

2008

Annual

NATIONAL CONFERENCE ON  
HEALTH COMMUNICATION,  
MARKETING, AND MEDIA

**Cosponsored by:**  
CDC's National Center for Health Marketing  
CDC's Office of Enterprise Communication  
National Cancer Institute  
National Public Health Information Coalition



2008 Program Booklet

ENGAGE

ENGAGE

&

DELIVER

DELIVER

August 12 - 14, 2008  
Omni Hotel, Atlanta, GA



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# Welcome Letter

## Dear Colleagues:

On behalf of our colleagues at the Centers for Disease Control and Prevention, the National Cancer Institute, and the National Public Health Information Coalition, it is our honor to welcome you to the second annual National Conference on Health Communication, Marketing, and Media. More than 450 people attended last year's inaugural conference, with more than 70 speakers, 60 posters, and 20 breakout sessions—all designed to help advance the fields of health communication, social marketing, and health media. Best of all, the conference gave scientists, professionals, and students a forum in which to share insights, discuss challenges, and identify collaboration opportunities.

During this year's conference with the theme, Engage & Deliver, we are expanding on last year's successes by providing more speakers, posters, and breakout sessions. You will learn about innovative health marketing techniques, the most recent research findings and theoretical developments, and new ways to engage partners. You will also learn valuable techniques for applying the most current tools, evaluation protocols, and best practice models to your own research and programs.

## There are four main tracks at this year's conference:

- *Innovations*: Topics about emerging trends in health communication, marketing, and media.
- *Health Equity*: Topics covering disparities and how to reduce them across racial, ethnic, and socioeconomic divides and how to provide information and interventions for vulnerable populations.
- *Dissemination of Public Health Programs and Information*: Topics designed to more effectively deliver and scale public health information, products, campaigns, and programs.
- *Engaging the Public*: Topics on effectively working with partners and engaging people to adopt behaviors that improve their health and the health of their communities.

We are excited about the opportunities this year's conference offers and look forward to a rewarding 3 days to Engage & Deliver on the promise of health, marketing, and media.

We extend our deepest thanks to the conference advisory board, planning committee, and conference co-chairs for their outstanding work in organizing this meeting. Most of all, we thank you for attending and for bringing your expertise and enthusiasm.

## Best wishes for a terrific conference experience.



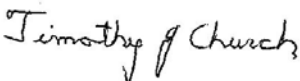
**Jay Bernhardt, PhD, MPH**

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**Donna Garland**

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Centers for Disease Control and Prevention



**Tim Church**

President  
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**Bradford Hesse, PhD**

Branch Chief  
Health Communications and Informatics Research Branch  
National Cancer Institute

# Conference Committee Members

## Co-Chairs

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### **Dogan Eroglu, PhD**

*Associate Director  
Marketing and Communication Science  
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### **Gary L. Kreps, PhD**

*Professor and Chair  
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### **Lesia Walden-Young, MD**

*Director  
Worksite Wellness  
Georgia Department of Human Resources  
Office of Human Resource Management and Development*

## Conference Management Team

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### **Diane Brodalski, BS**

*Conference Manager  
Communication Analyst  
DB Consulting Group Inc.  
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### **Dawn B. Griffin, PhD, MSPH, CHES (TC)**

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*(TC) = Track Co-Chair*

## Conference Advisory Board

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### **Ed Maibach, MPH, PhD**

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*(Conference Advisory Board cont.)*

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**Nedra Kline Weinreich, MS**

*President and Founder  
Weinreich Communications*

(TC) = Track Co-Chair



# Plenary Speaker BIOS



## JAMES SUROWIECKI

is a foremost authority on harnessing the collective wisdom of an organization. He is the author of *The New York Times*' best seller, *The Wisdom of Crowds*, in which he outlines the theory and practice of collective intelligence. *The Wisdom of Crowds* describes systematic ways to organize and aggregate the intelligence available in any organization to arrive at superior decisions. He also offers insights into the group dynamics that often lead organizations astray. Mr. Surowiecki writes a bimonthly financial column for *The New Yorker* that is typically targeted toward current events and incorporates the kind of insights from economics, sociology, and business history that make *The Wisdom of Crowds* so valuable. He has written for a broad range of publications, including *The New York Times Magazine*, *Wired*, and *The Wall Street Journal*, on a wide variety of topics. His work has also appeared in The Bottom Line column for *New York* magazine in the late '90s; and he has been a contributing editor at *Fortune* magazine.



## JACK WAKSHLAG

is Chief Research Officer for Turner Broadcasting System, Inc. (TBS, Inc.) and is one of the leading research and performance analysts in media today. He is responsible for all research that supports the company's strategic development, marketing, distribution, and ad sales. In addition, he is responsible for research supporting Turner initiatives in innovation, online metrics, and new delivery platforms. Before joining TBS, Mr. Wakshlag was Executive Vice President and Head of Research for The WB television network, Director of Research for CBS New Media and Television Stations, and Director of Primary Research for CBS Television Stations. Mr. Wakshlag was an Associate Professor of Telecommunications at Indiana University from 1977 to 1986. The author of numerous articles and textbook chapters, he serves on the Board of Directors of The Advertising Research Foundation, is a member of the CTAM Research Committee, and is a Steering Committee Member of the Board of The Council for Research Excellence. He has served on the board of the Broadcast Education Association and the editorial boards of *The Journal of Broadcasting and Electronic Media*. Acknowledged for his industry leadership as part of the CableFAX 100 twice, Mr. Wakshlag is a frequently quoted source and presenter at industry events.

## Plenary Speaker Bios (cont.)



### J. WALKER SMITH, PhD

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is President of Yankelovich, Inc., a leading marketing services and research company that specializes in database marketing solutions and consumer lifestyles trends. Dr. Smith is a nationally recognized authority on marketplace trends and consumer buying motivations and has been described by *Fortune* magazine as “one of America’s leading analysts on consumer trends.” Dr. Smith is a much-sought-after speaker and authority on social trends in America whose quotable insights appear regularly in the national media and business press. He is the co-author of four books, including the recently published *Generation Ageless*, about aging Baby Boomers; *Rocking The Ages: The Yankelovich Report on Generational Marketing*; and *Life is Not Work, Work is Not Life: Simple Reminders for Finding Balance in a 24-7 World*, which was selected by *The Wall Street Journal* as one of the 10 best work-life books of 2001. Dr. Smith and his wife, Joy, make their home in Atlanta.



### SANDRA THURMAN

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is the President of the International AIDS Trust (IAT), a nonprofit organization dedicated to policy and leadership development in the global effort to combat HIV/AIDS. Under her leadership, IAT created the first AIDS Leadership Programs for Heads of State, Parliamentarians, and women leaders from around the world. From its inception, IAT has worked closely with its founding co-chairs, Former President Bill Clinton and Former President Nelson Mandela, to support the active involvement of leaders in all sectors in the fight against HIV/AIDS. From 1997 to 2001, Ms. Thurman served as the Director of the Office of National AIDS Policy (ONAP) at the White House and was appointed by President Clinton to serve as the first Presidential Envoy for AIDS Cooperation. During her tenure in the White House, she expanded the portfolio of ONAP to include international AIDS programs. Ms. Thurman led the efforts to triple funding for the U.S. government’s international HIV/AIDS programs and doubled the funding for domestic HIV/AIDS programs, increasing total U.S. spending on HIV/AIDS prevention, care, and treatment programs to more than \$10 billion annually. Ms. Thurman has served on the boards of a variety of nonprofit organizations, including the March of Dimes, National Kidney Foundation, Atlanta Ballet, National Episcopal AIDS Coalition, and the Elizabeth Glaser Pediatric AIDS Foundation. Ms. Thurman currently serves as the Director for the Interfaith Health Program at Emory University’s Rollins School of Public Health.

# Conference TRACKS (Sessions At-a-Glance)

## TRACK I:

### Innovations in Health Communication, Marketing, and Media

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This track includes research findings, theoretical developments, and best practices and methods regarding new technologies, partnership models, tools, evaluation methods, and emerging health communication, marketing, and media trends.

#### **Tuesday, August 12, 2:15 PM – 3:45 PM**

- A) Virtual Worlds and Interactive Simulation Technology: Enhancing the Delivery of Public Health Messages (*Grand Ballroom A*)
- B) New Frontiers in Message Design Theory (*International Ballroom B*)

#### **Tuesday, August 12, 4:00 PM – 5:30 PM**

Innovative Campaigns Targeting Youth Audiences (*Grand Ballroom A*)

#### **Wednesday, August 13, 10:15 AM – 11:45 AM**

- A) Interactive Health Games and Emerging Technologies: Effectiveness, Evaluation, and the Future (*Grand Ballroom A*)
- B) Social Networks and Online Resources for Public Health Professionals (*International Ballroom B*)

#### **Wednesday, August 13, 1:15 PM – 2:45 PM**

Empowering Patients Through Health-Related Social Networks (*Grand Ballroom A*)

#### **Wednesday, August 13, 3:30 PM – 5:00 PM**

Peer-to-Peer Communications (*Grand Ballroom A*)

#### **Thursday, August 14, 8:00 AM – 9:30 AM**

- A) Evaluation and Web Metrics: Tracking Trends and Progress on the Internet (*Grand Ballroom A*)
- B) New Technologies in Health Communication Campaigns (*International Ballroom B*)

#### **Thursday, August 14, 9:45 AM – 11:15 AM**

Going Mobile for Public Health (*Grand Ballroom A*)

## TRACK II:

### Reducing Health Disparities

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This track includes research and evaluation findings, theoretical developments, and best practices and methods for using partnerships, health communication, marketing, and media to reduce health disparities across racial, ethnic, and socioeconomic groups. Topics include effectively providing information and interventions to “hard-to-reach” and “vulnerable” populations.

#### **Tuesday, August 12, 2:15 PM – 3:45 PM**

Evaluating Media Interventions: Documenting Impact To Reduce Health Disparities (*Grand Ballroom B*)

#### **Tuesday, August 12, 4:00 PM – 5:30 PM**

Reaching and Influencing Disparate Communities: Communicating About HIV/AIDS (*Grand Ballroom B*)

#### **Wednesday, August 13, 10:15 AM – 11:45 AM**

Developing Educational Interventions for Reducing Health Disparities Among Asians, Asian Americans, and Pacific Islanders (*Grand Ballroom B*)

#### **Wednesday, August 13, 1:15 PM – 2:45 PM**

- A) Industry Perspectives on Reaching Priority Populations (*Grand Ballroom B*)
- B) Examining Health Information Resources to Reduce Cancer Disparities (*International Ballroom C*)

#### **Wednesday, August 13, 3:30 PM – 5:00 PM**

Communicating Effectively To Low-Income and Low-Literacy Health Information Consumers (*Grand Ballroom B*)

#### **Thursday, August 14, 8:00 AM – 9:30 AM**

Understanding the Culture of Poverty To Enhance Health Communication and Marketing Interventions (*Grand Ballroom B*)

#### **Thursday, August 14, 9:45 AM – 11:15 AM**

Increasing Reach and Impact to Vulnerable Populations: Effective Marketing and Communication Campaign Planning and Dissemination (*Grand Ballroom B*)

## Conference Tracks (cont.)

### TRACK III:

#### Dissemination of Public Health Programs and Information

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This track includes research and evaluation findings, theoretical developments, and best practices and methods that focus on strategies, partnerships, and distribution channels to effectively deliver public health information and programs, as well as approaches to scaling health communication, marketing, and media campaigns and programs.

##### **Tuesday, August 12, 2:15 PM – 3:45 PM**

Getting the Message: Analyzing and Understanding Media Coverage and Messaging To Improve Public Health  
(*Grand Ballroom C*)

##### **Tuesday, August 12, 4:00 PM – 5:30 PM**

- A) Calories, Colons, and Cancer Vaccines: Using Media Campaigns To Influence Health Behavior  
(*Grand Ballroom B*)
- B) From Nutrition To Hepatitis B: Making a Difference Through Branded Campaigns (*International Ballroom C*)

##### **Wednesday, August 13, 10:15 AM – 11:45 AM**

Getting the Right Message to Your Audience: The Right Way to Change Behavior (*Grand Ballroom C*)

##### **Wednesday, August 13, 1:15 PM – 2:45 PM**

- A) Communicating the Potential Threat of Potential Climate Change: A Practical "How To" Session  
(*International Ballroom C*)
- B) Social Marketing Campaign Development  
(*Grand Ballroom C*)

##### **Wednesday, August 13, 3:30 PM – 5:00 PM**

- A) Maximizing Evaluation: Plan on It!  
(*International Ballroom B*)
- B) From Practice to Performance: Communication Toolkits That Work (*Grand Ballroom C*)

##### **Thursday, August 14, 8:00 AM – 9:30 AM**

The Road to Dissemination: Toolkit Development "Have To's" (*Grand Ballroom C*)

##### **Thursday, August 14, 9:45 AM – 11:15 AM**

Using Partnerships as a Dissemination Channel  
(*Grand Ballroom C*)

### TRACK IV:

#### Engaging the Public to Adopt Healthy Behaviors

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This track includes research and evaluation findings, theoretical developments, and best practices and methods in evaluating different audiences and engaging persons to adopt behaviors that improve their health and the health of their communities.

