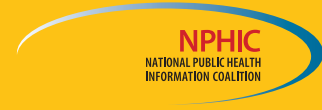


Co-sponsored by
CDC's National Center for Health Marketing &
Office of Enterprise Communication and the
National Public Health Information Coalition



EXPANDING NETWORKS • INCREASING KNOWLEDGE • ADVANCING PUBLIC HEALTH

National Conference on Health Communication, Marketing, and Media

**EXPAND
INCREASE
ADVANCE**

August 29-30, 2007

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



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DEAR COLLEAGUES:

Welcome to CDC's first *National Conference on Health Communication, Marketing and Media*. At CDC, we recognize the need to increase the impact of our science through effective communication and dissemination. Our Office of Enterprise Communication and National Center for Health Marketing are CDC's investments to ensure we understand and practice effective communication, marketing and media. Communication and sharing of messages are critical to achieving our health protection goals of Healthy People at Every Stage of Life; Healthy People in Healthy Places; People Prepared for Emerging Health Threats; and Healthy People in a Healthy World.

In a world of serious health threats—from extreme obesity and subsequent chronic health problems, to climate change, pandemic influenza, and natural disasters—we have a serious and challenging role to effectively share information that is useful and successful in protecting people's health.

By sharing the right information, in the right way, at the right time, we have the ability to give people in our communities, our nation, and our world, the information and tools they need to make effective choices and engage in activities that will positively impact their health and the health of their loved ones. We are preparing them to Be Well. Lifelong.

I encourage you to truly engage with presenters and participants during this conference. This is an outstanding opportunity to expand your networks, increase your knowledge, and, most importantly, advance public health.

Sincerely,

Julie Louise Gerberding, M.D., M.P.H

Julie Louise Gerberding, M.D., M.P.H.
Director, Centers for Disease Control and Prevention



DEAR COLLEAGUES:

As the Director of CDC's Coordinating Center for Health Information and Service (CCHIS), I am pleased to welcome you to CDC's first *National Conference on Health Communication, Marketing, and Media*.

As our name implies, CCHIS has been charged by CDC, the public health community, and the nation to acquire, produce, evaluate, and convey science-based public health information. This conference presents a great opportunity to promote information sharing and interdisciplinary collaboration within the health communication, marketing, and media community. In our interconnected world, information can travel faster than health risks and threats; thus, we must be diligent in advancing and working together to acquire, understand, and disseminate reliable public health information. To achieve our collective public health mission, our goal must be to merge great science with great communication to produce customer-centered, evidence-based public health information that promotes healthy behaviors and improves health outcomes.

I want to thank the CDC leaders, staff, and our partners who contributed their time and input to make this conference a reality. I want to thank you for taking the time to join us here today and for the work that you do, which contributes to the health and well-being of people all over the world.

Sincerely,

Steven L. Solomon, M.D.

Director, Coordinating Center for Health Information and Service
Centers for Disease Control and Prevention
Captain, U.S. Public Health Service (USPHS)

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DEAR COLLEAGUES:

On behalf of the Centers for Disease Control and Prevention's Office of Enterprise Communication and the National Center for Health Marketing, we extend a warm welcome to our colleagues and thank each of you for attending the first *National Conference on Health Communication, Marketing and Media*. We hope this conference provides you with the scientific and professional forum to share insights, find fellowship, and ignite innovation to advance the fields of health communication, marketing and media. These fields – and the synergy between them – are more vital to the advancement of public health than ever before.

While this conference is the culmination of many months of preparation, we believe that it will be a significant milestone in a lasting legacy of excellence in health communication, marketing and media. We have a great line-up of distinguished plenary speakers to help us achieve that goal. We also have more than 20 breakout sessions featuring over 70 speakers and 60 poster presentations representing state-of-the-art health communication, marketing and media science and practice.



We would like to thank the conference planning committee and conference co-chairs for their outstanding work while organizing this meeting. We look forward to spending time with you and working together to protect and promote the public's health.

