

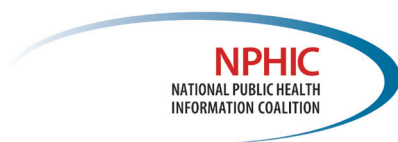


INSIGHTS INTO IMPACT

**2018 NATIONAL CONFERENCE ON HEALTH
COMMUNICATION, MARKETING AND MEDIA**

**SEPTEMBER 11 – 13, 2018
ATLANTA, GEORGIA**

IN PARTNERSHIP WITH:





INSIGHTS INTO IMPACT

CONFERENCE CO-CHAIRS:

Katherine Lyon Daniel, PhD
Centers For Disease Control And Prevention

Polly Carver-Kimm
National Public Health Information Coalition

Jay M. Bernhardt, PhD, MPH
Society For Health Communication

FULL PROGRAM: WWW.CDC.GOV/NCHCMM

CONFERENCE MOBILE APP: [HTTPS://CROWD.CC/S/WABM](https://CROWD.CC/S/WABM)

CONFERENCE WIFI NETWORK NAME: NCHCMM 2018 **PASSWORD:** NCHCMM2018

TUESDAY, SEPTEMBER 11, 2018

8:00 AM-5:30 PM **Registration Opens**
Grand Ballroom Foyer

8:00 AM-11:30 AM **PRE-CONFERENCE WORKSHOPS**

Registration required to attend

Workshop I - Social Media Content Creation Lab
for Public Health Communicators

Workshop II - Health Literacy as a Driver of Healthier Communities

Workshop III - TED-Style Presentations for Today's Audiences

Workshop IV - Crisis & Emergency Risk Communication (CERC)

Workshop V - Averting a Public Affairs Nightmare: Communicating with the
Media on Controversial Topics

12:30 PM-1:45 PM **OPENING PLENARY**

Grand Ballroom E

WELCOME

Robert Jennings

Former Board Member

National Public Health Information Coalition

Erin Norvell

Executive Director

Society for Health Communication

OPENING REMARKS

Katherine Lyon Daniel, PhD

Associate Director for Communication

Office of the Associate Director for Communication

Centers for Disease Control and Prevention

OPENING KEYNOTE PRESENTATION

Insights Into Impact: Lessons Along the Way

Vice Admiral (VADM) Jerome M. Adams, MD, MPH

U.S. Surgeon General

Judy Monroe, MD

President and CEO

CDC Foundation

TUESDAY, SEPTEMBER 11, 2018

1:45 PM-2:00 PM BREAK

2:00 PM-3:30 PM BREAKOUT SESSIONS*

Session I How CDC Keeps Up With An Ever-Changing Social Media Landscape
Grand Ballroom E

The Centers for Disease Control and Prevention (CDC) is the nation's leading public health agency and is responsible for protecting the health, safety, and security of Americans. To help reach this goal, CDC, and its many divisions and programs, rely on social media to connect with a variety of audiences - consumers, health care professionals, health systems, nonprofit organizations, communities, federal agencies, and private-sector organizations - to communicate important public health prevention messages, strategies, and news in a timely and efficient manner. CDC leverages popular social media platforms, such as Facebook, Instagram, and Twitter, to disseminate messages and increase awareness of resources related to a variety of public health topics. As social media platforms and algorithms change overtime, so must the strategies we use on these platforms to reach and engage our key audiences. This is challenging as these changes occur quickly and frequently across many platforms. CDC has created effective, scalable processes for adapting communication strategies and tactics to optimize use of ever-changing social media features and trends.

**Session II Advancing Public Health Practice Through Better Use Of
Social Media Channels**
International Ballroom D

From sexual objectification via popular Instagram features to reporting emergency risk messages, social media has proven to be an increasingly effective medium to reach and engage priority populations. This session will provide attendees with lessons learned using social media channels to address public health issues.