##### **Tuesday, August 12, 2:15 PM – 3:45 PM**

Innovative Approaches To Maximize Reach and Frequency in Health Promotion Campaigns  
(*International Ballroom A*)

##### **Tuesday, August 12, 4:00 PM – 5:30 PM**

A) Building Partnerships: Tools To Enhance Program Effectiveness (*International Ballroom A*)

##### **Wednesday, August 13, 10:15 AM – 11:45 AM**

Building Our Understanding of Health Messages Targeting Women (*International Ballroom A*)

##### **Wednesday, August 13, 1:15 PM – 2:45 PM**

- A) Health Campaigns: Impacts on Awareness, Attitudes, Knowledge, and Behavior (*International Ballroom B*)
- B) Health Marketing Strategies: Segmentation, Tailoring, and Targeting (*International Ballroom A*)

##### **Wednesday, August 13, 3:30 PM – 5:00 PM**

International Health Promotion Campaigns: Building Awareness and Knowledge About Infectious Diseases  
(*International Ballroom A*)

##### **Thursday, August 14, 8:00 AM – 9:30 AM**

Building and Sustaining Support for Health Promotion Campaigns (*International Ballroom A*)

##### **Thursday, August 14, 9:45 AM – 11:15 AM**

- A) Evidence-based Strategies to Strengthen Partnerships and Organizations (*International Ballroom A*)
- B) Examining the Uses and Effects of Health Messages  
(*International Ballroom B*)

# Program AGENDA

## Tuesday, August 12, 2008

**8:00 AM – 5:30 PM**      **REGISTRATION**

**8:00 AM – 11:30 AM**      **WORKSHOPS**

*Grand Ballroom A*      Crisis and Risk Communication  
*Grand Ballroom B*      Social Media for Social Marketers  
*Grand Ballroom C*      Designing Health Literate Marketing Products and Services

**12:30 PM – 1:45 PM**      **OPENING REMARKS**

*International Ballroom*

**Dr. Dogan Eroglu (Conference Co-Chair)**

*Associate Director  
 Marketing and Communication Science  
 National Center for Health Marketing  
 Centers for Disease Control and Prevention, Atlanta, GA*

**Jay Bernhardt, PhD, MPH**

*Director, National Center for Health Marketing  
 Coordinating Center for Health Information and Service  
 Centers for Disease Control and Prevention, Atlanta, GA*

**OPENING PLENARY PRESENTATION**

► **The Wisdom of Crowds: Tapping the Collective Intelligence of Your Organization**

**James Surowiecki**  
 Author, *Wisdom of Crowds*  
 Financial Columnist, *The New Yorker*

**1:45 PM – 2:15 PM**      **Break**

*Grand Ballroom D and E*

**2:15 PM – 3:45 PM**      **CONCURRENT BREAKOUT SESSIONS**

*Grand Ballroom A*

**TRACK I: Innovations in Health Communication, Marketing, and Media**

**Virtual Worlds and Interactive Simulation Technology: Enhancing the Delivery of Public Health Messages**

**Ann Aikin, MA (Moderator)**  
*Centers for Disease Control and Prevention, Atlanta, GA*

► **Virtual Standardized Patients for Training Healthcare Professionals on Alcohol Screening and Brief Intervention**

**Hilary Stathes, MEd**  
*SIMmersion LLC, Columbia, MD*

This presentation discusses findings from an experimental study that assessed the effectiveness of using an interactive, computer-based simulation program to train health care providers to effectively screen for alcohol abuse and perform brief interventions by interacting with a virtual standardized patient.



## Program Agenda (cont.)

### ► **Avatars for Health Communication in the Virtual World**

**Erin Edgerton, MA**

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

This presentation discusses the potential for using virtual worlds for health communication and behavior change. Results of an in-world campaign with the virtual world, Whyville, will be presented.

### ► **Public Health in Virtual Worlds**

**Alex Casanova**

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

This presentation provides an overview of CDC's newly released Second Life island and how this virtual space is being used to engage avatars in public health.

*International Ballroom B*

## **TRACK I: Innovations in Health Communication, Marketing, and Media**

### **New Frontiers in Message Design Theory**

**Gary L. Kreps, PhD (Moderator)**

*George Mason University, Fairfax, VA*

### ► **Preconception Health Message Bundling: Can Multiple Messages Be Bundled to Maintain Communication Effectiveness?**

Vicki Freimuth, PhD and **Karen Whitehill King, PhD**

*University of Georgia, Athens, GA*

This presentation describes a research study that examines the effectiveness of grouping/bundling preconception health messages communicated to women of child-bearing age.

### ► **Defining a "Control Belief" Typology and Modeling Perceptions of a Testicular Self-Exam**

**Michael J. Rovito, BA, MA**

*Temple University, Philadelphia, PA*

This presentation reports the use of perceptual mapping to identify four control identities for testicular cancer self-examination (TSE) and testicular cancer health behavior maintenance. Perceptions of the attributes, risks, and benefits of TSE across the control identity typology are detailed.

### ► **Deliberative Polling: From Focus Groups to Citizen Juries**

**William Smith, PhD**

*Academy for Educational Development, Washington, DC*

This presentation describes deliberative polling and its role in involving citizens in decision making, how attitudes toward policy are influenced, and how it is being used to improve behavioral research.

*Grand Ballroom B*

## **TRACK II: Reducing Health Disparities**

### **Evaluating Media Interventions: Documenting Impact to Reduce Health Disparities**

**Donna Vallone, PhD, MPH (Moderator)**

*American Legacy Foundation, Washington, DC*

► **Mass Media Intervention Evaluation Considerations**

**Connie Kohler, DrPH**

*University of Alabama, Birmingham, AL*

This session highlights four evaluation issues put forth by Hornik (2002), including use of controls, time period of treatment and expected results, matching study populations and target audiences, and units of analysis and treatment. By using Hornik's key issues, this presentation describes how the BodyLove Radio Drama evaluation has addressed these challenges.

► **Two-Year Evaluation of the Office of the Minority Health Cultural Competency Curriculum Modules**

**Ann S. Kenny, MPH, BSN, RN**

*SRA International, Inc., Rockville, MD*

This presentation highlights the findings from an evaluation of the Office of Minority Health, HHS Cultural Competency Curriculum Modules, an online tool to help physicians develop the competencies required to improve the quality of care for racially and ethnically diverse patients.

► **Small Budget, Big Expectations: How Limited Media and Communications Budgets Can Make Measurable Impact**

**Alison Rodden**

*Hispanic Communications Network, Washington, DC*

This presentation provides insight into health marketers' everyday challenge to stretch small budgets and provide evaluation results that demonstrate a return-on-investment.

Grand Ballroom C

**TRACK III: Dissemination of Public Health Programs and Information**

**Getting the Message: Analyzing and Understanding Media Coverage and Messaging to Improve Public Health**

**Jeff Springston, PhD, MA (Moderator)**

*University of Georgia, Athens, GA*

► **The Relationship Between News Media Outreach Activities and Pick-up of Key Messages in Print News Stories: Case Study of MMWRs on Tobacco Topics**

**Stephen Babb, MPH<sup>1</sup>, Judy Berkowitz, PhD<sup>1</sup>, Joel London, MPH<sup>1</sup>, Lance D. Potter, MA<sup>2</sup>, and Terry Savage, BA, MA<sup>2</sup>**

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

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

From 2003 to 2006, the CDC's Office on Smoking and Health published 50 studies in the Morbidity and Mortality Weekly Report (MMWR) and conducted media outreach activities to promote accurate, extensive, and prominent coverage of these studies. This presentation looks at the content analysis of 205 news stories on these studies that appeared in U.S. newspapers and wire services.



## Program Agenda (cont.)

► **CDC's Report on High Rates of STDs in Teens: How Newspapers and Wire Services Respond**

**Joan R. Cates, PhD, MPH** and Jane D. Brown, PhD, MA  
*University of North Carolina–Chapel Hill, Chapel Hill, NC*

On March 11, 2008, CDC released a report that one in four young women between the ages of 14 and 19 had a sexually transmitted disease (STD). This presentation discusses a potentially powerful way to address STDs in teens by raising awareness of the problem and policy solutions through news media.

► **Understanding Media Messages About Prescription Drugs to Design Prevention Programs**

**Kristen D. Holtz, PhD<sup>1</sup>** and Eric C. Twombly, PhD<sup>2</sup>  
<sup>1</sup>*KDH Research and Communication, Atlanta, GA*  
<sup>2</sup>*Georgia State University, Atlanta, GA*

The misuse of prescription drugs by teens in the United States is a growing public health problem. This presentation examines the importance of understanding competing messages about prescription drugs and how they can help health marketers create powerful communications that are more likely to prompt positive behavior change.

*International Ballroom A*

### TRACK IV: Engaging the Public to Adopt Healthy Behaviors

#### **Innovative Approaches to Maximize Reach and Frequency in Health Promotion Campaigns**

**Fred Fridinger, DrPH (Moderator)**  
*Centers for Disease Control and Prevention, Atlanta, GA*

► **Developing a Media Evaluation Program: Methods, Costs, and Applying Results**

**Andrea Mowery, BA** and Barbara Schillo, PhD  
*ClearWay Minnesota, Minneapolis, MN*

This presentation describes the results of a comprehensive evaluation of a media campaign by ClearWay Minnesota, which was designed to reduce smoking and exposure to second-hand smoke.

► **Quit Doing It – A Young Adult Tobacco Cessation Campaign**

**Joe Conrad**  
*Cactus Marketing, Denver, CO*

By using innovative research techniques, this project reached young adults with messages about smoking cessation. The presentation highlights five marketing techniques for engaging young adults as a target audience.

► **Be Food Safe – Building Partnerships, Educating Consumers**

Shelley Feist, BS<sup>1</sup> and Robyn Sadagursky, MA, RD<sup>2</sup>

<sup>1</sup>Partnership for Food Safety Education, Washington, DC

<sup>2</sup>United States Department of Agriculture, Beltsville, MD

This presentation describes the USDA's Be Food Safe program along with mechanisms used for broadening the reach of the campaign. The presentation includes a description of key messages and strategies for using public-private partnerships to enhance education efforts.

**3:45 PM – 4:00 PM**

**BREAK**

*Grand Ballroom D and E*

**4:00 PM – 5:30 PM**

**CONCURRENT BREAKOUT SESSIONS**

*Grand Ballroom A*

**TRACK I: Innovations in Health Communication, Marketing, and Media**

**Innovative Campaigns Targeting Youth Audiences**

**Linda Carnes, DrPA, MPA (Moderator)**

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

► **Own Your C – A Youth Tobacco Prevention and Cessation Campaign**

**Joe Conrad**

*Cactus Marketing, Denver, CO*

This presentation provides a complete campaign overview from development to evaluation of a program that uses innovative and traditional online research techniques to deliver a universally appealing message about making responsible choices.

► **NIDA and Interactive Media: How the National Institute on Drug Abuse (NIDA) Is Integrating Interactive Media Into a Traditional Social Marketing Campaign**

**Alejandro Garcia-Barbon, MIM<sup>1</sup>, Jennifer A. Isenberg, MS<sup>1</sup>, Carol Krause, MA<sup>2</sup>, and Eric Davis, MS<sup>1</sup>**

<sup>1</sup>*IQ Solutions, Inc., Rockville, MD*

<sup>2</sup>*National Institute on Drug Abuse, Bethesda, MD*

This presentation highlights a multiphase interactive marketing strategy that incorporates drug abuse prevention messages and healthy decision-making action among teens.

► **URhealthstyle.com: A “Virtual Network” Linking Teens to Health Service**

**Karen Schonemen, MA and Nancy Lyons, MPH**

*The Medical Foundation, Boston, MA*

This presentation describes a program developed to increase STD screening among 15- to 19- year-old, urban African-American and Latino teens in order to prevent the further spread of STDs among the target population.

## Program Agenda (cont.)

Grand Ballroom B

### TRACK II: Reducing Health Disparities

#### Reaching and Influencing Disparate Communities: Communicating About HIV/AIDS

**Susan Robinson, MS (Moderator)**

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

► **Enhancing Participation of the Faith Community in Efforts to Reduce the Burden of HIV/AIDS in the African-American Community**

**James H. Dotson, PhD, CHES**

*SRA International/Constella Group, Rockville, MD*

This presentation describes a model for engaging the African-American faith community and discusses the role health communication and social marketing can play to enhance and influence social networks to promote health and activate people to serve as agents of positive health influence within their social networks.

► **Paradoxical HIV Prevention: People Living With HIV/AIDS (PLWHA) Strategize to Reduce Stigma and Promote HIV Testing**

**Tiffany M. Cummings Aholou, MSW, Su-I Hou, DrPH, RN, CHES, and Tanisha S. Grimes, MPH, CHES**

*University of Georgia, Athens, GA*

This presentation describes a study to examine strategies and explore the complexities of health messages aimed at reducing AIDS-related stigmas that in turn promote HIV antibody testing as proposed by PLWHA in the Deep South.

► **The Impact of News Coverage of HIV/AIDS on Risk Perception**

**Robin Stevens, MPH**

*University of Pennsylvania, Philadelphia, PA*

This presentation examines how HIV/AIDS and race has been presented in news coverage and how the coverage, often framed within racial statistics, affects risk perceptions among black and white Americans

Grand Ballroom C

### TRACK III: Dissemination of Public Health Programs and Information

#### Calories, Colons, and Cancer Vaccines: Using Media Campaigns to Influence Health Behavior

**Karen Hunter (Moderator)**

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

► **Let's Go! – Design and Use of a Multimedia Communication Campaign to Reduce Childhood Obesity**

**Deborah A. Deatrick, MPH**

*MaineHealth, Portland, ME*

This presentation describes a 5-year demonstration project designed to combat childhood obesity currently underway in 12 communities in Maine and explains how business, health care, and nonprofit funding partners worked together with an experienced communications/social marketing firm to improve dietary habits and increase physical activity levels among children in the 12 Maine communities.

