

National Conference on Health Communication, Marketing, and Media

EXPANDING NETWORKS
INCREASING KNOWLEDGE
ADVANCING PUBLIC HEALTH

August 29-30, 2007

Tom Harkin Global Communications Center • Centers for Disease Control and Prevention • Atlanta, Georgia

August 29 – 30, 2007

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Draft Agenda

Wednesday, August 29, 2007

7:30 a.m. – 5:30 p.m. Registration open

7:30 a.m. – 8:45 a.m. Continental Breakfast

8:30 a.m. – 10:15 a.m. Opening Plenary

Understanding Consumers

Speakers:

Using Metaphor to Understand and Communicate to Your Audiences

Mary Beth Jowers

Managing Director

Olson Zaltman Associates

Self-Invention and Self-Care: A Yankelovich MONITOR Perspective on Understanding Health Consumers In the Emerging Era of Consumer Empowerment

J. Walker Smith

President

Yankelovich, Inc.

- 10:15 a.m. – 11:00 a.m. Poster Presentations/Break
- 11:00 a.m. – 12:30 p.m. Concurrent Breakout Sessions
- Evaluating and Improving the Health of the Nation: The Role of Health Communication, Marketing, Media and Ehealth Objectives (**Evaluation**)
 - Try This at Home: Best Practices in Applying Innovative and Creative Approaches to Behavior Change (**Promote Behavior**)
 - Using Communication and Marketing to Influence “Place” (**Dissemination**)
 - Educational Interventions for Reducing Health Disparities (**Health Disparities**)
 - Integrating Marketing into Public Health Practice (**New Frontiers**)
- 12:30 p.m. – 1:45 p.m. Lunch
- 1:45 p.m. – 3:15pm. Concurrent Breakout Sessions
- Evaluating News Media Outreach and Stories: Challenges and Approaches (**Evaluation**)
 - A Past, Present and Future Look at the Evolution of Risk Communication (**Promote Behavior**)
 - Global Perspectives on Health Marketing (**Dissemination**)
 - Community Health Promotion Interventions for Reducing Health Disparities (**Health Disparities**)
 - Rethinking “Culture”: Working Across Different Cultural Contexts (**New Frontiers**)
 - CDC Centers of Excellence in Health Marketing and Communication (**Evaluation**)
- 3:15 p.m. – 4:00 p.m. Poster Presentations/Break
- 4:00 p.m. – 5:30 p.m. Advancing Public Health Workshops
- Using communication and marketing to prevent and control HIV/AIDS
 - Using communication and marketing to prevent and control childhood obesity
 - Using communication and marketing to improve preparedness, response and recovery to natural and human-caused disasters, from emerging infectious diseases (e.g., pandemic influenza)

- Using communication and marketing to promote environmental health (Clean Air, Green etc)
- Using communication and marketing to prevent chronic diseases and promote the health of adult populations
- Using communication and marketing to prevent injuries (Youth, Adult, Older Adult)

Film Presentation and Discussion “Unnatural Causes” A preview of the documentary series & Public Impact Campaign examining racial and socioeconomic disparities in health to be aired on PBS Winter 2008

5:30 p.m. – 8:00 p.m.

Welcome Reception

Thursday, August 30, 2007

7:30 a.m. – 8:15 a.m.

Continental Breakfast

8:00 a.m. – 8:45 a.m.

Special Keynote Presentation

Jeff French, Ph.D.

Director

National Social Marketing Centre

London, England

9:00 a.m. – 10:30 a.m.

Concurrent Breakout Sessions

- Design and Evaluation of Field Studies: Challenges and Opportunities (**Evaluation**)
- What the Media Considers “Hot” (**Promote Behavior**)
- Disseminating Public Health Programs: Lessons for Health Marketing (**Dissemination**)
- Disparities in Health Outcomes Between Caucasian and African American Women (**Health Disparities**)
- The Effects and Impacts of Communication Technologies in Health Marketing (**New Frontiers**)
- Multiculturalism in the US and Health Disparities (**Health Disparities**)

10:30 a.m. – 11:15 a.m.

Poster Presentations/Break

11:15 a.m. – 12:45 p.m.

Concurrent Breakout Sessions

- What is the Value of a Partner? Approaches to Evaluating Partnerships (**Evaluation**)
- Public Health and Branding: Build, Measure and Grow

your Health Program (**Promote Behavior**)

- Case Studies for Disseminating Public Health Programs (**Dissemination**)
- Using Media to Spark Public Understanding of Social Determinants of Health and Equity (**Health Disparities**)
- Towards a New Paradigm for Health Marketing (**New Frontiers**)
- Important Lessons for Us All from National Media Campaigns for Teens and Tweens: The Anti-Drug, truth, and VERB Campaigns (**Promote Behavior**)

12:45 p.m. – 1:30 p.m.

Lunch

1:30 p.m. – 3:00 p.m.

Closing Plenary

Reaching Consumers

Speakers:

Health Communication Challenges in the Digital World

Esther Thorson, PhD

Professor and Associate Dean for Graduate Studies,
Director of Research, Reynolds Journalism Institute
University of Missouri – Columbia

Developing a Collaborative Distribution Channels Strategy

Robert Spekman, PhD

Tayloe Murphy Professor of Business Administration
Darden School of Business, University of Virginia