Session III Talking Teens: Innovative Advances With Messaging
International Ballroom E

Teen and young adult groups need tailored information, support with others, and the tools to actively engage in healthy behaviors. This session will showcase the use of peer crowd segmentation strategies, digital interactive experiences and messages that empower youth to change attitudes and become more independent in managing their health.

TUESDAY, SEPTEMBER 11, 2018

2:00 PM-3:30 PM BREAKOUT SESSIONS*

Session IV **Who Is Following Me? A Tale of 5 Accounts** *International Ballroom F*

The landscape of social media has continuously evolved, with approximately 5% of Americans reporting social media use in 2005 to nearly 70% of Americans reporting social media use in 2017 to connect with others, form and engage with online communities, and share information. Social media use is not restricted to the general public; approximately 93% of corporations use some form of social media to engage their core audience, promote brand recognition, and disseminate messaging. This communication medium has also become a critical component of how health organizations communicate accurate, timely information and promote conversations and awareness of health issues, including HIV. HIV continues to disproportionately affect gay, bisexual, and other men who have sex with men and communities of color, such as Hispanic/Latinos and African Americans. In response to the disproportionately high prevalence of HIV among key populations, HIV-related stigma, and complacency around HIV among Americans, CDC launched the Act Against AIDS (AAA) initiative in 2009. AAA has established a presence and followership on Instagram, Twitter, and Facebook due to the ubiquitous nature of social media and the desire to meet key audiences on the communication mediums that they prefer and use most often. Understanding audience composition is a key component to ensuring that AAA messaging resonates with the intended audiences. This panel synthesizes lessons learned from the exploration of AAA's Twitter, Instagram, and Facebook audiences to inform methods for conducting audience analysis and applying results to social media strategy and content development.

Session V **You Can Teach an Old Dog New Tricks: Innovative Methods to Connect With Your Audience** *International Ballroom ABC*

Many public health campaigns are built on using proven techniques, while still trying to offer innovation. This session explores how presenters were able to build upon strategies known to work, such as starting with the data or focusing on the audience, but offer new methods and approaches to engage and impact the core audience.

3:30 PM-3:45 PM BREAK

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For information on individual presenters and titles of their talks, go to WWW.CDC.GOV/NCHCMM

TUESDAY, SEPTEMBER 11, 2018

3:45 PM-5:15 PM BREAKOUT SESSIONS*

Session I **Chronic Disease Risk: Evidence-Based Strategies for Prevention** *Grand Ballroom E*

How do you convince those with chronic diseases to make important and lasting changes that will improve their outcomes? Find out from several presenters in this session that covers the importance of oral care for diabetics, making long-term lifestyle changes and fighting the fear and stigma of chronic disease. Learn about creative health communication and marketing practices that can be scaled and implemented to address a variety of health issues.

Session II **The State of Trust: Findings from Edelman's 2018 Trust Barometer** *International Ballroom D*

Edelman will share findings from its 2018 Trust Barometer Survey, a nationwide study that explored the state of consumer trust in media, governments, NGOs, and businesses worldwide and uncovered new mandates for healthcare institutions and leaders to build and sustain trust among their priority audiences. We hypothesized that the decline in trust experienced in 2016 would likely endure. Data from the survey reveals that trust among the informed public in the U.S. has imploded, making it now the lowest of the 28 markets surveyed. In the U.S., trust in healthcare also declined, making it the least trusted of the 15 sectors Edelman studied. Edelman's research and social marketing strategists will discuss key findings from this groundbreaking survey, examine the implications of the results for social marketers, and share strategies to build and sustain trust moving forward.

Session III **More Than Translation: Strategies for Culturally Relevant Spanish-Language Content & Messaging** *International Ballroom E*

According to the United States Census, the US has a Hispanic population of over 58 million people, making it the country's largest ethnic minority. Over 45 million Americans speak Spanish as their first or second language, making Spanish the second most spoken language in the country. It's now more important than ever for health organizations to create content and messaging, and determine dissemination strategies, that take into account the cultural characteristics of Spanish-speaking populations. Several factors contribute to the success of such content, including leveraging culturally-appropriate media, adapting to cultural nuances between subgroups within the Hispanic population, and utilizing culturally accurate visual and informative content that is contextually relevant to the channels Spanish-speaking populations prefer. The purpose of this panel is to discuss lessons learned in creating, adapting, and distributing content to Spanish-speaking populations in the US.