► **Creating and Sustaining an Effective Media Campaign to Improve Colon Cancer Screening Rates in Utah**

**Kalynn Filion, BS<sup>1</sup>**, Bronwen Calver, BS<sup>2</sup>, and Kathryn Rowley, RTT<sup>1</sup>

<sup>1</sup>*Utah Department of Health, Salt Lake City, UT*

<sup>2</sup>*Utah Cancer Control Program, Salt Lake City, UT*

This presentation describes a successful multiphase media campaign designed to address public misperceptions about colon cancer and increase colon cancer screening rates in Utah, where colon cancer is the second leading cause of cancer deaths.

► **Influence of Pharmaceutical Promotion: Methods Used in an Investigation of the Influence of Gardasil™ on Media Coverage of Human Papillomavirus and Public Knowledge of HPV**

**Lance D. Potter, MA**

*Westat, Rockville, MD*

This presentation describes the unique methods used to characterize how a pharmaceutical media campaign influenced news media coverage and public awareness of human papillomavirus virus (HPV) and the HPV vaccine.

*International Ballroom C*

## **TRACK III: Dissemination of Public Health Programs and Information**

### **From Nutrition to Hepatitis B: Making a Difference Through Branded Campaigns**

**Stephen Luce, BS (Moderator)**

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

► **Branding Healthy Behavior Change in California**

**Susan M. Pennel, BA<sup>1</sup>**, Susan B. Foerster, MPH, RD<sup>1</sup>, David Ginsburg, MPH<sup>1</sup>, Sharon B. Sugerman, MS, RD<sup>1</sup>, Lex Matteini, BA<sup>2</sup>, Larry L. Bye, MA<sup>3</sup>, and Robert Mckinnon, BA<sup>4</sup>

<sup>1</sup>*California Department of Public Health, Sacramento, CA*

<sup>2</sup>*Runyon, Saltzman, Einhorn, Sacramento, CA*

<sup>3</sup>*Field Research Corporation, San Francisco, CA*

<sup>4</sup>*YELLOWBRICKROAD, New York, NY*

Through the need to rebrand a well-known 5-A-Day program, the California Department of Public Health's Cancer Prevention and Nutrition Section formed Network for a Healthy California and launched its Champions for Change branded media campaign. In just over 5 months, the campaign, which reflected characteristics of empowerment, change, and champions, was able to show recall data indicating more than half of the primary target audience remembered the advertising message. These early results show validation for the brand and advertising strategy.

## Program Agenda (cont.)

► **The National and International Successes of the Jade Ribbon Campaign**

**Chrissy M. Cheung, MPH**, Meredith Bergin, MPH, Ellen T. Chang, ScD,  
and Samuel K. S. So, MD  
*Stanford University, Stanford, CA*

The Jade Ribbon Campaign started in 2001 to provide culturally and linguistically appropriate branding for the fight against hepatitis B virus (HBV) and liver cancer in Asian and Pacific Islander Americans. As an umbrella for a range of outreach and education activities, including testing for chronic HBV infection, the campaign has successfully disseminated free multilingual brochures and branded pins and bracelets around the world, educated and tested more than 1,000 people across California for HBV, and been involved in a program in China that educated and protected 800,000 children from HBV. Nearly 1 million multilingual brochures were distributed worldwide, and hundreds of organizations are now part of the effort of the campaign.

*International Ballroom B*

### **TRACK IV: Engaging the Public to Adopt Healthy Behaviors**

#### **Applying Emerging Theories to Engage the Public**

**Matthew C. Sones, MS, MPH (Moderator)**  
*Centers for Disease Control and Prevention, Atlanta, GA*

► **Interorganizational Networks Analysis: A Framework for Building, Measuring, and Evaluating Effectiveness of Public Health Partnerships**

**Sergey Sotnikov, PhD**  
*Centers for Disease Control and Prevention, Atlanta, GA*

This innovative presentation takes on the often skipped step of measuring outcomes of partnerships in public health efforts. Four interorganizational networks are presented to illustrate how methods of social network analysis can be used to create a quantitative framework for measuring, building, and evaluating their effectiveness.

► **Beyond Social Marketing: Building Public Will**

**Jennifer Messenger Heilbronner, BA**  
*Metropolitan Group, Portland, OR*

This workshop defines public-will building, highlights a five-phase process, and distinguishes the approach from public opinion and social marketing-based communications. Illustrative examples include a tobacco prevention and education program, HIV testing, and a bond measure for a public library.

► **The Impact of Exemplars and Images With Fear Appeal on the Persuasiveness of Health Flyers About Obesity**

**Constanze Rossmann, PhD** and Tanja Pfister, MA  
*Ludwig-Maximilians-Universität-München, Munich, Germany*

This presentation reports findings from a study designed to examine whether health information regarding obesity, presented as an exemplar, is more effective than abstract information and whether images with a strong or slight fear appeal are more effective than images without any fear appeal.

International Ballroom A

**TRACK IV: Engaging the Public to Adopt Healthy Behaviors**

**Building Partnerships: Tools to Enhance Program Effectiveness**

**Shane Joiner (Moderator)**

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

▶ **Engaging Partners’ Experiences Using an Experiential Capture Tool to Share Best Practices**

**Marella Giselle Bradway, MS**

*Constella Group, Atlanta, GA*

By employing CDC’s BioSense application as a model, this presentation covers methods of collecting experiential stories and feedback from partners to develop a forum for sharing best practices and forms of utilization.

▶ **SNAP: A Tool for Facilitating Communication of Cross-Program Messages**

**Judy F. Wilson, MSPH, RD, Alicia White, MS, RD, Anita Singh, PhD, RD, Heather Hopwood, MPH, and Mary Herrup, MS**

*United States Department of Agriculture, Alexandria, VA*

State Nutrition Action Plan (SNAP) was established by the Food and Nutrition Service in 2003 to foster cross-program collaboration among state partners, enabling them to provide more consistent health messages to lower-income populations. The presentation will identify key SNAP processes and outcomes in implementing collaborative health communication initiatives.

▶ **Reaching Your Audience With the Right Message at the Right Time: A Model for the Marketing and Distribution of Public Health Materials**

**Lynn Shipley, BA and Tamaki Sakakibara, MA**

*The Medical Foundation, Boston, MA*

This presentation explores the steps necessary to build and maintain a cost-efficient public health marketing and distribution program with measurable results.

**5:45 PM – 6:30 PM**

**POSTER SESSION I**

*Grand Ballroom D and E*

**6:00 PM – 7:30 PM**

**RECEPTION**

*Grand Ballroom D and E*

**WELCOME**

**Donna Garland**

*Director, Office of Enterprise Communications*

*Coordinating Center for Health Information and Service*

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

## Program Agenda (cont.)

**Wednesday, August 13, 2008****7:30 AM – 8:45 AM****CONTINENTAL BREAKFAST***Grand Ballroom D and E***7:45 AM – 8:30 AM****CONCURRENT ROUNDTABLE DISCUSSIONS***Grand Ballroom A***ROUNDTABLE DISCUSSION 1****Academic-Community-State Partnerships to Enhance Community Knowledge of Environmental Health Issues****Elmer Akin, DrPH (Moderator)***MDB, Inc., Marietta, GA*

Academic institutions can serve as important resources to communities facing health effects from exposures to environmental contaminants. In this session, efforts to establish and maintain partnerships between academic institutions and community members, medical professionals and state representatives, to increase community awareness of environmental contamination issues and to build community capacity to address environmental health issues, will be described.

Discussants

▶ **Gaining Greater Perspective and Relevance for Academic Research Through State and Local Partnerships**

**Kelly G. Pennell, PhD, PE**, Phil Brown, PhD, Eric Suuberg, ScD, and Kim Boekelheide, PhD, MD  
*Brown University, Providence, RI*

▶ **Academic-Community Partnership to Address Lead Poisoning****Rosemary Caron, PhD***University of New Hampshire, Durham, NH*▶ **Providing Environmental Health Education to the North Carolina Department of Environment and Natural Resources****Kathleen Gray***University of North Carolina–Chapel Hill, Chapel Hill, NC**Grand Ballroom B***ROUNDTABLE DISCUSSION 2****Growing an Established National Public Health Education Program****Shavon M. Artis, MPH (Moderator)***National Institutes of Health, Bethesda, MD*

This roundtable discusses how to involve the minority populations at the highest risks for sudden infant death syndrome (SIDS) and health care providers in developing outreach strategies to reduce the rate of SIDS in African American and American Indian/Alaskan Native infants.



Discussants

► **Strategic Alliances to Reduce Sudden Infant Death Syndrome (SIDS) in African American Communities**

**Stacy Scott, MPA, LSW**  
*In Black Print, Toledo, OH*

► **Working With American Indian/Alaskan Native Communities to Reduce the Risk of Sudden Infant Death Syndrome**

**Leah Henry-Tanner**  
*Healthy Native Babies Project, Silverdale, WA*

► **Developing a Continuing Education Program on Sudden Infant Death Syndrome (SIDS) Risk Reduction for Nurses**

**Hanan Kallash, MS**  
*First Candle/SIDS Alliance, Baltimore, MD*

*International Ballroom A*

**ROUNDTABLE DISCUSSION 3**

**Sidestepping Snafus: Lessons Learned in Crafting a Media Policy**

**Elizabeth Hosmanek (Moderator)**  
*University of Iowa, Iowa City, IA*

“Sidestepping Snafus” is a comprehensive media policy designed to guide public health agencies to recognize (and avoid) potential landmines when interacting with the media. This roundtable reviews the elements of an effective media policy, discusses case studies, and offers participants an opportunity to apply skills learned through a roundtable exercise.

Discussant

► **Sidestepping Snafus: Lessons Learned in Crafting a Media Policy**

**Pat Blake, BA,** and Elizabeth Hosmanek, JD  
*University of Iowa, Iowa City, IA*

*International Ballroom B*

**ROUNDTABLE DISCUSSION 4**

**Practitioners, Researchers, and Artists: Building Partnerships to Design a Comprehensive Youth Oriented Mobilization**

**Ashley E. Conners**  
*SADD, Marlborough, MA*

Students Against Destructive Decisions (SADD), a youth peer-to-peer education, prevention, and activism organization, partnered with researchers and advertisers and engaged youth to develop a communication campaign designed to reduce or deter underage drinking among adolescents. Such collaborations between researchers, practitioners, and artists are essential to the creative and effective marketing of messages designed to change risk behaviors and underage drinking in particular. Three main contributors discuss the project.

Discussants

► **SADD Leverages Partnerships To Develop a Youth-Oriented Empirically-based Communication Campaign**

**Julie Cushing, LICSW,** Penny Wells, and Ashley Conners  
*SADD, Marlborough, MA*

## Program Agenda (cont.)

► **Development and Evaluation of SADD Mobilization Efforts to Prevent or Reduce Underage Drinking Among High School Students: From Science to Practice**

**Kim Dash, MPH, MA<sup>1</sup>**, Mary Kay Landon<sup>1</sup>, Diane Barry<sup>1</sup>, and Robert Apsler<sup>2</sup>

<sup>1</sup>*Health and Human Development Programs, Education Development Center, Newton, MA*

<sup>2</sup>*Social Science Research and Evaluation, Inc., Lincoln, MA*

► **Teen Experiences and Social Marketing: Changing Behaviors through Positive Modeling**

**Unyi Agba**, Lucas Guerra, Cheryl Hammond and Joanna Defazio

*ARGUS, Boston, MA*

*International Ballroom C*

### ROUNDTABLE DISCUSSION 5

#### **This Is Public Health: An Interactive Awareness Campaign**

**Allison Foster (Moderator and Presenter)**

*Association of Schools of Public Health (ASPH), Washington, DC*

The American public does not always grasp the concept of public health and its effect on us as individuals and as a nation. In an effort and exercise in branding public health, ASPH worked with the public relations SS+K to pilot a grassroots campaign with student groups in accredited schools of public health. The intent was to demonstrate how pervasive public health is in our daily lives by using stickers to illustrate public health in action. The presentation discusses the activities and results of the pilot campaign and how its message is resonating with a broader audience to grow to a coordinated national effort.

Discussants

**Laura Biesiadecki, MSPH**

*Association of Schools of Public Health, Washington, DC*

**Heather Geisler**

*SS+K, York City, NY*

**8:45 AM – 9:45 AM**

*International Ballroom*

#### **PLENARY PRESENTATION**

Introduction of Speaker

**Tim Church**

*President, National Public Health Information Coalition*

► **Today's Media Consumer: Separating Fact From Fiction**

**Jack Wakshlag, PhD**

*Chief Research Officer, Turner Broadcasting Systems, Inc.*

► **Living Well, Doing More. A Yankelovich Monitor Perspective to Making Health Communications Work**

**J. Walker Smith, PhD**

*President, Yankelovich, Inc.*

**9:45 AM – 10:15 AM**

*Grand Ballroom D and E*

#### **BREAK**

**10:15 AM – 11:45 AM CONCURRENT BREAKOUT SESSIONS***Grand Ballroom A***TRACK I: Innovations in Health Communication, Marketing, and Media****Interactive Health Games and Emerging Technologies: Effectiveness, Evaluation, and the Future****Marie Boyle (Moderator)***Centers for Disease Control and Prevention, Atlanta, GA***► Health Games That Work: Examples of Well-Designed Health Games and Related Research Findings****Debra Lieberman, PhD***University of California–Santa Barbara, Santa Barbara, CA*

Interactive health games are now available on a wide range of technology platforms in an ever-expanding variety of game genres, and they have avid players who are demographically diverse. This session presents research findings on the effectiveness of several health games and discusses potential directions for future research in this field.