Sincerely,

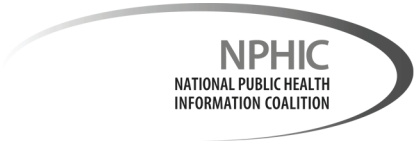
Jay M. Bernhardt, Ph.D., M.P.H.

Director, National Center for Health Marketing
Centers for Disease Control and Prevention

Donna Garland

Office of Enterprise Communication
Centers for Disease Control and Prevention





986 Hidden Hollow Drive
 Marietta, GA 30068
 tel. 770.509.5555
 fax. 770.565.8436
 www.nphic.org

On behalf of the National Public Health Information Coalition (NPHIC) we welcome you to the first *National Conference on Health Communication, Marketing and Media*. We are honored to co-sponsor this groundbreaking conference with the National Center for Health Marketing and the Office of Enterprise Communication at the Centers for Disease Control and Prevention (CDC).

As the nation’s premier organization of public health communicators, NPHIC is continuously promoting the power of effective public health communication. Over the next two days, you will have the opportunity to hear from national and international experts on how best to harness that power to protect and improve the public’s health. We hope you find the conference to be informative, stimulating and productive.

We hope you will not only gain new knowledge at this conference, but also meet new colleagues with whom you can share information and advice. We hope you will have a little fun in the vibrant city of Atlanta.

During conference breaks, we invite you to stop by the NPHIC booth to learn more about us. We are the nation’s only organization dedicated to the advancement of public health communications with the goal of “making public health public.” Our mission is to serve as the primary channel through which communicators in local, state, federal, and territorial public health agencies share best practices, techniques and strategies for promoting public health.

Thank you to CDC for inviting us to co-sponsor this important conference. We look forward to continuing to work together to improve the effectiveness of public health communication.

Sincerely,

John Stieger
 President

Laura Espino
 Program Director

P.S. When you stop by the NPHIC booth, be sure to ask about our annual conference, September 23-26 in Baltimore, or check out our Web site for more information (www.nphic.org).



DEAR COLLEAGUES:

As chairperson of the first *National Conference on Health Communication, Marketing, and Media*, it is my pleasure to welcome you on behalf of the conference planning committee. Our desire is that this inaugural conference will present numerous opportunities for both your growth as a professional in your discipline and for the advancement of health communication, marketing, and media as fields of study and public health practice.

The conference was initially developed with three main purposes in mind, and the theme of the conference was carefully chosen to reflect these goals: **expanding networks, increasing knowledge, and advancing public health**. First, observing the growth and progression of the related disciplines of health communication, marketing, and media, we identified a compelling need to bring together the brightest minds in these fields and facilitate collaboration and idea sharing across disciplines. In doing so, we also wanted to explore and advance the scientific principles underlying health communication, marketing, and media. The final purpose is that which drives our work—seeking to protect and promote the public's health.



In closing, I would like to take this opportunity to thank the conference planning committee, my colleagues in the National Center for Health Marketing, the Office of Enterprise Communication, and the National Public Health Information Coalition for the countless hours they have committed to make this conference a success. The committee and I would also like to thank you for being a part of the conference, as the expertise you bring enriches the experience of every participant. Please let me know if there is anything I can do to assist you during your attendance. Enjoy!

Sincerely,

A handwritten signature in black ink, appearing to read 'K. McDuffie', with a long horizontal flourish extending to the right.

Kathleen Y. McDuffie, Ph.D., M.P.H.

Conference Chair
Associate Director for Science
National Center for Health Marketing
Centers for Disease Control and Prevention
Commander, U.S. Public Health Service (USPHS)

CONFERENCE PLANNING COMMITTEE

JOHN P. ANDERTON, Ph.D., M.P.A.

Associate Director of Communication
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Informatics
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Atlanta, Georgia

CYNTHIA BAUR, Ph.D.