TUESDAY, SEPTEMBER 11, 2018

3:45 PM-5:15 PM BREAKOUT SESSIONS*

Session IV **Embrace The Web, Forget The Site:
Innovative Tools to Reach & Resonate With Your Audience Where They Are**
International Ballroom F

Social and digital platforms offer an incredible opportunity to connect and resonate your audience. This session explores innovative approaches, which include audience as a channel for dissemination, to break through the clutter, connect with end user. Learn about tools that extend your message beyond your Web site to make for impactful communication.

Session V **Warning! Raising Awareness About Public Health Issues**
International Ballroom ABC

From wildfires to flu, there is no shortage of public health events that require timely, accurate and effective communication strategies to help save lives. Participants in this session will learn about interactive data dashboards, mobile apps, and other public engagement tools and resources that are being used to gather information, to provide personalized health responses, and to prepare people to take the actions necessary to protect themselves.

5:30 PM-7:00 PM NETWORKING RECEPTION
Grand Ballroom ABC and Foyer

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WEDNESDAY, SEPTEMBER 12, 2018

7:00 AM-8:00 AM CONTINENTAL BREAKFAST

8:00 AM-5:30 PM EXHIBIT HALL HOURS

Grand Ballroom ABC

8:00 AM-9:30 AM BREAKOUT SESSIONS*

Session I **Emergency Health Communications Following a Disaster
US Virgin Islands Hurricanes, 2017**
Grand Ballroom E

This panel will describe CDC's role in the US Virgin Islands emergency communications work, successful methods to reach the audience and craft needed messages, measurable results, and lessons learned. There will be four abstract presentations including an abstract from Nykole Tyson, Director of Public Relations for the US Virgin Islands DOH. Caitlyn Lutfy from CDC will present an abstract about the design, development, and reasoning behind a direct-mail flyer that reached over 51,000 mailboxes across the territory. Jamila Jones from CDC will present an abstract detailing the effectiveness of ongoing direct community outreach with printed materials and the added benefit community outreach provides in assessing real-time information needs. Anne Meyers from CDC will present an abstract that explains the importance of fulfilling CDC's designated role in a coordinated federal emergency as well as meeting the needs of the jurisdiction. This presentation will provide valuable information to inform future emergency response work. Observing the CDC mission in action is key to understanding the science of emergency response communications. Real scenarios build learning beyond education, table-top exercises, and theory to provide additional lessons to bring into future response work. Each panelist holds a unique point of view and worked in a key role of the emergency response.

Session II **Is Anybody Listening? Challenging Traditional Methods
Of Public Health Messaging**
International Ballroom D

This session provides a fresh look at addressing classic public health challenges. Presenters in this session will discuss their experiences and lessons learned with entertainment education, peer crowds, and the latest formative research strategies to address current health crises from tobacco and alcohol use to reducing HIV stigma in minority populations. Attendees will learn about the latest trends in audience research and message development and gain practical strategies that can be applied to their current work.

Session III **Innovative Approaches in Social Media**
International Ballroom F

Using examples like Connecticut's "Commit to Quit" and Oklahoma "Tobacco Stops with Me", this session will explore how public health campaigns can incorporate paid social media and direct, timely and personalized calls to action to increase online engagement and drive user behavior. Participants will also learn about a software tool that can automate health communication messages across social media platforms with a high degree of accuracy.