**► Emerging Technologies for Health Communication****Erin Edgerton, MA***Centers for Disease Control and Prevention, Atlanta, GA*

This presentation will discuss techniques for locating and understanding new technologies and leveraging them for health promotion. Technologies discussed will include mobisodes, microblogging, and mobile social networking.

*International Ballroom B***TRACK I: Innovations in Health Communication, Marketing, and Media****Social Networks and Online Resources for Public Health Professionals****Janice Nall, MBA (Moderator)***Centers for Disease Control and Prevention, Atlanta, GA***► The AIDS.gov Blog: Using New Media in the Fight Against AIDS****Jennie E. Anderson, ScM<sup>1</sup>**, Michelle Samplin-Salgado, MPH<sup>1</sup>, and Miguel Gomez<sup>2</sup><sup>1</sup>*John Snow, Inc., Boston, MA*<sup>2</sup>*Office of HIV/AIDS Policy, Washington, DC*

This presentation examines the use of blogs as a way to reach audiences with public health messages and resources. AIDS.gov has found blogging to be an exciting, evolving, and useful communications tool, and it has helped to augment the dialogue among CBOs and governmental agencies about HIV/AIDS and new media tools.

## Program Agenda (cont.)

► **STD Prevention Online – The Development and Current Use of a Social Networking Web Site for Sexual Health Professionals**

Rachel E. Kachur, MPH<sup>1</sup>, Douglas Richardson, BS<sup>2</sup>, Ben Westergaard, BS<sup>2</sup>, Terri Sapp-Jones<sup>2</sup>, Mary McFarlane, PhD<sup>1</sup>, and Cornelis Rietmeijer, MD, PhD<sup>2</sup>

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

<sup>2</sup>*Denver Public Health Department, Denver, CO*

Social networking sites developed for specific professional populations can be useful communication tools and a valuable way of sharing information and resources. STD Prevention Online (STD-PO) is a social networking site developed specifically for sexual health professionals as a way to enhance communication and collaboration.

► **Marketing Online Patient Resource: Target Approaches**

Jennifer Mills, LMSW, MPH and Brian Tomlinson, MPA, BSW

*Lymphoma Research Foundation, New York, NY*

This presentation examines an outreach program designed to reach special populations. The Lymphoma Research Foundation developed a nationwide outreach strategy for underserved lymphoma patients by using a variety of methods, including Web, print materials, partnerships, and other strategies that reach out to health care professionals and patient communities.

*Grand Ballroom B*

## TRACK II: Reducing Health Disparities

### **Developing Educational Interventions for Reducing Health Disparities Among Asians, Asian Americans, and Pacific Islanders**

Cynthia Baur, PhD (Moderator)

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

► **Acceptability of Educational Campaign Materials About Preteen Vaccines Among Korean and Vietnamese Caregivers of 11- and 12-Year-Olds**

Kari Sapsis, MPH, Allison L. Friedman, MS, Derek Inokuchi, MSH, CHES, Aparna Ramakrishnan, MA, MSW, and Elizabeth Ryan, MPH

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

This presentation examines Korean and Vietnamese caregivers' knowledge and attitudes about preteen vaccines and the diseases they prevent and identifies aspects of health education materials that are acceptable to this population.

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

Gail D. Love, PhD, Michele Mouttapa, DrPH, MPH, and Sora ParkTanjassiri, DrPH, MPH  
*California State University-Fullerton, Fullerton, CA*

A quasi-experimental study was conducted to determine the effectiveness of a Thai-language edutainment video as compared to a brochure to reduce barriers to discussions about pap test among Thai women. This presentation describes an edutainment communication strategy and its effectiveness in developing an intervention for an underserved population.

► **Developing a Diabetes Education Material Web Portal for Asian Americans, Native Hawaiians, and Pacific Islanders**

**Stacy K. Lavilla, MS**, June Kim, MPH, and Jeffrey B. Caballero, MPH  
*Association of Asian Pacific Community Health Organizations, Oakland, CA*

The Association of Asian Pacific Communication Organizations (AAPCHO) in collaboration with the National Diabetes Education Program (NDEP) developed a Web portal for diabetes education materials for Asian Americans, Native Hawaiians, and Pacific Islanders. This presentation describes the process of developing an interactive Web portal for diabetes education materials and the value of integrating community partners into the process.

Grand Ballroom C

## TRACK III: Dissemination of Public Health Programs and Information

### Getting the Right Message to Your Audience the Right Way to Change Behavior

**Cheryl Lackey, MPH, CHES (Moderator)**  
*Centers for Disease Control and Prevention, Atlanta, GA*

► **Making Data Salient and Powerful**

**Michael J. Miller, BS**  
*Brown Miller Communications, Martinez, CA*

Important research is being funded to address today's crises of escalating obesity, diabetes, and other chronic diseases. This presentation gives guidance and examples on translating lengthy and complex research into meaningful and actionable messages for the public, policymakers, and the media.

► **Segmentation and Preventive Care Messaging: A Health Plan's Approach**

**Philip Andrew Smeltzer, MS**  
*Humana, Inc., Louisville, KY*

Tailoring communication and marketing in a population-based health promotion campaign is complex. This presentation demonstrates how Humana targets specific segments of its patient population using preventative care messages and channels to which they will be most receptive.

► **Talk to the Fifth Guy: A Pandemic Flu Preparedness Approach That Intentionally Neglected to Discuss the Pandemic Flu**

**Tait J. Martin, PhD** and Christene Jennings  
*Salter > Mitchell/Marketing for Change, Tallahassee, FL*

Planning for a pandemic flu preparedness campaign, the Florida Department of Health (FDOH) conducted pre-intervention research that pointed to a lack of interest in the topic among Floridians. This presentation highlights FDOH's creative message approach that promoted simple behaviors tied to social norms with a little humor and the unconventional decision not to link the message to pandemic flu.

## Program Agenda (cont.)

*International Ballroom A*

### TRACK IV: Engaging the Public to Adopt Healthy Behaviors

#### Building Our Understanding of Health Messages Targeting Women

**Nedra Kline Weinreich, MS (Moderator)**

*Weinreich Communications, Los Angeles, CA*

▶ **The Presence of Diversity on Breast Cancer Web Sites**

Pamela Whitten, PhD, **Samantha Nazione, BA**, Sandi W. Smith, PhD, and Carolyn LaPlante  
*Michigan State University, East Lansing, MI*

This presentation describes a study investigating how well breast cancer-related information is tailored online to the cultural and other needs of various audiences.

▶ **The Making of a McMommy: How the Food Industry Targets Mothers Through Advertising**

**Patrice Chamberlain, MPH**

*San Francisco State University, San Francisco, CA*

This presentation examines the marketing appeals and themes most commonly used in ads directed at mothers and that are based on a content analysis of food and beverage advertising.

▶ **Content Analysis of Internet Marketing Strategies: How Pharmaceutical Companies Communicate With Consumers About Contraceptives Online**

**Christy J.W. Ledford, MS**

*George Mason University, Fairfax, VA*

This presentation compares and contrasts how pharmaceutical company and government-sponsored Web sites present the contraceptive benefits and risks of the medications by analyzing Web sites promoting contraceptive medications to consumers.

**11:45 AM – 1:15 PM**

**LUNCH**

*Grand Ballroom D and E*

**1:15 PM – 2:45 PM**

**CONCURRENT BREAKOUT SESSIONS**

*Grand Ballroom A*

### TRACK I: Innovations in Health Communication, Marketing, and Media

#### Empowering Patients Through Health-Related Social Networks

**Erin Edgerton, MA (Moderator)**

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

▶ **DailyStrength™: Empowering People With Life Challenges**

**Grant Wedner, Vice President, Corporate Development and Partnerships**

*Daily Strength, Inc., Los Angeles, CA*

This presentation provides an overview of DailyStrength and how its support groups enable users to connect with others with similar life challenges and allows them to simply and easily communicate with friends.

► **CaringBridge™: Connecting Family and Friends During a Critical Illness, Treatment, or Recovery**

**Sona Mehring, Founder and Executive Director**

*CaringBridge, Eagan, MN*

This presentation describes the creation and mission of CaringBridge and discusses the interactive elements that make the network a successful place for communicating and building support networks.

► **PatientsLikeMe™: Enabling Information Sharing for People With Life-Changing Conditions**

**Ben Heywood, CEO**

*PatientsLikeMe, Inc., Cambridge, MA*

This presentation explains the success behind PatientsLikeMe and the interactive features that allow for collecting and sharing real world, outcome-based patient data and establishing critical partnerships.

Grand Ballroom B

## TRACK II: Reducing Health Disparities

### Industry Perspectives on Reaching Priority Populations

**Jane Mitchko, MEd (Moderator)**

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

► **Health Communications and Hispanics and Latinos: Are You Effectively Talking to Them?**

**Ana Toro, MA**

*Fleishman-Hillard, Atlanta, GA*

This presentation highlights the work of Fleishman-Hillard Multicultural and their multipronged approach to reaching and influencing the Hispanic/Latino community within a variety of contexts. More specifically, FH Hispania Plaza, a blog to stimulate discussion on effectively communicating to Hispanics in the United States, will be showcased.

► **Health Communications With American Indian and Alaska Native Populations**

**Rondelle Clay**

*Native American Management Services, Reston, VA*

Health communication among American Indians and Alaskan Native populations can be a complex process. American Indian/Alaska Natives are a diverse group with cultural issues that must be respected and sovereignty issues that must be followed. These issues will be discussed during the presentation.



## Program Agenda (cont.)

*International Ballroom C*

### **TRACK III: Dissemination of Public Health Programs and Information**

#### **Communicating the Potential Threat of Climate Change to the Public's Health: A Practical "How to" Session**

**Gary Kreps, PhD (Moderator)**

*George Mason University, Fairfax, VA*

##### ► **Climate Change Is a Potent Threat to the Public's Health**

**George Luber, PhD**

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

The Director-General of the World Health Organization, Margaret Chan, MD, recently said, "We need to... convince the world that humanity really is the most important species endangered by climate change." This presentation provides an overview of the ways in which the Earth's changing climate is already harming human health and the nature of the threats associated with further changes in our climate.

##### ► **Communicating Effectively About Climate Change**

**Ed Maibach, MPH, PhD**

*George Mason University, Fairfax, VA*

There is a small but growing literature on how people process information about climate change and on how to provide people with information that is helpful in shaping their actions as consumers and as citizens. This presentation briefly reviews recommendations from the research literature.

##### ► **A Demonstration: Making a Presentation About Climate Change and Health**

**Ed Maibach, MPH, PhD**

*George Mason University, Fairfax, VA*

In this session, participants are provided with a slide show that any public health professional can use to make a public presentation (e.g., at a community meeting, a school, a town council meeting) that explains why climate change is a threat to the public's health. The presentation is modeled by the presenter, and participants are given ample opportunity to ask questions and even practice presenting a slide or two.

*Grand Ballroom C*

### **TRACK III: Dissemination of Public Health Programs and Information**

#### **Social Marketing Campaign Development**

**Kelli McCormack Brown (Moderator)**

*College of Health and Human Performance, University of Florida, Gainesville, FL*

##### ► **Social Marketing Approach for Zinc Promotion Strategies for Childhood Diarrhea in Diverse Populations and Communities: An Experience from the Philippines**

Alan Talens, MD, MPH<sup>1</sup>, Jennifer Huang, PhD<sup>2</sup>, Estrella Serrano, MD<sup>1</sup>, and **Mekkla Thompson, MPH, CHES<sup>2</sup>**

<sup>1</sup>*International Aid Headquarters, Spring Lake, MI*

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

This presentation describes how social marketing, including formative research, was effective in developing various strategies to introduce zinc treatment for childhood diarrhea.

► **North Carolina's Folic Acid Campaign: The Development of a Social Marketing Campaign**

**Megan L. Fazekas, BA** and Amy Mullenix, MSPH, MSW  
*March of Dimes, Raleigh, NC*

This presentation describes how social marketing principles and formative research was used to transform a traditional public health message into consumer-friendly messages for specific audience populations.

► **Legacy's "EX-" Campaign: Developing, Implementing, and Evaluating a Successful Smoking Cessation Campaign**

**Donna Vallone, PhD<sup>1</sup>**, Jennifer Duke, PhD<sup>1</sup>, Kristen McCausland, MPH<sup>1</sup>, Haijun Xiao, MS<sup>1</sup>, Eric T. Asche, BA<sup>1</sup>, Jane A. Allen, MA<sup>1</sup>, Cheryl G. Healton, DrPH<sup>1</sup>, and Paul D. Mowery, MA<sup>2</sup>  
<sup>1</sup>*American Legacy Foundation, Washington, DC*  
<sup>2</sup>*Biostatistics, Inc., Atlanta, GA*

This presentation describes the development, implementation, and evaluation of a social marketing pilot campaign designed to increase smoking cessation among adults. Program components include television advertising to drive calls to a Quitline and a Web site and distribution of a book about quitting. Discussion spans formative research to campaign effectiveness, as measured using pre- and post-cross-sectional random-digit-dial telephone surveys of the general population and a longitudinal sample of smokers.

