

# Inform

# Inspire

# Improve Health

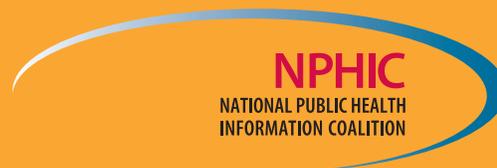


**2012 NATIONAL CONFERENCE  
on HEALTH COMMUNICATION  
MARKETING and MEDIA**

**AUGUST 7-9 • HYATT REGENCY ATLANTA**



**U.S. Department of  
Health and Human Services**  
Centers for Disease  
Control and Prevention







# 2012: INFORM, INSPIRE, IMPROVE HEALTH

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## WELCOME LETTER

Dear Colleagues:

Welcome to the sixth annual National Conference on Health Communication, Marketing, and Media. Our hope is that you will gain new insights and tools to better engage your audiences and promote healthy behaviors.

This year's theme is *Inform, Inspire, Improve Health*. Today, new technologies and practices make it possible to design exciting environments that motivate behavior change by appealing to your audience's best intentions as well as their fears of the consequences of unhealthy living. By creating powerful health communications, marketing and media strategies that inform and inspire, we can and will improve health!

Once again, the Conference Advisory Board and Planning Committee has developed an exciting conference focused 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
- **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 help reduce health disparities

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

Have a wonderful conference.

Sincerely,

Katherine Lyon Daniel, Ph.D.  
Associate Director for Communication  
Centers for Disease Control and Prevention

Robert Jennings  
President-elect  
National Public Health Information Coalition (NPHIC)  
Director, Office of Public Affairs  
Ohio Department of Health



## 2012 NATIONAL CONFERENCE ON HEALTH COMMUNICATION, MARKETING AND MEDIA REMAINS GREEN

While this year's conference will be at a new location, attendees will continue to see many Green touches.

### One Less Thing to Pack

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

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

- Program agenda books will be available online only.
- 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.

### Hyatt Regency Atlanta Thinks Green

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.

Hyatt Regency Atlanta recycles

- Office paper
- Newspaper
- Glass, plastic and metal cans and bottles
- Consumable food is donated to the Atlanta Food Bank
- Food waste is collected and sent out for composting
- Cooking oils are collected and recycled into bio-diesel
- Construction waste
- Carpeting
- Waste metals
- Cardboard
- Used bulbs, batteries and ballasts
- Electronics
- Pallets
- Soap

### Go Green with Mass Transit and Take MARTA from the Airport to the Hyatt Regency Atlanta

The Hyatt Regency Atlanta can be easily accessed using Atlanta's rapid public transportation, MARTA. Take the MARTA Northbound and exit at the Peachtree Center station. Take the escalator up, and follow directions toward Hyatt Regency Atlanta.

Trains arrive about every 10 minutes. Fare is \$2.50 each way.



## CONFERENCE LEADERSHIP

### **Conference Co-Chairs**

#### **Katherine Lyon Daniel, Ph.D.**

*Associate Director*

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

#### **Robert Jennings**

*President-elect*

National Public Health Information Coalition (NPHIC)  
*Director*  
Office of Public Affairs  
Ohio Department of 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**

*Health Communication Specialist*

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

### **Conference Advisory Board**

#### **Nancy Ayers**

*Acting Director*

Office of Communications  
Substance Abuse and Mental Health Services  
Administration

#### **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

#### **Ken Bernhardt, PhD**

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

#### **Dogan Eroglu, PhD**

*Associate Director for Communication Science*

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

#### **Laura Espino, BA**

*Executive Director*

National Public Health Information Coalition

#### **Larry Hill, BA**

*President*

National Public Health Information Coalition

#### **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

#### **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

#### **R. Craig Lefebvre, PhD**

*Professor*

University of South Florida  
*Lead Change Designer*  
RTI International

#### **Bradford A. Myers, MPH**

*Director, Division of Communication Services*

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



## Conference Leadership (continued)

### **Glen Nowak, PhD**

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

### **Barbara S. Reynolds, PhD**

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

### **William Smith, EdD, PhD**

*Editor*  
Social Marketing Quarterly

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

*Deputy Assistant Secretary for Public Affairs/Human Services*  
Office of the Assistant Secretary for Public Affairs  
U.S. Department of Health and Human Services

## Conference Planning Committee

### **Juan-Carlos Aviles, MA**

*Office of Communication*  
Substance Abuse and Mental Health Services  
Administration

### **Cynthia Baur, PhD**

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

### **Andre M. Blackman**

*Principal/Co-Founder*  
Pulse + Signal/FastForward Health Film Festival

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

*Associate Dean for Academic Affairs, Professor of  
Health Education & Behavior*  
University of Florida

### **Jonathan Cho, PhD**

*Chief*  
Communications Technology Branch  
National Cancer Institute

### **Sameer Deshpande, PhD**

*Associate Professor of Marketing*  
Faculty of Management  
University of Lethbridge

### **Susan Dugan**

*Health Communication Specialist*  
Office of Public Health Preparedness and Response  
Centers for Disease Control and Prevention

### **Susan D. Kirby, DrPH, MPH**

*President*  
Kirby Marketing Solutions

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

*Retired Director*  
Division of Communications Services  
Office of the Associate Director for 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 Communication Specialist*  
Office of the Associate Director of Communication  
Centers for Disease Control and Prevention

### **Steven Randazzo**

*Office of the Secretary*  
U.S. Health and Human Services Department

### **Ayanna Robinson, MPP**

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

### **Alicia Samuels, MPH**

*Director of Communications*  
Johns Hopkins Center for Injury Research and Policy

### **Terry Savage, MA**

*Vice President, Health Communications*  
Westat



## Conference Leadership (continued)

### **Carol Schechter, MA, MPH**

*Vice President and Director, Health Communication*

Abt Associates

### **Leslie Snyder, PhD**

*Professor, Communication Sciences*

University of Connecticut

### **Lynn A. Sokler**

*Senior Communication Advisor, Office of the Associate*

*Director for Communication*

Centers for Disease Control and Prevention

### **Shelly Spoeth, BS**

*President*

Spoeth Strategic Communications, Inc.

### **Jon Stemmler, MA**

*Director*

Health Communication Research Center

University of Missouri School of Journalism

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

*Assistant Professor*

Institute of Public Health

Georgia State University

### **Virginia (Ginny) Sublet, PhD**

*Senior Health Scientist*

Office of 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**

*Director of Social Media*

InTouch Solutions

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

*President*

Weinreich Communications

*Program Manager*

Entertainment Industries Council, Inc.



## ABSTRACT REVIEWERS

Over 500 abstracts were submitted for consideration to be included in the 2012 National Conference on Health Communication, Marketing, and Media. We thank everyone who reviewed the abstracts for this year's conference—*Inform, Inspire, Improve Health*—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:

**Natoshia Askelson**

**Jonathan Cho**

**Adam Goldstein**

**Juan-Carlos Aviles**

**Kelvin Choi**

**Matilde Gonzalez-Flores**

**Leslie Balch**

**Frederico Cohrs**

**Lisa Goodin**

**Lynda Bardfield**

**Cari Courtenay-Quirk**

**Christie Green**

**Danielle Bartolo**

**Kathy Danberry**

**R. Neil Greene**

**Alane Bearder**

**Sameer Deshpande**

**Dawn Beatrice Griffin**

**Jim Bender**

**Nazeera Dawood**

**Mary Ann Kirkconnell Hall**

**Shayla Bennett**

**Mark Dessauer**

**Diane Holm**

**Judy Berkowitz**

**Mayo Djakaria**

**Elizabeth Howell**

**Penney Berryman**

**Susan Dugan**

**Reginald Humphries**

**Andre Blackman**

**Britt Ehrhardt**

**Qihao Ji**

**Bonny Bloodgood**

**Dogan Eroglu**

**Glynis Jones**

**Carol Bloomberg**

**Wanda Fenimore**

**Kristin Kelly**

**Allison Bozniak**

**Brenda Foster**

**Cynthia Klein**

**Beth Bruce**

**Randi Frank**

**Ganna Kostygina**

**Amelia Burke**

**Fred Fridinger**

**Cheryl Lackey**

**Rosemary Caron**

**Stacey Frohnapfel-Hasson**

**Kate Levinson**

**Kimberly Carpenter**

**Robert Furberg**

**Maria Lewis**

**Patricia Carter**

**Gerda Gallop-Goodman**

**Carolyn Lin**

**Polly Carver-Kimm**

**Deborah Gelaude**

**Nehanda Lindsey**

**Yi-Chun Chen**

**Lenette Golding**

**Connor Lynch**



Meredith Masel	Nicole Richardson-Smith	Michael Stellefson
Gillian Goldsmith Mayman	Jessica Ridpath	Jon Stemmler
Darren Mays	Brian Rivers	Andrea Stokfisz
Kelli McCormack Brown	Amee Roberson	Ellyson Stout
Rosemary McGillan	Ayanna Robinson	Sheryl Strasser
Alanna Moorer	Manuel Rodriguez	Virginia Sublet
Elizabeth Moreau	Michael Rovito	Anna Taylor
Jennifer Nichols	Wendy Ruben	Michelle Taylor
Glen Nowak	Dianne Rucinski	Bethany Tennant
Amaechi Okonkwo	Doug Rupert	Thierry Claudien
Anna Okula	Michael Ruppel	Jana Thomas
Payal Pandit	Basil Safi	Mekkla Thompson
Sungeun Park	Jordan Safirstein	Natarsha Thompson
Ginger Park	Alicia Samuels	Ana Toro
Sungeun Park	Terry Savage	Mariliis Vahe
Demetrius Parker	Carol Schechter	Patricia Van Nelson
Sheetal Patel	Terica Scott	Priscilla Wanyeki
Jocelyn Patterson	Marjorie Shavers	James Weaver
Alison Patti	Stacy Shelp	Stephanie Weaver
Mangesh Pednekar	Pat Shifflett	Doug Weinbrenner
Joshua Petty	Emily Simnitt	Nedra Kline Weinreich
Alison Pilsner	Cheryl Smith	Robin Weiss
Jeralyn Powell	Brittney Spilker	Kyresa Westbrook
Wendy Qin	Shelly Spoeth	Jenny Yi
Steven Randazzo	Jamie Stein	Anne Zahradnik
Kiara Reilly	Adam Stellato	Shun Zhang



## TRACK SUBCOMMITTEE LISTING

### To Advance Science

---

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

University of Lethbridge

**Co-Chair: Terry Savage, MA**

Westat

**Susan Dugan, BA**

Office of Infectious Diseases

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

---

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

Porter Novelli

**Co-Chair: Sheryl Strasser, PhD, MPH, MSW, CHES**

Georgia State University

**Juan-Carlos Aviles, MA**

Substance Abuse and Mental Health Services Administration

**Alicia Samuels, MPH**

Johns Hopkins Center for Injury Research and Policy



## To Explore Innovative Communication Tools and Technologies

---

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

National Center for Chronic Disease Prevention and Health Promotion

Centers for Disease Control and Prevention

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

InTouch Solutions

### **Andre Blackman**

Pulse + Signal/FastForward Health Film Festival

### **Jonathan Cho, PhD**

Chief, Communications Technology Branch

National Cancer Institute

### **Steven Randazzo, BA**

Substance Abuse and Mental Health Services Administration

### **Shelly Spoeth, BS**

Spoeth Strategic Communications, Inc.

### **Virginia Sublet, PhD**

National Institute for Occupational Safety and Health

Centers for Disease Control and Prevention

### **Jon Stemmler, MA**

University of Missouri School of Journalism

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

Weinreich Communications

## To Improve Practice

---

### **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

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

### **Demetrius M. Parker**

Office of the Associate Director for Communication

Centers for Disease Control and Prevention



## PLENARY SPEAKER BIOS



### **Colonel (Ret.) Professor Isaac Ashkenazi, MD, MSc, MPA, MNS,**

is an international expert on disaster management and leadership, community resilience, and mass casualty events. He is considered one of the world's foremost experts in medical preparedness for complex emergencies and disasters.

Professor Ashkenazi is Director of the Urban Terrorism Preparedness Project at the National Preparedness Leadership Initiative, a joint program of the Harvard School of Public Health and Harvard's John F. Kennedy School of Government. He is also Adjunct Professor in the Department of Epidemiology, the Rollins School of Public Health, Emory University; Adjunct Professor of disaster management at the UGA; Professor of Disaster Medicine at Ben-Gurion University in Israel, and consultant to Harvard University, Centers for Disease Control and Prevention, the U.S. Department of Health and Human Services, the U.S. Department of Homeland Security, FEMA, and the World Bank.

After serving as Head of Medical Services for the IDF in the West Bank, Professor Ashkenazi was promoted to Head of the Public Health Department in the Medical Corps. In 1997, he was promoted to full Colonel with the responsibilities of Surgeon General for the Home Front Command and the National Medical Coordinator for Mass Casualty Incidents and Disasters. He led medical mission teams to give assistance at the USA Embassy in Nairobi after the August 1998 terrorist attack, and to assist earthquake survivors in Turkey and in Greece in 1999.

Professor Ashkenazi has served in humanitarian missions around the world in Asia, Africa, South America and Europe. He has given courses in Disaster Medicine; Disaster Management; Crisis Leadership; Urban Terrorism; Preparedness and Response for Mass Casualty Events; and Individual and Community Resilience.



**Mohan J Dutta** is Professor and Head of the Department of Communications and New Media at the National University of Singapore and Courtesy Professor of Communication at Purdue University. At NUS, he is the Founding Director of the Center for Culture-Centered Approach to Research and Evaluation (CARE), directing research on culturally-centered, community-based projects of social change. He teaches and conducts research in international health communication, critical cultural theory, poverty in healthcare, health activism in globalization politics, indigenous cosmologies of health, subaltern studies and dialogue, and public policy and social change. Currently, he serves as Editor of the "Global Health Communication Book Series" with Left Coast Press and sits on the editorial board of seven journals. Before arriving to NUS, he served as Associate Dean of Research in the College of Liberal Arts at Purdue University, a Service Learning Fellow, and a fellow of the Entrepreneurial Leadership Academy. Also at Purdue, he served as the Founding Director of the Center for Poverty and Health Inequities (COPHI).

He has received over \$4 million in funding to work on culture-centered projects of health communication and health advocacy. Currently, he is working on a \$1.5 million grant funded by the Agency for HealthCare Research & Quality (AHRQ) to develop a culturally-centered health communication project on heart disease among African



American communities in the Lake and Marion counties of Indiana. At NUS, he has received \$1.9 million in funding from the Office of the Provost to run culture-centered projects of health in South Asia.



**Jennifer Harris, BA, MBA, PhD**, is Director of Marketing Initiatives at the Rudd Center for Food Policy and Obesity at Yale University, where she is also a Research Scientist in the Department of Psychology. She is responsible for identifying and coordinating research initiatives to understand the extent and impact of children's exposure to food advertising, and for communicating that information to the health community, parents, and legislators.

Dr. Harris received a BA in Political Science from Northwestern University and an MBA in Marketing from The Wharton School at the University of Pennsylvania. Before completing her PhD in Social Psychology at Yale University, she worked for 18 years as a business executive, gaining experience in advertising, direct marketing, new product development, and customer relationship management. She then launched her own consulting firm specializing in marketing strategy and new product and market development.

Dr. Harris' research interests include applying social psychological theory and experimental methods to examine the socialization influences of media, with a focus on unconscious effects of advertising on public health. She has written on the psychological effects of advertising to children and adolescents, and has conducted research to quantify the amount and types of food marketing seen by young people and its impact on their health and diet.



**Tim Washer's** social media work has been covered by Advertising Age, ADWEEK, NPR and The New York Times, and he's presented at SXSWi, The Wall Street Journal Digital Download and Harvard Business School. He holds an MBA from the University of Texas. Tim's comedy writing/actor credits include The Late Show with David Letterman, Late Night with Conan O'Brien, SNL and The Onion SportsDome.



## AGENDA BY DAY: TRACKS AND SESSION TITLES

Tuesday, August 7				
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	New Approaches to Evaluation ( <i>Hanover C/D/E</i> )	Enhancing Communication with Elderly Populations ( <i>Centennial IV</i> )	Innovations in Health Communication by the Federal Government: 3 CDC Projects ( <i>Centennial III</i> )  Strategies and Evaluation of Social Media Channels Used to Promote Smoking Cessation ( <i>Grand C/D</i> )  Syndicating and Sharing Your Health Information ( <i>Hanover A/B</i> )	Effective use of Partnerships, Tools and Coalitions to Improve Outreach ( <i>Centennial I/II</i> )  Health Communication Campaigns ( <i>Grand A/B</i> )  The Unique Public Health Subject of Suicide—Affecting Change; Reframing the Issue ( <i>Hanover F/G</i> )
3:45- 5:15PM	Clearing the Air: New Strategies for Smoking Cessation ( <i>Hanover C/D/E</i> )	Innovative Technological Tools Used to Reach Diverse Audiences ( <i>Centennial IV</i> )  A Common Major: Health Communication Interventions on College Campuses ( <i>Hanover A/B</i> )	Using Mobile Technologies to Connect the Disconnected ( <i>Centennial III</i> )  Twitter and Beyond: Implementing Successful Social Media Strategies and Showing Impact ( <i>Grand C/D</i> )	Provider Practice Research and Interventions ( <i>Centennial I/II</i> )  Effective Use of Mass Media Tobacco Control Campaigns ( <i>Grand A/B</i> )  The Delicate Dance of Science, Politics, National Branding, and Local Programs: The National Prevention Media Initiative Case Study Media Tobacco Control Campaigns ( <i>Hanover F/G</i> )



## AGENDA BY DAY: TRACKS AND SESSION TITLES

<b>Wednesday, August 8</b>				
<b>Time</b>	<b>Track I: To Advance Science</b>	<b>Track II: To Bridge Divides</b>	<b>Track III: To Explore Innovative Tools and Technologies</b>	<b>Track IV: To Improve Practice</b>
<b>10:45AM- 12:15PM</b>	Risk Communication Strategies ( <i>Hanover C/D/E</i> )	Health Communication Channels for Spanish-Speaking Audiences ( <i>Centennial IV</i> )	HealthCommWorks: Tools Every Health Communicator Needs ( <i>Centennial III</i> )  Using Social Media to Share Your Preventive Health Messages ( <i>Grand C/D</i> )  The Role of New Technologies in Engaging and Linking People in Organizations ( <i>Hanover A/B</i> )  Health Solutions: It Can Be All Fun and Games ( <i>Hanover F/G</i> )	Applying Digital and Social Media Strategies to Improve Efficiencies of Health Communication Activities ( <i>Centennial III</i> )  Health Literacy In Practice—Four Approaches to Lowering Public Health Communication Barriers ( <i>Grand A/B</i> )
<b>4:00- 5:30PM</b>	Communicating with Hard to Reach Audiences ( <i>Hanover C/D/E</i> )	From Awareness to Social Change: The Role of Media in Public Health ( <i>Centennial IV</i> )  Leveraging Social Media to Engage Hard to Reach Audiences ( <i>Grand A/B</i> )  Leveraging Audience Insights to Eliminate Health Disparities ( <i>Hanover A/B</i> )	Using Innovative Methods to Communicate with Teens About Sexual Health ( <i>Centennial III</i> )  Using Mobile and Other Innovation to Promote Health ( <i>Grand C/D</i> )  Social Media and Videos: New Methods for Messaging and Storytelling ( <i>Hanover F/G</i> )	Communication Tactics for Affecting Behavior Change among Teens and College Coeds ( <i>Centennial III</i> )



