Appendix C
State Health Policy Institute Agendas
Agenda

8:00 AM – 8:15 AM
Welcome/Introductions
Speakers: Elaine Auld, Rachael Dombrowski – Society for Public Health Education

8:15 AM – 9:30 AM
Overview of current chronic disease and wellness issues in the States
Speakers: Martha King – National Conference of State Legislatures, Jason Hsieh – National Governors Association
- Issues facing legislatures
- Issues facing governors
- Climate/context
- Q and A

9:30 AM – 10:30 AM
Policy and Politics
Speakers: Ellen Jones, Lisa Daily - Consultants
- Define lobbying, advocacy, education
- Communicating with Federal Policy Makers
- Communicating with State/Local Policy Makers

10:30 AM – 10:45 AM
BREAK

10:45 AM – 12:00 PM
Working with State Administrations – The Executive Branch, and Levers to Policy Advocacy
Speaker: Randy Schwartz – American Cancer Society
- State Government- Fundamental features of State Administrations
  - Working with state agencies and the Executive Branch
  - The changing and differing nature of State Administrations
  - Power and position – who is who?
- A “Data-Driver” approach… and the stories that support…
- The “Inside –Outside” game
- The role of State Administrations regarding legislation and policy actions
  - Gubernatorial action
  - Veto override
  - Implementation
  - Executive orders
  - The regulatory process
  - -Stakeholder and other approaches
- Resources for knowledge building

12:00 PM – 12:15 PM
Overall Q & A

12:15 PM – 1:15 PM
Networking Lunch

1:15 PM – 2:15 PM
Communicating Your Message
Speaker: Ellen Jones - Consultant
- Effective communication strategies
- Determining your listener’s mode
  - Small group exercise

2:15 PM – 3:00 PM
Finding and Tailoring Educational Resources and Model Policies
Speaker: Lisa Daily - Consultant
- Chronic disease burden information
- Chronic disease state success stories
- Chronic disease model policies
- Other health education resources

3:00 PM – 3:15 PM
BREAK

3:15 PM – 4:00 PM
Policy Maker’s Idol: Communicating Your Message
Speaker: Lisa Daily – Consultant
- How to educate policy makers in 3 minutes or less
- Practice in small groups

4:00 PM – 5:00 PM
Building Strategic Partnerships
Speaker: Frances Butterfoss – Coalitions Work
- Working with or developing coalitions
- Organizing grassroots

5:00 PM – 6:00 PM
Putting it together – Making an Advocacy Action Plan
Speakers: Rachael Dombrowski, Sarah Leonard – Society for Public Health Education
- Developing a message/tailoring your niche
- Tailoring your training sessions to your audience
- Being a health promotion policy resource
- Expectations for the future

6:00 PM
Networking Reception with SOPHE Board (Optional)
7:30 AM – 8:00 AM  LIGHT CONTINENTAL BREAKFAST

8:00 AM – 8:15 AM  Welcome/Introduction
Speaker: Diane Held – Society for Public Health Education

8:15 AM – 9:30 AM  Overview of current chronic disease and wellness issues in the States
Speaker: Abbie DePauw – National Conference of State Legislatures
• Issues facing legislators
• Issues facing governors
• American Recovery and Reinvestment Act
• Q and A

9:30 AM – 10:30 AM  Policy and Politics
Speaker: Gillian E. Schneider – Director of Health Policy Planning, Howard County Health Department; Board Member and Former Executive Director Maryland Health Care for All Coalition
• Define lobbying, advocacy, education
• Communicating with Federal Policy Makers
• Communicating with State Local Policy Makers

10:30 AM – 10:45 AM  BREAK

10:45 AM – 12:00 PM  Communicating Your Message
Speaker: Susan T. Schumacher – Director of Health Policy Planning, Howard County Health Department; Board Member and Former Executive Director Maryland Health Care for All Coalition
• Effective communication strategies
• How to educate policy makers in 1 minute or less

12:00 PM – 12:15 PM  OVERALL Q & A

12:15 PM – 1:15 PM  WORKING LUNCH

1:15 PM – 2:15 PM  Working with School Administrations
Speaker: Patricia Logsdon – ARDS (formerly the Association for Supervision and Curriculum Development)