*International Ballroom B*

## **TRACK IV: Engaging the Public to Adopt Healthy Behaviors**

### **Health Campaigns: Impacts on Awareness, Attitudes, Knowledge, and Behavior**

**Holli H. Seitz, MPH (Moderator)**  
*Centers for Disease Control and Prevention, Atlanta, GA*

► **Are Public Service Announcements Affecting Autism Awareness?**

**Dawn Joyce, MPH**, Brenda Eskenazi, PhD, Kim Harley, PhD, Maureen Lahiff, PhD, and Suellen Miller, PhD  
*University of California–Berkeley, Berkeley, CA*

This presentation examines the effects of a bilingual autism awareness campaign on audiences with varying degrees of exposure to media and with different cultural backgrounds. It demonstrates how these factors affect issue awareness on an individual and community level.

► **Evaluation of the Choose Respect Initiative: Preliminary Results from a Community-Driven Dating Violence Prevention Project**

Rita K. Noonan, PhD<sup>1</sup>, **Cynthia Klein, PhD<sup>2</sup>**, Sharon Wong, MPH<sup>2</sup>, and Dyanna Charles, MPH<sup>1</sup>  
<sup>1</sup>*Centers for Disease Control and Prevention, Atlanta, GA*  
<sup>2</sup>*Constella Group, Atlanta, GA*

In this multimedia violence prevention project, the campaign messages were tested at the individual level in a sample of middle schools. The presenter expands on observed changes in attitudes and knowledge, as well as implications for the future of the project.

## Program Agenda (cont.)

► **Adolescent and Accompanying Adult Sources of Knowledge, Attitudes, and Practices Regarding the Cervical Cancer, Meningitis, and Tetanus Vaccines**

Jesse Rokicki-Parashar, MSc, MD, Joyce Adams, MD, Lawrence Friedman, MD, and Karen Loper, MD, MPH

*University of California–San Diego, San Diego, CA*

In examining differences between adolescent and adult knowledge, attitudes, and practices regarding adolescent vaccines, particularly the HPV vaccine (Gardasil), this presentation demonstrates valuable differences in behavior related to the source of vaccine information.

*International Ballroom A*

### TRACK IV: Engaging the Public to Adopt Healthy Behaviors

#### Health Marketing Strategies: Segmentation, Tailoring, and Targeting

Lynn Sokler, BS, BS (Moderator)

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

► **Identification of At-Risk Youth Segments and Antitobacco Appeals**

Joshua Wiener, PhD and Marlys Mason, PhD, MBA

*Oklahoma State University, Stillwater, OK*

This presentation looks at segmentation of teens and its importance identifying those at risk for tobacco uptake and their reactions to various antitobacco appeals.

► **Tailored Interventions Are More Effective Than Traditional Interventions Over Time: A Meta-Analysis**

Leslie B. Snyder, PhD<sup>1</sup>, Shu Li, MA<sup>1</sup>, Tania B. Huedo-Medina, PhD<sup>1</sup>, Seth Noar, PhD<sup>2</sup>, Jeffrey Kotz, MA<sup>1</sup>, Nicole D'Alessandro, MA<sup>1</sup>, Maxim Polonsky, MA<sup>1</sup>, and Andrea Fuhrel-Forbis, MA<sup>1</sup>

<sup>1</sup>*University of Connecticut, Storrs, CT*

<sup>2</sup>*University of Kentucky, Lexington, KY*

This presentation summarizes evidence illustrating that tailored interventions can be a valuable tool for promoting health behavior change, outperforming traditional nontailored interventions. The effectiveness of tailored interventions across a variety of communication channels and over short-, intermediate-, and long-term durations is summarized.

► **The Potentially Harmful Elements Associated With College Students' Interpretation of Responsible Drinking**

Adam E. Barry, PhD and Patricia Goodson, PhD

*Texas A&M University, College Station, TX*

This presentation qualitatively explores college students' interpretations, beliefs, motivations, intentions, and behaviors of responsible drinking. It discusses using a naturalistic inquiry method and emergent design framework.

**2:45 PM – 3:30 PM**

**BREAK / POSTER SESSION II**

*Grand Ballroom D and E*

3:30 PM – 5:00 PM

CONCURRENT BREAKOUT SESSION

Grand Ballroom A

## TRACK I: Innovations in Health Communication, Marketing, and Media

### Peer-to-Peer Communications

**Virginia Sublet, PhD (Moderator)**

*National Institute for Occupational Safety and Health,  
Centers for Disease Control and Prevention, Atlanta, GA*

► **The AIDS Personal Public Service Announcement Project: Using Mobile Media**

**Scott A. Shamp, PhD<sup>1</sup>**, Susan J. Robinson, MS<sup>2</sup>, Jacqueline L. Rosenthal, MPA<sup>2</sup>, Ann Aikin, MA<sup>2</sup>, and Solange Han-Barthelemy, BA<sup>3</sup>

<sup>1</sup>*University of Georgia, Athens, GA*

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

<sup>3</sup>*Danya International, Atlanta, GA*

The AIDS Personal Public Service Announcement Project seeks to adapt the traditional PSA to meet the new realities of communicating health messages in the era of the Internet and YouTube, specifically to youth who may be at risk of contracting HIV or AIDS.

► **Drug Prevention, Gender, and Message Framing Through Youth Vocal Arts**

**Sarah L. Diamond<sup>1</sup>**, Jean J. Schensul, PhD<sup>1</sup>, and Leslie Snyder, PhD<sup>2</sup>

<sup>1</sup>*The Institute for Community Research, Hartford, CT*

<sup>2</sup>*University of Connecticut, Storrs, CT*

“Xperience” is an innovative drug prevention intervention study that uses methods of entertainment education and social marketing to promote drug- and alcohol-free norms among urban youth, ages 14–20. This research points to some of the reasons why entertainment education campaigns are potentially more effective than traditional PSAs.

Grand Ballroom B

## TRACK II: Reducing Health Disparities

### Communicating Effectively to Low-Income and Low-Literacy Health Information Consumers

**Karen King, PhD (Moderator)**

*University of Georgia, Athens, GA*

► **A Survey of Low-Income Health Information Consumers in the Southeast**

**Patricia Thomas, MA, BA**, Jeffrey K. Springston, PhD, MA, BA and Ruthann Weaver Lariscy, PhD, MA, BA

*University of Georgia, Athens, GA*

This presentation describes a study that sought to determine which health issues cause the source of greatest worry for low-income people in the southeastern United States, which is one of the most hard-hit regions in the country. Additionally, it identifies the preferred sources of health information in both rural and urban low-income populations in this area.

## Program Agenda (cont.)

► **Is a Picture Worth a Thousand Words? Lessons Learned from Conducting Concept Testing for the U.S. Federal Physical Activity Guidelines**

**Genevieve Polk, MPH<sup>1</sup>**, Judith McDivitt, PhD<sup>1</sup>, Rebecca Payne, MPH<sup>1</sup>, Junette McWilliams, MPH<sup>2</sup>, Ann Jimerson, BFA<sup>2</sup>, and Lisa Tensuan, BSN, RN, MA<sup>2</sup>

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

<sup>2</sup>*Academy for Educational Development, Washington, DC*

This presentation describes lessons learned based on focus group research with adults with limited health literacy skills and explains that communication about the Physical Activity Guidelines should be provided in more than one way and include both words and pictorials representing components of the guidelines.

► **Outsourcing Health Education to Community-Based Organizations: A Unique Model for the Delivery of Health Information to Low-Income, Low-English Proficiency Parents**

**Iana Simeonov**, Gloria Giraldo, MPH, and Stuart E. Heard, PharmD

*University of California–San Francisco, San Francisco, CA*

This presentation describes the key components of outsourcing the delivery of poison control education to hard-to-reach populations through community-based organizations to increase access to health information, improve health status, and increase awareness of poison control services.

*International Ballroom B*

### TRACK III: Dissemination of Public Health Programs and Information

#### Maximizing Evaluation: Plan on It!

**Cynthia Baur, PhD (Moderator)**

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

► **What Happens After Information Leaves the Clearinghouse? Determining What Consumers Do With Information**

**Timothy MacGeorge, MSW**

*National Resource Center on AD/HD, Landover, MD*

The National Resource Center on Attention Deficit/Hyperactivity Disorder sought an evaluation plan that reaches beyond tracking and moves toward intermediate measures of effect. Staff from the National Center on Birth Defects and Developmental Disabilities at CDC discuss their plans to develop and test appropriate measures to capture how users benefit from their services.

► **Evaluating the Contributions of Social Networking in a Communications Campaign**

**Marie Boyle**

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

User-driven content on the Internet is increasingly recognized as an important component of health communication campaigns. Traditional evaluation techniques, such as content analysis and metrics for reporting volume, do not capture all the unique qualities the medium brings to communication campaigns. The CDC team behind “Choose Respect,” a campaign to reduce dating violence, discusses how they plan to assess social networking conversations in their new initiative for preteens and young adolescents.

► **Lessons Learned in Planning Evaluations for Diverse Health Communication Initiatives**

**Elyse Levine, PhD**

*Academy for Educational Development (AED), Washington, DC*

Evaluations for health communication require an ever-expanding toolbox, although sometimes basic tenets need to be revisited. AED provided technical assistance to six CDC projects. Team leader Elyse Levine discusses lessons learned and best practices for maximizing the value of evaluation resources.

Grand Ballroom C

## TRACK III: Dissemination of Public Health Programs and Information

### From Practice to Performance: Communications Tool Kits That Work

**Shelly Spoeth (Moderator)**

*Spoeth Strategic Communications, Inc., Atlanta, GA*

► **The Community Health Promotion Handbook: Action Guides to Improve Community Health**

Erica Barrett, MOT, MBA<sup>1</sup> and **Alyssa Easton, MPH, PhD<sup>2</sup>**

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

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

Partnership for Prevention® and CDC worked together to bridge the gap between research and practice by developing The Community Health Promotion Handbook. This handbook translates evidence-based recommendations into the necessary “how to” guidance for implementing effective community-level health promotion strategies for diabetes, physical activity for youth and adults, and delivery of tobacco-upset treatment programs.

► **Evidence-based Science to Health Coverage: Translating Clinical Preventive Services for Business Partners Through the Purchaser’s Guide**

**Andrew Lanza, MPH, MSW<sup>1</sup>** and Richard Dixon, MD, FACP<sup>2</sup>

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

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

This presentation provides an overview of The Purchaser’s Guide and provides an example of successfully translating research into action. The Purchaser’s Guide has had success and acceptance as a valuable and useful tool for the business sector to promote coverage and delivery of clinical preventive services. It was released in November 2006 and downloaded 300,000 times in its first 6 months of distribution.

► **Dissemination of Evidence-based Interventions for HIV Prevention Using Health Marketing Strategies**

**Camilla Harshbarger, PhD**

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

By using a variety of health marketing strategies, more than 14 evidence-based HIV prevention programs were diffused into public health practice. By continually improving and changing products to meet the needs of consumers and diffusing multiple technologies at the same time, acceptability of the government diffusion process was successful. Hear more about the process by which health marketing was used to develop the tool kit and to disseminate it to the target communities.



## Program Agenda (cont.)

*International Ballroom A*

### TRACK IV: Engaging the Public to Adopt Healthy Behaviors

#### **International Health Promotion Campaigns: Building Awareness and Knowledge About Infectious Diseases**

**James B. Weaver, III, PhD, MPH (Moderator)**

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

► **Grassroots to Global: Successes and Challenges of the Inaugural World Rabies Day Campaign**

**Peter J. Costa, MPH, CHES**

*Global Alliance for Rabies Control, Manhattan, KS*

This presentation describes the World Rabies Day campaign and highlights efforts to educate about rabies on a global scale. Reach and effectiveness of the campaign are described, as are techniques for engaging hard-to-reach populations.

► **ImmunizeBC: A Social Marketing and Education Campaign**

**Cheryl McIntyre, BSN, Ian Roe, BComm, and Maureen Anderson, BSc, MSc**

*British Columbia Centre for Disease Control, Vancouver, BC*

The ImmunizeBC campaign was a publically-funded effort to increase immunization rates through a large-scale social marketing campaign. The presentation describes efforts to change knowledge, attitudes, and behaviors of parents with young children, including techniques for influencing people with strong anti-immunization attitudes.

► **Health Communication Impact: Mobilizing the Egyptian Community in Village-Level Avian Influenza Preparedness**

**Doug Storey, MA, PhD and Basil A. Safi, MPH, PE, CHES**

*Johns Hopkins University, Baltimore, MD*

This presentation describes a cross-cutting avian influenza preparedness campaign in Egypt and an evaluation of its effectiveness. Tools for negotiating the multidisciplinary nature of emerging diseases are addressed, along with the challenges of a coordinated national response.

6:00 PM – 11:00 PM

**Special Conference Event: Atlanta Braves vs. Chicago Cubs at Turner Field**

## Thursday, August 14, 2008

7:00 AM – 8:00 AM

**CONTINENTAL BREAKFAST**

8:00 AM – 9:30 AM

**CONCURRENT BREAKOUT SESSIONS**

*Grand Ballroom A*

### TRACK I: Innovations in Health Communication, Marketing, and Media

#### **Evaluation and Web Metrics – Tracking Trends and Progress on the Internet**

**Holly Massett, PhD (Moderator)**

*National Cancer Institute, Bethesda, MD*



► **Understanding Internet Health Search Patterns: How Useful Is Google Trends?**

**Peter J. Ellery, PhD and William H. Vaughn, MS**

*Ball State University, Muncie, IN*

This presentation discusses the strengths and weaknesses associated with the use of Google Trends when analyzing search terms related to health and wellness and describes the general trends and patterns in health search term volumes for the past 3 years.