## AGENDA BY DAY: TRACKS AND SESSION TITLES

Thursday, 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
10:00AM- 11:45AM	Communicating Through Stories and Exemplars <i>(Hanover C/D/E)</i>	Creative Strategies to Reach Unique and Hard-to-Reach Audiences <i>(Centennial IV)</i>  HIV/AIDS Communication Efforts and Hard-to-Reach Populations <i>(Grand A/B)</i>  Enhanced Communications Strategies to Protect and Secure Public Safety <i>(Hanover A/B)</i>	The Power of Storytelling to Reach and Facilitate Change in Communities and Diverse Audiences <i>(Centennial III)</i>  Using Technology to Provide Targeted Substance Abuse Support <i>(Grand C/D)</i>  Strategies and Evaluation of Social Media Used to Reach Youth and Promote Healthy Behavior Change <i>(Hanover C/D/E)</i>	Applied Research to Improve Communication Practice <i>(Centennial III)</i>
12:45- 2:15PM	The Importance of Audiences <i>(Hanover C/D/E)</i>	Creating Effective Awareness and Behavior Change Campaigns for Targeted Audiences <i>(Centennial IV)</i>  From Breastfeeding to HIV to Nutrition: The Importance of Health Literacy <i>(Grand A/B)</i>	Analyzing Your Social Media: Techniques for Success <i>(Centennial III)</i>  Sexual Health in a Digital Age <i>(Grand C/D)</i>	Creating Awareness through Comprehensive Campaigns <i>(Centennial III)</i>  Examining Mass Media Reach and Influence <i>(Hanover A/B)</i>



## AGENDA AT-A-GLANCE

	Tuesday, August 7	Wednesday, August 8	Thursday, August 9	
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>Super 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>Break 10:30–10:45 AM</b>	<b>Breakout Sessions</b> 10:00–11:45 AM
10:30				
11:00		<b>Breakout Sessions</b> 10:45 AM–12:15 PM		
11:30			<b>Lunch</b> 11:45 AM–12:45 PM	
12:00		<b>Lunch</b> 12:15–1:15 PM		
12:30	<b>Opening Plenary</b> 12:30–1:45 PM		<b>Breakout Session</b> 12:45–2:15 PM	
1:00		<b>Super Sessions/Invited Panels</b> 1:15–2:45 PM		
1:30	<b>Break 1:45–2:00 PM</b>			
2:00	<b>Breakout Sessions</b> 2:00–3:30 PM		<b>Break 2:15–2:45 PM</b>	
2:30		<b>Poster Session II</b> 2:45–3:45 PM	<b>Closing Plenary</b> 2:45–4:00 PM	
3:00	<b>Break 3:30–3:45 PM</b>	<b>Break 3:45–4:00 PM</b>		
3:30		<b>Breakout Sessions</b> 4:00–5:30 PM		
4:00	<b>Breakout Sessions</b> 3:45–5:15 PM			
4:30				
5:00		<b>End of Day 2</b>		
5:30	<b>Happy Hour</b> 5:30–6:30 PM			
6:00				
6:30				
7:00				
7:30				
8:00				
8:30				



## TRACKS AT A GLANCE

### TRACK I—To Advance Science

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The purpose of this track is to share new concepts and knowledge that would influence theory-based and evidence-based practice of health communication and marketing. This track invites papers that present original research, findings from pilot studies, and results of comprehensive evaluations of health communication and marketing campaigns and programs. Works discussing emerging trends, new theories, theoretical refinements or theoretical applications, and new conceptual models that can contribute to the success of health communication and marketing programs are welcomed. Submission to this track should be based on rigorous analysis of data and/or extant literature.

#### **Tuesday, August 7, 2:00–3:30 PM**

- New Approaches to Evaluation (*Hanover C/D/E*)

#### **Tuesday, August 7, 3:45–5:15 PM**

- Clearing the Air: New Strategies for Smoking Cessation (*Hanover C/D/E*)

#### **Wednesday, August 8, 10:45 AM–12:15 PM**

- Risk Communication Strategies (*Hanover C/D/E*)

#### **Wednesday, August 8, 4:00–5:30 PM**

- Communicating with Hard to Reach Audiences (*Hanover C/D/E*)

#### **Thursday, August 9, 12:45–2:15 PM**

- The Importance of Audiences (*Hanover C/D/E*)

### TRACK II—To Bridge Divides

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The purpose of this track is to share health communication and marketing discoveries and strategies to enhance effectively reaching underserved populations and promote reduction of health disparities. This track invites submissions concerning research findings, best practices, and emerging trends that address health information dissemination to “hard-to-reach” and vulnerable populations, that identify and describe health disparities, and that provide examples of models and programs that promote health equity.

#### **Tuesday, August 7, 2:00–3:30 PM**

- Enhancing Communication with Elderly Populations (*Centennial IV*)

#### **Tuesday, August 7, 3:45–5:15 PM**

- Innovative Technological Tools Used to Reach Diverse Audiences (*Centennial IV*)
- A Common Major: Health Communication Interventions on College Campuses (*Hanover A/B*)

#### **Wednesday, August 8, 10:45 AM–12:15 PM**

- Health Communication Channels for Spanish-Speaking Audiences (*Centennial IV*)

#### **Wednesday, August 8, 4:00–5:30 PM**

- From Awareness to Social Change: The Role of Media in Public Health (*Centennial IV*)
- Leveraging Social Media to Engage Hard to Reach Audiences (*Grand A/B*)
- Leveraging Audience Insights to Eliminate Health Disparities (*Hanover A/B*)



### **Thursday, August 9, 10:00–11:45 AM**

- Creative Strategies to Reach Unique and Hard-to-Reach Audiences (*Centennial IV*)
- HIV/AIDS Communication Efforts and Hard-to-Reach Populations (*Grand A/B*)
- Enhanced Communications Strategies to Protect and Secure Public Safety (*Hanover A/B*)

### **Thursday, August 9, 12:45–2:15 PM**

- Creating Effective Awareness and Behavior Change Campaigns for Targeted Audiences (*Centennial IV*)
- From Breastfeeding to HIV to Nutrition: The Importance of Health Literacy (*Grand A/B*)

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

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The purpose of this track is to share new ideas about the use of internet and new communication technologies (e.g., digital productions such as podcasts and video games, social media, SMS texting) in health communication and marketing programs. Abstracts in this track should focus on emerging trends in and the development and application of new communication tools and technologies in health communication and marketing programs. Presentations that are data-driven and that help participants understand and leverage innovations to improve health communication, marketing, and media programs are encouraged.

### **Tuesday, August 7, 2:00–3:30 PM**

- Innovations in Health Communication by the Federal Government: 3 CDC Projects (*Centennial III*)
- Strategies and Evaluation of Social Media Channels Used to Promote Smoking Cessation (*Grand C/D*)
- Syndicating and Sharing Your Health Information (*Hanover A/B*)

### **Tuesday, August 7, 3:45–5:15 PM**

- Using Mobile Technologies to Connect the Disconnected (*Centennial III*)
- Twitter and Beyond: Implementing Successful Social Media Strategies and Showing Impact (*Grand C/D*)

### **Wednesday, August 8, 10:45 AM–12:15 PM**

- HealthCommWorks: Tools Every Health Communicator Needs (*Centennial III*)
- Using Social Media to Share Your Preventive Health Messages (*Grand C/D*)
- The Role of New Technologies in Engaging and Linking People in Organizations (*Hanover A/B*)
- Health Solutions: It Can Be All Fun and Games (*Hanover F/G*)

### **Wednesday, August 8, 4:00–5:30 PM**

- Using Innovative Methods to Communicate with Teens About Sexual Health (*Centennial III*)
- Using Mobile and Other Innovation to Promote Health (*Grand C/D*)
- Gaming as a Means to Personal and Social Media and Videos: New Methods for Messaging and Storytelling (*Hanover F/G*)

### **Thursday, August 9, 10:00–11:45 AM**

- The Power of Storytelling to Reach and Facilitate Change in Communities and Diverse Audiences (*Centennial III*)
- Using Technology to Provide Targeted Substance Abuse Support (*Grand C/D*)
- Strategies and Evaluation of Social Media Used to Reach Youth and Promote Healthy Behavior Change (*Hanover C/D/E*)



### **Thursday, August 9, 12:45–2:15 PM**

- Analyzing Your Social Media: Techniques for Success (*Centennial III*)
- Sexual Health in a Digital Age (*Grand C/D*)

### **TRACK IV—To Improve Practice**

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The purpose of this track is to share insights into evidence-based programs that successfully translate knowledge into health communication and marketing practice. This track invites submissions that contribute to the better practice of health communication and marketing by presenting lessons learned, scalable model programs, or on improving the process by which health communication and marketing programs are managed. Presentations of model campaigns should focus on implementation details, contextual information for where the program was successful, and strong evidence for effectiveness. Abstracts on processes should focus on key elements such as program development, implementation, and evaluation.

### **Tuesday, August 7, 2:00–3:30 PM**

- Effective use of Partnerships, Tools and Coalitions to Improve Outreach (*Centennial IIII*)
- Health Communication Campaigns (*Grand A/B*)
- The Unique Public Health Subject of Suicide—Affecting Change; Reframing the Issue (*Hanover F/G*)

### **Tuesday, August 7, 3:45–5:15 PM**

- Provider Practice Research and Interventions (*Centennial IIII*)
- Effective Use of Mass Media Tobacco Control Campaigns (*Grand A/B*)
- The Delicate Dance of Science, Politics, National Branding, and Local Programs: The National Prevention Media Initiative Case Study (*Hanover F/G*)

### **Wednesday, August 8, 10:45AM–12:15 PM**

- Applying Digital and Social Media Strategies to Improve Efficiencies of Health Communication Activities (*Centennial IIII*)
- Health Literacy In Practice—Four Approaches to Lowering Public Health Communication Barriers (*Grand A/B*)

### **Wednesday, August 8, 4:00–5:30 PM**

- Communication Tactics for Affecting Behavior Change among Teens and College Coeds (*Centennial IIII*)

### **Thursday, August 9, 10:00–11:45 AM**

- Applied Research to Improve Communication Practice (*Centennial IIII*)

### **Thursday, August 9, 12:45–2:15 PM**

- Creating Awareness through Comprehensive Campaigns (*Centennial IIII*)
- Examining Mass Media Reach and Influence (*Hanover A/B*)





## PROGRAM LEGEND

*Descriptions for presentations were determined by the authors.*

### Abstract Type

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- P Practice** program-based presentations focusing on cutting-edge developments, unique programs, and new solutions to common practice challenges.
- R Research** and evaluation presentations that include reports on both quantitative and qualitative data and systematic review.
- T 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 7, 2012

- 7:00 AM–6:00 PM**     **Registration**
- 8:00–11:30 AM**     **Pre-Conference Workshops** *(Additional registration required to attend)*
- (Grand A/B)*     **Workshop I—Social Media 101: An Introduction to Social Media for Health Communication and Marketing**
- (Hanover A/B)*     **Workshop II—Hands-On Social Media Strategy**
- (Hanover F/G)*     **Workshop III—Health Literacy in the Context of Social Marketing: Clear, Motivational Messaging in Programs to Change Behavior**
- (Learning Center)*     **Workshop IV—MessageWorks: Hands-On**
- (Hanover E)*     **Workshop V—Storytelling for Social Media: Three Ways to Use Stories to Support Public Health**
- 12:30–1:45 PM**     **Welcome**  
*(Centennial I/II)*     **Robert Jennings**  
*President-elect, National Public Health Information Coalition (NPHIC)*  
*Director, Office of Public Affairs, Ohio Department of Health*
- Introductory Remarks**  
**Katherine Lyon Daniel, PhD**  
*Associate Director for Communication*  
*Centers for Disease Control and Prevention*
- Opening Keynote Presentation**  
**Leadership Lessons: Learning from International Disaster Response**  
**Isaac Ashkenazi, MD, MSc, MPA,**  
*International Expert for Crisis Management & Leadership, Ben Gurion University of the Negev*  
*Harvard University*
- 1:45–2:00 PM**     **Break**

TRACK I: TO ADVANCE SCIENCE

**2:00–3:30 PM**     **Hanover C/D/E**

### New Approaches to Evaluation

*Abstract Type: R Level: Intermediate*

**James Weaver, III, PhD, MPH, Moderator**

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

**A Meta-Analysis Examining the Impact Health Communication Campaigns Have on Behavior Change among Children**

**Carolyn Lagoe, MA,** and Kirstie Farrar, PhD

*University of Connecticut, Storrs, CT*

TUESDAY  
AUGUST 7



Communication campaigns are a popular method for disseminating information to mass audiences. This presentation describes a meta-analysis of the effects of mass media health campaigns on behavior. Results indicate that these campaigns can lead to behavior change among children.

**Behind the Feathers: Evaluation of “Until You’re Ready, Avoidthestork.com®,” a Surround Campaign to Prevent Adult Unintended Pregnancy**

Shelly Campo, PhD<sup>1</sup>, **Natoshia Askelson, MPH, PhD<sup>1</sup>**, Erica Spies, MS<sup>1</sup>, Celeste Campos-Castillo<sup>1</sup>, and Mary Losch, PhD<sup>2</sup>

<sup>1</sup>*University of Iowa, Iowa City, IA*

<sup>2</sup>*University of Northern Iowa, Cedar Falls, IA*

Few interventions to encourage consistent and appropriate contraceptive use among adult women who do not wish to become pregnant have been developed and evaluated. This presentation discusses the results of the evaluation of a humor-based campaign to encourage young women to use contraceptives if they are not planning a pregnancy.

**Evaluating the Effectiveness of Social Media in Communicating Flu Prevention Messages**

**Jessica Schindelar, MPH**, and Glen Nowak, PhD

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

CDC uses a variety of social media tools to disseminate flu prevention messages. This presentation describes an evaluation of the effectiveness of seasonal flu-related social media content in influencing prevention behaviors, including intent to vaccinate or prescribe a vaccination.

TRACK II: TO BRIDGE DIVIDES

2:00–3:30 PM

**Centennial IV**

**Enhancing Communication with Elderly Populations**

*Abstract Type: P Level: Intermediate/Fundamental*

**Sheryl Strasser, PhD, Moderator**

*Georgia State University, Atlanta, GA*

**Synergistic Communication Strategy and Products to Promote Medicare’s Drug Benefit Subsidy Program among the Hispanic Population**

Victor Sierra, ScM, and **Cesar Garzon**

*TMNcorp, Silver Spring, MD*

This presentation describes marketing efforts aimed at Spanish-speaking Medicare beneficiaries. Multiple strategies that were employed are emphasized; they enabled this campaign to reach a low-income population segment of older adults.

**Elder Connect: A Tool to Recognize and Respond to Elder Homelessness**

**R. Neil Greene, MA**

*Center for Social Innovation, Needham, MA*

This presentation describes the precipitates of homelessness among older adults, explains the barriers to accessing services among older people experiencing homelessness, and critiques an online learning module and interactive screening tool used to assist providers with recognizing client needs and making informed referrals.



## Not Just for Kids: Developing a Communication Campaign to Raise Awareness of Asthma in the Elderly

**Sandra Jones, BA, MBA, MPH, PhD<sup>1</sup>**, Uwana Evers, BPsych (Hons)<sup>1</sup>, Don Iverson, BSc, PhD<sup>1</sup>, Peter Caputi, PhD<sup>2</sup>, Sara Morgan<sup>3</sup>, and Michele Goldman<sup>3</sup>

<sup>1</sup>*Centre for Health Initiatives, University of Wollongong, Wollongong, Australia*

<sup>2</sup>*Centre for Health Initiatives and School of Psychology, University of Wollongong, Wollongong, Australia*

<sup>3</sup>*Asthma Foundation NSW*

This presentation describes the barriers to asthma awareness among older adults, applies the health belief model to identify key targets for intervention messages, and summarizes the key elements of message design to engage older adults in asthma-related knowledge and behavior change. The potential application of intervention components to other interventions targeting older adults is discussed.

TRACK III: TO EXPLORE INNOVATIVE TOOLS AND TECHNOLOGIES

2:00–3:30 PM

### Centennial III

## Innovations in Health Communication by the Federal Government: 3 CDC Projects

*Abstract Type: P Level: Intermediate*

**Monica L. Ponder, MS, MSPH, Moderator**

*Division of Heart Disease and Stroke Prevention, Centers for Disease Control and Prevention, Atlanta, GA*

### Story Telling, Innovative Technology, Comic Books, and HIV/STI Prevention: Developing HIV/STI-Focused Motion Comics for Young People Ages 15–24 Years

**Leigh Willis, PhD, MPH<sup>1</sup>**, Rachel Kachur, MPH<sup>2</sup>, and Ted Castellanos, MPH<sup>1</sup>

<sup>1</sup>*Division of HIV/AIDS Prevention*

<sup>2</sup>*Division of STD Prevention, National Center for HIV/AIDS, Viral Hepatitis, TB Prevention, Centers for Disease Control and Prevention, Atlanta, GA*

This program used audience engagement to create a three-episode motion comic to deliver health communication messages to change HIV/STI knowledge, attitudes, beliefs, and behavioral intentions among young people in the U.S. Thematic analysis of the results of formative focus groups identified knowledge deficits, highlighted the effects of stigma on behavior, identified interest in learning condom negotiation skills, and demonstrated that motion comics would be an acceptable medium for addressing these themes. The resulting storylines and scripts were focus tested and developed into three, seven-minute motion comic episodes, which were tested for efficacy.

### Going Viral—CDC's Zombie Apocalypse

**Margaret Silver, MPH, CHES**

*Office of the Director/Communications Office, Office of Public Health Preparedness and Response, Centers for Disease Control and Prevention, Atlanta, GA*

Before the hurricane season in 2011, CDC communicators created a social media campaign on zombie preparedness to raise awareness about personal hurricane preparedness, attract new audiences, and use existing platforms and content to keep costs down. The campaign used the CDC blog, *Public Health Matters*, as the foundation for the campaign, melding existing messaging about getting a hurricane preparedness kit, making a plan, and being informed with the more sensational idea of a zombie apocalypse. The blog, promoted through listserves, websites, and social media channels, received worldwide coverage, including more than two million page views in one week.

TUESDAY  
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**Chromizone: Harnessing the Power of Art to Increase Public Understanding of Healthy Food Systems****Mark Wentzel, BA***Sculpture Department, Savannah College of Art and Design, Atlanta, GA*

The goal of this program was to help the public understand their place in the modern food system and how the system could be improved to promote health, as well as to motivate them to support policy change. An interactive, graphically dynamic teaching tool was created using Chromizone, which combines the disciplines of art and science. Evaluation of models of the Chromizone artwork by scientists and members of the target population indicated that this would be an informative and transformative means to educate the public about food and nutrition.

## TRACK III: TO EXPLORE INNOVATIVE TOOLS AND TECHNOLOGIES

2:00–3:30 PM

**Grand C/D****Strategies and Evaluation of Social Media Channels Used to Promote Smoking Cessation***Abstract Type: P R Level: Intermediate***Shelly Spoeth, Moderator***Spoeth Strategic Communications, Inc., Atlanta, GA***Tech to Treat: The Smokefree Teen Approach to Cessation****Amy Daniels, MA<sup>1</sup>**, Shani C. Taylor, MHS<sup>1</sup>, Samantha Post, MPH<sup>1</sup>, Alison M. Pilsner, MPH, CPH, CHES<sup>1</sup>, Yvonne M. Hunt, PhD, MPH<sup>2</sup>, and Erik Augustson, PhD, MPH<sup>2</sup><sup>1</sup>*Government Services, MMG, Rockville, MD*<sup>2</sup>*Tobacco Control Research Branch, BRP, DCCPS, National Cancer Institute, Bethesda, MD*

The National Cancer Institute launched the Smokefree Teen initiative in 2011 using mobile and social media tools to connect teen smokers with evidence-informed cessation resources. This presentation discusses the core components of this initiative and highlights initial uptake data. It highlights the barriers to and continued need for resource integration into teens' daily lives to achieve behavior change.

**Comparing Tobacco Control Social Media Strategies to Reach Youth****Jeff Jordan, MA***President, Rescue Social Change Group, San Diego, CA*

This presentation discusses new data on the effectiveness of two teen tobacco marketing campaigns that have been ongoing for seven years but recently started using social media. The two campaigns were evaluated by measuring the interactivity and reach of each strategy. The effectiveness of each strategy was assessed through Facebook Metrics. The authors discuss the most effective strategies and provide attendees with best practices for tobacco prevention efforts to reach a larger audience on Facebook.