2:15 PM – 3:00 PM  Finding and Utilizing Educational Resources and Model Policies
Speaker: Ann O’Connor – Deputy Director and Education Officer, CDC’s Office of Public Health Preparedness and Emergency Response/Alliance Professor, Butler School of Public Health, Emory University

• Chronic disease burden information
• Chronic disease state mosaic stories
• Chronic disease model policies
• Other resources

3:00 PM – 3:15 PM  BREAK

3:15 PM – 4:15 PM  Building Strategic Partnerships
Speaker: Sarah Oliver – Health Education Specialist, CDC Workforce Development
• Working with or developing coalitions
• Organizing grassroots

4:15 PM – 5:00 PM  Putting it together – Making an Advocacy Action Plan
Speakers: Melissa Scherer; Sarah Leonard – Society for Public Health Education
• Developing a message/find your niche
• Bring a health protection policy resource
• Expansions for the states
3:15 PM – 4:00 PM  
Creating an Educational Voters’ Guide  
Speaker: Melissa Scherer – Society for Public Health Education  
- Conducting Research and Partnering  
- Avoiding Common Pitfalls  
- Q & A  

4:00 PM – 5:15 PM  
Evaluating Your SHPI-I Progress  
Speaker: Robert Stuck – University of North Carolina, Greensboro  
- Finding and utilizing appropriate evaluation tools  
- Q & A
DAY 1:
12:00 PM – 12:15 PM
Welcome/Introductions
Speakers: Society for Public Health Education

12:15 PM – 1:15 PM
NETWORKING LUNCH

1:15 PM – 1:45 PM
Overview of current chronic disease and wellness issues in the States
Speakers: Margaret Casey - Consultant
- Review of current issues facing state legislatures and governors
- Review of Climate (budget)
- Q & A

1:45 PM – 2:15 PM
Winnable Battles
Speakers: Michael Craig – CDC
- Review of “Winnable Battles” identified by CDC
- Q & A

2:15 PM – 2:30 PM
BREAK

2:30 PM – 3:30 PM
Policy and Politics
Speakers: Ellen Jones - Consultant
- Define lobbying, advocacy, education
- Communicating with Federal Policy Makers
- Communicating with State/Local Policy Makers

3:30 PM – 4:30 PM
Communicating Your Message
Speaker: Lisa Daily - Consultant
- Effective communication strategies
- How to educate policy makers in 3 minutes or less

4:45 PM – 5:30 PM
Finding and Tailoring Educational Resources and Model Policies
Speaker: Lisa Daily - Consultant
- Chronic disease burden information
- Chronic disease state success stories
- Chronic disease model policies
- Other resources

DAY 2:
9:00 AM – 9:15 AM
LIGHT CONTINENTAL BREAKFAST

9:30 AM – 10:30 AM
Building Strategic Partnerships
Speaker: Patti Kiger – Coalitions Work
- Working with or developing coalitions
- Organizing grassroots

10:30 AM – 11:30 AM
Putting it together – Making an Advocacy Action Plan
Speaker: Tonia Mathis – Society for Public Health Education
- Developing a message/finding your niche
- Being a health promotion policy resource
- Expectations for the future