► **Web Site Statistics Provide Insights for Health Intervention Strategies**

Shelly Rodgers, **Petya Eckler, MA**, Kevin Everett, PhD, Linda Bullock, PhD, and Isabella Zaniletti, MA

*University of Missouri, Columbia, MO*

This presentation identifies and reviews Web site statistics that can be used to track progress and predict resource needs of health communication campaigns and discusses how Web metrics can be used diagnostically to affect health intervention strategies.

► **Becoming a Data-Driven Organization: How To Use Web Analytics To Guide Site Strategy and Tactics**

**Phil Kemelor, BA**

*Symphonic, Washington, DC*

This presentation will identify methods and models for integrating Web analytics into organizational processes to improve Web site content and marketing, regardless of the analytics solution being used, such as Google Analytics, Omniture, and WebTrends.

*International Ballroom B*

## **TRACK I: Innovations in Health Communication, Marketing, and Media**

### **New Technologies in Health Communication Campaigns**

**Jim Beasley (Moderator)**

*South Carolina Department of Health and Environmental Control, Columbia, SC*

► **The “Be A Star” Breast-feeding Awareness Campaign: An Example of the Power of Peer-to-Peer Communication in Maximizing the Reach and Engagement Potential of a Public Health Communications Campaign**

**Steven Johnson, BA<sup>1</sup>** and Michelle Atkin<sup>2</sup>

<sup>1</sup>*The Hub, Preston, United Kingdom*

<sup>2</sup>*Little Angels, Darwen, United Kingdom*

This presentation recommends ways to maximize the reach of health communication campaigns by creating or mobilizing peer-to-peer networks through online social networking, and it provides examples from the “Be A Star” breast-feeding awareness campaign (UK) and the use of its [www.beastar.org.uk](http://www.beastar.org.uk) blog as a cost-effective method of delivering public health messages.

## Program Agenda (cont.)

### ► **Using Online Advertising to Enhance Your Campaign**

**Marietta Dreher, BA<sup>1</sup>**, and Rich McCracken, BS<sup>2</sup>

<sup>1</sup>*ClearWay, Minneapolis, MN*

<sup>2</sup>*Clarity Coverdale Fury Advertising, Minneapolis, MN*

This presentation discusses the different types of online advertising available to social marketers and presents results from an evaluation of call levels and Web visitors to a quit smoking program by using one of three methods: 1) only traditional media; 2) only online ads; or 3) a combination of traditional and online ads.

### ► **Health Marketing Evaluation With New Media**

**W. Douglas Evans, PhD**

*RTI International, Washington, DC*

This presentation discusses opportunities to evaluate health communication and marketing media campaigns and illustrates the potential by describing the online efficacy evaluation of the Parents Speak Up National Campaign.

*Grand Ballroom B*

## **TRACK II: Reducing Health Disparities**

### **Understanding the Culture of Poverty to Enhance Health Communication and Marketing Interventions**

**Doryn Chervin, DrPH (Moderator)**

*Macro International, Atlanta, GA*

#### ► **The Culture of Poverty**

**Michele Lamont, PhD**

*Harvard University, Boston, University*

Culture has been used to create and maintain boundaries between categories of people and these symbolic boundaries generate and perpetuate social and economic inequality. This presentation focuses on research on the culture of poverty and how culture matters for our understanding of poverty.

#### ► **How the Communication Discipline Has Addressed Health Disparities**

**Vicki Friemuth, PhD**

*University of Georgia, Athens, GA*

This presentation describes the way that the communication discipline has responded to the issue of health disparities in the past and discusses how to incorporate scholarship about the culture of poverty into health communication and marketing efforts to reduce and eliminate disparities.

#### ► **Insights and Recommendations from the National Summit on Poverty and Health Communication**

**Ashani Johnson-Turbes, PhD**

*Macro International, Atlanta, GA*

This presentation summarizes and describes current thinking linking the social determinants of health, particularly poverty, to health communication and marketing.

International Ballroom C

**TRACK II: Reducing Health Disparities****Examining Health Information Resources to Reduce Cancer Disparities****Tamara Maze, MS (Moderator)***Centers for Disease Control and Prevention, Atlanta, GA*▶ **Racial Disparities in Cancer Information Seeking: Results From the 2003 and 2005 Health Information National Surveys****Jiali Ye, PhD<sup>1</sup>** and Roy Xu<sup>2</sup><sup>1</sup>*Morehouse School of Medicine, Atlanta, GA*<sup>2</sup>*Emory University, Atlanta, GA*

This presentation describes racial disparities in cancer information seeking behaviors and racial differences in the choice of primary information sources.

▶ **How Are Parents of Adolescent Girls Learning About the HPV Vaccine?****Jessica Hughes, MPH<sup>1</sup>**, Joan Cates, PhD, MPH<sup>1</sup>, Jennifer S. Smith, PhD<sup>1</sup>, Nicole Liddon, PhD<sup>2</sup>, Sami L. Gottlieb, MD, MSPH<sup>2</sup>, and Noel T. Brewer, PhD<sup>1</sup><sup>1</sup>*University of North Carolina at Chapel Hill, Chapel Hill, NC*<sup>2</sup>*Centers for Disease Control and Prevention, Atlanta, GA*

This presentation examines knowledge and awareness of HPV vaccine information and sociodemographic differences in HPV vaccine information use and discusses practice implications for targeted health communication.

Grand Ballroom C

**TRACK III: Dissemination of Public Health Programs and Information****The Road to Dissemination: Tool Kit Development “Have Tos”****Shelly Spoeth (Moderator)***Spoeth Strategic Communications, Inc., Atlanta, GA*▶ **The Fire H.E.L.P Tool Kit: An Evidence-based Approach to Fire Safety for the Homebound Elderly****Michele A. Huitric, MPH** and Shane T. Diekman, MPH, PhD*Centers for Disease Control and Prevention, Atlanta, GA*

By approaching a serious health issue with a novel partnership, Fire H.E.L.P. developed and implemented a successful fire safety program to improve the health of homebound elderly. Through a successful partnership with Meals on Wheels in Texas, a pilot tool kit was developed and tested through a variety of evaluation methods, including train-the-trainer sessions and staff and volunteer trainings. This presentation describes how CDC is developing a version of the tool kit that can be used by other organizations and community groups to reach other homebound elderly with fire safety information and smoke alarm installations.

## Program Agenda (cont.)

### ► **A “Public Health” That Everyone Can Understand**

**Michael G. Dickey, MPH, CHES**

*Association of State and Territorial Health Officials, Arlington, VA*

The Association of State and Territorial Health Officials developed a first-of-its-kind strategy to market the role, benefits, and value of state public health to a variety of audiences, including the general public. To improve the public’s understanding of public health, research was conducted to evaluate messages and learn important information to develop marketing tool kits that can be shared with state, local, and public health agencies and organizations to assist in describing and promoting the role and value of public health. This presentation will describe that research.

### ► **The Skinny on Fats: Using Consumer Research to Bridge the “Dietary Fat Disconnect” and Inform Public Health Nutrition Communication**

**Shelley Goldberg, MPH, RD, Susan T. Borra, RD, Elizabeth B. Rahavi, RD, and Sarah A. Alligood, MPH**

*International Food Information Council, Washington, DC*

Dietary fats, obesity, and chronic disease from unhealthy eating are all sizzling “hot” public health topics. The International Food Information Council recently explored effective ways to help health communicators, educators, and public health professionals promote actionable messages for consumers around these issues. The messages and research are explored during the session, offering ways to help consumers follow dietary guidance regarding dietary fats.

*International Ballroom A*

## **TRACK IV: Engaging the Public to Adopt Healthy Behaviors**

### **Building and Sustaining Support for Health Promotion Campaigns**

**Steven L. Reynolds, MPH (Moderator)**

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

### ► **Showcasing Your Public Health Program: A Systematic Approach to Writing and Disseminating Success Stories**

**Mary-Kathryn Craft, MA, Betsy C. Crick, BA, and Joann M. Minder, BS**

*South Carolina Department of Health and Environmental Control, Columbia, SC*

This presentation describes how to develop a systematic approach to writing and disseminating success stories, which can be an effective method for communicating health messages and positive outcomes to the public and key decision makers, thereby sustaining support for your current and future programmatic efforts.

### ► **Wisconsin’s Health Communication Campaign Efforts for People With Arthritis**

**Nancy Chudy, MPH and Anne M. Kissack, MPH, RD**

*Wisconsin Department of Health and Family Services, Milwaukee, WI*

This presentation describes how to build the programmatic elements and broad support necessary for taking a health communication campaign model to statewide implementation.

**9:30 AM – 9:45 AM**      **BREAK**

*Grand Ballroom D and E*

**9:45 AM – 11:15 AM**      **CONCURRENT BREAKOUT SESSIONS**

*Grand Ballroom A*

**TRACK I: Innovations in Health Communication, Marketing, and Media  
Going Mobile for Public Health**

**Janice Nall, MBA (Moderator)**

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

▶ **International Projects With Mobile Technology**

**Ramesh Krishnamurthy, PhD, MPH**

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

This presentation discusses the global opportunities for mobile technology and ongoing international CDC projects.

▶ **Strategies for Using Text Messages in Campaigns**

**Eric Holmen, President**

*SmartReply, Inc., Irvine, CA*

This presentation provides an overview of using mobile phones for text messaging and opportunities for incorporating texting components into communication campaigns.

▶ **Mobile Communications for Public Health and Social Change**

**R. Craig Lefebvre, PhD**

*George Washington University School of Public Health and Human Service, Washington, DC*

This presentation will highlight innovative ways that mobile applications are being effectively used in public health.

*Grand Ballroom B*

**TRACK II: Reducing Health Disparities**

**Increasing Reach and Impact to Vulnerable Populations: Effective Marketing and Communication Campaign Planning and Dissemination**

**Katherine Lyon Daniel, PhD (Moderator)**

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

▶ **ONE Step – A Secondhand Smoke (SHS) and Children Marketing Campaign**

**Joe Conrad**

*Cactus Marketing, Denver, CO*

The ONE Step marketing campaign is a secondhand smoke campaign to decrease children's exposure, specifically in the low socioeconomic and African-American communities, through a myriad of distribution channels, such as mass media, health care practitioners, and childcare providers. This presentation examines the stages of development, strategic planning, budget creation, creative conceptions, implementation, and extensive evaluation for this successful, fully integrated, and comprehensive marketing campaign.

## Program Agenda (cont.)

### ► **Developing a Model for Research Dissemination: Gaining Adoption for Body and Soul**

**Alexis Williams, MPH, CHES<sup>1</sup>**, Felicia Solomon<sup>1</sup>, Jill Bartholomew<sup>1</sup>, Lenora Johnson<sup>1</sup>, Marci Campbell, PhD, MPH, RD<sup>2</sup>, Ken Resnicow<sup>2</sup>, Carol Carr<sup>2</sup>, and Marlyn Allicock<sup>2</sup>

<sup>1</sup>*National Cancer Institute, Rockville, MD*

<sup>2</sup>*University of North Carolina–Chapel Hill, Chapel Hill, NC*

This presentation discusses dissemination efforts and attempts to build a model for successful adoption of Body & Soul, an African-American church-based nutrition education program based on evidence derived from more than 10 years of intervention research. Opportunities and challenges of using media and partnerships to disseminate an evidence-based intervention to underserved populations are discussed.

### ► **Using a Community-based Participatory Approach to Develop a Social Marketing Campaign to Raise Awareness of Hepatitis B-related Disparities Among Asian Americans in New York City**

**Simona C. Kwon, DrPH, MPH<sup>1</sup>**, Henry Pollack, MD<sup>1</sup>, Thomas Tsang, MD, MPH<sup>2</sup>, Jihyun Jinny Park<sup>3</sup>, Christina Lee<sup>2</sup>, Shao-Chee Sim, PhD<sup>2</sup>, Nadia Islam, PhD<sup>1</sup>, Chau Trinh-Shevrin, DrPH<sup>1</sup>, and Mariano Rey, MD<sup>1</sup>

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

<sup>2</sup>*Charles B. Wang Community Health Center, New York, NY*

<sup>3</sup>*Korean Community Services of Metropolitan NY, Inc., New York, NY*

The presentation discusses using a community-based participatory approach (CBPA) to develop a multiphase, evidence-based social marketing and health communication campaign. It explains the need to use a CBPA and mixed methods approach to inform a social marketing campaign targeting a hard-to-reach population to address the multilevel factors that contribute to health disparities.

*Grand Ballroom C*

## **TRACK III: Dissemination of Public Health Programs and Information**

### **Using Partnerships As a Dissemination Channel**

**Jill Bartholomew, MS, MBA (Moderator)**

*Senior Program Manager, Office of Communications and Education, National Cancer Institute*

### ► **The Power of Partnerships to Raise Awareness of Women and Heart Disease: Lessons from the Heart Truth Campaign**

**Jennifer J. Clay Wayman, MHS**

*Ogilvy Public Relations Worldwide, Washington, DC*

This presentation describes how formative research was used to inform the development of strategies used to engage partners to increase awareness of heart disease among women. It also demonstrates how the partnership development principles from the Heart Truth campaign can be applied to partnership engagement strategies for other health communication and marketing initiatives.

► **Leveraging National and Local Organizations to Increase HIV Testing Among African-American Women**

Ayanna Robinson<sup>1</sup>, Jennie Johnston<sup>2</sup>, and Jami Frazee, PhD<sup>2</sup>

<sup>1</sup>Porter Novelli, Atlanta, GA

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

This presentation describes how health communication messages were delivered to the target audience through national and local partners. The discussion includes how the right partners were identified and effectively engaged in program development and implementation and leveraged to maximize message delivery.