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and Marketing
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and Service
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Pennsylvania State University
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M.S.P.H., CHES

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Hanover, New Hampshire

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National Institute for Occupational Safety
and Health
Celebration, Florida

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Professor and Assistant Dean
College of Communication Arts and Sciences
Michigan State University
East Lansing, Michigan

PLENARY AND KEYNOTE SPEAKER BIOS



MARY BETH JOWERS is Managing Director at Olson Zaltman Associates (OZA), a research-based consultancy that uncovers deep insights to help its clients develop and implement effective strategies. Ms. Jowers is involved in all phases of research from project design through interviewing and analysis to consulting with client teams on uses of the findings. She is also responsible for much of the training of new OZA staff and licensees both domestically and abroad. Over the past 4 years, Ms. Jowers has worked with public and private clients on a variety of medical and health topics including positioning of pharmaceutical products, public health messaging, and the evaluation of messages aimed at donors and users of a non-governmental public health organization. As the OZA client base is quite broad, she also has extensive experience in other sectors including food and beverages, consumer packaged goods, and cosmetics/perfumes.



J. WALKER SMITH, Ph.D., is President of Yankelovich, Inc., a leading marketing services and research company specializing in database marketing solutions and consumer lifestyles trends. Dr. Smith is a recognized authority on marketplace trends and consumer buying motivations. 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 three books, including *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*, selected by *The Wall Street Journal* as one of the ten best work-life books of 2001. His next book, *Generation Ageless*, about aging baby boomers will be published in October 2007. Dr. Smith and his wife Joy make their home in Atlanta.



JEFF FRENCH, Ph.D., M.B.A., has extensive experience as a senior policy analyst strategist and advisor. Dr. French has an extensive CV that encompasses the development and leadership of public sector projects, social marketing programs, and communication strategy at international, national, regional, and local levels. With 29 years’ experience at the interface between the government, private, and NGO sectors, Dr. French has a broad practical and theoretical understanding of national and international social development issues.

Dr. French has published over 40 chapters and articles in the fields of community development, health education, health promotion, communications, and social marketing. He is a Fellow at Kings College London, and teaches at four other universities. He is a member of a number of national policy and program committees and regularly contributes to senior level policy roundtables and seminars. He was the Director of Marketing and Policy at the Health Development Agency for five years. Since March 2005, Dr. Jeff French has been the Director of the National Social Marketing Centre.



ESTHER THORSON, Ph.D., is Professor and Associate Dean for Graduate Studies and Research, and Director of Research for the Reynolds Journalism Institute at the School of Journalism at the University of Missouri–Columbia. Dr. Thorson has published more than 100 scholarly pieces on news effects, advertising, media economics, and health communication, and has edited six books. She has headed grant and research contracts totaling nearly \$3 million and is the only female Fellow of the American Academy of Advertising. She applies research, both hers and that of her colleagues, in newsrooms and advertising agencies across the United States and abroad. She serves on eight journal editorial boards. She is the recipient of the American Advertising Federation’s Distinguished Advertising Education Award, the American Academy of Advertising Outstanding Contribution to Research Award, a Missouri Alumni Association Faculty Award, and the Missouri Curator’s Award for Scholarly Excellence.



ROBERT E. SPEKMAN, Ph.D., M.B.A., Tayloe Murphy Professor of Business Administration at the Darden School of Business, University of Virginia, is an internationally recognized authority on business-to-business marketing, supply chain/channels management, and strategic alliances. His consulting experiences range from marketing research and competitive analysis to strategic market planning, supply chain management, channels of distribution design and implementation, and strategic partnering. In addition to teaching MBA courses, his executive program experience includes general marketing strategy, sales force management, channels strategy, creating strategic alliances, and business-to-business marketing strategy. He has edited/written seven books and has authored and co-authored more than 80 articles and papers.



