I. Welcome and Introductions (1:00 - 1:10 p.m.)
ADM John O. Agwunobi, M.D., M.B.A., M.P.H.
Assistant Secretary for Health

RADM Penelope Slade Royall P.T., M.S.W. (1:10 - 1:15 p.m.)
Deputy Assistant Secretary for Health
(Disease Prevention and Health Promotion)

II. Data Presentation (1:15 - 1:30 p.m.)
Edward Sondik, Ph.D.
Director, National Center for Health Statistics
Centers for Disease Control and Prevention

II. Program Overview of the Health Communication Focus Area and Addressing the Challenges: Current Initiatives, Challenges/Barriers, Strategies (1:30 - 1:50 p.m.)

Cynthia Baur, Ph.D.
Director, Division of Health Communication and Marketing
National Center for Health Marketing
Centers for Disease Control and Prevention

Linda Harris, Ph.D.
Lead, Health Communication and e-health Team
Office of Disease Prevention and Health Promotion

III. Open Discussion (1:50 - 2:20 p.m.)
All participants

IV. Wrap-up and Summary (2:20 - 2:25 p.m.)
RADM Penelope Slade Royall, P.T., M.S.W

VI. Next Steps and Closing (2:25 - 2:30 p.m.)
ADM John O. Agwunobi, M.D., M.B.A., M.P.H.
Assistant Secretary for Health