► **The Minnesota Immunization Networking Initiative (MINI): Building Partnerships to Improve Immunization Coverage in Vulnerable Communities in Minnesota**

Patricia Lynn Peterson, BA, MAPA<sup>1</sup>, Scott S. Santibanez, MD, MPHTM<sup>2</sup>, and Deborah L. Jones<sup>3</sup>

<sup>1</sup>Fairview Health Services, Minneapolis, MN

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

<sup>3</sup>Emory University, Atlanta, GA

This presentation describes a partnership model that engages grass roots community partners to reach diverse, underserved populations to increase immunization coverage. It also demonstrates the effectiveness of using community-based and faith-based partnerships to lend credibility to public health initiatives seeking to deliver health interventions for populations at greatest risk and with few resources.

International Ballroom A

## TRACK IV: Engaging the Public to Adopt Healthy Behaviors

### Evidence-based Strategies to Strengthen Partnerships and Organizations

Ellen Field (Moderator)

Porter Novelli, Washington, DC

► **Challenging an Expert-Driven Organization to Adopt a Consumer-Focused Health Communications Strategy**

Iana Simeonov and Stuart E. Heard, PharmD

University of California–San Francisco, San Francisco, CA

This presentation focuses on the need to shift traditional clinician-driven public health education programs toward a consumer-focused model based on conventional product and service marketing to impact a larger audience.



## Program Agenda (cont.)

### ► **Building Organizational Social Marketing Capacity**

**Jennifer K. Christian, MPH<sup>1</sup>**, Dhaval Patel, MPH, PhD<sup>2</sup>, Daun Fest, BA<sup>3</sup>, James Ayers, BBA<sup>1</sup>, Amy Thomas, BA<sup>1</sup>, Navendu Shekhar, MSc, MPA<sup>1</sup>, Saba Khan, MSc, MBA<sup>3</sup>, and Clayton Davis, BS<sup>1</sup>

<sup>1</sup>*Population Services International, Johannesburg, South Africa*

<sup>2</sup>*Marie Stopes International, London, UK*

<sup>3</sup>*Population Services International, Nairobi, Kenya*

This presentation examines Population Services International's efforts to maximize their health impact by improving the quality of their social marketing programs. As a result, the Results Initiative is fast becoming the vehicle through which global minimum standards for research, marketing, management, and operations will be met.

### ► **Strengthening Partnerships Through Consistent, Concise, and Constructive Communication**

**Jennifer Redmond, MPH**, Katie Bathje, MA, LPCC, and Suzanne Froelich, BA  
*University of Kentucky, Lexington, KY*

Using the Kentucky Cancer Consortium as a model, this presentation explores practical ways of enhancing communication in a partnership, techniques in improving meeting efficiency, and how to develop a comprehensive communication plan.

*International Ballroom B*

## **TRACK IV: Engaging the Public to Adopt Healthy Behaviors**

### **Examining the Uses and Effects of Health Messages**

**Lindsay J. Della, PhD (Moderator)**

*University of Louisville, Louisville, KY*

### ► **Seeking Health Information Online: Motivation and Choice in Online Media**

Elizabeth L. Gardner<sup>1</sup>, **Petya Eckler<sup>1</sup>**, Shelly Rodgers, PhD<sup>1</sup>, and Qimei Chen, PhD<sup>2</sup>

<sup>1</sup>*University of Missouri, Columbia, MO*

<sup>2</sup>*University of Hawaii–Manoa, Honolulu, HI*

This presentation describes research into the motivations for seeking health information online. Four different primary motivations are identified and described for their impact on online health information-seeking behavior, attitudes, and behavioral intentions.

### ► **How Brands Work in Public Health**

**W. Douglas Evans, PhD**

*RTI International, Washington, DC*

This presentation discusses the concept of branding in a public health context as compared to a commercial context. Three case studies of public health branding initiatives are used to illustrate key characteristics of successful (versus unsuccessful) public health branding campaigns.

► **Engaging Research Participants in the Construction of Understandable Messages: Readability, Health Literacy, and Hooks**

**Sarah M. Greene**, MPH, Cheryl Wiese, MA, and Jessica Ridpath  
*Center for Health Studies, Group Health, Seattle, WA*

This presentation assesses the effect of literacy levels, readability, and the presence or absence of a hook (i.e., emotional appeals, statistics) within research study recruitment material on participant recruitment for public health and health-related research studies.

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**11:15 AM – 11:45 AM**    **BREAK**

*Grand Ballroom D and E*

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**11:45 AM – 1:00 PM**

*International Ballroom*

**CLOSING PLENARY**

Introduction of Speaker

**Bradford Hesse, PhD**

*Branch Chief, Health Communications and Informatics Research Branch  
National Cancer Institute*

**Engaging the Global Community—Delivering the Promise of Prevention**

**Sandra Thurman**

*President and CEO, International AIDS Trust*

**CLOSING REMARKS**

**Lesa Walden-Young, MD**

*Director, Healthy Living Georgia*

# Poster Session I

Tuesday, August 12, 2008

5:45 PM – 6:30 PM

**Lucinda Austin**

**Pilot and Process Evaluation for CDC's Preventing Falls: How to Develop Community-based Fall Prevention Programs for Older Adults**

Lucinda Austin, MA<sup>1</sup>, Sally York, MN, RNC<sup>2</sup>, Carol Freeman<sup>1</sup> and Jane Mitchko<sup>3</sup>

<sup>1</sup>Macro International

<sup>2</sup>NorthWest Orthopaedic Institute

<sup>3</sup>Centers for Disease Control and Prevention

**Robert Bailey**

**Revising a Homepage: Applying Usability Methods that Guarantee Success**

Robert W. Bailey, PhD

Computer Psychology, Inc., Sandy, UT

**Adam Barry**

**From Prevention to Marketing: The Evolution of the Responsible Drinking Message**

Adam E. Barry, PhD, and Patricia Goodson, PhD

Texas A&M University, College Station, TX

**Melissa Beaupierre**

**The Evolution of HIVTest.org**

Melissa Beaupierre, MPH<sup>1</sup>, Erin Connelly, MPAff<sup>2</sup>, Jane E. McIntyre, BA<sup>3</sup>, and Michelle Bonds<sup>1</sup>

<sup>1</sup>Danya International, Atlanta, GA

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

<sup>3</sup>Danya International, Silver Spring, MD

**Lynda Bergsma**

**Effectiveness of Health-Promoting Media Literacy Education: A Systematic Review**

Lynda Bergsma, PhD and Mel and Enid Zuckerman

University of Arizona, Tucson, AZ

**Melissa Bundy**

**Using Digital Video to Capture New BioSense Audiences**

Marella Bradway, MS and Melissa Bundy, BS

Constella Group, Atlanta, GA

**Rachel Cheatham**

**Harnessing the Power of Social Media to Message Credible Information on Weight Loss**

Rachel Cheatham, PhD, Nutritional, Biochem

Virilion, Inc., Washington, DC

**Joohyun Chung**

**Online Health Information by Older Adults in Korea**

Joohyun Chung, PhD, RN

University of Utah, Salt Lake City, UT

**La Freta Dalton**

**Community Engagement to Address Indoor Air Quality and Formaldehyde Health Concerns in Federal Emergency Management Agency (FEMA)-Supplied Trailers and Mobile Homes**

La Freta Dalton, BBA<sup>1</sup>, Maria D. Teran-Maclver, RN, MSN,<sup>1</sup> and Richard Sullivan, REHS<sup>1</sup>

<sup>1</sup>Agency for Toxic Substances and Disease Registry, Atlanta, GA

- Paula Diehr**                      **Using the Stages of Change Model to Choose an Optimal Health Marketing Target**  
 Paula Diehr, PhD, Hendrika Meischke, PhD, and Peggy A. Hannon, PhD, MPH  
*University of Washington, Seattle, WA*
- Kristin English**                      **Countering the Entry of Major Tobacco Companies into the Smokeless Market: A Brand Equity Analysis**  
 Dean M. Krugman, PhD, Margaret Morrison<sup>2</sup>, Kristin English  
<sup>1</sup>*University of Georgia, Athens, GA*  
<sup>2</sup>*University of Tennessee, Knoxville, TN*
- Gwyndolyn Ensley**                      **Town Hall Meetings: Implementing the Surgeon General’s Call to Action to Prevent and Reduce Underage Drinking**  
 Gwyndolyn Ensley, MEd  
*Center for Substance Abuse Prevention, Rockville, MD*
- Vicki Freimuth**                      **An Examination of Health Worry and Its Relationship to Protective Behavioral Action Among the Southern Poor**  
 Vicki Freimuth, PhD and Shelly Hovick, PhD Candidate  
*University of Georgia, Athens, GA*
- Cecelia Gordian**                      **Children’s Health at Your Fingertips**  
 Cecelia A. Gordian, MPH  
*HSKIMS, TMSC, Washington, DC*
- Heidi Hudson**                      **Protecting Workers Who Spray-On Truck Bed Liners: Understanding Audience Perceptions and Information Dissemination**  
 Heidi Hudson, MPH, Anne Stirnkorb, Brenda Jones, Dan Almaguer, Kathleen Ernst, and Thomas Ziegler  
*Centers for Disease Control and Prevention, Cincinnati, OH*
- Bisi Jackson**                      **The Effects of Inconsistent Messaging in Public Health and Its Impact on Public Trust: Lessons Learned and Recommendations for Improvement**  
 Bisi F. Jackson, MPH  
*Centers for Disease Control and Prevention, Atlanta, GA*
- Amy Kwan**                      **GetHealthyHarlem.org: A Community-Driven Health Information and Social Networking Web Site**  
 Alwyn T. Cohall, MD, Amy Kwan, MPH, Andrea Nye, MPH, and Carly Hutchinson, MA  
*Columbia University, New York, NY*
- Madeline La Porta**                      **Using Evidence to Target Funding to Underserved Communities: A National Partnership Between Susan G. Komen and the National Cancer Institute**  
 Madeline R. La Porta, MS<sup>1</sup>, Catherine Oliveros, MPH, DrPH<sup>2</sup>  
<sup>1</sup>*National Cancer Institute, Bethesda, MD*  
<sup>2</sup>*Susan G. Komen for the Cure, Dallas, TX*

## Poster Session I (cont.)

- Ruthann Lariscy**      **Are Social Media Important and Trusted Health Information Sources? A Preliminary Exploration of Health Information Sources Among Rural and Urban Adolescents**  
Ruthann Lariscy, PhD, Bryan Reber, PhD, and Hye-Jin Paek, PhD  
*University of Georgia, Athens, GA*
- Kathey M. LaRoche**      **Lead Awareness and Education Project: A Community Partnership**  
Kathey M. LaRoche, MA  
*Health Council of West Central Florida, St. Petersburg, FL*
- Carolyn Lin**      **Tailored Health Intervention and Peer-Driven Health Marketing: Reducing High-Risk Drinking Behavior on a College Campus**  
Carolyn A. Lin, PhD, Thomas Szigethy, MS, and Jeffrey Carlson, MA  
*University of Connecticut, Storrs, CT*
- Yu-Jung Lin**      **Are All Celebrity Endorsements the Same? The Impact of Different Spokespersons on Perceptions of People with Mental Illness**  
Yu-Jung Lin, MA Candidate  
*University of Minnesota, Twin Cities, Minneapolis, MN*
- Diane Martin**      **Baseline Evaluation of the Purchaser's Guide to Clinical Preventive Services**  
Diane P. Martin, PhD<sup>1</sup>, Gayle Garson, EdD<sup>1</sup>, Lydia Andris, MA<sup>1</sup>,  
and Kathryn E. Phillips, MPH<sup>2</sup>  
<sup>1</sup>*University of Washington, Seattle, WA*  
<sup>2</sup>*National Business Group on Health, Washington, DC*
- Lourdes Martinez-Cox**      **BioSense in Second Life: Strengthening Preparedness Training Efforts Through Virtual Environments**  
Lourdes Martinez-Cox, MS<sup>1</sup>, Melissa Bundy, BS<sup>2</sup>, and Sharon Wong, MPH<sup>2</sup>  
<sup>1</sup>*Centers for Disease Control and Prevention, Atlanta, GA*  
<sup>2</sup>*Constella Group, LLC, Atlanta, GA*
- Scott Matin**      **When Something Is Better Than Nothing: The Challenges of Offering a Free Child Passenger Safety Program When Demand Exceeds Funding**  
Scott A. Matin, MBA, NREMT-P, Kevin F. Monaghan, and Dennis W. Smith  
*Monmouth-Ocean Hospital Service Corporation, Neptune, NJ*
- Judith McDivitt**      **Bridging Science and Practice: Lessons Learned in Developing and Applying a Translation Framework**  
Judith McDivitt, PhD, Jennifer M. Kohr, MPH, Genevieve Polk, MPH, and Reba Griffith, MPH  
*Centers for Disease Control and Prevention, Atlanta, GA*
- Amy Mobley**      **Health Communication at Work: Informing Body Artists About Risk of Exposure to Bloodborne Diseases**  
Everett (Chip) Lehman, MS and Amy Mobley, MS  
*Centers for Disease Control and Prevention, Cincinnati, OH*
- Gayle Payne**      **Development of Evaluation Guidance Tool for State Stroke Awareness Media Campaigns**  
Gayle Payne, MS, Susan Ladd, and Rashon Lane  
*Centers for Disease Control and Prevention, Atlanta, GA*