**Harvesting the Twitter Firehose for Measurement and Evaluation: A Content Analysis of Tweets From the CDC's Tips from Former Smokers Campaign****Glen Szczyпка, MA<sup>1</sup>**, Sherry Emery, MBA, PhD<sup>2</sup>, and Eman Aly, MSW<sup>2</sup><sup>1</sup>*Institute for Health Research and Policy, University of Illinois, Chicago, IL*<sup>2</sup>*Institute for Health Research and Policy, University of Illinois at Chicago, Chicago, IL*

This presentation discusses the measure and evaluation of the Twitter component of the CDC "Tips from Former Smokers" Campaign. The campaign utilized an outside data provider, called Firehose, to access Twitter's complete datastream. The authors present the reach and impact of the campaign using social media metrics including public engagement, audience sentiment, and campaign discourse.



## TRACK III: TO EXPLORE INNOVATIVE TOOLS AND TECHNOLOGIES

2:00–3:30 PM

**Centennial III****Syndicating and Sharing Your Health Information**

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

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

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

**Addressing Health Literacy Needs with Healthfinder.gov Content Syndication and API**

**Jessica Rowden, MA, CHES, and Jordan Broderick, MA**

*Office of Disease Prevention and Health Promotion, Department of Health and Human Services, Rockville, MD*

The Office of Disease Prevention and Health Promotion (ODPHP) developed a Content Syndication Tool and an Application Programming Interface (API) to provide a unique way for organizations to syndicate healthfinder content directly on their sites. This allows healthfinder.gov to disseminate up-to-date and accurate prevention information to its partners and the public. The presentation also discusses how attendees can utilize content syndication and API tools in their own work.

**The NIOSH-Info Knowledge Database: An Innovation in Collaboration and Knowledge Management**

**Donna Van Bogaert, BS, MS, PhD<sup>1</sup>, and Rasaan Jones, MPH<sup>2</sup>**

<sup>1</sup>*Information Resources and Dissemination Branch, DHHS/CDC/NIOSH/Education and Information Division, Cincinnati, OH*

<sup>2</sup>*Division of Community Engagement, Office of the Associate Director for Communication, Centers for Disease Control and Prevention, Atlanta, GA*

This presentation discusses how NIOSH handled merging its call center operations with the centralized CDC call center to improve communication with CDC-INFO and address all NIOSH strategic needs. The custom-built Knowledge Database tracks public inquiries, ensures quality assurance, generates performance reports to improve communication and collaboration with CDC-INFO, gathers intelligence on emerging occupational safety and health issues, and serves as a training and succession planning resource.

**Your Content Is Free, but Is It Liberated?**

**Fred Smith, MA, and Stacey Thalken, MLS**

*Office of the Associate Director for Communication, Division of News and Electronic Media, Centers for Disease Control and Prevention, Atlanta, GA*

This presentation describes how content-liberating APIs allow providers to maintain content in one location and publish it through multiple channels, such as mobile apps, widgets, and websites. When CDC updates its content, public and private sector partners know that those updates will happen simultaneously in the syndicated portions of their own sites, widgets, and apps. Syndication allows for working across multiple channels much more efficiently, and it liberates content to go where audiences will most easily find it.

TUESDAY  
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**Effective use of Partnerships, Tools, and Coalitions to Improve Outreach**

*Abstract Type: P Level: Intermediate/Fundamental*

**Carol Schechter, Moderator**

*Abt Associates, Bethesda, MD*

**Targeting Health Communication Efforts towards Policy Makers**

**Alicia Samuels, MPH<sup>1</sup>**, Shannon Frattaroli, PhD, MPH<sup>1</sup>, Andrea Gielen, ScD, ScM<sup>2</sup>, Keshia Pollack, PhD, MPH<sup>1</sup>, and Jon Vernick, JD, MPH<sup>3</sup>

<sup>1</sup>*Center for Injury Research and Policy, Johns Hopkins Bloomberg School of Public Health, Baltimore, MD*

<sup>2</sup>*Center for Injury Research and Policy (Director), Johns Hopkins Bloomberg School of Public Health, Baltimore, MD*

<sup>3</sup>*Center for Injury Research and Policy (Deputy Director), Johns Hopkins Bloomberg School of Public Health, Baltimore, MD*

While many health communications professionals have experience communicating information to the general public and media, communicating to policy makers is less common. To address this need, the Johns Hopkins Center for Injury Research and Policy (JH CIRP) developed “Preventing Injuries in Maryland: A Resource for State Policy Makers.” Its purpose is to communicate information on policy-relevant injury topics to Maryland lawmakers, applying best practices from the literature, to facilitate evidence-based decision making.

The Resource was distributed and promoted to lawmakers in the beginning of the 2010 legislative session through both direct mail and email, and a briefing was held before the Senate Education, Health and Environmental Affairs Committee. An electronic survey of targeted policy makers showed that the Resource can be effectively used as model for communicating to lawmakers about other health topics with strong policy components, both at the local and national level.

**BodyWorks: From a Toolkit and a Trainer to a National Healthy Lifestyle Program**

**Jodie Fishman, MPH**, and Amanda Marr, MS

*Hager Sharp, Inc., Washington, DC*

Nearly one in three children in the United States is overweight or obese, as are more than one in three American adults. In 2000, in an effort to combat the growing obesity problem in the United States, the HHS Office on Women’s Health (OWH) began developing BodyWorks, a toolkit for parents and their adolescent daughters complete with hands-on materials to help family members achieve and maintain healthy weights through physical activity and nutrition education. Starting with only a toolkit, BodyWorks evolved to a large-scale program with national reach and a comprehensive technical assistance model, helping thousands of American families take the first steps toward adopting healthier behaviors. BodyWorks now has a network of more than 4,500 trainers across the country, thousands of families have completed the program, and there is an extensive partnership base, including relationships with Curves, Dr. Oz’s HealthCorps, and the American Dietetic Association’s *Kids Eat Right* campaign.

**Addressing State and Local Capacity Needs Using Health Communication to Bridge Research and Practice**

**Paula Williams, MA<sup>1</sup>**, and Tessa Burton, MPH<sup>2</sup>

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

<sup>2</sup>*National Center Injury Prevention and Control, Division of Violence Prevention, Centers for Disease Control and Prevention, Atlanta, GA*

Sexual violence, stalking, and intimate partner violence are important and widespread public health problems in the United States. CDC developed the National Intimate Partner and Sexual Violence Survey (NISVS) to



better describe and monitor the magnitude of these forms of violence in the United States. Sexual violence (SV) and intimate partner violence (IPV) prevention programs conducted through state or local health departments and nonprofit organizations have been challenged for years by having little access to non-criminal justice data. The NISVS was developed by the CDC and conducted in 2010, with ongoing data collection to create timely and actionable data. Through a collaborative team approach in planning the first release of 2010 data, CDC supported state- and local-level communication capacity by creating opportunities to learn about the survey prior to launch. The focus of these activities included interpreting and utilizing data in order to effectively disseminate key health messages.

### **Connecting the Dots: Building a Data-Driven Narrative to Shape Public Policy**

**Charles Hayslett, ABJ**

*Partner Up! for Public Health Campaign, Hayslett Group LLC, Atlanta, GA*

This presentation details the genesis, development, and impact of Georgia's Partner Up! for Public Health Campaign's highly successful "Connecting the Dots" message, which illustrates the relationship between community health and economic vitality. It also explores political and policy questions that arise from that relationship. Partner Up! for Public Health, a statewide advocacy campaign initiated in 2009, was designed as part of a multifaceted effort to rebuild a public health system decimated over the past decade by state budget cuts. To reach the business community in terms it could understand, Partner Up! analyzed the correlation between county economic vitality rankings set by the Georgia Department of Community Affairs and health outcomes rankings determined by the University of Wisconsin Population Health Institute. The "Connecting the Dots" data-driven narrative engages target audiences and contributes in demonstrable ways to important public policy discussions about the rehabilitation of Georgia's public health system.

#### TRACK IV: TO IMPROVE PRACTICE

2:00–3:30 PM

**Grand A/B**

### **Health Communication Campaigns**

*Abstract Type: P Level: Intermediate/Fundamental*

**Josh Petty, MBA, Moderator**

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

#### **The Impact of a Sustained Health Promotion Campaign...and Where to Go From Here**

**Mark Vander Linden, MSW**

*Division of Behavioral Health, Iowa Department of Public Health, Des Moines, IA*

This presentation describes the context within Iowa for a social media campaign to educate Iowans about the signs and symptoms of problem gambling and the help that is available. The campaign results suggest an impact on adult attitudes and awareness.

#### **Colorectal Cancer Screening Promotion: Evaluation of a Pilot Campaign and Implications for a Statewide Rollout**

**Kiernan Doherty, BS**

*Strategic Communication, Metropolitan Group, Portland, OR*

This presentation describes original data used to design a social marketing and public education campaign that asks already-screened Oregonians to talk about their experience and encourage others to be screened. Campaign results are presented.



### Raising the Profile of Diabetic Eye Disease through a Targeted Multichannel Campaign

**Ana Toro, MA<sup>1</sup>**, Neyal J. Ammary-Risch, MPH, MCHES<sup>2</sup>, Marcela Aguilar, MHS<sup>3</sup>, Natalia Sanint, MBA<sup>4</sup>, and Leslie Quiroz, MA<sup>3</sup>

<sup>1</sup>*Strategic Communications and Marketing Division, ICF International, Atlanta, GA*

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

<sup>3</sup>*Strategic Communications and Marketing Division, ICF International, Rockville, MD*

<sup>4</sup>*Strategic Communications and Marketing Division, ICF International, Calverton, MD*

This presentation describes a health communication campaign to increase awareness about Diabetic Eye Disease (DED) among people living with the disease and those at high risk for diabetes. Additionally, it describes the use of traditional and nontraditional media and educational channels as outreach tools.

#### TRACK IV: TO IMPROVE PRACTICE

2:00–3:30 PM

#### Hanover F/G

### The Unique Public Health Subject of Suicide—Effecting Change; Reframing the Issue

*Abstract Type: P R Level: Intermediate*

**Demetrius Parker, Moderator**

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

#### A Framework for a Statewide Suicide Prevention Social Marketing Campaign

Stacey Smith, BA<sup>1</sup>, Richelle Brown, BA<sup>1</sup>, and **Jana Sczersputowski<sup>2</sup>**

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

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

Learn from this best practice framework how to coordinate a suicide prevention social marketing campaign to help eliminate stigma and discrimination toward individuals with mental illness.

#### A Tool to Analyze News Coverage of Suicide and Suicide Prevention

Anara Guard, MLS, and **Theresa Ly, MPH**

*Center for the Study and Prevention of Injuries, Violence and Suicide Education Development Center, Sacramento, CA*

Suicide prevention is unique among public health topics. Research demonstrates that inappropriate and excessive news coverage can create “copycat” suicidal behavior. Learn about the challenges and limitations of providing guidance to journalists.

#### It’s Up to Us: A Two-Year Review of a Stigma Reduction and Suicide Prevention Mass Media Campaign

**Stacey Smith, BA<sup>1</sup>**, and Jana Sczersputowski, BA<sup>2</sup>

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

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

This presentation examines the strategies and outcomes of a mass media campaign to reduce the stigma of mental illness, counter negative stereotypes, and prevent suicide.

3:30–3:45 PM

#### Break



## TRACK I: TO ADVANCE SCIENCE

3:45–5:15 PM

**Hanover C/D/E****Clearing the Air: New Strategies for Smoking Cessation***Abstract Type: P R Level: Intermediate/Fundamental***Terry Savage, MA, Moderator***Westat, Rockville, MD***The Effectiveness of an Online Cessation Website to Promote Quit Behavior****Amanda Kalaydian Richardson, PhD, MS**, Wendy Slavitt, MPH, Haijun Xiao, MS, and Donna Vallone, PhD, MPH*American Legacy Foundation, Washington, DC*

The American Legacy Foundation created BecomeAnEX.org, a free, branded smoking cessation website designed to engage smokers through interactive content and an online community of more than 500,000 smokers. This presentation describes the evaluation of the website's effect on quit behavior.

**Effective Mass Media Messages for Tobacco Prevention with Generation Z****Jeff Jordan, MA***Rescue Social Change Group, San Diego, CA*

This presentation reports on 12 studies that sought to understand generational differences in reactions to tobacco control media. Results point to the need to refine existing tobacco prevention messaging strategies to reach a new generation of young people.

**Are There Socioeconomic Differences in Responsiveness to Anti-Smoking Message Topics?****Sarah Parvanta, MPH***Annenberg School for Communication, University of Pennsylvania, Philadelphia, PA*

There are sharp socioeconomic (SES) disparities in smoking behavior and smoking-related health outcomes. This presentation describes the results of a study that examined how beliefs about smoking cessation are related to cessation intention by SES.

## TRACK II: TO BRIDGE DIVIDES

3:45–5:15 PM

**Centennial IV****Innovative Technological Tools Used to Reach Diverse Audiences***Abstract Type: P R Level: Intermediate/Fundamental***Demeika Thompson, Moderator***Porter Novelli, Atlanta, GA***Connecting with Underserved Audiences Through Digital Storytelling****Benjamin Kaplan, BFA**, and Eric Ratinoff, BA*Act3, St. Louis, MO*

This presentation describes the process Act3 used to present complicated data regarding diabetes and health disparities to a public audience and demonstrates the value of storytelling for communicating various health challenges to public audiences.

TUESDAY  
AUGUST 7



### **Choosing Work: Activating People with Disabilities to Participate in the Ticket to Work Program through Integrated Telephonic and Digital Outreach**

**Michael Stephens**

*Strategy and Organization, Booz Allen Hamilton, McLean, VA*

This presentation describes best practices for the development and implementation of a communications program that integrates voice recognition telephony, web and social media tools to persuade individuals with disabilities to participate in a Social Security Administration (SSA)-sponsored employment initiative. Outreach strategies to engage Supplemental Security Income (SSI) and Social Security Disability Insurance (SSDI) beneficiaries who possess a range of access to technology and communications preferences are presented. Best practices and initial returns on investments, based on the first 20 months of program support, are discussed.

### **Everybody's Talking: Using Entertainment-Education Video to Reduce Barriers to Discussion of Cervical Cancer Screening among Thai Women**

**Gail D. Love, PhD**

*Communications Department, California State University, Fullerton, Fullerton, CA*

This presentation describes the entertainment-education communication strategy and how to evaluate its use in developing a culturally sensitive communication intervention for underserved populations.

## TRACK II: TO BRIDGE DIVIDES

**3:45–5:15 PM**

**Hanover A/B**

### **A Common Major: Health Communication Interventions on College Campuses**

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

**Ayanna Robinson, MPP, Moderator**

*Porter Novelli, Atlanta, GA*

### **Factors That Influence the Acceptance of Sexual Health Classes among Young Pakistani Females**

**Mariliis Vahe, MA, MSc, and Khawaja Zain-ul-abdin, MA, MBA**

*School of Communication, Florida State University, Tallahassee, FL*

This presentation describes the problems that beset sexual health efforts aimed at college-aged women in the conservative developing nation of Pakistan, identifies factors that influence the acceptance of sexual health education, and provides recommendations that may be utilized in the implementation of similar efforts.

### **Translating and Piloting a Bystander Social Marketing Campaign for Diverse Campus Populations**

**Sharyn Potter, PhD, MPH**

*Department of Sociology, University of New Hampshire, Durham, NH*

This presentation details a bystander-focused social marketing campaign to two underserved college populations. Techniques to translate prevention strategies from one college community to another are emphasized.

### **Not One-Size Fits All: Engaging Black College Students In the Fight Against HIV/AIDS**

**Joell Royal, MSW**

*RPPI Center, National Council of Negro Women, Inc. (NCNW), Washington, DC*

This presentation describes a mixed-media campaign aimed at college students of color. The challenges and solutions experienced in the development and implementation of a social media campaign focused on HIV/AIDS are highlighted.



## TRACK III: TO EXPLORE INNOVATIVE TOOLS AND TECHNOLOGIES

3:45–5:15 PM

**Centennial III****Using Mobile Technologies to Connect the Disconnected***Abstract Type: P R Level: Intermediate***Andre M. Blackman, Moderator***Founder and Principal, Pulse + Signal, Raleigh-Durham, NC***Use of Mobile Devices by Low-Income, Low-English Proficiency Hispanic Consumers****Iana Simeonov, BA***UCSF School of Medicine, San Francisco, CA*

This presentation describes the broad acceptance and usage of mobile devices among Hispanic consumers. In this context, the presenter discusses the opportunity to deliver health information and educational products to this traditionally hard-to-reach target audience.

**Designing Effective Communication Strategies through Application of Behavior Change Theory to GIS-Based Technology****Jim Coursey, BA***Policy Studies Inc., Cambridge, MA*

This presentation describes the “Vicinity” tool developed by Policy Studies Inc. Vicinity is a multifaceted tool designed specifically to support health and human services programs through the use of GIS-based, micro-targeting technologies to provide population analysis, campaign planning, and program evaluation support.

**Using the Rapid Prototyping Model to Advance MHealth: A Case Study from UCSF****Iana Simeonov, BA, and Larry Suarez, BA***UCSF School of Medicine, San Francisco, CA*

This presentation describes how Rapid Prototyping is being applied to the development of innovative mobile health solutions. The presenters discuss the emPATH platform and how it effectively manages care pathways and facilitates integration of multiple data streams and mobile devices within a common framework for both technologists and medical professionals.

## TRACK III: TO EXPLORE INNOVATIVE TOOLS AND TECHNOLOGIES

3:45–5:15 PM

**Grand C/D****Twitter and Beyond: Implementing Successful Social Media Strategies and Showing Impact***Abstract Type: P R Level: Intermediate/Fundamental***Shelly Spoeth, Moderator***Spoeth Strategic Communications, Inc., Atlanta, GA***Using CDC Twitter Chats to Engage Key Influencers and Extend Reach****Reyna Jones, MPH<sup>1</sup>, and Kathleen Carey, MS<sup>2</sup>**<sup>1</sup>*Northrop Grumman Contractor, Centers for Disease Control and Prevention, Atlanta, GA*<sup>2</sup>*Centers for Disease Control and Prevention, Atlanta, GA*

This session showcases the CDC Division of News and Electronic Media, Electronic Media Branch’s (EMB) initiation of Twitter chats to grow its presence within Twitter. The objective was to establish engagement with key online influencers who were advocates for CDC’s health and safety messages and could drive conversations

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and amplify messages with their targeted audiences. Through close monitoring, CDC discovered that key influencers significantly extended the reach for CDC's Twitter chat topics before, during, and after chats, and that social media alliances with influencers helped increase reach of key audiences and raised awareness of important health messages and available resources.

### **Leveraging the Power of Twitter: Executing and Evaluating a Twitter Chat to Ensure Maximum Impact**

**Melissa Beaupierre, MPH<sup>1</sup>**, Sherese Bleechington, DrPH, CHES<sup>1</sup>, Cynthia Newcomer<sup>1</sup>, and F.E. Harrison, MBA, PMP<sup>2</sup>

<sup>1</sup>*Danya International, CDC NPIN, Atlanta, GA/Silver Spring, MD*

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

This session focuses on the success of the bi-monthly #NPINChat on Twitter. By using readily-available social media tools, CDC's NPIN has successfully engaged partners and fostered cross-discipline collaboration, networking, and knowledge sharing. Examples of successful collaborations among participants and tangible outcomes of the chats are shared, as well as implementation tactics, strategies for metrics tracking, and the value of post-event analysis to better inform digital media activities.