WEDNESDAY, SEPTEMBER 12, 2018

9:30 AM-10:30 AM POSTER SESSIONS

Grand Ballroom ABC

10:30 AM-10:45 AM BREAK

10:45 AM-12:15 PM MORNING PLENARY SESSION

Sponsored by Society for Health Communication

Grand Ballroom E

How Innovation is Changing Health

Stacy Robison (Moderator)

President and Co-Founder, CommunicateHealth

David Sanchez

Public Health Lead, Government and Advocacy, Google

Jennifer Martin

SVP, Corporate Communications, Sharecare

Beau Mann

CEO, Sober Grid

12:15 PM-1:15 PM LUNCH

Grand Ballroom Foyer

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WEDNESDAY, SEPTEMBER 12, 2018

1:15 PM-2:45 PM SPECIAL SESSION

NOISE IN THE CHANNEL:

**Cut Through Chaos And Reach The Right People,
At The Right Time With The Right Message**

Grand Ballroom E

Communication involves a sender transmitting a message to a recipient, who then decodes and interprets that message. There are certain barriers to effective communication: potential interruptions in the flow of information referred to as “noise.”

Several kinds of noise affect communication efficacy. Panel members with firsthand expertise in emergency risk communication, use of social media channels for health communication, and in telling your story to your key publics in ways that motivate them to take an action or change behavior will discuss how to cut through the chaos and spread your message.

Kristine A. Smith, MA, CCPH (Moderator)

Program Director, NPHIC

Jose Arballo Jr.

Senior Public Information Specialist
Riverside County, CA, Public Health

Kerry Shearer

“The Livestream” Expert

Andrew Bowen, APR

Founder and Senior Public Relations Counsel
Clearview Communications & Public Relations

Michelle M. Griffith, APR

Strategic Partner
Clearview Communications

WEDNESDAY, SEPTEMBER 12, 2018

1:15 PM-2:45 PM SPOTLIGHT SESSION

KEEPING IT INTERESTING AND IMPACTFUL:

Three Agencies' Media Campaigns to Reduce Tobacco Use

International Ballroom D

Mass media campaigns are among the most cost-effective and powerful tools to educate the public about the health consequences of tobacco use, encourage smoking cessation, and expose the deceptive marketing practices of the tobacco industry. This plenary session will include leaders from the Centers for Disease Control and Prevention (CDC), the FDA Center for Tobacco Products (CTP), and Truth Initiative to highlight the research findings from the current US national anti-tobacco campaigns.

Collectively, these efforts represent unique and complementary public education efforts in which evidence indicates they are successfully influencing the public's knowledge, attitudes and behavior around tobacco use. These population-level interventions reflect some of the most significant tobacco control investments in helping the nation reach unprecedented declines in tobacco use. Most notably, never before have there been three national anti-smoking campaigns of this scope in one country. Presentations will provide an overview of each campaign's impact, using outcome data as evidence of the effectiveness of each campaign.

Diane Beistle, HCB Branch Chief (Moderator)

Office on Smoking or Health

National Center for Chronic Disease Prevention and Control

Centers for Disease Control and Prevention

Janine Delahanty, PhD, M.A.

Senior Health Scientist

FDA Center for Tobacco Products

Rebecca Murphy, PhD, MPH

Office on Smoking or Health

National Center for Chronic Disease Prevention and Control

Centers for Disease Control and Prevention

Donna Vallone, PhD, MPH

Chief Research Officer

Truth Initiative®

WEDNESDAY, SEPTEMBER 12, 2018

1:15 PM-2:45 PM SPECIAL SESSION

**Perspectives on Communications About Opioids:
Developing Messages in a Rapidly Evolving Epidemic**
International Ballroom E
Sponsored by: ICF

In the news, in schools, and at the family dinner table—everyone, it seems, is talking about opioids. Whether it's about prescription misuse or illicit use, prevention or treatment approaches, or the rise in deaths from fentanyl, there is no doubt that communication messaging and campaigns are part of the solution to this epidemic. But how do we decide what we're going to say to those we're trying to reach? How are we addressing notions of stigma, addiction, access, cultural sensitivity, and evidence-based approaches in our communications? How do we develop and tailor relevant messages in an epidemic that is rapidly evolving?