- Richard Quartarone**      **State and Local Public Health Partnerships: Integrating Strategic Marketing Techniques into Georgia’s Public Health Preparedness Efforts**  
 Rachel Diane Vásconez, MBA, MPH and Richard M. Quartarone  
*Georgia Department of Human Resources, Atlanta, GA*
- Alicia Samuels**      **Learning About Knowledge Translation Via the World Wide Web: Are We as Disseminators Using the Web to Disseminate?**  
 Alicia M. Samuels, MPH, Richard A. Austin, MA, Nickalos Rochas, MPA  
 Amy T. Beaven, MPA, and Stephen H. Linder, PhD  
*University of Texas School of Public Health, Houston, TX*
- Brigid Sanner**      **Marketing Health Programs: Lessons Learned from Active for Life**  
 Brigid Sanner, BS, NASW  
*Sanner & Company, Dallas, TX*
- Matt Sones**      **Pandemic Influenza Communication and Audience Segmentation**  
 Matthew Sones, MS, MPH<sup>1</sup>, Lynn Sokler, BS, BS<sup>2</sup>, Cynthia Baur, PhD<sup>1</sup>, Clarice Conley, BA<sup>2</sup>,  
 Monica Scales, PhD<sup>3</sup>, and Sally Crelia, MPH<sup>3</sup>  
<sup>1</sup>*Centers for Disease Control and Prevention, Atlanta, GA*  
<sup>2</sup>*DB Consulting Group, Inc., Atlanta, GA*  
<sup>3</sup>*Bearing Point, McLean, VA*
- Nichole Urban**      **Investigation of Pandemic Influenza Vaccine Concerns and Disease Containment Messages**  
 Nichole M. Urban, MPH<sup>1</sup>, Michelle Schaur, MPH<sup>1</sup>, Richard R. Tardif, PhD<sup>1</sup>, Alan Janssen, MSPH<sup>2</sup>,  
 Mary Agocs, MD<sup>2</sup>, Gabrielle Benenson, MPH<sup>2</sup>, Clive Brown, MD, MPH, MSc<sup>2</sup>, Janice Marton,  
 MBA<sup>2</sup>, Jacquelyn Polder, BSN, MPH<sup>2</sup>, William Schluter, MD, MSPH<sup>2</sup>, Amanda McWhorter, MPH<sup>2</sup>  
<sup>1</sup>*Oak Ridge Institute for Science and Education, Oak Ridge, TN*  
<sup>2</sup>*Centers for Disease Control and Prevention, Atlanta, GA*
- Tsung-His Wang**      **Public Perception and Attitudes Towards AIDS and Effectiveness of AIDS Interventions in Taiwan**  
 Hui-Ping Huang<sup>1</sup>, Tsung-Hsi Wang<sup>1</sup>, Li-Li Ho<sup>1</sup>, Ya-Ping Chou<sup>1</sup>, Shu-Chen Yang<sup>1</sup>, Wei-Siang  
 Jhao<sup>1</sup>, Mu-Jong Kuo<sup>1</sup>, and Fu-Li Chen<sup>2</sup>,  
<sup>1</sup>*Taiwan Centers for Disease Control, Taipei City, Taiwan*  
<sup>2</sup>*Fu-Jen Catholic University, Taipei County, Taiwan*
- Sally York**      **Pilot and Process Evaluation for CDC’s Preventing Falls: How to Develop Community-based Fall Prevention Programs for Older Adults**  
 Sally York, MN, RNC  
*NorthWest Orthopaedic Institute, Tacoma, WA*
- Shuhua Zhou**      **Processing Health Risk Stories on the Web: Effects on Perceived Threats and Story Evaluations**  
 Shuhua Zhou, PhD<sup>1</sup> and Ran Wei, PhD<sup>2</sup>  
<sup>1</sup>*University of Alabama, Tuscaloosa, AL*  
<sup>2</sup>*University of South Carolina, Columbia, SC*

# Poster Session II

Wednesday, August 13, 2008

2:45 PM – 3:30 PM

**Beth Abrams**

**Engaging Community Partners in Creating Marketing and Dissemination Materials**

Beth A. Abrams, MPH

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

**Diane Allensworth**

**Using the Principles of Communication to Improve School Health Outcomes**

Diane Allensworth, PhD<sup>1</sup>, Beth Stevenson, MPH<sup>1</sup>, and Christi Kay, MA<sup>2</sup>,

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

<sup>2</sup>*Health MPowers, Atlanta, GA*

**Barbara Arroyo**

**Exploring the Impact of the Internet on Women with Breast Cancer: A Uses and Gratifications Perspective**

Barbara A. Arroyo, MS, Mass Communications

*Lumetra, San Francisco, CA*

**Sharon Artis**

**Growing an Established National Public Health Program**

Sharon Artis, MPH

*National Institute of Health, Bethesda, MD*

**Meredith Bergin**

**Motivating High School Students to Take Action in Public Health**

Meredith Bergin, MPH, Chrissy M. Cheung, MPH, Ellen T. Chang, ScD,  
and Samuel K. S. So, MD

*Stanford University, Stanford, CA*

**Quanza Brooks-Griffin**

**Capacity-Building for Diabetes Outreach: A Comprehensive Tool Kit for Organizations Serving the Asian and Pacific Islander Community**

Quanza Brooks-Griffin, MPA and Jane Kelly, MD

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

**Mary Buller**

**Testing Three Games for Nutrition Education Using the Internet**

Mary K. Buller, MA, Ilima L. Kane, MA, Andrea L. Dunn, PhD, and David B. Buller, PhD  
*Klein, Buendel, Inc., Golden, CO*

**Kim Dash**

**Using Formative Research to Guide the Development of Web-based, Youth-Oriented Marketing Tools to Reduce Underage Drinking**

Kim Dash, MPH, MA<sup>1</sup>, Unyi Agba<sup>2</sup>, Robert Apsler, PhD<sup>3</sup>, Diane Barry<sup>1</sup>, Ashley E. Conners<sup>4</sup>,  
Julie Cushing, LICSW<sup>4</sup>, Joanna Defazio<sup>2</sup>, Lucas Guerra<sup>2</sup>, Cheryl Hammond<sup>2</sup>, Mary Kay  
Landon<sup>1</sup>, and Penny Wells<sup>4</sup>

<sup>1</sup>*Health and Human Development Programs, Education Development Center, Newton, MA*

<sup>2</sup>*ARGUS Communications, Boston, MA*

<sup>3</sup>*Social Science Research and Evaluation, Burlington, MA*

<sup>4</sup>*SADD, Marlborough, MA*



- Petya Eckler**                      **Examining the Public Health Perspective in Local Tobacco Newspaper Coverage**  
 Shelly Rodgers, Petya Eckler, MA, Kevin Everett, PhD, Linda Bullock, PhD, and Isabella Zaniletti, MA  
*University of Missouri, Columbia, MO*
- Carol Freeman**                      **Adding Power to Our Voices: A Framing Guide for Communicating About Injury**  
 Carol Freeman  
*Macro International, Rockville, MD*
- Maureen Gardner**                      **Evidence-based Strategies for Communicating with At-Risk Drinkers**  
 Diane Miller, MPA<sup>1</sup>, Maureen Gardner, BA<sup>1</sup>, Terry Savage, BA, MA<sup>2</sup>,  
 and Jennifer Berktold, MA<sup>2</sup>  
<sup>1</sup>*National Institute on Alcohol Abuse and Alcoholism, Bethesda, MD*  
<sup>2</sup>*Westat, Rockville, MD*
- Peggy Hannon**                      **Tobacco Use Disparities in Washington State: Finding and Reaching Smokers Through the Workplace**  
 Peggy A. Hannon, PhD, MPH, M. Courtney Hughes, and Jeffrey R. Harris, MD, MPH, MBA  
*University of Washington, Seattle, WA*
- M. Courtney Hughes**                      **Understanding the Decision-Making Process for Health Promotion Programming at Small - to Mid-Size Businesses**  
 M. Courtney Hughes, MS, PhC, Donald L. Patrick, PhD, MsPH, Peggy A. Hannon, PhD, MPH, Jeffrey R. Harris, MD, MPH, MBA, and Donetta L. Ghosh, MPH  
*University of Washington, Seattle, WA*
- Jessica Kadis**                      **Process Evaluation of Educational Materials from Project SAFETALK: An Innovative Multi-Component Motivational Interviewing-based Safer Sex Program for People Living with HIV (PLWH)**  
 Jessica A. Kadis, BA<sup>1</sup>, Carol E. Golin, MD<sup>1</sup>, Rebecca A. Davis, MPH<sup>1</sup>, and Catherine A. Grodensky, MPH<sup>2</sup>  
<sup>1</sup>*UNC Chapel Hill School of Public Health, Chapel Hill, NC*  
<sup>2</sup>*Sheps Center for Health Services Research, Chapel Hill, NC*
- Adam Kintopf**                      **Stop the Presses! Evaluating Your Efforts to Create Media Coverage Around Health Issues**  
 Adam J. Kintopf, BA  
*ClearWay Minnesota, Minneapolis, MN*
- Townley Knudson**                      **Communication Partnerships to Promote HIV Testing: The National HIV Testing Mobilization Campaign**  
 Townley Knudson, MA  
*ESI, Bethesda, MD*

## Poster Session II (cont.)

**Teresa Lofton****The Eagle Books: Diabetes Prevention Through Storytelling and Community Outreach**Teresa Lofton, PhD, MPH,<sup>1</sup> and Shayna Heller, BFA<sup>2</sup><sup>1</sup>Westat, Atlanta, GA<sup>2</sup>Westat, Rockville, MD**Beverly Miller****Applying Consumer Strategies to Increase Adoption of Child Restraint by a Rural Community**

Beverly K. Miller, MEd, Samantha H. Mullins, MPH, Byron Anderson, BS, and Mary E. Aitken, MD, MPH

*University of Arkansas for Medical Sciences, Little Rock, AR***Memi Miscally****Body Checking for Primary Syphilitic Sores Among Men Who Have Sex with Men**Memi Miscally, MPH<sup>1</sup>, Lloyd Harris<sup>2</sup>, Sureyya Hornston, PhD, MPH<sup>3</sup>, Thomas Peterman, MD, MS<sup>3</sup>, and Hilda Shepeard, PhD, MBA<sup>3</sup><sup>1</sup>JVR Communications, Wheaton, MD<sup>2</sup>JRH Marketing Services, New York, NY<sup>3</sup>Centers for Disease Control and Prevention, Atlanta, GA**Lisa Patton****Communicating HIV/AIDS Prevention for Older Adults**

Lisa Patton, PhD, and Dianne McElroy, MA

*Westat, Rockville, MD***Gia Rutledge****CDC's LEAN for Life: A Web Site for Employers to Assess, Design, and Implement Effective Employee Obesity Prevention and Control Programs**Gia Rutledge, MPH<sup>1</sup>, Meredith Williams, MPH<sup>2</sup>, Marilyn Batan, MPH<sup>1</sup>, Mary D. Hill, BBA<sup>1</sup> and Michele Reyes, PhD<sup>1</sup><sup>1</sup>Centers for Disease Control and Prevention, Atlanta, GA<sup>2</sup>Center for Health Communication, Academy for Educational Development, Washington, DC**Michael Sheldon****Happy Quitters: Promoting Cessation Services to Smokers Through Personal Stories and Interactive Tools**

Michael Sheldon

*ClearWay Minnesota, Minneapolis, MN***Abha Shrestha****Content Analysis of Avian Influenza Articles in a Philippine Newspaper**Abha Shrestha, MPH Candidate<sup>1</sup>, Christine Unson, PhD<sup>1</sup>, and Elizabeth M. Davis, PhD<sup>2</sup><sup>1</sup>Southern Connecticut State University, New Haven, CT<sup>2</sup>Gonzaga University, Spokane, WA**Julia Smith-Easley****Diffusing Public Health Messages in Cooperation with Business Partners**

Julia Smith-Easley, MPH, CHES and Kathy Skipper, MBA

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

- Christine Unson**      **Predictors of Membership in Three Market Segments of Older African-American Women**  
 Kate Haemer, and Christine Unson, PhD  
*Southern Connecticut State University, New Haven, CT*
- Barbara Walkosz**      **Sun Safety 2.0: New Approaches in Health Communication**  
 Barbara Walkosz, PhD, David Buller, PhD, Mary Buller, MA, Peter Andersen, PhD, and Michael Scott, PhD  
*University of Colorado Denver, Denver, CO*
- Hilda Whitmire**      **Creating a Healthy Water Web Site**  
 Hilda Cyntricia Whitmire, MEd, Elizabeth Anne Medlin, MPH, and Susan Orange Butler, EdD  
*Centers for Disease Control and Prevention, Atlanta, GA*
- Lauren Williams**      **Bridging the Communication Gap in Public Health Genomics—An Online Newsletter Genomics and Health Weekly Update**  
 Sara Bedrosian, BA, Alex Charles, Lori Durand, Jeannette St. Pierre, BS  
 Lauren Evette Williams, BA, and Anja Wulf  
*Centers for Disease Control and Prevention, Atlanta, GA*
- Sharon Wong**      **Development of a Valid Youth-Targeted Survey to Measure Dating Violence Communications**  
 Rita K. Noonan, PhD<sup>1</sup>, Sharon Wong, MPH<sup>2</sup>, and Cynthia Klein, PhD<sup>2</sup>  
<sup>1</sup>*Centers for Disease Control and Prevention, Chamblee, GA*  
<sup>2</sup>*Constella Group, LLC, Atlanta, GA*
- Tracey Yap**      **Tailored E-mail Messages and Their Effect on Intentional Physical Activity**  
 Tracey L. Yap, PhD  
*University of Cincinnati, Carrollton, KY*

# Meeting Location Map & Floor Plan