### **Analyzing Social Media to Adapt Communication Strategy during Public Health Emergencies**

Laura E. Pechta, PhD Candidate<sup>1</sup>, and **Julia Huynh, BA<sup>2</sup>**

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

<sup>2</sup>*Oak Ridge Institute for Science and Education, Centers for Disease Control and Prevention, Atlanta, GA*

This presentation describes how CDC's Emergency Communication System (ECS) was engaged in systematic social media monitoring during recent public health emergencies including the 2011 Japan earthquake and the global polio eradication initiative. The implementation of daily, real-time surveillance of social media using a variety of media monitoring tools to analyze the communication environment and identify key themes, information gaps, miscommunication, rumors, and emerging issues is discussed. Additionally, how this information can be reported to aid in communication strategy development and implementation of valuable course-corrections is shared.

## TRACK IV: TO IMPROVE PRACTICE

3:45–5:15 PM

### **Centennial I/II**

## **Provider Practice Research and Interventions**

*Abstract Type: **PR** Level: Intermediate*

**Carol Schechter, Moderator**

*Abt Associates, Bethesda, MD*

### **The Role of Primary Care Physicians in Communicating Eye Health Messages to Hispanics/Latinos**

**Marcela Aguilar, MHS<sup>1</sup>**, Neyal J. Ammary-Risch, MPH, MCHES<sup>2</sup>, Natalia Sanint, MBA<sup>3</sup>, Leslie Quiroz, MA<sup>1</sup>, and Catherine Anthony-Gonzalez, MPS<sup>3</sup>

<sup>1</sup>*Strategic Communications and Marketing Division, ICF International, Rockville, MD*

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

<sup>3</sup>*Strategic Communications and Marketing Division, ICF International, Calverton, MD*

Research studies have reported that Hispanics/Latinos are less likely to receive routine health care and have higher rates of morbidity and mortality than non-Hispanic Whites. The field of eye care is no exception. The National Eye Institute (NEI) has supported quantitative and qualitative research to better understand the disparities that Hispanics/Latinos face regarding eye health and the role primary care providers play in influencing appropriate care. This presentation reports these results and implications for improved care.



### Implementing Self-Management Support In Primary Care: New Multi-Media Resources

**Lisa LeRoy, MBA, PhD<sup>1</sup>**, Jessica Levin, BA<sup>1</sup>, Sarah Shoemaker, PharmD, PhD<sup>2</sup>, Judith Schaefer, MPH<sup>3</sup>, Claire Weschler, MEd, CHES<sup>4</sup>, and Janice L. Genevro, PhD, MSW<sup>4</sup>

<sup>1</sup>*Abt Associates, Cambridge, MA*

<sup>2</sup>*Health Policy Practice, Abt Associates, Cambridge, MA*

<sup>3</sup>*MacColl Center for Healthcare Innovation, Group Health Research Institute, Seattle, WA*

<sup>4</sup>*Center for Primary Care, Prevention, and Clinical Partnerships, Agency for Healthcare Research and Quality, Rockville, MD*

Self-management support (SMS) is increasingly recognized as a fundamental strategy to help patients manage their chronic conditions, reduce service utilization, and improve quality of care. In response to this need, the Agency for Healthcare Research developed two SMS resources for primary care clinician teams: a one-stop, searchable multi-media library of action-oriented educational materials, accompanied by three brief, motivational videos that illuminate SMS skills and concepts. Formative research and testing with physician end users guided the project design. The presentation describes the formative research results and the SMS tools and videos that help health care teams in small and large practices visualize and adopt SMS techniques.

### Marketing Community-Based Programs to Primary Care Practices: Results of a Pilot Test of the 1-2-3 Approach to Provider Outreach

**Teresa Brady, PHD<sup>1</sup>**, Simani Price, PhD, MD<sup>2</sup>, and Erin Loomis, BA<sup>3</sup>

<sup>1</sup>*Arthritis Program, CDC, Atlanta, GA*

<sup>2</sup>*Public Health Research and Evaluation, Westat, Rockville, MD*

<sup>3</sup>*Health Communication, Westat, Rockville, MD*

The CDC estimates 50 million adults in the United States have some form of doctor-diagnosed arthritis—a figure expected to increase to one-quarter of adults in 20 years. CDC developed an outreach strategy to increase participation in local, evidence-based chronic disease self-management education and physical activity interventions, using PCPs as the promotional channel. This *1-2-3 Approach to Provider Outreach* strategy aims to raise provider awareness about locally available classes and encourage them to recommend these classes to patients. Findings from a pilot study of the program provide preliminary support for the *1-2-3 Approach* as an effective strategy. This presentation provides an overview of the formative research, program implementation, and results from the pilot study.

#### TRACK IV: TO IMPROVE PRACTICE

3:45–5:15 PM

**Grand A/B**

### Effective Use of Mass Media Tobacco Control Campaigns

*Abstract Type: P Level: Intermediate*

**Doryn Chervin, DrPH, Moderator**

*SciMetrika, LLC, Atlanta, GA*

#### Impact Evaluation of Smoke-Free Mass Media Campaign on Knowledge, Attitude, and Behavior of the Target Audience in India

**Bhavesh Modi, MD<sup>1</sup>**, Nandita Murukutla, PhD<sup>2</sup>, Paresh Dave, MD<sup>3</sup>, Tahir Turk<sup>2</sup>, and Sandra Mullin<sup>2</sup>

<sup>1</sup>*Institute for Global Tobacco Control, Johns Hopkins Bloomberg School of Public Health, Baltimore, MD*

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

<sup>3</sup>*Commissionerate of Health Office, State Tobacco Control Cell, Gandhinagar, Gujarat, India*

This presentation describes a smoke-free mass media awareness campaign as part of a smoke-free project covering 60 million people in the state of Gujarat, India. Results are shared measuring the effects of the campaign on knowledge, attitudes, and behavior of the target audience.



## Adapting Existing Ads for Best Practice Tobacco Control Media Campaigns

**Rebecca Perl, MS**

*Communications, World Lung Foundation, New York, NY*

This presentation explores how tobacco control mass media campaigns that are proven and effective in one country can be effectively used in another country.

### TRACK IV: TO IMPROVE PRACTICE

3:45–5:15 PM

**Hanover F/G**

## The Delicate Dance of Science, Politics, National Branding, and Local Programs: The National Prevention Media Initiative Case Study

*Abstract Type: P Level: Intermediate*

**Jeff McKenna, MS, Moderator**

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

### The National Prevention Media Initiative Case Study: A Road Paved with Good Intentions

**Jeff McKenna, MS<sup>1</sup>**, and John Strand<sup>2</sup>

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

<sup>2</sup>*FHI 360, Washington, DC*

CDC's management of a \$30 million media campaign in support of Communities Putting Prevention to Work presented both an unprecedented opportunity and a potential challenge—the opportunity of doing groundbreaking social marketing around chronic disease prevention (especially obesity prevention), and the challenge of working on a highly politicized program with limited time to show measurable impact. This panel presents the rationale and purpose of the media initiative, the communication science that informed decisions, the strategy that drove development and implementation, and the political sensitivities that the campaign needed to navigate.

### The National Prevention Media Initiative Case Study: Creative Campaign Development and the Weathervane Effect

**Rita Brett, BA**

*National Center for Chronic Disease Prevention and Health Promotion, Centers for Disease Control and Prevention, Atlanta, GA*

Even under the best circumstances, developing the “wow” creative concept at the heart of a campaign can be an arduous process. From identifying, testing, and executing against a single-minded promise to gaining consensus among internal and external stakeholders, the National Prevention Media Initiative saw more than its fair share of barriers and obstacles. The development of this initiative went off the high-speed interstate to meander down side roads full of detours and dead ends. Though not the most efficient route, it was full of exploration and scenic vistas that ended up yielding a rich mosaic of ideas and executions that now enrich the landscape of public health social marketing.

### There's Always a Silver Lining: Challenges and Opportunities of Turning a National Campaign into a Local Initiative

**Amanda Dudley, MPH<sup>1</sup>**, Shelley Whiddon<sup>2</sup>, Todd Phillips<sup>2</sup>, and Kendra Mazey<sup>2</sup>

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

<sup>2</sup>*FHI 360, Washington, DC*

CDC's Communities Putting Prevention to Work initiative funded 61 programs in 50 communities to reduce chronic disease related to obesity and tobacco. Through evidence-based strategies, CPPW communities worked to improve access to healthy food, increase opportunities for physical activity, and reduce tobacco use and



exposure to secondhand smoke. These efforts are expected to produce broad, sustainable health outcomes through environmental-change strategies.

### **Message Testing and Evaluation: When a National Media Campaign Turns Local**

**Rachel Ciccarone, MPH, CHES<sup>1</sup>**, Thomas Lehman, MA<sup>2</sup>, Michelle Jones-Bell, MA<sup>2</sup>, and Rebecca Ledsky, MBA<sup>2</sup>

<sup>1</sup>*National Center for Chronic Disease Prevention and Health Promotion, Centers for Disease Control and Prevention, Atlanta, GA*

<sup>2</sup>*Social Marketing and Communication Center, FHI 360, Washington, DC*

This presentation focuses on the last round of testing in the National Prevention Media Initiative. Communities were allowed to decide what advertisements would be placed locally with CDC funds, rather than CDC fielding a nationally branded campaign. The National Prevention Media Initiative was intended to support community efforts by creating a national dialogue around unhealthy behavior norms, the influence of the nutrition and physical activity environments on people's ability to practice healthy behaviors, and how people in communities can work together to effect changes that make healthy living easier.

### **5:30–6:30PM Happy Hour**

*Grand Hall West*

## **Wednesday, August 8, 2012**

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

### **8:00–9:15 AM Morning PLENARY**

*Centennial IIII*

#### **Welcome and Introduction of Speakers**

**Nancy Ayers, Acting Director**

*Office of Communications, Substance Abuse and Mental Health Service Administration*

#### **Food Marketing Targeted to Black and Latino Youth: Recognizing Important Customers or Exploiting an At-risk Population?**

**Jennifer Harris, PhD, MBA**

*Director of Marketing Initiatives, Rudd Center for Food Policy & Obesity  
Yale University*

#### **Globalization, Health Inequities, and Structural Transformation: A Culture-centered Approach to Communication for Social Justice**

**Mohan J Dutta, PhD**

*Associate Dean for Research & Graduate Education, College of Liberal Arts  
Director, Center on Poverty & Health Inequities  
Professor of Communication, Brian Lamb School of Communication  
Purdue University  
Affiliate Faculty, Intelligent Design Lab  
Pennsylvania State University*

### **9:30–10:30 AM Poster Session I**

*Grand Hall West*

### **10:30–10:45 AM Break**



TRACK I: TO ADVANCE SCIENCE

10:45 AM–12:15 PM **Hanover C/D/E**

## Risk Communication Strategies

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

**Susan Dugan, BA, Moderator**

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

### Risk Communication and Demand Creation in the Context of Male Circumcision to Reduce HIV

**John Nicholson, MA**

*Johns Hopkins University, Baltimore, MD*

This presentation offers the results of an analysis of communication materials targeted to at-risk audiences in sub-Saharan Africa. Results of the study indicate the need for clear and specific messages about the risk reduction associated with male circumcision.

### An Innovative Health Intervention to Reduce High-Risk Drinking Behavior on a College Campus

Jamie Harris, BA, **Carolyn Lagoe, MA**, and Carolyn Lin, PhD

*University of Connecticut, Storrs, CT*

This presentation describes the development of an innovative campaign to curb high-risk alcohol use among college students. Results from the formative research suggest effective risk communication strategies for addressing the problem of binge drinking.

### Using Social Marketing to Reduce Cold and Flu Transmission on a University Campus

**Sandra Jones, BA, MBA, MPH, PhD**, Lyn Phillipson, BSc, MPH, Karen Larsen-Truong, BSc, MPH, and Lance Barrie, BSc, MPH

*University of Wollongong, Wollongong, Australia*

This presentation reports on the development of a social marketing intervention to reduce the risk of influenza transmission among university students. The intervention succeeded in changing attitudes, beliefs, and prevention behaviors, which were contrary to existing social norms about flu prevention.

TRACK II: TO BRIDGE DIVIDES

10:45 AM–12:15 PM **Centennial IV**

## Health Communication Channels for Spanish-Speaking Audiences

*Abstract Type: **PR** Level: Intermediate*

**Claudia D. Kukucka, Moderator**

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

### Go Easy On the Empanadas! Results from a Pilot Test of a Spanish Language Radio Novela

**Connie Kohler, DrPH<sup>1</sup>**, Marcela Frazier, DO, MPH<sup>2</sup>, Michelle Bowen, MS<sup>3</sup>, Shermetria Massingale, MPH<sup>3</sup>, and Elizabeth Hunter, BS<sup>3</sup>

<sup>1</sup>*Department of Health Behavior, UAB School of Public Health, Birmingham, AL*

<sup>2</sup>*Pediatric Optometry, UAB School of Optometry, Birmingham, AL*

<sup>3</sup>*Media for Health, Homewood, AL*

This presentation describes the potential effectiveness of modeling through serial dramas for changing audience behavior and identifies challenges related to evaluating mass media programs.



## **Large Expectations, Small Budgets: Getthegreen.org, a Latino Youth-Generated Digital/Social Media and Community Mobilization Initiative**

**Alison Rodden, BA**

*Hispanic Communications Network, Washington, DC*

This presentation describes the process of formulating SMART (specific, measurable, attainable, realistic, timely) “asks” for interactive mobilization efforts, identifies the cost-effectiveness of using social media such as blogs, minisites, and Facebook as communications vehicles, and examines ways to address barriers and challenges when engaging inner-city, lower-SES Latino youth in accessing a social media-based contest.

## **Healthfinder En Español: Promoting Health Equity In Spanish-Speaking Populations**

**Ellen Langhans, MA, and Jessica Rowden, MA, CHES**

*Office of Disease Prevention and Health Promotion, Department of Health and Human Services, Rockville, MD*

This presentation describes the importance of engaging underserved and “hard-to-reach” audiences with a Spanish-language website and outreach, the necessary steps involved in transcreating a website and adapting it to a target audience (in language and content), and a process for evaluating the reach of sites.

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

**10:45 AM–12:15 PM**

### **Centennial III**

## **HealthCommWorks: Tools Every Health Communicator Needs**

*Abstract Type: P Level: Fundamental*

**Galen Cole, PhD, MPH, LPC, Moderator**

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

This panel debuts HealthCommWorks, a suite of communication tools built upon research, years of expert experience, and testing through a partnership of CDC, DCPC, and ORISE. HealthCommWorks offers an accessible and effective way to improve health messages, incorporate social media strategies, and develop an evaluative framework to monitor the reach, impact and benefits of individual, group, social media, and mass media campaigns. The three tools discussed are MessageWorks, SocialWorks, and ProofWorks.

### **MessageWorks: Crafting and Defending Effective Messages**

**Punam Keller, MBA, PhD**

*Dartmouth College, Hanover, NH*

This session introduces MessageWorks, a research-based analytic tool that centralizes message development and provides a means for networked feedback and thoughtful exchange between health communication professionals. MessageWorks addresses the need for a simple, audience-centered tool that reduces the time required to produce effective messages.

### **SocialWorks: Your Strategy for Social Media**

**Michael Spitz<sup>1</sup>, Anthony Hupp, MS<sup>2</sup>, and Skot Waldron<sup>3</sup>**

<sup>1</sup>*ZEMOGA, New York, NY*

<sup>2</sup>*Oak Ridge Institute for Science and Education, Oak Ridge, TN*

<sup>3</sup>*Symbolic, Flowery Branch, GA*

This session introduces SocialWorks, a social media decision-support tool designed to help cancer communicators think strategically about integrating social media into an overall communication plan. Learn about the algorithm prototype of SocialWorks and experience how the use of SocialWorks complements other message development and evaluation tools within the HealthCommWorks suite.



**ProofWorks: Bulletproofing Your Evaluation Plan**

**Thomas J. Chapel, MBA, MA, and Arletha Livingston, PhD, MPH, CHES**

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

This session introduces ProofWorks, a web tool built to assist health communication and social marketing evaluators in the development of evaluation plans that are theory-based, strategic, and anticipatory of the documentation needs of short- and long-lead communication activities.

TRACK III: TO EXPLORE INNOVATIVE TOOLS AND TECHNOLOGIES

**10:45 AM–12:15 PM Grand C/D**

**Using Social Media to Share Your Preventive Health Messages**

*Abstract Type: P Level: Intermediate/Fundamental*

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

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

**Million Hearts™: Engaging Stakeholders and Building Momentum through the Power of Social Media**

**Lauren Elsberry, MPH, CHES<sup>1</sup>, Stephanie Creel, MPH<sup>1</sup>, Jessica Spraggins, MPH<sup>1</sup>, Catherine Jamal, MS, HCI<sup>2</sup>, Jessica Schindelar, MPH<sup>3</sup>, Heather Pierce, MPH<sup>4</sup>, and Dana Allen-Greil, MA<sup>5</sup>**

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

<sup>2</sup>*Emergency Risk Communication Branch, Division of Emergency Operations, Centers for Disease Control and Prevention, Atlanta, GA*

<sup>3</sup>*Electronic Media Branch, Division of News and Electronic Media, Centers for Disease Control and Prevention, Atlanta, GA*

<sup>4</sup>*Palladian Partners, Inc., Silver Spring, MD*

<sup>5</sup>*Social Marketing Practice, Ogilvy Public Relations Worldwide, Washington, DC*

This presentation focuses on the innovative efforts of the Million Hearts social media platforms, including Twitter and Facebook, to build awareness and engagement among the initiative's target audiences: individuals, health care providers, hospitals and health care organizations, pharmacies and pharmacists, patient and community organizations, and employers and private-sector organizations.

**Your Voice Counts: An Online Forum to Engage the Public and Stakeholders in Suicide Prevention Activities in California**

**Stacey Smith, BA<sup>1</sup>, and Jana Sczersputowski, BA, MPH<sup>2</sup>**

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

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

This presentation shows how the California Mental Health Services Authority used Your Voice Counts, an online forum, to facilitate information sharing and dialogues around suicide-prevention, allowing stakeholders representing the 58 diverse counties in California to shape the campaign to make it relevant to their communities.

**Using Social Media to Inform Public Health Promotion & Practice: An Assessment of Novel Applications for Exploring User-Generated Content**

**Leslie Erdelack, MPH**

*Injury Prevention & Health Promotion, Association of State and Territorial Health Officials, Arlington, VA*

Find out how user-generated social media content can be used to inform strategies for promoting adolescent health and wellness. This study tackles the topic of teen pregnancy prevention and how effective social media is as a communication mechanism for the target audience.



## TRACK III: TO EXPLORE INNOVATIVE TOOLS AND TECHNOLOGIES

10:45 AM–12:15 PM **Hanover A/B****The Role of New Technologies in Engaging and Linking People in Organizations***Abstract Type: P Level: Intermediate/Fundamental***Virginia (Ginny) Sublet, PhD, Moderator***National Institute for Occupational Safety and Health, Orlando, FL***Community Cloud e-Mobilizer: Atlanta's (other) Brownstones****Tim Etherington, BBA, MPH, CHES<sup>1</sup>**, and Marilyn Duffoo, BA, MS<sup>2</sup><sup>1</sup>*Community Activist, Atlanta, GA*<sup>2</sup>*Volunteer, Alpharetta, GA*

This presentation describes the work a neighborhood activist conducted with neighbors, civic associations, the City of Atlanta's Public Works/Watershed Departments, and elected officials to strengthen in-town stakeholder alliances and develop and implement wellness interventions. CDC's Situational Analysis Modeling Framework and a mind mapping process were used to develop an innovative Community Wellbeing Strategic e-Communication Tool Box. An e-mapping portal supported informational cross sharing among neighboring communities and connected them to other traditional media outlets, and Cloud-based applications and a range of social media were used to increase engagement.

**Community Advocacy for the Pharmacist****Whitney Bowman-Zatzkin, MPA, MSR***Policy/Advocacy, American Association of Colleges of Pharmacy, Burke, VA*

This presentation describes a social media campaign to encourage use of medication adherence materials by schools of pharmacy and their students in one-on-one or small group medication adherence and medication counseling sessions in their communities. Successful community outreach activities included development of YouTube videos, a "Tweetup," and use of other social media.