Join us for an interactive and dynamic panel discussion featuring leaders from the federal, state, and local levels who are involved in communications efforts aimed at addressing the nation's opioid response. This panel will present perspectives on lessons learned about effective communications to the public, innovative messaging approaches, and thoughts about the role communicators play in helping to reduce the toll of this epidemic. Also, make sure to come prepared to tell your peers about your lessons learned during the Q&A!

Christina Zurla (Moderator)

Senior Communications Manager, ICF

LeShaundra Cordier, MPH, CHES

Communications Team Lead
National Center for Injury Prevention and Control,
Centers for Disease Control and Prevention (CDC)

James B. Langford, MBA

Executive Director, Georgia Prevention Project (GPP)

Tiffany Tutiakoff

President and CEO
Northwest Strategies, Inc. (NWS)

WEDNESDAY, SEPTEMBER 12, 2018

2:45 PM- 3:45 PM

POSTER SESSIONS

Grand Ballroom ABC

4:00 PM-5:30 PM

BREAKOUT SESSIONS*

Session I

Innovative Ideas to Prevent Addiction

Grand Ballroom E

Sometimes, behaviors can turn into addictions that are tough to overcome. For health communicators, convincing users to recognize the dangers of the behavior and change is a challenge. Presenters in this session will share how they used a variety of tactics and media strategies to develop successful campaigns to help consumers tackle addictions such as tobacco, problem gambling and drinking.

Session II

Not So Quick: Getting at the “What and How”

About Netflix Series 13 Reasons Why

International Ballroom D

In 2017, Netflix premiered an original series called 13 Reasons Why. Its content was adapted from Jay’s 2007 young adult novel with the same title. The story was narrated by the main character, Hannah Baker, a high school student who committed suicide and left behind 13 cassette tapes explaining the 13 reasons why she killed herself. The series portrayed teen suicide and other related sensitive topics and immediately became the talk of the nation in the United States and beyond. Despite the controversy, the series was renewed for a second season. In this thematic panel, the research team from University at Buffalo will examine this Netflix series as a popular media phenomenon for health communication. In particular, we argue that 13 Reasons Why may be studied as an incidental case of entertainment-education because it was produced intentionally to stimulate conversations about taboo health and social issues. Rather than quickly drawing the conclusion that 13 Reasons Why poses risk for suicide contagion among the young viewers, our research delved into the “what and how” are teen suicide, depression, bullying, and sexual assault portrayed in the series (Study 1), the framing of mainstream media coverage of the series (Study 2), the organic discussions on social media about the series (Study 3), and cognitive comparisons about these key issues between various groups (Study 4). Taken together, this thematic panel will provide nuanced and invaluable insights, both theoretically and methodologically, about the perils and benefits of using popular digital entertainment for health communication.

**Overall descriptions for the sessions are provided.*

For information on individual presenters and titles of their talks, go to WWW.CDC.GOV/NCHCMM

WEDNESDAY, SEPTEMBER 12, 2018

4:00 PM-5:30 PM

BREAKOUT SESSIONS*

Session III

Niche Audiences & Health Education: New Paths to Discovery
International Ballroom E

Public health practitioners are constantly in search of new educational ideas and best practices when it comes to patient interaction. In this session, presenters will explore different approaches to education with individuals with disabilities and older adults.

Session IV

Breakthroughs in Improving Patient-Provider Dynamics
International Ballroom F

Facing patient expectations, preferences, and behaviors regarding controversial topics such as use or misuse of prescription drugs, including antibiotics, as well as vaccine recommendations can be a daunting task for healthcare providers. Participants in this session will learn of effective communication strategies and resources that have improved patient/provider perspectives and interactions when addressing complex threats to health.

Session V

Addressing The Challenges Of Communicable Diseases Among U.S. Residents
International ABC

Communicable diseases such as pneumonia and those caused by Zika virus continue to trouble residents even in the U.S. and public health officials cannot ignore these threats. Three excellent studies uncover strategies to create awareness, influence beliefs, and alter behaviors of various audience groups to prevent these wicked problems that refuse to go away.