CONFERENCE TRACKS

TRACK I: NEW DIRECTIONS FOR EVALUATING HEALTH COMMUNICATION, MARKETING, AND MEDIA ACTIVITIES

Essential methods and best practices for measuring the effectiveness of health communication, marketing, and media activities; important conceptual and practical issues in the evaluation of health communication and health marketing programs

WEDNESDAY, AUGUST 29, 11:00 A.M. – 12:30 P.M.

Evaluating and Improving the Health of the Nation: The Role of Health Communication, Marketing, Media, and e-Health Objectives (*Auditorium A*)

WEDNESDAY, AUGUST 29, 1:45 P.M. – 3:15 P.M.

A) Evaluating News Media Outreach and Stories: Challenges and Approaches (*Auditorium A*)

B) CDC Centers of Excellence in Health Marketing and Communication (*Distance Learning Auditorium*)

THURSDAY, AUGUST 30, 9:00 A.M. – 10:30 A.M.

Design and Evaluation of Field Studies: Challenges and Opportunities (*Auditorium A*)

THURSDAY, AUGUST 30, 11:15 A.M. – 12:45 P.M.

What is the Value of a Partner? Approaches to Evaluating Partnerships (*Auditorium A*)

TRACK II: USING HEALTH COMMUNICATION, MARKETING, AND MEDIA TO PROMOTE BEHAVIOR CHANGE

Theoretical developments, research findings, and best practices/new tools related to influencing behavior change through health communication and marketing campaigns

WEDNESDAY, AUGUST 29, 11:00 A.M. – 12:30 P.M.

Try This at Home: Best Practices in Applying Innovative and Creative Approaches to Behavior Change (*Rooms 245-246*)

WEDNESDAY, AUGUST 29, 1:45 P.M. – 3:15 P.M.

A Past, Present, and Future Look at the Evolution of Risk Communication (*Rooms 245-246*)

THURSDAY, AUGUST 30, 9:00 A.M. – 10:30 A.M.

What the Media Considers “Hot” (*Rooms 245-246*)

THURSDAY, AUGUST 30, 11:15 A.M. – 12:45 P.M.

A) Public Health and Branding: Build, Measure and Grow Your Health Program (*Rooms 245-246*)

B) Important Lessons for Us All from National Media Campaigns for Teens and Tweens: The Anti-Drug, truth, and VERB Campaigns (*Distance Learning Auditorium*)



TRACK III: DISSEMINATING PUBLIC HEALTH PROGRAMS

Theoretical developments, research findings, and best practices/new tools that focus on developing strategies, partnerships, and distribution channels for delivering public health programs to and through other organizations such as public health departments, educational institutions, and businesses

WEDNESDAY, AUGUST 29, 11:00 A.M. – 12:30 P.M.

Using Communication and Marketing to Influence “Place” (*Rooms 247-248*)

WEDNESDAY, AUGUST 29, 1:45 P.M. – 3:15 P.M.

Global Perspectives on Health Marketing (*Rooms 247-248*)

THURSDAY, AUGUST 30, 9:00 A.M. – 10:30 A.M.

Disseminating Public Health Programs: Lessons for Health Marketing (*Rooms 247-248*)

THURSDAY, AUGUST 30, 11:15 A.M. – 12:45 P.M.

Case Studies for Disseminating Public Health Programs (*Rooms 247-248*)

TRACK IV: REDUCING HEALTH DISPARITIES: THE ROLE OF HEALTH COMMUNICATION, MARKETING, AND MEDIA

Theoretical developments, research findings, and best practices/new tools focusing on how health communication and marketing and media can be used to reach vulnerable populations, and the role of these disciplines in strategies for reducing health disparities

WEDNESDAY, AUGUST 29, 11:00 A.M. – 12:30 P.M.

Educational Interventions for Reducing Health Disparities (*Rooms 254-255*)

WEDNESDAY, AUGUST 29, 1:45 P.M. – 3:15 P.M.