**Using New Technologies to Build a Community of Practice****Smita Varia, MA<sup>1</sup>**, and **Julie Ebin, EdM<sup>2</sup>**<sup>1</sup>*Suicide Prevention Resource Center, Washington, DC*<sup>2</sup>*Suicide Prevention Resource Center, Education Development Center, Waltham, MA*

This presentation describes the creation and evaluation of a pilot "Community of Practice" of organizations focusing on suicide prevention initiatives for lesbian, gay, bisexual, transgender, questioning and two-spirit youth. This virtual community was developed using adult learning principles and uses a webinar platform, an email listserv, and an online project management tool to allow the organization members to exchange knowledge, post documents, and hear from expert speakers.

## TRACK III: TO EXPLORE INNOVATIVE TOOLS AND TECHNOLOGIES

10:45 AM–12:15 PM **Hanover F/G****Health Solutions: It Can Be All Fun and Games***Abstract Type: P Level: Intermediate/Fundamental***Doug Weinbrenner, MS, MPA, Moderator***Intouch Solutions, Kansas City, MO*



### **An Animated Serial Program for Health Promotion Targeted to African-American Adults**

**Mary Harris, BS, PhD<sup>1</sup>**, and **Connie Kohler, DrPH<sup>2</sup>**

<sup>1</sup>*Bio Technical Communications, Inc., Atlanta, GA*

<sup>2</sup>*Department of Public Health, UAB School of Public Health, Birmingham, AL*

This presentation identifies key factors related to creating and disseminating an animated transmedia drama, *Keeping Up With the Walkers*, which is an engaging health messaging tool that is effective and appealing to African-American adults.

### **When All Else Fails, Try Fun: Games Invade Health Care**

**Daniel Greenberg, BA**

*Software Production Department, Media Rez, Washington, DC*

This presentation examines the characteristics of video game technology that can be used to create compelling experiences that drive users to proactively seek out information, retain learning, and master difficult concepts. It describes ways that video games are already promoting behavior change in non-health settings, and how the same technology and design considerations can be harnessed for improving healthy behaviors.

## TRACK IV: TO IMPROVE PRACTICE

10:45 AM–12:15 PM

### **Centennial I/II**

## **Applying Digital and Social Media Strategies to Improve Efficiencies of Health Communication Activities**

*Abstract Type: P Level: Intermediate/Fundamental*

**Jonathan Cho, PhD, Moderator**

*National Cancer Institute, Bethesda, MD*

### **The Healthy People 2020 Leading Health Indicators: Lessons Learned in Streamlining Outreach to Improve Dissemination, Use of Resources, and Impact of a Multi-Pronged Public Health Campaign**

**Jordan Broderick, MA**, and **Silje Lier, MPH**

*Office of Disease Prevention and Health Promotion, U.S. Department of Health & Human Services, Rockville, MD*

The presenters discuss lessons learned in using social media and digital strategies to improve promotion, participation, and interactivity of monthly LHI webinars.

### **Building a Digital Health Communication Strategy for the Air Force Medical Service**

**Elaine Rahbar, BA**, and **Lisa Torphy, BA**

*Booz Allen Hamilton, Rockville, MD and McLean, VA*

To deliver world class health care to more than two million active duty service members, family members, and retirees, the Air Force Medical Service (AFMS) used digital media to help provide clearer, more direct information about its health care-related services, programs, and facilities.

### **Extending Traditional Clearinghouse Services: Leveraging the Web and Social Media to Disseminate Information**

**Stephanie Fears, BA**, and **Elliot Grant, BA**

*Westat, Rockville, MD*

Learn how digital media helped the National Institute on Deafness and Other Communication Disorders improve its website and expand its social media presence in response to a decline in the use of traditional means of receiving and responding to public inquiries and requests for information.



## TRACK IV: TO IMPROVE PRACTICE

10:45 AM–12:15 PM

Grand A/B

## Health Literacy in Practice—Four Approaches to Lowering Public Health Communication Barriers

*Abstract Type: P Level: Intermediate*

**Cynthia Baur, PhD, Moderator**

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

### The Clear Communication Index: A Research-Based Tool to Reduce Health Literacy Barriers

**Cynthia Baur, PhD<sup>1</sup>**, Christine Prue, MSPH, PhD<sup>1</sup>, Linda Squires, PhD<sup>2</sup>, Molly Lynch, MA<sup>3</sup>, Sandra Hilfiker, MA, BA<sup>4</sup>, Stacy Robison, MPH, MCHES<sup>4</sup>, Rebecca Moultrie<sup>3</sup>, Bridget Kelly, MPH, PhD<sup>2</sup>, and Lauren McCormack, PhD<sup>3</sup>

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

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<sup>4</sup>*CommunicateHealth Inc, Northampton, MA*

Public health communicators know that health literacy issues, such as unfamiliar terms and concepts, dense and unorganized text, and the frequent use of statistics and risk statements, affect how audiences process, understand, and use messages or health information. Although in-depth formative research and audience testing are ideal to address these issues, communicators don't always have the resources, time, or experience to take these steps. Two popular and inexpensive alternatives are checklists and readability formulas. However, many checklist items are not tied to the research literature, and readability formulas don't account for audience, purpose, and other factors that affect the audience's processing and understanding. Addressing health literacy barriers in public health messages and materials requires a research-based and easy-to-use tool that communicators can use as part of their regular work processes.

### Scientific Literacy of 2009 H1N1 Pandemic Flu Information and Public Perspectives

**Christine Prue, MSPH, PhD<sup>1</sup>**, Cynthia Baur, PhD<sup>1</sup>, Lauren McCormack, PhD, MSPH<sup>2</sup>, Linda Squiers, PhD<sup>3</sup>, Bridget Kelly, MPH, PhD<sup>3</sup>, Molly Lynch, MPH<sup>2</sup>, Kathryn Maddox, MPH, MCHES<sup>5</sup>, Marjorie Margolis, BA<sup>4</sup>, and Rebecca Moultrie<sup>3</sup>

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

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Scientific literacy is the collection of skills and abilities to understand and use science and technology, including some awareness of the process of science. Scientific literacy is a key ingredient of health literacy, which allows people to make informed health decisions. Similar to other public health recommendations, H1N1 recommendations contain scientific information and rely on public acceptance of scientific processes to identify the best course of action. How much scientific literacy the public needs to accept and adopt public health recommendations is unknown.

### Challenges and Value Added in Rewriting the Second Crisis and Emergency Risk Communication Manual into Plain Language

**Jonathan Lynch, BA**

*Emergency Communication System, Centers for Disease Control and Prevention, Atlanta, GA*

CDC's 2002 Crisis and Emergency Risk Communication (CERC) manual is a mainstay in the recently-emerged field of the same name. This manual, originally written by CDC's Barbara Reynolds, has been in widespread use since its publication. The manual is written to train public information officers (PIOs) and others who handle



public communication activities in response to crises, emergencies, and disasters. This manual is used by a wide range of professionals involved in emergency response and related training, including PIOs in and outside of the U.S., personnel in nongovernmental organizations, and university researchers.

### **The Role of the Audience In Developing a Vaccine Communications Campaign**

**Leslie Rodriguez, PhD, MA, Michelle Basket and Jackie McClain, MPH**

CDC's Childhood Immunization Campaign uses consumer and provider research to create a "bite, snack, meal" approach to layer and tailor information on a parent-friendly vaccine website. The campaign also uses other channels to reach parents with clear and actionable messages. This presentation will review the research and discuss the application to parent-friendly messages about the importance of vaccinations.

**12:15–1:15 PM Lunch**

## **SPECIAL SESSION**

**1:15–2:15 PM Centennial I/II**

### **Using Communications to Create National Change**

Sometimes communications strategies, when applied effectively by a nonprofit organization or a government agency, can result in a significant national impact, changing the way the public thinks and advancing a particular subject on the national agenda. Such results are nearly always due to a combination of circumstances—good strategy well-applied, availability of resources to support the strategy, and environmental circumstances ranging from policy changes to good timing. Strategy alone isn't enough, but there have been important lessons learned about how strategy contributed to these successes.

This session begins with speakers describing how their organizations created a communications strategy that resulted in a well-known and substantial national impact, and how their efforts were supported by partner organizations, funders, policymakers—and circumstances. Panelists also recount challenges they faced along the way and how these were overcome.

Then the speakers apply what they've learned from their strategy experiences to a briefly-presented case study—the Substance Abuse & Mental Health Services Administration's current effort to change the national dialogue about behavioral health as essential to health, already a reality but not seen or appreciated by many. A few examples of this under-appreciated reality include:

- Almost one-fourth of all adult stays in U.S. community hospitals involve mental or substance use disorders
- Up to 83 percent of people with serious mental illness are overweight or obese
- 44 percent of the U.S. tobacco market is comprised of individuals with a mental or substance use disorder
- People with mental and substance use disorders also are likely to have additional health conditions, including cardiovascular disease, diabetes, obesity, asthma, epilepsy, and cancer. This increased morbidity is a result of lower use of medical care and treatment adherence for concurrent chronic diseases and higher risk for adverse health outcomes

How might the successes and challenges from other arenas help inform SAMHSA's efforts to promote useful discussion and strategy-building about "behavioral health is essential to health" among providers in substance abuse and mental health, educators, the media, policymakers and the general public? How can SAMHSA best frame this national dialogue? From these commentaries, and a debate with the audience about them, will emerge in real time a beginning framework for how this federal agency might move forward in its efforts to promote behavioral health as an essential part of overall health for Americans.



## 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 is Associate Clinical Professor of Medical Psychology at UCLA School of Medicine and Senior Fellow at UCLA's Luskin School of Public Affairs. 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 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

**Nancy Ayers** is Acting Director of the Substance Abuse and Mental Health Services Administration's Office of Communications, managing its media and communications services activities in support of SAMHSA's mission of reducing the impact of substance abuse and mental illness in America's communities. Previously, Ms. Ayers served as the Deputy Administrator for Policy in the Office of Juvenile Justice and Delinquency Prevention at the U.S. Department of Justice, and as Director of the Office of Justice Programs' Office of Communications. Prior to joining OJP, she served as Senior Advisor for Strategic Planning and Senior Communications Advisor to the Housing and Urban Development Secretary. Earlier in her career, Ms. Ayers worked on Capitol Hill as Communications Director for a U.S. Senator, and she began her career in radio and television broadcasting, including seven years as a producer with CNN's Crossfire program.

**Scott Ratzan, MD, MPA**, is Vice President of Global Health for Johnson & Johnson, charged with promoting communication, innovation, and programs that focus on health literacy and public health policy. He is a pioneer in health literacy and health communication, having co-authored the definition that serves as the basis for U.S. health literacy efforts. He also is Editor-in-Chief of *Journal of Health Communication: International Perspectives*, and serves as co-chair of the United Nations Secretary General's Every Woman Every Child Innovation Working Group. He is a member of the U.S. Institute of Medicine Roundtable on Health Literacy, the World Economic Forum Global Agenda Council on Health and Wellbeing, and was an Ambassador for Global Health Research for Research!America. Dr. Ratzan is on faculty at Tufts University School of Medicine and George Washington University School Medical Center. He earned his MD from the University of Southern California; his MPA from the John F. Kennedy School of Government, Harvard University; and an MA in Communication from Emerson College.

**Mark A. Weber, MBA**, is Deputy Assistant Secretary for Public Affairs of the U.S. Department of Health and Human Services (HHS). A former speech writer to several HHS Assistant Secretaries for Health, Mr. Weber was Director of Communications for the Substance Abuse and Mental Health Services Administration from 1995 to 2011. At HHS, his responsibilities include developing a Communications Product Planning, Production and Distribution Platform for the Office of the Assistant Secretary for Public Affairs. For his body of work in support of HHS, Mr. Weber has received numerous awards, including the Secretary's Distinguished Service Award. Holding an MBA from the George Washington University, Mr. Weber also has published in the public health literature.

## SPECIAL SESSION

1:15–2:45 PM **Centennial III**

### **Fighting Fear and Pseudo-Science: A Radio Talk Show Style Exploration of Lessons from Immunization, Environmental Protection, and Community Water Fluoridation**

Public health finds itself in an increasingly awkward position. Fear, one of its primary weapons against disease, is being turned against public health. Fear of government, fear of cancer, fear of side effects, and fear of environmental



pollution are all being used to threaten and turn back some of public health's greatest achievements. Beyond fear, scientific thinking itself is under attack. Scientific studies are distorted, either deliberately or out of ignorance. Scientific principles such as the impossibility of proving a negative are used to confuse uneducated audiences. Poor studies are quoted as though they compare to robust, well-done studies.

By the end of this presentation, participants will be able to provide reasonable answers to several, if not all, of the following questions:

- How is communication central in the fight against fear and phony science?
- What happens when national public health institutions become complacent about old public health issues?
- How can a national organization support local efforts without dominating the issue?
- How do local politics influence health decisions?
- How does science influence and/or confuse local decision makers?

## Moderator

**William A. Smith, EdD, PhD**, is recognized as one of the leading specialists in the application of social marketing to social change. He is a co-founder of the Institute for Social Marketing. He publishes a regular column in *Social Marketing Quarterly* and serves as editor on that journal as well as *The Journal of Communication*, *International Perspective* and the *Applied Environmental Education and Communication: An International Journal*. After entering phased retirement in 2009, Dr. Smith continues to serve as Co-Editor of the *Social Marketing Quarterly* and as consultant to various foundations and agencies. For the last two years, he has worked as Senior Communications Consultant to the PEW Foundation on the development of their Community Water Fluoridation Initiative.

## Panelists

**Glen Nowak, PhD**, is a senior advisor to the Director of CDC's National Center for Immunization and Respiratory Diseases (NCIRD) and a member of NCIRD's senior management team. He provides leadership and expertise in communication science, health communications, risk communication, news media, social marketing, and public engagement. He is involved in projects and collaborations designed to increase vaccine confidence and acceptance, to address vaccine coverage disparities, and to promote adoption of vaccination recommendations. Dr. Nowak also directs and collaborates on vaccine and immunization research and evaluation projects. He is also involved in NCIRD and CDC's pandemic influenza preparedness and response efforts.

**Matt Jacob** is a seasoned media professional whose strategic insights have helped nonprofits, advocacy organizations, and associations strengthen their public images, raise the profile of their issues, and manage crises effectively. Mr. Jacob has worked in more than 30 states and overseas to help these organizations communicate effectively and translate research into clear, compelling messages. He co-authored three reports that were cited in a 2002 U.S. Supreme Court opinion. Mr. Jacob is a published author, and his op-ed columns and other articles have appeared in the *Los Angeles Times*, *USA Today*, *CNN.com*, *Detroit Free-Press*, *Boston Globe*, *Huffington Post*, and many other print and online media.

**Peter Mitchell** is a former journalist and legislative staffer; he got into social marketing more than a decade ago when he was asked to direct the marketing campaign for a new anti-tobacco initiative in Florida. The campaign became "truth"—an effort that transformed tobacco control and was replicated on a national scale after Florida showed the first statewide drop in teen smoking in 19 years.



## SPECIAL SESSION

1:15–2:45 PM **Centennial IV**

### **Uncle Sam Wants You (To Know the Facts on Tobacco): Federal Efforts to Prevent Tobacco Use through Evidence-Based Health Communication and Marketing**

Tobacco kills more people every year in the U.S. than alcohol, illegal drugs, AIDS, car crashes, murders, and suicides combined. Strategies to prevent and control the harmful effects of tobacco require strategic and science-based health communication, marketing, and media. This interactive session presents an overview from leading federal agencies on their respective and collective efforts to prevent and control harmful tobacco use through health communication, marketing campaigns, strategic partnerships, and educational interventions. Learn about the state-of-the-art and state-of-the-science communication activities in health communication and marketing and how these respective federal agencies work together on their respective and shared missions and goals.

#### **Moderator**

**Jay Bernhardt** is Professor and Chairperson of Health Education and Behavior and Director of the Center for Digital Health and Wellness at the University of Florida. He also is Founder and President of Digital Health Impact, Inc., a health care and public health consultancy. From 2005 to 2010, he served as Director of the National Center for Health Marketing at the Centers for Disease Control and Prevention.

#### **Panelists**

**Diane Beistle** is Chief of the Health Communications Branch (HCB) in the Office of Smoking and Health (OSH) at the Centers for Disease Control and Prevention. HCB uses health communication and marketing science to systematically acquire, synthesize, translate, and disseminate evidence-based information and strategies aimed at educating the public about the harms of tobacco and promoting quitting. She oversaw the development, implementation, and evaluation of the Tips from Former Smokers campaign.

**Lenora Johnson** is the Director of the Office of Communications and Education (OCE) at the National Cancer Institute (NCI). OCE supports NCI's ability to develop and provide accurate, scientifically based cancer information to patients, the public, health professionals, and other stakeholders through use of multiple media platforms. Prior to NCI, she was the Program Director for the Directors of Health Promotion and Public Health Education in Washington, DC.

**Sanjay Koyani** is a Senior Communications Advisor in the U.S. Food and Drug Administration's (FDA) Center for Tobacco Products (CTP). At CTP, he provides strategic communications direction on national communication campaigns, integrated digital communications and new media efforts, strategic partnerships, and evaluation strategies. Prior to CTP, he served as Director of Web Communications and New Media at FDA and prior to FDA, he served as a Senior Usability Specialist in the HHS Web Communications Division.

**Rob Vincent** is a Public Health Advisor for the Substance Abuse and Mental Health Services Administration's Center for Substance Abuse Treatment, Division of Services Improvement, where he serves as the Technical Advisor and Lead for Adolescent and Juvenile Justice Portfolios. Prior to coming to SAMHSA Rob served as the Administrator for True North-Student Assistance & Treatment Services at the Educational Service District 113's Department of Educational Support in Olympia, Washington.

2:45–3:45 PM

#### **Poster Session II**

*Grand Hall West*

3:45–4:00 PM

#### **Break**

WEDNESDAY  
AUGUST 8



TRACK I: TO ADVANCE SCIENCE

4:00–5:30 PM

**Hanover C/D/E**

**Communicating with Hard to Reach Audiences**

*Abstract Type: R Level: Intermediate/Fundamental*

**James Weaver, III, PhD, MPH, Moderator**

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

**Health Links: Who Acts as a Source of Health Information in a Social Network?**

**Sarah Cutrona, MD, MPH<sup>1</sup>**, Sarah Greene, MPH<sup>2</sup>, Andrew Williams, PhD<sup>3</sup>, Doug Roblin, PhD<sup>4</sup>, Joann Wagner, MSW<sup>1</sup>, Bridget Gaglio, PhD<sup>5</sup>, Paul Han, MD, MPH<sup>6</sup>, and Kathleen Mazor, EdD<sup>1</sup>

<sup>1</sup>*University of Massachusetts Medical Center, Worcester, MA*

<sup>2</sup>*Group Health Research Institute, Seattle, WA*

<sup>3</sup>*Kaiser Permanente Hawaii, Honolulu, HI*

<sup>4</sup>*Kaiser Permanente Atlanta, GA*

<sup>5</sup>*Mid-Atlantic Permanente Research Institute, Rockville, MD*

<sup>6</sup>*Maine Medical Center, Portland, ME*

Members of a social network can influence the preventive health choices and cancer screening behaviors of other network members. This presentation reports on research to determine whether key network members act as sources and repositories of health information and in what way such people might be unique in their characteristics and network connections.

**Communicating to Engage Middle School Audiences in School Wellness Efforts**

**Alicia White, MS, RD<sup>1</sup>**, and Adam Burns, MPP<sup>2</sup>

<sup>1</sup>*Food and Nutrition Service, U.S. Department of Agriculture, Alexandria, VA*

<sup>2</sup>*Porter Novelli, Washington, DC*

This presentation describes a study that explored various middle school audiences' attitudes and beliefs about nutrition and physical activity at their schools and what factors prevent and motivate their involvement in school wellness efforts.