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THURSDAY, SEPTEMBER 13, 2018

7:00 AM-8:00 AM **CONTINENTAL BREAKFAST**

8:00 AM-1:30 PM **EXHIBIT HALL HOURS**
Grand Ballroom ABC

8:00 AM-9:30 AM **BREAKOUT SESSIONS**

Session I **Through, With And Around: Looking At All The Stakeholders
in Keeping Youth Healthy & Active**
Grand Ballroom E

Ask any parent and the list of concerns they have is quite long. From sleeping safely through the night to adopting healthy habits for life, the issues are daunting and the stakes are high. This session explores how to reach multiple audiences – health care professionals, stakeholders, parents, and youth themselves – in the quest to see our youth grow up healthy.

Session II **Using Motivators to Develop Messages
For Pre- & Post-Natal Women**
International Ballroom D

Developing prevention messages and campaigns for women before, during and after pregnancy must take into account varying motivations. This session will address how research uncovers motivations and behaviors of vulnerable populations and how to creating separate messaging that align with those insights.

9:30 AM-10:00 AM **BREAK**

THURSDAY, SEPTEMBER 13, 2018

10:00 AM-11:45 AM SPECIAL SESSION

The History of Health Communication

Sponsored by Society for Health Communication

Grand Ballroom E

In 1975, the International Communication Association officially recognized the term “health communication.” Since then, the field has advanced to include a long list of evidence-based theories and evolved to account for related fields, such as social marketing, social media marketing, and user-centered design. This presentation will include an overview of the field’s foundational principles, key milestones in research and science, historic health communication campaigns, and an overview of CDC’s role in advancing the field. Participants include long-standing health communication professionals who helped shape the profession and played key roles at CDC during the growth of the field and its use to respond to global public health threats.

TaWanna Berry (Moderator)

Senior Director, Health Communications, Westat

Jay M. Bernhardt, PhD, MPH

Dean, Moody College of Communication, The University of Texas at Austin
Walter Cronkite Regents Chair | DeWitt Carter Reddick Regents Chair

Vicki Friemuth, PhD

Emeritus Faculty, University of Georgia

Glen Nowak, PhD

Professor, University of Georgia Grady College of Journalism & Mass Communication
Director, Grady College’s Center for Health and Risk Communication

Claudia Parvanta, PhD

Professor, Community and Family Health, University of South Florida
Director, Florida Prevention Research Center
Co-Director, World Health Organization (WHO) Collaborating Center for Social Marketing

THURSDAY, SEPTEMBER 13, 2018

11:45 AM-1:00 PM

LUNCH

Grand Ballroom Foyer

1:00 PM-2:30 PM

BREAKOUT SESSIONS*

Session I

Women & Health Communication: A Diversity of Approaches

International Ballroom D

African-American and Hispanic women are at higher risk for many diseases and conditions compared with other female groups. This session will focus on culturally competent, evidence-based strategies that inform, persuade and engage women to take control of their health.

Session II

Unlocking Disease Control

International Ballroom E

Dealing with diseases from viruses such as HPV and Zika requires multifaceted communication efforts with hard-to-reach public audiences. This session will examine new ways to reach college students and US-Mexican binational populations, focused on both communication and education, along with the latest research findings.

Session III

**Public Health Promotion & Interventions Beyond
Geopolitical & Natural Borders**

International Ballroom F

As public health issues transcend our political and natural borders, understanding how best to communicate across different communities around the globe is increasingly important. This session seeks to learn from efforts that addressed crises - the Zika outbreak and Hurricane Irma – and proactive promotion – with World AIDS Day and World TB Day.

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THURSDAY, SEPTEMBER 13, 2018

2:45 PM-4:00 PM

CLOSING PLENARY

Grand Ballroom E

Reflections

Katherine Lyon Daniel, PhD

With Jonathan Mann

My Journey, Starting from Titanic to Making Documentaries

Thomas A. LaVeist, PhD

Dean and Weatherhead Presidential Chair in Health Equity

School of Public Health & Tropical Medicine, Tulane University

NOTES:



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