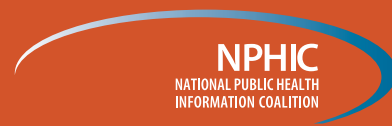


CONFERENCE PROGRAM



2014 National Conference on
Health Communication,
Marketing, and Media

AUGUST 19-21, 2014
HYATT REGENCY ATLANTA





2014 National Conference on Health Communication, Marketing, and Media

Find full program at <http://www.cdc.gov/nchcmm/agenda>
Download conference mobile app at www.guidebook.com
Search for health communication, marketing, and media.

Conference WiFi Access: Network Name: IQ Solutions 2014
Password: iqsolution14

Tuesday, August 19, 2014

7:00 AM – 6:00 PM

Registration
Grand Hall Foyer

8:00 AM – 11:30 AM

PRE-CONFERENCE WORKSHOPS

Registration required to attend

Workshop I – Hands-On Social Media Strategy

Workshop II – Learning to Use the CDC
Clear Communication Index

Workshop III – Social Multimedia:
The Secrets to Quickly Create Compelling Public Health
Video and Audio Content for Social Media Sites Using
Your Smartphone or Tablet

Workshop IV – Storytelling for Social Media:
Creating Stories that Change Behavior

12:30 PM – 2:00 PM

OPENING PLENARY

Centennial I/II

WELCOME

Nicola L. Whitley, MS, CCPH

President, National Public Health Information Coalition
(NPHIC)

Public Information Officer

New Hampshire Department of Health and Human Services

OPENING REMARKS

Katherine Lyon Daniel, PhD

Associate Director for Communication

Centers for Disease Control and Prevention

OPENING KEYNOTE PRESENTATION

Crafting Stories to Save Lives

Paul Smith

Author, *Lead with a Story: A Guide to Crafting Business Narratives that Captivate, Convince, and Inspire*

2:00 PM – 2:15 PM

Break

2:15 PM – 3:45 PM

BREAKOUT SESSIONS

Session I

Gamification and Simulation to Improve Health
Grand C/D

Session II

Preventing Unintended Consequences of Health-Related Messaging: Focus on Suicide and Mental Illness
Centennial III

Session III

Quantitative Audience Research to Inform Youth-Related Public Health Communication and Policy
Hanover C/D/E

Session IV

Reaching Minority and Ethnic Audiences through Community-Based Participatory Research Studies
Centennial I/II

Session V

Social Media Measurement and Analysis
Centennial IV

Session VI

Speaking with One Voice about Immunizations: How the CDC and State and Local Partners and Health Departments Are Working Together to Develop and Use Effective Communication Strategies.
Grand A/B

3:45 PM – 4:00 PM

Break

4:00 PM – 5:30 PM

BREAKOUT SESSIONS

Session I

Advancing the Science on Anti-Tobacco Communication and Marketing
Hanover C/D/E

Session II

Campaigns and Learning Networks: How to Reach Professional Audiences
Grand A/B

Session III

Mobile at CDC
Centennial IV

Session IV

Telling and Using Stories to Improve Communication
Centennial III



Session V	That's Entertainment! Using New Media Storytelling and Entertainment to Reach at-Risk Audiences <i>Centennial I/II</i>
Session VI	Using Digital Strategies to Reach Pregnant Women with Health and Safety Messages <i>Grand C/D</i>
5:30 PM – 7:00 PM	Networking Reception and Annual NPHIC Awards for Excellence in Public Health Communications Ceremony <i>Grand Hall West</i>

Wednesday, August 20, 2014

7:00 AM – 8:00 AM	Continental Breakfast
8:00 AM – 9:30 AM	BREAKOUT SESSIONS
Session I	Community-Based Approaches to Reach Adolescents About Healthy Eating and Exercise <i>Centennial III</i>
Session II	Cultural Communications: Exploring Innovative Messaging Strategies to Engage People Living with Disabilities and Ethnic/Racial Minorities <i>Centennial I/II</i>
Session III	Data-Driven Health Communications <i>Centennial IV</i>
Session IV	How to Do Successful Vaccination Campaigns <i>Grand A/B</i>
Session V	Innovative Approaches to STD and HIV Prevention Communications <i>Hanover C/D/E</i>
9:30 AM – 10:30 AM	Poster Session I <i>Grand Hall West</i>
10:30 AM – 11:00 AM	Break