WEDNESDAY  
AUGUST 8

TRACK II: TO BRIDGE DIVIDES

4:00–5:30 PM

**Centennial IV**

**From Awareness to Social Change: The Role of Media in Public Health**

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

**Lynn Sokler, BS, Moderator**

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

**Health Works: Marketing Community Change, Leadership in Pursuit of Wellness**

**Stacey Smith, BA**, and Richelle Brown, BA

*AdEase, San Diego, CA*

This presentation focuses on how to develop an integrated communications effort to engage community leaders in reaching diverse communities about the importance of addressing environmental issues to improve wellness.

**The Role of Media in Ending Discrimination and Building Social Inclusion**

**Rebecca Palpant, MS**

*Mental Health Program, The Carter Center, Atlanta, GA*



This presentation examines the media's mental health depictions and stereotyping and how they can play a positive role in bringing attention to behavioral health labeling/issues. Presenters share case studies about how investigative reporting resulted in public policy.

**Community Interactions in Entertainment Education Radio Programs: Results of a Content Analysis**  
**Connie Kohler, PhD<sup>1</sup>**, Shelly Campo, PhD<sup>2</sup>, Natoshia Askelson, MPH, PhD<sup>2</sup>, Cristina Ortiz, MA<sup>2</sup>, and Mary Losch, PhD<sup>3</sup>

<sup>1</sup>*UAB School of Public Health, Birmingham, AL*

<sup>2</sup>*University of Iowa, Iowa City, IA*

<sup>3</sup>*University of Northern Iowa, Cedar Falls, IA*

This presentation discusses strengths and challenges when using an Entertainment Education communication strategy to increase awareness of unintended pregnancies with African American and Latina women, via radio drama.

TRACK II: TO BRIDGE DIVIDES

4:00–5:30 PM

**Grand A/B**

**Leveraging Social Media to Engage Hard-to-Reach Audiences**

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

**Ayanna Robinson, MPP, Moderator**

*Porter Novelli, Atlanta, GA*

**Process and Challenges with Developing a Multifaceted Communications Program for High-Risk, Urban Youth**

**Caitlin Douglas, BA<sup>1</sup>**, Carrie Dooher, JD<sup>1</sup>, Tessa Burton, MPH<sup>2</sup>, and Lauren Littleton, BA<sup>1</sup>

<sup>1</sup>*Social Marketing Practice, Ogilvy Washington, Washington, DC*

<sup>2</sup>*National Center Injury Prevention and Control, Division of Violence Prevention, Centers for Disease Control and Prevention, Atlanta, GA*

This presentation demonstrates how to analyze the social media habits of high-risk urban youth ages 11 to 14 to develop a social media strategy to promote respectful, nonviolent dating relationships. The session discusses how challenges such as differences in health literacy and how youth access the Internet were addressed in program development.

**Use of Social Media for Engaging Communities of Color in Child Health Dialogue**

**Ivor Horn, MD, MPH<sup>1</sup>**, Amelia Burke, MA<sup>2</sup>, and Denene Millner, BA<sup>3</sup>

<sup>1</sup>*Division of General Pediatrics, Children's National Medical Center/George Washington University School of Medicine, Washington, DC*

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

<sup>3</sup>*Chilmill Publishing, Inc., MyBrownBaby.com, Snellville, GA*

This presentation focuses on the importance of bridging the “quality of health information gap” online for African Americans. The session showcases how collaboration with health professionals and trusted online information sources can communicate accurate health information to key audiences, particularly moms of color, thus influencing the dialogue on topics important for reducing health disparities.

**Maximizing Public Health Awareness to Underserved Populations through Social Media**

**Gloria Uchegbu, MA, MPH**, and Phyllis George, MPH

*Programs and Research, Epilepsy Foundation, Landover, MD*

This presentation provides an overview of how to develop and leverage online resources for parents and health



care professionals to improve practice and access and to bridge the divide with underserved populations around epilepsy care for newly diagnosed children.

TRACK II: TO BRIDGE DIVIDES

4:00–5:30 PM

**Hanover A/B**

**Leveraging Audience Insights to Eliminate Health Disparities**

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

**Juan-Carlos Aviles, MA, Moderator**

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

**Understanding Motivators and Barriers to Children’s Oral Health Care among Low-SES and Hispanic Parents and Pregnant Women**

**Jennifer Messenger Heilbronner, BA, MBA**

*Metropolitan Group, Portland, OR*

This presentation shares how to build a creative concept/message and work with a community’s shared value of education for better health at home. The strategy relies on increasing awareness, role models, and guidance to families through multiple channels.

**Utilizing the Faith-Based Community as a Vehicle for Eliminating Health Disparities**

**Jacqueline Brown, MHA**

*Pfeiffer University, Morrisville, NC*

This presentation demonstrates how a community of faith can help address health issues. The targeted community became more aware and accountable for their own health by using health ministry members.

**An Analysis of Community Engagement Strategies to Reduce Influenza Vaccination Coverage Disparities among Uninsured Populations**

**Carlos Velazquez, MA<sup>1</sup>, and Alfonso, Pernia, MBA<sup>2</sup>**

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

<sup>2</sup>*Media Division, HMA Associates, Inc., Washington DC*

This presentation shares strategies and lessons learned from the NIVDP alliances and their activities to promote vaccination awareness in targeted sub-groups.

TRACK III: TO EXPLORE INNOVATIVE TOOLS AND TECHNOLOGIES

4:00–5:30 PM

**Grand C/D**

**Using Mobile Communications and Other Innovations to Promote Health**

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

**Doug Weinbrenner, MS, MPA, Moderator**

*Intouch Solutions, Kansas City, MO*

**Development & Pilot Testing of Text Reminders for Immunization Compliance in Kids (TRICKS)**

**Carolyn Ahlers-Schmidt, PhD<sup>1</sup>, and Amy Chesser, PhD<sup>2</sup>**

<sup>1</sup>*Department of Pediatrics, University of Kansas School of Medicine—Wichita, Wichita, KS*

<sup>2</sup>*Family and Community Medicine, University of Kansas School of Medicine—Wichita, Wichita, KS*

Find out how the TRICKS program improved immunization rates for children in both English- and Spanish-



speaking households through the use of text messaging reminders to parents. Learn how community-developed messaging helps make this program effective.

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

**Katie K. Green, MPH, CHES<sup>1</sup>**, Rebecca Wolf<sup>1</sup>, Denise Levis, MA, PhD<sup>2</sup>, and Julia Whitney<sup>3</sup>

<sup>1</sup>*National Center on Birth Defects and Developmental Disabilities, Prevention Research Branch, Centers for Disease Control and Prevention, Atlanta, GA*

<sup>2</sup>*National Center on Birth Defects and Developmental Disabilities, Centers for Disease Control and Prevention, Atlanta, GA*

<sup>3</sup>*Carter Consulting, Inc., Atlanta, GA*

This presentation features the CDC’s “Amazing Me!” product, which brings parents and children together through reading to improve early identification of children with autism and other developmental disabilities. “Amazing Me!” encourages the parent-reader to look for developmental milestones in their own child, provides a tool to track their child’s development, and encourages the parent to talk with their child’s doctor about development.

### **Text4baby Turns 2: Program Successes and Lessons Learned**

**Lauren Sogor, MPH<sup>1</sup>**, Arlene Remick, MPH<sup>1</sup>, Paul Meyer, JD<sup>2</sup>, and Sabrina Matoff-Stepp, PhD<sup>3</sup>

<sup>1</sup>*National Healthy Mothers, Healthy Babies Coalition, Alexandria, VA*

<sup>2</sup>*Voxiva, Washington, DC*

<sup>3</sup>*Health Resources and Services Administration, Rockville, MD*

Find out the lessons that have been learned through the Text4Baby program after two years and 32 million messages. This presentation features information on response rates, outreach strategies, and a user feedback loop.

## TRACK III: TO EXPLORE INNOVATIVE TOOLS AND TECHNOLOGIES

4:00–5:30 PM

### **Centennial III**

## **Using Innovative Methods to Communicate with Teens about Sexual Health**

*Abstract Type: P Level: Intermediate/Fundamental*

**Nedra Kline Weinreich, MS, Moderator**

*Weinreich Communications, Los Angeles, CA*

### **Ask TxTina: Going Mobile with Sex Education and Teen Pregnancy Prevention Awareness**

**Mary Heinrich, MPH (in progress)**

*Healthcare and Biotechnology Practice Group, Fleishman-Hillard International Communications, Inc., University of Kansas School of Medicine, Kansas City, MO*

This presentation discusses a text message-based program that is part of an integrated statewide teen pregnancy prevention campaign in Iowa. Talking Sex Together (TxT) includes “TxTina,” a trained health educator who takes teens’ sexual health-related questions via a text message hotline and provides instant, anonymous, and accurate answers. Through the lens of the TxT program model, the presentation shares key learnings, considerations, and effective strategies to successfully navigate social media and mobile communications in the evolving public health landscape and to integrate these communications with traditional communication tactics.



### **GYT Party: Using an Interactive Online Video to Promote STD Talking and Testing among Youth**

**Allison Friedman, MS<sup>1</sup>**, Rachel Kachur, MPH<sup>1</sup>, Meredith Mishel<sup>2</sup>, and Lily Williamson, MA<sup>3</sup>

<sup>1</sup>*Division of STD Prevention, CDC, NCHHSTP, Atlanta, GA*

<sup>2</sup>*Entertainment Media Partnerships, Kaiser Family Foundation, Menlo Park, CA*

<sup>3</sup>*Public Affairs, MTV Networks, New York, NY*

This presentation discusses an interactive online video for sexually active youth, designed as part of the *GYT: Get Yourself Tested* Campaign, to promote STD testing and communication by normalizing STD testing, reducing perceived barriers to testing and disclosure, and modeling conversations about STD testing and disclosure between young people and their partners and friends. Video development was guided by consumer research and based on the Information, Motivation, Behavior Skills (IMB) Model.

## TRACK III: TO EXPLORE INNOVATIVE TOOLS AND TECHNOLOGIES

**4:00 PM–5:30 PM**

**Hanover F/G**

### **Social Media and Videos: New Methods for Messaging and Storytelling**

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

**Andre M. Blackman, Moderator**

*Founder and Principal, Pulse + Signal, Raleigh-Durham, NC*

#### **Social Media Savvy with YouTube, Skype and uStream: Using Video to Create Your Own High-Impact Health Messages!**

**Kerry Shearer, AA**

*Kerry Shearer Communications, Sacramento, CA*

This presentation explains why the use of video is a critical part of an effective communication program and how to start using video with key health topics to reach the public. Based on experiences during the H1N1 flu pandemic, the presenter explains the strengths and differences between using live and recorded video using social media platforms.

#### **Amyoplasia: Emergence in the Age of YouTube and Social Media**

**Karen Mercincavage, MA**

*Indiana University of Pennsylvania, Indiana, PA*

This presentation discusses how individuals with children afflicted by amyoplasia, a rare congenital crippling disease, employ YouTube and personal video narratives to share experiences and information. Replication of this approach with other video illness narratives is also explored.

#### **Video Health Coaches for Discharge Planning**

**Virginia Pribanic, MBA**

*MedRespond, LLC, Pittsburgh, PA*

This presentation explores the pros and cons of using Artificial Intelligence techniques to help with the transitions of patient care, such as in-patient discharge. Presenters explain how using AI could help simulate current patient care via video in a cost-effective manner, with day-by-day education, monitoring, and support throughout recovery.



## TRACK IV: TO IMPROVE PRACTICE

4:00 PM–5:30 PM

**Centennial I/II****Communication Tactics for Effecting Behavior Change among Teens and College Coeds***Abstract Type: P Level: Intermediate/Fundamental***Susan Kirby, DrPH, MPH, Moderator***Kirby Marketing Solutions, San Diego, CA***Brain Steroids? Smart Pills? Cognitive Enhancement? Creating a Health Communication Campaign to Prevent Use of Study Drugs on a College Campus****Jessica Hughes Wagner, MPH, MCHES<sup>1</sup>**, and Jessica Duncan Cance, MPH, PhD<sup>2</sup><sup>1</sup>*Health Promotion Resource Center, Austin, TX*<sup>2</sup>*University of Texas at Austin, Austin, TX*

The presentation outlines the process of developing an evidence-based health communication campaign to decrease the misuse of “study drugs” and describes how market research informed communication intervention activities.

**Development and Evaluation of a Web-Based Resource: Engaging Parents, Teachers, and Other Teen Influencers to Prevent Teen Prescription Drug Abuse****Amanda Crowe, MA, MPH***IMPACT Health Communications for National Council on Patient Information and Education, Darien, CT*

This web tool engages and equips teen influencers to conduct outreach to help prevent prescription drug abuse among their peers.

**Underage Drinking: Developing a Research-Based National Media Campaign to Prevent Underage Drinking****Tracy Farmer, MBA, and Robert Vincent***Substance Abuse and Mental Health Services Administration, Rockville, MD*

The strategy for this national communication campaign is to prevent underage drinking by influencing a cultural shift among parents.

**Thursday, August 9, 2012**7:00–8:00 AM **Continental Breakfast****SPECIAL SESSION**8:00–9:30 AM **Grand Ballroom D/E****The Inspiration Shop**

Where do innovative ideas in health communication, marketing, and media come from? Are they derivative of an extensive research and development process? Or can they come from people’s “aha” moments or flashes of insight and clarity? Do people bring experiences from outside of public health to inform and inspire their work to improve people’s health? Can innovation and creativity be learned, cultivated, and modeled?

These are some of the questions this session might provoke and answer. Each panelist takes five minutes to illustrate through pictures, short videos, quotations, sounds, and other media what inspires, informs, motivates, and sustains



their public health communication, marketing, and media work. The speakers' presentations launch a larger group discussion. Participants should bring their own examples that they may share with the group on Inspiration Boards in the room or through 30-second demonstrations from the floor. Participants can take away new ideas for inspiring themselves, their colleagues, and their work.

## Moderator

**R. Craig Lefebvre, PhD**, has been a leader in the development of community-based prevention programs, applying marketing strategies and tools to public health and social puzzles, and applying social media and mobile technologies in public health programs. He is Lead Change Designer at RTI International, Research Professor at the University of South Florida College of Public Health, and chief maven at socialShift in Sarasota, FL.

## Panelists

**Andre M. Blackman** Through his consulting firm, Pulse + Signal, Andre aims to spur a new generation of problem solving through focused online research, strategic digital PR/communications and effective offline research. Andre is also the co-founder of the FastForward Health Film project, which is an evening event highlighting innovation in the public health landscape worldwide.

**Alexandra Bornkessel** is a social innovator, designer and strategist at heart having worked on initiatives from the grassroots to the Federal level in pursuit of bettering the human condition. An advocate for digital literacy and the empowerment of people and communities, she works at RTI on the science behind social change, is an adjunct professor at American University and helped co-found The Rampy MS Research Foundation.

**Punam Keller** Her three decades of research on health communications have produced projects with retailers and pharmacy benefit managers (e.g., CVS/Caremark), insurance firms (e.g., Wellpoint), hospitals (e.g., DHMC), pharmaceutical firms (e.g., Eli Lilly), and health agencies such as CDC and AARP. Punam is the Charles Henry Jones Professor of Management at the Tuck school of business and an expert in changing health behaviors.

**Bill Smith** is recognized as one of the leading specialists in the application of social marketing to social change and has received the Alan Andreasen Award for excellence in Social Marketing in 2004 and the Phillip Kotler Award for Leadership in 2010. He is Co-Editor of the Social Marketing Quarterly and is a Senior Communications Consultant to the PEW Foundation on the development of their Community Water Fluoridation Initiative.

**Doug Weinbrenner's** career spans social sciences, life sciences and communications within both private and public sectors with the purpose to create new ways of doing old things in order to make wrong things right. He writes about aligning nonprofit, corporate and government worlds for social good for a few websites and serve on several conference committees, including co-chair for HCMM the past two years.

## SPOTLIGHT SESSION

8:00–9:30 AM **Centennial III**

### From Health Communication to Health Conversation

How do we evolve health education from a one-way interaction to a conversation? Technology has changed the way we get information from the static brochures and early phases of the Web to today's social media and mobile apps.

Tailoring messages. Health coaching. Storytelling.

We know this is the direction we need to go, but how? Cracking the social media code is something all communicators seek when the real question we should be asking is: How do we tell our story to engage our audiences (and then, what channels are best to support the story)?

In "From health communication to health conversation" Porter Novelli is building on its 40 year history of using a



holistic approach to behavior change and taking the principles of another industry—improvisational comedy—and applying them to effective communication. Laughing Matters, Atlanta’s longest running improvisational comedy troupe, will support an experiential learning and uproarious session that will challenge participants to stretch their abilities to tell stories in ways that elicit a conversation and engage the audience in a dialogue directed by both parties.

Over their 27 year history, Laughing Matters has translated the rules of improvisational comedy to some of Atlanta’s leading industries, like Coca-Cola and AT&T, as well as March of Dimes and the Juvenile Diabetes Association to develop and articulate concepts and ideas. Addressing these skills through the lens of improv, Laughing Matters combines invaluable learning experiences with genuine fun and humor.

As technology affords us new avenues to tell our stories and engage with people, knowing how to shape our messages to make the most of these opportunities will continue to be a critical skill.

## Panelists

**Jana Leigh Thomas, MPA, Senior Vice President, Health & Social Marketing, Porter Novelli.** Recently named among Atlanta Business Chronicle’s Top 40 Under 40, Jana Leigh Thomas leads Porter Novelli’s Health and Social Marketing Practice. This role draws on her experience in health care promotion, consumer and provider education, message development, governmental affairs, grassroots partnership building, media relations and community advocacy.

Prior to joining Porter Novelli, Jana served more than five years as the Program Director of PeachCare for Kids, Georgia’s version of the State Children’s Health Insurance Program (SCHIP). Under Jana’s leadership, PeachCare for Kids consistently ranked as one of the top SCHIP programs in the nation for enrollment.

**Tommy Futch, President, Laughing Matters.** Tommy Futch, often called the Improfessor of Improv Comedy, is the President of Laughing Matters, an interactive entertainment company. In addition to improvisational comedy, Laughing Matters’ repertoire includes team-building, murder mysteries, game shows, scavenger hunts and school performances. Its programs are used in national team-building exercises, product launches and award presentations. The company also offers an improv comedy college and a training program to enhance attorneys’ courtroom performance. Tommy performs for Young Audiences the school outreach program at the Woodruff Arts Center.

## 9:30–10:00 AM Break

TRACK II: TO BRIDGE DIVIDES

## 10:00–11:45 AM Centennial IV

### Creative Strategies to Reach Unique and Hard-to-Reach Audiences

*Abstract Type: P Level: Intermediate*

**Demetrius Parker, Moderator**

*Centers for Disease Control and Prevention*

**Finding the Next Generation of “America’s Health Responders”: Best Practices to Recruit Hard-to-Reach Health Professionals into the United States Public Health Service (USPHS) Commissioned Corps**  
**Elaine Rahbar, BA**

*Strategy and Organization, Booz Allen Hamilton, Rockville, MD*

The presentation provides an overview of the Partners in Recruiting Campaign, including lessons learned, insights to the next phase of the campaign, and best practices on outreach, recruitment, and engaging the hardest-to-reach health professionals.



### **Reaching Diverse Audiences: Promoting Prevention, Treatment, and Recovery from Mental and/or Substance Use Disorders**

**Ivette Torres, MEd, MSc**

*Center of Substance Abuse Treatment, Office of Consumer Affairs, Substance Abuse and Mental Health Services Administration (SAMHSA), Rockville, MD*

This presentation demonstrates how to apply research findings, share best practices, and share emerging trends in order to connect with target audiences through effective platforms. The presenter shares how to tailor materials to communicate using multiple languages under one campaign/message.