Community Health Promotion Interventions for Reducing Health Disparities (*Rooms 254-255*)

THURSDAY, AUGUST 30, 9:00 A.M. – 10:30 A.M.

A) Disparities in Health Outcomes Between Caucasian and African American Women (*Rooms 254-255*)

B) Multiculturalism in the U.S. and Health Disparities (*Distance Learning Auditorium*)

THURSDAY, AUGUST 30, 11:15 A.M. – 12:45 P.M.

Using Media to Spark Public Understanding of Social Determinants of Health and Equity (*Rooms 254-255*)



TRACK V: NEW FRONTIERS: HEALTH COMMUNICATION, MARKETING, AND MEDIA

“Forward-looking” discussions aimed at advancing the fields of health communication, marketing, and media

WEDNESDAY, AUGUST 29, 11:00 A.M. – 12:30 P.M.

Integrating Marketing into Public Health Practice (**Rooms 256-257**)

WEDNESDAY, AUGUST 29, 1:45 P.M. – 3:15 P.M.

Rethinking “Culture”: Working Across Different Cultural Contexts (**Rooms 256-257**)

THURSDAY, AUGUST 30, 9:00 A.M. – 10:30 A.M.

The Effects and Impacts of Communication Technologies in Health Marketing (**Rooms 256-257**)

THURSDAY, AUGUST 30, 11:15 A.M. – 12:45 P.M.

Towards a New Paradigm for Health Marketing (**Rooms 256-257**)

PROGRAM

Wednesday, August 29, 2007

7:30 A.M. – 5:30 P.M.

REGISTRATION

7:30 A.M. – 8:30 A.M.

CONTINENTAL BREAKFAST

Atrium

8:30 A.M. – 10:15 A.M.

PRESENTATION OF COLORS

AUDITORIUM B

Atlanta-Area Commissioned Corps Honor Cadre

OPENING REMARKS

Kathleen McDuffie, Ph.D., M.P.H., Conference Chair

Associate Director for Science

Office of the Director

National Center for Health Marketing

Coordinating Center for Health Information and Service

Centers for Disease Control and Prevention

Steve Solomon, M.D.

Director

Coordinating Center for Health Information and Service

Centers for Disease Control and Prevention

Jay Bernhardt, Ph.D., M.P.H.

Director

National Center for Health Marketing

Coordinating Center for Health Information and Service

Centers for Disease Control and Prevention

OPENING PLENARY SESSION

Understanding Consumers

Edward Maibach, M.P.H., Ph.D., Moderator

Professor

George Washington University and George Mason University

Using Metaphor to Understand and Communicate to Your Audiences

Mary Beth Jowers, Speaker

Managing Director

Olson Zaltman Associates

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

J. Walker Smith, Ph.D., Speaker

President

Yankelovich, Inc.

10:15 A.M. – 11:00 A.M.

Atrium

BREAK/ POSTER SESSION I

11:00 A.M. – 12:30 P.M.

CONCURRENT BREAKOUT SESSIONS

TRACK I:

NEW DIRECTIONS FOR EVALUATING HEALTH

COMMUNICATION, MARKETING, AND MEDIA ACTIVITIES

AUDITORIUM A

Evaluating and Improving the Health of the Nation: The Role of Health Communication, Marketing, Media, and e-Health Objectives

Katherine Lyon Daniel, Ph.D., Moderator

Deputy Director

National Center for Health Marketing

Coordinating Center for Health Information and Service

Centers for Disease Control and Prevention

Cynthia Baur, Ph.D., Speaker

Director

Division of Health Communication and Marketing

National Center for Health Marketing

Coordinating Center for Health Information and Service

Centers for Disease Control and Prevention

Linda Harris, Ph.D., Speaker

Lead, Health Communication and E-Health Team

Office of Disease Prevention and Health Promotion

U.S. Department of Health and Human Services

Craig Lefebvre, Ph.D., Speaker

Chief Technical Officer

Population Services International



TRACK II: USING HEALTH COMMUNICATION, MARKETING AND MEDIA TO PROMOTE BEHAVIOR CHANGE

ROOMS 245 - 246

Try This at Home: Best Practices in Applying Innovative and Creative Approaches to Behavior Change