11:00 AM – 12:15 PM

PLENARY SESSION

THE INSPIRATION SHOP 2014

R. Craig Lefebvre, PhD, Moderator
 Lead Change Designer
 RTI Center for Communication Science

Cynthia Baur, PhD
 Senior Advisor, Health Literacy & Plain Language
 Office of the Associate Director for Communication
 Centers for Disease Control and Prevention

Reyna Jones, MPH
 Social Media Strategist and Health Communication Specialist
 Northrop Grumman

Sandra Jones, PhD
 Australian Research Council Future Fellow
 Director, Centre for Health and Community Engagement
 Australian Catholic University

Michael Newton-Ward, MSW, MPH
 Social Media Manager
 North Carolina Department of Health and Human Services

12:15 PM – 1:15 PM

LUNCH

1:15 PM – 2:45 PM

SPECIAL AND SPOTLIGHT SESSIONS

Special Session I

Talk Back to TED: Coding a Better Government
Centennial I/II

Spotlight Session I

Storytelling as 'Edutainment': Reaching Public Health Professionals
Sponsored by Westat
Centennial III

2:45 PM – 3:45 PM

Poster Session II
Grand Hall West

3:45 PM – 4:00 PM

Break

4:00 PM – 5:30 PM

BREAKOUT SESSIONS

Session I

Affecting Outcomes through Attention to Branding
Grand C/D

Session II

Creating Effective Advertising: What Works?
Centennial III



Session III	Partnering for Success, Reach and Sustainability <i>Grand A/B</i>
Session IV	Social Media Is Not "One Size Fits All": Approaches to Understand the Audience to Select the Right Media <i>Centennial IV</i>
Session V	Social Media Strategies: Tips & Tools for Engaging Defined Audiences <i>Centennial I/II</i>
Session VI	Theory-Based Health Communication Practices <i>Hanover C/D/E</i>

Thursday, August 21, 2014

7:00 AM – 8:00 AM	Continental Breakfast
8:00 AM – 9:30 AM	BREAKOUT SESSIONS
Session I	Innovative Digital Platforms and Strategies <i>Centennial IV</i>
Session II	Meeting Audiences Where They Are: Tracking and Evaluating Public Health Messages Across Platforms <i>Centennial I/II</i>
Session III	Meeting the Unique Needs of Diverse Populations: Creating Messaging and Tools Based on Differences Among Your Audiences <i>Hanover C/D/E</i>
Session IV	The Power of Knowledge for Vulnerable Populations <i>Grand C/D</i>
Session V	Tobacco Free Florida: Bringing CDC Best Practices to Life <i>Centennial III</i>
Session VI	Using Digital Media to Reach Teens <i>Grand A/B</i>
9:30 AM – 10:00 AM	Break

10:00 AM – 11:45 AM

SPOTLIGHT SESSIONS

Spotlight Session I

Igniting the Power of Story for Health Advocacy: Lessons from a Master Storyteller and Cancer Survivor

Sponsored by Hager Sharp

Centennial I/II

Spotlight Session II

What is the Value in Cultural Competency?

Sponsored by Porter Novelli

Centennial III

11:45 AM – 12:45 PM

LUNCH

12:45 PM – 2:15 PM

BREAKOUT SESSIONS

Session I

Reducing the Negative Impact of Tobacco through Video Games and Gamification

Centennial I/II

Session II

Innovative Outreach Strategies for Reaching Consumers (Overview):
Lessons Learned from Act Against AIDS Campaigns

Grand A/B

Session III

Reaching out to Vulnerable Populations

Grand C/D

Session VI

Tailoring Messages Really Does Make a Difference!

Centennial III

2:15 PM – 2:45 PM

Break

2:45 PM – 4:00 PM

CLOSING PLENARY SESSION

REFLECTIONS

Kate Galatas, MPH

Deputy Associate Director for Communication
Centers for Disease Control and Prevention

PRESENTATION OF BERRETH AWARD AND INTRODUCTION OF SPEAKER

Nicola L. Whitley, MS, CCPH

CLOSING KEYNOTE PRESENTATION

LIFE ON TWO SIDES OF THE CAMERA: THE ROLE OF THE MEDIA IN PROMOTING PUBLIC HEALTH

Richard Besser, M.D.

Chief Health and Medical Editor, ABC News



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