

**12<sup>th</sup> Annual Health Education Advocacy Summit  
February 21 – 23, 2009  
L'Enfant Plaza Hotel \* Washington, DC**

**WORKING AGENDA**

**SATURDAY, FEBRUARY 21**

1:00 pm – 1:15 pm      **Welcome**

Choose One:

1:25 pm – 2:10 pm      **Advocacy 101: Introduction to Advocacy  
(for beginners or first-time Summit  
attendees)**

*Lavell Thornton, MPH, CHES, Advocacy Chair,  
Directors of Health Promotion and Education,  
Washington, DC*

**Advocacy 102: Round Table Discussion -  
Incorporating Advocacy in Professional  
Preparation (For Faculty)**

*Rob Simmons, DrPH, MPH, CHES, Thomas  
Jefferson University; Bob Strack, PhD, MBA,  
University of North Carolina at Greensboro;*

Chose One

2:20 pm – 3:05 pm      **Advocacy 201: Expanding Advocacy  
Influence: Using the Internet for  
Advocacy**

*Ed Walz, Spitfire*

**Advocacy 301: Partnering with  
Community Coalitions to Advocate for  
Change**

*Fran Butterfoss, PhD, MsEd, President,  
Coalitions Work, Yorktown, VA*

3:15 pm – 4:15 pm      **Effective Hill Visits  
(Students & Former Summit Graduates)**

*Emily McIntyre, MPH, Professor, Brigham Young University;*

4:15 pm – 4:30 pm **CNHEO Health Education Advocate Award Presentation**

4:30 pm – 5:15 pm **Challenges and Opportunities in the 111<sup>th</sup> Congress**

*Amy Souder, Vice President, Cornerstone Government Affairs, Washington, DC*

5:15 pm – 5:30 pm **Wrap Up**

5:45 pm **Leaders Group Meeting** (by invitation only)

7:00 pm **Dinner on your own**

## **SUNDAY, FEBRUARY 22**

7:45 am – 8:15 am *Continental Breakfast*

8:15 am – 8:30 am **Welcome: Overview of Day 2**

8:30 am – 10:00 am **To Fund or Not to Fund: The Status and Survival of Coordinated School Health Programs**

*Howell Wechsler, PhD, Director, CDC Division of Adolescent and School Health (invited)*

*Bonnie Edmondson, Past President Society of State Directors of Health, Physical Education and Recreation*

10:00 am – 10:15 am *Break*

10:15 am - 11:30 am **Fighting Chronic Disease and Eliminating Health Disparities**

*Janet Collins, PhD, Director, CDC National Center for Chronic Disease and Health Promotion*

- 11:30 am – 12:30 pm **Making Prevention and Public Health a Priority for Health Reform**  
*Rich Hamburg, Trust for America's Health;*  
*Kenneth Thorpe, Partnership to Fight Chronic Disease*
- 12:45 pm – 2:00 pm *Buffet Lunch*
- 2:00 pm - 2:45 pm **Bringing it all together – How to Get Your Message Heard**  
*Fern Goodhart, MPH, CHES, 2008 Advocate Award and APHA Government Relations Fellow*
- 2:45 pm - 4:30 pm **Hill Visit Planning & Role Playing**  
Moderator:
- 4:30 pm – 4:45 pm **Group Discussion**
- 4:45 pm – 5:00 pm **Wrap-up/ Tomorrow's Agenda/ Evaluation**

**MONDAY, FEBRUARY 23**

- 7:30 am – 8:15 am *Breakfast on your own; hotel checkout*
- 8:15 am – 9:00 am *Travel to Hill via Metro or cabs*
- 9:00 am – 10:00 am **Life on the Hill – Message from Congressional Staff**  
*Caya Lewis (invited)*
- 10:00 am – 4:00 pm **Visits with Members of Congress**  
*Depart for home; online documentation of visits*