### **A National Health Information Initiative to Reach Patients and Communities of Diverse Races and Ethnicities with Conditions of Bones, Joints, Muscles, and Skin by National Institute of Arthritis and Musculoskeletal and Skin Diseases Office (NIAMS) at NIH**

**Mimi Lising, MPH<sup>1</sup>**, Janet Austin, PhD<sup>1</sup>, Gerda Gallop-Goodman, MPH<sup>1</sup>, Sara Rosario Wilson, BA<sup>1</sup>, Allisen Stewart, MA<sup>1</sup>, Ellen Robinson, MHS<sup>2</sup>, Barbara Cohen, MPH, PhD<sup>2</sup>, Rachel Greenberg, MA<sup>1</sup>, and Everly Macario, ScD, MS, EdM<sup>2</sup>

<sup>1</sup>*NIAMS, NIH, Bethesda, MD*

<sup>2</sup>*IQ Solutions, Rockville, MD*

Participants will learn about the disparities in access to culturally and linguistically appropriate health information that multicultural populations experience. Presenters share how a health planner can provide information to help people with chronic health conditions and how to use the most effective dissemination methods to increase access to health planners in multicultural communities.

## TRACK II: TO BRIDGE DIVIDES

10:00–11:45 AM

**Grand A/B**

### **HIV/AIDS Communication Efforts and Hard-to-Reach Populations**

*Abstract Type: P Level: Intermediate*

**Alicia Samuels, MPH, Moderator**

*Johns Hopkins Center for Injury Research & Policy, Baltimore, MD*

### **Bringing HIV Prevention Programs to College-Age Minority Students: The Minority-Serving Institutions' HIV Prevention Sustainability Demonstration**

**Liza Solomon, MHS, DrPH**

*Abt Associates, Bethesda, MD*

This presentation evaluates the Minority Serving Institutions (MSIs) funded through the Minority AIDS Initiative Fund, and looks at how they are engaging college-age minority students about HIV prevention and education efforts.

### **Integrating Social Marketing and Diffusion of Innovations for HIV Prevention**

**Do Kyun Kim, PhD**

*Office of Public Health STD/HIV Program, Louisiana State Department of Health and Hospitals, New Orleans, LA*

This presentation describes how the Louisiana Office of Public Health STD/HIV Program (SHP) is developing an intervention strategy, which involves: communication network analysis and mapping, identifying informal opinion leaders among the target population, HIV testing at Walgreens, and a narrowly targeted social marketing campaign.



## HIV/AIDS Access to Care for Rural Populations

**Jacqueline Taylor, MPH<sup>1</sup>**, and Tommy Amico, BA<sup>2</sup>

<sup>1</sup>*HIV/AIDS Regional Resource Network Program, US Department of Health & Human Services/ICF International, Atlanta, GA*

<sup>2</sup>*HIV/AIDS Regional Resource Network Program, U.S. Department of Health & Human Services/ICF International, Kansas City, MO*

This presentation examines the state of HIV/AIDS access to care for rural populations, particularly those in the Southeast, and makes recommendations for the future.

### TRACK II: TO BRIDGE DIVIDES

10:00–11:45 AM

**Hanover A/B**

## Enhanced Communications Strategies to Protect and Secure Public Safety

*Abstract Type: P R Level: Fundamental*

**Lynn Sokler, BS, Moderator**

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

### How an Effective Communication Strategy is Helping to Increase Vaccination

**Alfonso Pernia, MBA**

*Media Division, HMA Associates, Inc., Washington, DC*

This presentation describes a communications effort, which included a fotonovela, to create awareness and increase the vaccination uptake among Latinos in the United States.

### Enhancing Communication between Military and Civilian Responders in Large-Scale Disasters

**Marian Levy, DrPH, RD<sup>1</sup>**, Marla Royne, PhD<sup>2</sup>, and Robert Koch, DNSc, RN<sup>3</sup>

<sup>1</sup>*School of Public Health, University of Memphis, Memphis, TN*

<sup>2</sup>*Fogelman College of Business & Economics, University of Memphis, Memphis, TN*

<sup>3</sup>*Loewenberg School of Nursing, University of Memphis, Memphis, TN*

This presentation shares research on critical gaps in the training needed for civilian medical responders and how it informed development of a training program to enhance communications between civilian responders and military operations during a catastrophe.

### Development and Field Test of Teamstepps Health Communications Tools to Improve Safety for Patients with Limited English Proficiency

Melanie Wasserman, PhD, MPA, and **Alice Lee**

*Abt Associates, Cambridge, MA*

This presentation describes the testing of a new AHRQ evidence-based training module and Hospital Guide to improve medical team communications with the goal of enhancing LEP (limited English proficiency) patient safety.



TRACK III: TO EXPLORE INNOVATIVE TOOLS AND TECHNOLOGIES

10:00–11:45 AM

**Centennial III**

**The Power of Storytelling to Reach and Facilitate Change in Communities and Diverse Audiences**

*Abstract Type: P R Level: Fundamental*

**Alexis Williams, MPH, CHES, Moderator**

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

**Storytelling as a System for Social Change**

**Suzanne Gaulocher, MPH, MA, and Caitlin Iverson, BS**

*University Health Services: WI Clearinghouse for Prevention, University of WI Madison, Madison, WI*

Storytelling can empower communities to build capacity and make behavior changes. The presentation discusses four domains of storytelling identified by the investigators through a mixed-methods study. The authors also discuss the use of storytelling in health prevention.

**Using Digital Storytelling to Make Data Personal**

**Benjamin Kaplan, BA, and Eric Ratinoff, BA**

*Act3, St. Louis, MO*

This presentation focuses on a four-minute video, “This is Bill. He has Diabetes,” developed by the authors to help viewers understand the impact of diabetes on St. Louis. The video relates the health challenges Bill faces with his disease. The authors discuss the value of using storytelling to reach communities and diverse audiences about health care issues.

**The Speaking Book: Making Health Care Information a Reality**

**Zane Wilson**

*SADAG, Johannesburg, South Africa*

The Speaking Book is an interactive education tool to reach communities with low levels of literacy. This hard-covered, 16-page book with a 30-second-per-page audio track talks to the reader in his own language about critical health issues. The presentation describes how the Speaking Book can be used and how it empowers low-literacy communities.

TRACK III: TO EXPLORE INNOVATIVE TOOLS AND TECHNOLOGIES

10:00–11:45 AM

**Grand C/D**

**Using Technology to Provide Targeted Substance Abuse Support**

*Abstract Type: P Level: Intermediate*

**Dogan Eroglu, PhD, Moderator**

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

**Don't Get Me Started: Ohio Opiate Crisis Campaign**

**Stacey Frohnapfel-Hasson, MPA**

*Ohio Department of Alcohol and Drug Addiction Services, Columbus, OH*

This presentation looks at Ohio's cross-systems efforts, including public education, that have laid the groundwork for effecting change to reduce opiate addiction and overdose deaths on a number of fronts. The presentation also touches on how to target specific audiences, in this case young adults, with relevant health messaging.



## Reducing the Impact of Substance Abuse and Mental Illness on America's Youth

**David Lamont Wilson, BFA**

*Center for Substance Abuse Prevention, Substance Abuse and Mental Health Services Administration, Rockville, MD*

This presentation describes lessons learned from SAMHSA's Reducing the Impact exhibit, which used interactive technologies to educate youth about the prevention of underage drinking, prescription drug abuse and illicit drug use, and suicide, and the promotion of mental health. The presentation also goes over how the creative technologies were used to capture the attention of the 9 to 13-year-old demographic.

## Targeted Health Provider Placement Systems: Findings from an Online Substance Use Disorder Pilot

**Adi Jaffe, PhD**

*Semel Institute of Neuroscience—Integrated Substance Abuse Programs, University of California, Los Angeles, Los Angeles, CA*

This presentation describes the key components of a computer-based treatment-referral system that aims to overcome a number barriers related to substance use disorder treatment. The presentation also evaluates the benefits of technology-based solutions for health marketing.

### TRACK IV: TO IMPROVE PRACTICE

10:00–11:45 AM

### Centennial I/II

## Applied Research to Improve Communication Practice

*Abstract Type: P Level: Intermediate*

**Cynthia Baur, PhD, Moderator**

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

## Social Media as Qualitative Research: Reports of a Data Mining Experiment

**Iana Simeonov, BA**

*UCSF School of Medicine, UCSF, San Francisco, CA*

This research explores whether the unsolicited and easily accessed information posted by consumers on social media sites correlates with findings from previous rounds of expensive and time-consuming qualitative research. Using two subscription services that aggregate streams of information from the social and traditional web, hundreds of thousands of blog sites, online discussion forums, Twitter feeds and news articles were searched. Social media offers significant opportunities for understanding consumer health behavior that are more cost-effective than traditional research methods.

## An Innovative Approach to Market Research through Online Continuing Medical Education

**Carol Bloomberg, MBA**

*U.S. Health Division, Abt Associates, Bethesda, MD*

Public health researchers often promote adoption of evidence-based practices (EPB), without knowledge of whether they are realistic and useful in specific clinical settings. The presentation team worked with Medscape to create a clinical practice assessment (CPA) that provides continuing medical education credits for the physicians and answers to critical questions for the sponsoring agency. The CPA is a useful tool for conducting market research among end users of a desired practice innovation.



## Strategies and Evaluation of Social Media Used to Reach Youth and Promote Healthy Behavior Change

*Abstract Type: P Level: Intermediate/Fundamental*

**Jonathan Cho, PhD, Moderator**

*National Cancer Institute, Rockville, MD*

### Using Targeted Facebook Ads to Link Youth to Take Action In Their Health

**Ayla Tolosa, MPH<sup>1</sup>**, Marcelo Fernandez-Vina, MPH<sup>2</sup>, Melinda Salmon<sup>3</sup>, Matthew Prior, BS<sup>4</sup> and Caroline Johnson, MD<sup>1</sup>

<sup>1</sup>*Division of Disease Control, Philadelphia Department of Public Health, Philadelphia, PA*

<sup>2</sup>*Philadelphia Department of Public Health, Division of Disease Control, Philadelphia, PA*

<sup>3</sup>*STD Control Program, Philadelphia Department of Public Health, Philadelphia, PA*

<sup>4</sup>*DDC-STD Control, Philadelphia Department of Public Health, Philadelphia, PA*

National surveillance data released by the CDC indicated that Philadelphia is in the top 10 among large cities for STDs. Additionally, Philadelphia has an HIV incidence rate 5 times the national average. Recent data indicates that teens with a positive STD test are at greater risk for having a subsequent HIV infection. This presentation will explore the opportunities of connecting with targeted populations via social media and learn how to create your own Facebook ad campaign.

### Creating New Partnerships: What Happened When the NFL's Fuel up to Play 60 Partnered with a Stealthy Social Media Teen Wellness Campaign

**Amy Struthers, BA, MA**

*College of Journalism and Mass Communications, University of Nebraska-Lincoln, Lincoln, NE*

This presentation explores the best practices in building a strategy for a public health campaign that integrates social media tools and the NFL's Fuel Up to Play 60, customizing that program's resources for particular age groups and localities. The high school age group seems difficult to reach with public health messages. It is also a group that craves all things new and trendy, including the latest in communications methods such as social media. The Nebraska Department of Health and Human Services (NDHHS) set out to develop a new way of "talking" to teens about the benefits of a balanced diet and of adequate physical activity, tapping into the expertise of the Advertising program at the University of Nebraska-Lincoln (UNL).

**11:45 AM-12:45 PM Lunch**

TRACK I: TO ADVANCE SCIENCE

**12:45-2:15 PM Hanover C/D/E**

### The Importance of Audiences

*Abstract Type: R Level: Intermediate/Fundamental*

**Terry Savage, MA, Moderator**

*Westat, Rockville, MD*

### How Americans View the Fight to Reduce Obesity: Findings from a National Health Survey

**Thomas Lehman, MA<sup>1</sup>**, Suzanne Gates, MPH<sup>2</sup>, Rebecca Ledsky, MBA<sup>1</sup>, and Adam Burns, MPP<sup>3</sup>

<sup>1</sup>*FHI 360, Washington, DC*

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

<sup>3</sup>*Porter Novelli, Washington, DC*



This presentation describes a study that examined obesity-related attitudes, beliefs, intentions, and behaviors among individuals in Communities Putting Prevention to Work (CPPW) locations. In CPPW communities using media, the researchers found a heightened sense that obesity warrants community-level action, especially among those at higher risk.

### **Bundling Preconception Health Messages: Results from Focus Groups with Non-Pregnant Women in North Carolina**

**Megan Fazekas, BA**

*March of Dimes, Raleigh, NC*

Public health materials traditionally address one or two key preconception behaviors, but the effectiveness of bundling several messages together remains relatively unexplored. This presentation reports on a study to determine which health messages appealed to women who were not pregnant or mothers and how these women preferred to receive these messages.

### **Developing a Psychographic Profile of the Uninsured**

**Frank Funderburk, MA**

*Office of Communications, Centers for Medicare and Medicaid Services, Baltimore, MD*

Audience segmentation research can play a key role in developing effective social marketing campaigns. CMS has developed a six-segment approach to help improve the understanding of key audience characteristics that influence consumer reactions to educational and outreach materials. This presentation describes how this approach has been applied to improve communication with audiences that will be participating in the emerging health insurance markets.

## TRACK II: TO BRIDGE DIVIDES

12:45–2:15 PM

### **Centennial IV**

## **Creating Effective Awareness and Behavior Change Campaigns for Targeted Audiences**

*Abstract Type: P R Level: Fundamental*

**Jana Leigh Thomas, MPA, Moderator**

*Porter Novelli, Atlanta, GA*

### **Reaching At-Risk Youth through Near-Peer Programs**

Christen Horn, BA<sup>1</sup>, Carrie Dooher, JD<sup>1</sup>, **Lauren Grella, MA<sup>1</sup>**, and Tessa Burton, MPH<sup>2</sup>

<sup>1</sup>*Social Marketing Practice, Ogilvy Washington, Washington, DC*

<sup>2</sup>*National Center Injury Prevention and Control, Division of Violence Prevention, Centers for Disease Control and Prevention, Atlanta, GA*

This presentation focuses on how research was translated into the final program design for a campaign to promote respectful, nonviolent dating relationships among high-risk urban youth ages 11 to 14. In particular, the presentation provides examples of how to leverage peer outreach roles to reach this audience.

### **Building Social Support for Young Adult Stroke Survivors and Caregivers**

**Amy Edmunds, MA**

*Executive, YoungStroke, Inc., Conway, SC*

This presentation describes how to build effective social support networks and collaborate with public and private organizations to develop a program to reshape the message of stroke awareness among a rural, underserved African American community in South Carolina's coastal plains. This session demonstrates how



layering multiple related programs focused on a singular message to reach young adults can be an effective communications strategy.

### **Don't Go up In Smoke!: Getting Smart on Smokers to Better Inform Your Behavior Change Campaign Efforts**

**Carla Cartwright, MPH<sup>1</sup>**, Wendy Ruben, MPH, CHES<sup>1</sup>, and Christine Sullivan, MPH<sup>2</sup>

<sup>1</sup>*Health and Social Marketing, Porter Novelli, Atlanta, GA*

<sup>2</sup>*Engagement Planning and Research, Porter Novelli, Atlanta, GA*

This presentation demonstrates the importance of analyzing psychosocial, demographic, and decision-making characteristics of smokers when developing a cessation campaign. This session presents research findings on how this audience views their health, their perception of their ability to quit, and their motivation to quit, which are important factors in developing cessation messages.

## TRACK II: TO BRIDGE DIVIDES

12:45–2:15 PM

### **Grand A/B**

## **From Breastfeeding to HIV to Nutrition: The Importance of Health Literacy**

*Abstract Type: R Level: Intermediate/Fundamental*

**Doryn Chervin, DrPH, Moderator**

*SciMetrika, LLC, Atlanta, GA*

### **Breastfeeding and Health Literacy among Urban Adolescents in a Midwestern Community**

**Amy Chesser, PhD**

*University of Kansas School of Medicine, Wichita, KS*

This presentation investigates the relationship between breastfeeding outcomes and health literacy among urban Midwestern, adolescent mothers.

### **Can a Video Substitute for an In-Person Discussion in Delivering HIV Pre-Test Information to Spanish-Speaking Latinos and Better Serve Those with Lower Health Literacy?**

**Roland Merchant, MD, MPH, ScD**

*Department of Emergency Medicine, Alpert Medical School of Brown University, Providence, RI*

This presentation describes the impact of an animated and live-action short-feature video that delivers HIV pre-test information to Spanish-speaking Latinos.

### **Successfully Taking an Effective Health Literacy and Integrative Health Intervention to Underserved Communities within the United States**

**Chuck Palm, MPH**

*Canyon Ranch Institute, Tucson, AZ*

This presentation describes outcomes from the Canyon Ranch Institute Life Enhancement Program among low-income communities; the program includes participatory group sessions, social support, fitness instruction, cooking demonstrations, and a nutritionist-guided grocery store trip.

## TRACK III: TO EXPLORE INNOVATIVE TOOLS AND TECHNOLOGIES

12:45–2:15 PM

### **Centennial III**

## **Analyzing Your Social Media: Techniques for Success**

*Abstract Type: R Level: Intermediate/Fundamental*

**Virginia (Ginny) Sublet, PhD, Moderator**

*National Institute for Occupational Safety and Health, Orlando, FL*



### **Online and Just Looking: Online Health Information Scanners' Characteristics and Frequency of Scanning**

**Maureen Schriener, PhD**

*University of Wisconsin—Eau Claire, Eau Claire, WI*

This presentation discusses how online users obtain information from multiple sources through scanning, as well as the characteristics of online health information scanners. Usage of mainstream media sources and online health-specific sources are examined.

### **Pixels and Patients: How Today's Consumers Are Using the Internet to Manage their Health**

**John Mangano, MBA**

*comScore, Inc., Reston, VA*

This presentation explores the growth in online health information consumption over the past few years across search, video, and mobile communications using audience measuring tools. This data is used to provide insight into the use of the Internet for health-related activities from the perspective of various audiences.

### **Coordinating Meaning through Electronic Messaging: A Lexical Analysis of Healer/Patient Communication**

**Susan Wiczorek, PhD**

*University of Pittsburgh, Johnstown, PA*

This presentation examines an analysis of electronic messages between physicians and patients, using lexical analysis, to show how the sharing of words and meaning can increase in time in a similar nature to face-to-face communication. Participants learn how lexical analysis works and its use in improving electronic communication between healers and patients.

## TRACK III: TO EXPLORE INNOVATIVE TOOLS AND TECHNOLOGIES

**12:45–2:15 PM**

**Grand C/D**

### **Sexual Health in a Digital Age**

*Abstract Type: P Level: Intermediate*

**Doug Weinbrenner, MS, MPA, Moderator**

*Intouch Solutions, Kansas City, MO*

#### **Community HIV/AIDS Resource Exchange Project (CHARE Project) Delivers Capacity Building through Social Media and Virtual Worlds Integration**

**Sally Cherry, BS, MT (ASCP)**

*CHARE Project, Cherry Consulting Network, Joppa, MD*

This presentation discusses the *Community HIV/AIDS Resource Exchange Project (CHARE Project)*, an integrated technology platform that enables capacity building, technical support, social media marketing, and training to HIV/AIDS health service providers and community advocates, with special focus on HIV prevention, AIDS awareness, and HIV testing for women and girls.

#### **Project U Los Angeles: Sexual Health Information Inside and Outside the Classroom**

**Timothy Kordic, MA**

*Student Health and Human Services, Health Education Programs, HIV/AIDS Prevention Unit, Los Angeles Unified School District, Los Angeles, CA*

This presentation discusses *Project U*, a peer-driven social marketing campaign that links students to an on-demand text messaging service and website portal for sexual health information and services, including access to HIV, STD, reproductive health, and LGBTQ information.