11:30 AM – 12:00 PM
Overall Q & A and Group Photo
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker/Organizer</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 AM – 9:30 AM</td>
<td>LIGHT CONTINENTAL BREAKFAST</td>
<td></td>
</tr>
<tr>
<td>9:30 AM – 9:45 AM</td>
<td>Welcome/Introductions</td>
<td>Elaine Auld – Society for Public Health Education</td>
</tr>
<tr>
<td>9:45 AM – 10:45 AM</td>
<td>Preventing Chronic Disease Action Kits</td>
<td>Jerrica Mathis – Society for Public Health Education</td>
</tr>
<tr>
<td></td>
<td>• How to Create a Policy Action Kit</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Developing an Action Plan to Disseminate and Utilize Policy Action Kit Resources</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Q &amp; A</td>
<td></td>
</tr>
<tr>
<td>10:45 AM – 11:00 AM</td>
<td>BREAK</td>
<td></td>
</tr>
<tr>
<td>11:00 AM – 12:00 PM</td>
<td>Media Communications</td>
<td>Jessica Kutch - Organizing Director</td>
</tr>
<tr>
<td></td>
<td>• Proactive Policy Messaging</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Using Media to Build Grassroots and Grassroots Support</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Q &amp; A</td>
<td></td>
</tr>
<tr>
<td>12:15 PM – 1:15 PM</td>
<td>NETWORKING LUNCH</td>
<td></td>
</tr>
<tr>
<td>1:15 PM – 1:45 PM</td>
<td>Overview of current chronic disease and wellness issues in the States</td>
<td>Margaret Casey - Consultant</td>
</tr>
<tr>
<td></td>
<td>• Review of current issues facing state legislatures and governors</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Review of Climate (budget)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Q &amp; A</td>
<td></td>
</tr>
<tr>
<td>1:45 PM – 2:15 PM</td>
<td>Winnable Battles</td>
<td>Michael Craig - CDC</td>
</tr>
<tr>
<td></td>
<td>• Review of &quot;Winnable Battles&quot; identified by CDC</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Q &amp; A</td>
<td></td>
</tr>
<tr>
<td>2:30 PM – 3:30 PM</td>
<td>Sustaining Coalitions</td>
<td>Patti Kiger – Coalitions Work</td>
</tr>
<tr>
<td></td>
<td>• Maintaining momentum</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Sustainability solutions</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Q &amp; A</td>
<td></td>
</tr>
<tr>
<td>3:30 PM – 4:45 PM</td>
<td>Evaluating Your SHPI-I Progress</td>
<td>Ellen Jones – Evaluation Consultant</td>
</tr>
<tr>
<td></td>
<td>• Finding and utilizing appropriate evaluation tools</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Q &amp; A</td>
<td></td>
</tr>
<tr>
<td>Time</td>
<td>Event Description</td>
<td>Presenters</td>
</tr>
<tr>
<td>--------------</td>
<td>--------------------------------------------------------</td>
<td>---------------------------------------------------------------------------</td>
</tr>
<tr>
<td>8:30 am - 9:00 am</td>
<td>Breakfast</td>
<td></td>
</tr>
<tr>
<td>9:00 am - 9:15 am</td>
<td>Welcome and Overview</td>
<td>Elaine Auld, CEO, Society for Public Health Education</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Jerrica Mathis, Society for Public Health Education</td>
</tr>
<tr>
<td>9:15 am - 9:45 am</td>
<td>Guidance from CDC</td>
<td>Julie Edelson, Centers for Disease Control and Prevention</td>
</tr>
<tr>
<td>9:45 am - 10:00 am</td>
<td>Break</td>
<td></td>
</tr>
<tr>
<td>10:00 am - 11:00 am</td>
<td>SHPI Show and Tell: Featured Successes</td>
<td>Michelle Pietchkifter, Arthritis Foundation</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Jennifer Scofield, MA, CHES, Office of Cuyahoga County Executive</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Edward FitzGerald</td>
</tr>
<tr>
<td>11:00 am - 12:00 pm</td>
<td>Strategies to Educate Policy Makers in an Election Year</td>
<td>Denise Billings, American Cancer Society, Mid-South Division, Inc.</td>
</tr>
<tr>
<td>12:00 pm - 1:00 pm</td>
<td>Networking Lunch with SOPHE Chapters</td>
<td></td>
</tr>
<tr>
<td>1:00 pm - 2:20 pm</td>
<td>Community Commons Demonstration</td>
<td>Roxanne Medina-Fulcher, JD, Community Initiatives</td>
</tr>
<tr>
<td>2:20 pm - 2:30 pm</td>
<td>Afternoon snack/Break</td>
<td></td>
</tr>
<tr>
<td>2:30 pm - 4:30 pm</td>
<td>Prevention Speaks Story Telling Exercise</td>
<td>Sara Soka, Wisconsin Clearinghouse for Prevention Resources</td>
</tr>
<tr>
<td>4:30 pm - 5:00 pm</td>
<td>Review Draft SHPI Resource Guide</td>
<td>SHPIs will provide feedback of available draft</td>
</tr>
</tbody>
</table>