### The State of New Media and HIV/AIDS

Miguel Gomez, BS<sup>1</sup>, Michelle Samplin-Saldago, MPH<sup>2</sup>, and **Aisha Moore<sup>2</sup>**

<sup>1</sup>Office of HIV/AIDS Policy, U.S. Department of Health and Human Services, Washington, DC

<sup>2</sup>John Snow Inc. / AIDS.gov, Boston, MA

This presentation discusses the current state of new media among the HIV/AIDS community in the U.S. and the work of AIDS.gov since 2006 to help organizations integrate new media tools into their work and enhance their capacity to address HIV/AIDS in high-risk communities.

#### TRACK IV: TO IMPROVE PRACTICE

12:45–2:15 PM

### Centennial I/II

## Creating Awareness through Comprehensive Campaigns

*Abstract Type: **P R** Level: Fundamental*

**Susan Kirby, DrPH, MPH, Moderator**

*Kirby Marketing Solutions, San Diego, CA*

### Creating an “Obesity Awakening” in the Behavior Change Process

**Tracy Boyle, MA<sup>1</sup>**, and Karl Weiss, MBA<sup>2</sup>

<sup>1</sup>Marketing Department, LiveWell Colorado, Denver, CO

<sup>2</sup>HealthCare Research, Denver, CO

This presentation describes a statewide social marketing campaign to address misconceptions about obesity as the first stage of creating healthy behavior changes. Results are presented, including campaign awareness, attitudes, and perceptions.

### iChoose600®—A Calorie Awareness Campaign

Amy Jesaitis, MPH, RD, PAPHS<sup>1</sup>, Deborah Spicer, RD, MPH<sup>1</sup>, Nicole Levy<sup>2</sup>, **Ann Lowenfels, MPH<sup>1</sup>**, and Ian Brisette, PhD<sup>1</sup>

<sup>1</sup>Division of Chronic Disease Prevention, New York State Department of Health, Albany, NY

<sup>2</sup>Bureau of Marketing and Creative Communications, New York State Department of Health, Albany, NY

This presentation describes a media campaign to encourage restaurant customers among 25 to 44-year-old women with children to notice and use posted calorie information when making fast food selections.

#### TRACK IV: TO IMPROVE PRACTICE

12:45–2:15 PM

### Hanover A/B

## Examining Mass Media Reach and Influence

*Abstract Type: **P** Level: Intermediate*

**John Parmer, PhD, Moderator**

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

### **Your Health: A Radio, Newspaper, and Multimedia Communication Platform to Improve Patient Health, Empowerment, and Advocacy**

**Adam Goldstein, MD, MPH**

*Department of Family Medicine, UNC School of Medicine, Chapel Hill, NC*

*Your Health* is an innovative multi-media project that provides the public with weekly, credible, and accessible health information to improve lives. *Your Health* involves a weekly radio show, news column, and social media applications to model an improved health care system, including improved access to care by primary care



clinicians, improved rates of preventive care, improved coordination and continuity of care, decreases in health care costs, improved health equity, and improved health communication.

### **Leveraging Natural Attention Cycles for Targeted Health Communication**

**Morgan Johnson, MPH**

*The Monday Campaigns, New York, NY*

The Monday Campaigns is a nonprofit public health initiative to help end chronic preventable disease by leveraging weekly periodicities in health behavior to sustain media campaigns for health. Several longitudinal data sets were evaluated for emerging patterns, including day-by-day data on Internet searches for health behavior topics, calls to tobacco quit lines, and gym attendance. Studying these cycles may help streamline health communication programs by more efficiently allocating media resources at certain optimal times, as well as highlighting when is the best time to promote these programs to capture the attention of the most people.

### **Mental Health in the Media: An Analysis of English and Spanish Language News Coverage of Mental Health Stories**

**Nedra Kline Weinreich, MS<sup>1</sup>**, Evan Glass<sup>1</sup>, Victor Arias<sup>3</sup>, John Hinrichs<sup>2</sup>, and Lisa Sparks, PhD<sup>4</sup>, and Marie Gallo Dyak<sup>1</sup>

<sup>1</sup>*Entertainment Industries Council, Inc, Burbank, CA*

<sup>2</sup>*Reingold, Inc., Alexandria, VA*,

<sup>3</sup>*Hispanic Communications Network*

<sup>4</sup>*Chapman University, Orange, CA*

This presentation will describe differing trends in English and Spanish news coverage of mental health issues in California and their implications for reinforcing misperceptions about people with mental illness. Recommendations will be offered regarding how to avoid stigmatizing language and portrayals when communicating about mental health with and through the media.

### **Hollywood and Public Health Join Forces: Engaging TV Viewers in Stories That Can Improve Health and Well-being Worldwide**

**Sandra de Castro Buffington, MPH**

*University of Southern California, Beverly Hills, CA*

This presentation reveals how CDC's partnership with Hollywood, Health & Society inspired and informed over 380 TV health storylines in the last two years alone. Learn about the impact of these stories on viewers' knowledge, attitudes, and behavior, and how to employ transmedia to engage viewers across social media and digital platforms.

**2:15–2:45 PM**      **Break**

**2:45– 4:00 PM**      **Closing Plenary**

*Centennial IIII*      **Reflections**  
**Katherine Lyon Daniel, PhD**

**Engaging Audiences Through Storytelling and Humor**

**Tim Washer, MBA**

*Social Media Producer*

*Ridiculous Media*

**Closing Remarks**  
**Robert Jennings**



POSTER SESSIONS

**Kelly Albada**

**The Association Between Infant Feeding Intentions, Body Issues, and Information**

Seeking Behaviors During Pregnancy

*Kelly Albada, PhD<sup>1</sup>, and Elizabeth Johnson-Young, MA<sup>2</sup>*

<sup>1</sup>*Department of Communication, North Carolina State University, Raleigh, NC*

<sup>2</sup>*North Carolina State University, Raleigh, NC*

**Kelly Albada**

**Women's Nutrition Information Seeking and Media Use: Exploring the Predictors of Nutrition Beliefs and Eating Behaviors During Pregnancy**

*Kelly Albada, PhD and Elizabeth Johnson-Young, MA*

*North Carolina State University, Raleigh, NC*

**Janeane Anderson**

**The Effect of Black-Oriented Media Usage On African-American Women's Safer-Sex Behavioral Attitudes and Intentions**

*Janeane Anderson, MA*

*University of Southern California, Los Angeles, CA*

**Tuere Anderson**

**Civic Engagement in the Digital Age: Youth Leadership In Health Communications**

*Tuere Anderson, LCSW*

*Health Department, Youth Radio, Oakland, CA*

**Natoshia Askelson**

**Creating Interpersonal Communication: The Value of Humor In a Surround Campaign Strategy**

*Shelly Campo, PhD<sup>1</sup>, Natoshia Askelson, MPH, PhD<sup>1</sup>, Erica Spies, MS<sup>1</sup>, Christie Boxer<sup>1</sup> and Mary Losch, PhD<sup>2</sup>*

<sup>1</sup>*University of Iowa, Iowa City, IA,*

<sup>2</sup>*University of Northern Iowa, Cedar Falls, IA*

*Health State Department of Pernambuco, Brazil, Olinda, Brazil*

**Sheila Bates**

**Cancer Queens! A Cancer Prevention Musical Revue: Using Edutainment to Provide Cancer Prevention Education to Rural Women**

*Sheila Bates, MSSW,*

*Vanderbilt-Ingram Cancer Center, Nashville, TN*

**TaWanna Berry**

**Success In Storytelling: HOW to Find the "Sticky Factor" In Your Success Stories**

*TaWanna Berry, MA*

*Westat, Bethesda, MD*

**Baretta Casey**

**Causethemovement.Org: Cervical Cancer-Free Kentucky's Campaign to Improve Cervical Cancer Prevention and Education**

*Baretta Casey, MD, MPH, Elisia Cohen, PhD and Paula Keyes, BHS*

*University of Kentucky College of Public Health, Lexington, KY*



- Peter Costa**      **Webinar Technology for Global Rabies Education**  
*Peter Costa, MPH, MCHES<sup>1</sup> and Jesse Blanton, MPH<sup>2</sup>*  
<sup>1</sup>*Global Alliance for Rabies Control, Manhattan, KS*  
<sup>2</sup>*Centers for Disease Control and Prevention, Atlanta, GA*
- Christine Cotter**      **The Ryan Gosling Effect: Tapping Into Viral Memes to Change Health Behavior**  
*Amelia Burke, MA, and Christine Cotter, MPS*  
*Westat, Rockville, MD*
- Brian Falls**      **How Can We Reduce Online Pharmaceutical Mismarketing?**  
*Brian Falls, MD<sup>1</sup>, Julian De Freitas<sup>2</sup>, Omar Haque, MD, PhD, MTS<sup>3</sup>, Sydney Levine, BA<sup>4</sup>, Allen Shaughnessy, PharmD<sup>5</sup>, and Harold Bursztajn, MD<sup>3</sup>*  
<sup>1</sup>*Harvard Medical School/VA Boston Healthcare System, Brockton, MA*  
<sup>2</sup>*Yale University, New Haven, CT*  
<sup>3</sup>*Harvard Medical School, Cambridge, MA*  
<sup>4</sup>*Rutgers University, Piscataway, NJ*  
<sup>5</sup>*Tufts University, Malden, MA*
- Kay Gallagher**      **Establishing a Successful Listening Campaign**  
*Kay Gallagher, BA and Tom Fields, MA*  
*Westat, Rockville, MD*
- Lenette Golding**      **Communication for Improving Maternal, Infant and Young Child Nutrition: Developing, Implementing, and Monitoring Social and Behavior Change Communication Activities for a Five Country Project**  
*Lenette Golding, PhD, MPH and Bethann Cottrell, PhD, MS*  
*Health Equity Unit, CARE USA, Atlanta, GA*
- Quynh-Chau Ha**      **The Sound of Science: An Evaluation of CDC's Podcast Initiative**  
*Quynh-Chau Ha, BS<sup>1</sup>, Bradford Myers, MPH<sup>1</sup> and Ian McClendon, MS-HCI<sup>2</sup>*  
<sup>1</sup>*Centers for Disease Control and Prevention, Atlanta, GA,*  
<sup>2</sup>*Georgia Institute of Technology, Atlanta, GA*
- Martine Hackett**      **Beyond Blame: Contemporary Campaigns and Understanding the Health Experiences of LGBT Youth of Color**  
*Martine Hackett, PhD, MPH<sup>1</sup> and Antonio (Jay) Pastrana Jr., PhD<sup>2</sup>*  
<sup>1</sup>*Hofstra University, Hempstead, NY*  
<sup>2</sup>*John Jay College, CUNY, New York, NY*
- Pamela Hull**      **Formative Research on HPV Vaccine Use Among African American Adolescent Girls: Qualitative Findings**  
*Elizabeth Williams, PhD<sup>1</sup>, Maureen Sanderson, PhD<sup>2</sup>, and Pamela Hull, PhD<sup>3</sup>*  
<sup>1</sup>*Tennessee State University, Nashville, TN,*  
<sup>2</sup>*Meharry Medical College, Nashville, TN*  
<sup>3</sup>*Vanderbilt University, Nashville, TN*



**Cyan James**

**Public Communication Strategies for a Biobanking Coalition**

*Cyan James, PhD, student  
University of Washington, Seattle, WA*

**Valerie Johnson**

**How Public Perceptions Are Guiding Development of Messages for Use After An Anthrax Attack**

*Valerie Johnson, MPH, CHES<sup>1</sup>, John O'Connor, MS<sup>1</sup>, Christine Prue, MSPH, PhD<sup>1</sup>, Jann Keenan, EdS<sup>2</sup>, Janet Obene-Frempong, MS<sup>3</sup> and Stacey Mauney, MPH<sup>4</sup>,  
<sup>1</sup>Centers for Disease Control and Prevention, Atlanta, GA,  
<sup>2</sup>Keenan Group, Ellicott City, MD,  
<sup>3</sup>J O Frempong & Associates, Elkins Park, PA,  
<sup>4</sup>Centers for Disease Control and Prevention, Loganville, GA*

**Jody Kakacek**

**Texting 4 Control: The Effects of a Texting Intervention On Self-Management Behaviors Among Young People with Epilepsy**

*Jody Kakacek, MA, PhD, candidate  
Epilepsy Foundation, Landover, MD*

**Shari Lambert**

**Graphic Novels: A New Stress Mitigation Tool for Military Training, Developing Content for Hard-to-Reach Audiences**

*Shari Lambert, BFA, Russ Vandermaas-Peeler, MS and Becky Lane, PhD  
RTI International, Research Triangle Park, NC*

**Jung-Sook Lee**

**Food Preference or Lack of Options? Analysis of Magazine Food Advertisements Targeting African Americans**

*Jung-Sook Lee, Dr and Brittney Braswell  
Towson University, Towson, MD*

**Elyse Levine**

**Evaluating Myplate: An Expanded Framework Using Traditional and Non-Traditional Metrics for Assessing Health Communication Campaigns**

*Elyse Levine, PhD, RD<sup>1</sup>, Jodie Abbatangelo-Gray, ScD<sup>2</sup>, Amy Mobley, PhD, RD<sup>3</sup>, Grant McLaughlin, MA<sup>1</sup>, and Jill Herzog, BA<sup>4</sup>  
<sup>1</sup>Booz Allen Hamilton, McLean, VA  
<sup>2</sup>Summit Research Associates, NYC, New York City, NY  
<sup>3</sup>University of Connecticut, Storrs, CT  
<sup>4</sup>Booz Allen Hamilton, Rockville, MD*

**Keith Mason**

**Policy Depot: An Online Tool to Build Capacity In Cardiovascular Health Policy**

*Keith Mason, BA, MS  
National Forum for Heart Disease and Stroke Prevention, Atlanta, GA*

**Ara Najarian**

**Bridging the Cultural and Digital Divides: Embracing Latino Health Access & Tech Behaviors**

*RA Mancuso, PhD, Sara Elena Loaiza, Latina and Ara Najarian  
Executive Offices, Latino Consultants, LLC, South Pasadena*



- Sarah Newman**      **Social Marketing Mechanisms to Guide a Lifestyle Intervention for Young Adults**  
*Sarah Newman, MPH, Michelle Groesbeck and Gwen Alexander, PhD, MPH, Department of Public Health Sciences, Henry Ford Health System, Detroit, MI*
- Folashade Omisore**      **Religiosity and Sexual Health of African American Adults Versus Non-African Americans**  
*Folashade Omisore, MPH<sup>1</sup>, Ryan Cragun, PhD<sup>2</sup>, Deborah Cragun, MS, CGC<sup>3</sup>, and Amy Huang, MA<sup>4</sup>*  
<sup>1</sup>*American Social Health Association, Durham, NC*  
<sup>2</sup>*University of Tampa, Tampa, FL*  
<sup>3</sup>*University of South Florida, Tampa, FL*  
<sup>4</sup>*American Social Health Association, Durham, NC*
- Otis Owens**      **Improving Health Communication and Marketing Practices for Recruiting Dyads In An African-American, Faith-Based Community: Lessons Learned From a Community-Academic-Clinical Team**  
*Otis Owens, MPH<sup>1</sup>, Daniela Friedman, MSc, PhD<sup>1</sup>, Kim Johnson, RN, OCN<sup>2</sup>, Tracey Thomas, MA, MS<sup>1</sup>, DeLisa Dawkins, BHS, CLS<sup>2</sup>, Lucy Gansauer, RN, MSN, CHSP<sup>2</sup>, Sharon Bartelt, RN, MSN, MBA<sup>2</sup>, Nancy Waddell, AA<sup>2</sup>, Jacqueline Talley, BA<sup>3</sup>, James Hebert, MSPH, ScD<sup>4</sup> and James Bearden III, MD, FACP<sup>2</sup>*  
<sup>1</sup>*University of South Carolina, Columbia, SC*  
<sup>2</sup>*National Cancer Institute Community Cancer Centers Program, Spartanburg Regional Healthcare System, Gibbs Cancer Center, Spartanburg, SC*  
<sup>3</sup>*South Carolina Cancer Disparities Community Network, University of South Carolina, Inman, SC,*  
<sup>4</sup>*University of South Carolina, Columbia, SC*
- Alison Patti**      **Mobilizing Group B Strep Prevention—GBS App for Obstetric and Neonatal Guidance**  
*Alison Patti, MPH, CHES, Jonathan Wortham, MD and Maureen Marshall, MS Centers for Disease Control and Prevention, Atlanta, GA*
- Esther Pfau**      **Local Afghan Food Risk Awareness Program for U.S. Service Members**  
*Esther Pfau, MPH*  
*U.S. Army Public Health Command, Aberdeen Proving Ground—Edgewood Arsenal, MD*
- Laura Planas**      **Implementing a Sustainable Peer-to-Peer Education Approach for Flu Prevention In Long-Term Care Settings**  
*Laura Planas, MPH, Lisa Tensuan, RN, BSN and Joy Pritchett, MS*  
*FHI 360, Washington, DC*
- Jeralyn Powell**      **Using Multi-Platform Marketing Strategies to Promote An African American Radio Drama**  
*Jeralyn Powell, MPH<sup>1</sup>, Shermetria Massingale, MPH<sup>2</sup>, and Connie Kohler, DrPH<sup>3</sup>*  
<sup>1</sup>*Marketing Consultant, Media for Health, Hueytown, AL*  
<sup>2</sup>*Media for Health, Media for Health, Homewood, AL*  
<sup>3</sup>*University of Alabama at Birmingham, Birmingham, AL*



- Linda Radecki**      **Promoting Early Obesity Prevention Via Mobile Messaging...If We Text It, Will They Come?**  
*Linda Radecki, MS<sup>1</sup> and Amy Pirretti, MS<sup>2</sup>*  
<sup>1</sup>*American Academy of Pediatrics, Elk Grove Village, IL*  
<sup>2</sup>*Pirretti Consulting, Chandler, AZ*
- Steven Randazzo**      **The Young Invincibles Challenge**  
*Steven Randazzo, BA and Kevin Malone, BA*  
*Substance Abuse and Mental Health Services Administration, Rockville, MD*
- Jessica Ridpath**      **PRISM Online Training: A Free, Customized, Effective Plain Language Tutorial for Researchers**  
*Jessica Ridpath, BA*  
*Group Health Research Institute, Group Health Cooperative, Seattle, WA*
- Amee Roberson**      **Virginia Hospital Center Medical Brigade: Improving Health Equality In Rural Honduras Through Building Innovative Engagement and Strategic Communication Strategies and Programs**  
*Amee Roberson, BS,*  
*Booz Allen Hamilton, Falls Church, VA*
- Carlos Roig**      **Extra, Extra: Publishing a News-Oriented Digital Forum for Public Health Professionals and Beyond**  
*Carlos Roig, MA, MSJ, Jessica Mark, MPH, CPH and Catherine Andrews, MSJ,*  
*Home Front Communications, Washington, DC*
- Jon Stemmler**      **Understanding Self-Efficacy's Role In Mediating Health Food Choices and Policies In Missouri Parks**  
*Amy Dunaway, MPH, MA<sup>1</sup>, Alex Denning<sup>1</sup>, Donna Mehrle, MPH, RD, LD<sup>2</sup> and Jon Stemmler, MA<sup>1</sup>*  
<sup>1</sup>*Missouri School of Journalism, Health Communication Research Center, Columbia, MO*  
<sup>2</sup>*Nutrition and Exercise Physiology College of Human Environmental Sciences, University of Missouri, Columbia, MO*
- Deanne Weber**      **Social Media's Role In Bridging the Health Information Gap**  
*Emily Novick, MPP, Deanne Weber, PhD and Adam Burns, MPP*  
*Porter Novelli Public Services, Washington, DC*
- Cathleen West**      **Social Media and the Workplace: Does Everyone Get to Be a Health Expert?**  
*Cathleen West, RN, BS,*  
*International Business Machines (IBM), San Jose, CA*
- Tamaki West**      **Cost-Effective Online Engagement In Youth Tobacco Prevention Program**  
*Tamaki West, MA, Nathan Martin, Brittany Chen, MPH and Hye Won Lee, MPH*  
*Health Resources in Action, Boston, MA*



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# HYATT REGENCY ATLANTA HOTEL FLOOR PLAN