Leslie B. Snyder, Ph.D., M.A., Moderator

Professor of Communication Sciences
Director, Center for Health Communication and Marketing
University of Connecticut

Tina Hoff, Speaker

Vice President and Director
Entertainment and Media Partnerships
Henry J. Kaiser Family Foundation

Nancy Lee, M.B.A., Speaker

President
Social Marketing Services, Inc.
Adjunct Faculty
University of Washington and Seattle University

Melissa Taylor, M.A., Speaker

Director, Strategic Planning and Research
Porter Novelli

TRACK III: DISSEMINATING PUBLIC HEALTH PROGRAMS

ROOMS 247-248

Using Communication and Marketing to Influence "Place"

Edward Maibach, M.P.H., Ph.D., Moderator

Professor
George Washington University and George Mason University

Lorelei DiSogra, Ed.D., R.D., Speaker

Vice President, Nutrition and Health
United Fresh Produce Association

Keith Fentonmiller, J.D., Speaker

Senior Attorney
Division of Advertising Practices
Federal Trade Commission

William Smith, Ph.D., Speaker

Executive Vice President
Academy for Educational Development

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Ian Thomas, Speaker
Executive Director
The PedNet Coalition

TRACK IV: REDUCING HEALTH DISPARITIES: THE ROLE OF HEALTH COMMUNICATION, MARKETING, AND MEDIA

ROOMS 254-255

Educational Interventions for Reducing Health Disparities

Gary L. Kreps, Ph.D., Moderator
Eileen and Steve Mandell Professor of Health Communication
Director of the Center for Health and Risk and Communication Professor and Chair
Department of Communication
George Mason University

Shedra Amy Snipes, Ph.D., Speaker
Kellogg Health Scholar
Multidisciplinary Track
Center for Research and Minority Health
M.D. Anderson Cancer Center
University of Texas

Jennifer Kotler, Ph.D., Speaker
Assistant Vice President, Domestic Research
Sesame Workshop

Sonya Lockett, Speaker
Vice President, Public Affairs
BET Networks

TRACK V: NEW FRONTIERS: HEALTH COMMUNICATION, MARKETING, AND MEDIA

ROOMS 256-257

Integrating Marketing into Public Health Practice

Dogan Eroglu, Ph.D., Moderator
Acting Associate Director of Marketing and Communication Science
National Center for Health Marketing
Coordinating Center for Health Information and Service
Centers for Disease Control and Prevention



Lawrence Hanrahan, Ph.D., M.S., Speaker

Director of Public Health Informatics
Chief Epidemiologist
Division of Public Health
Bureau of Health Information and Policy
Wisconsin Department of Health and Family Services

Ajay Kohli, Ph.D., Speaker

Isaac Stiles Hopkins Chair in Marketing
Goizueta Business School
Emory University

Michael Rothschild, Ph.D., M.B.A., Speaker

Emeritus Professor
School of Business
University of Wisconsin

12:30 P.M. – 1:45 P.M.

Atrium

LUNCH

Sponsored by the National Public Health Information Coalition

1:45 P.M. – 3:15 P.M.

CONCURRENT BREAKOUT SESSIONS

TRACK I:

NEW DIRECTIONS FOR EVALUATING HEALTH COMMUNICATION, MARKETING, AND MEDIA ACTIVITIES

AUDITORIUM A

Evaluating News Media Outreach and Stories: Challenges and Approaches

Sandra Bonzo, M.L.I.S., Moderator

Enterprise Communication Officer
Coordinating Center for Environmental Health
and Injury Prevention
Centers for Disease Control and Prevention

Glen Nowak, Ph.D., Speaker

Chief, Media Relations
Office of Enterprise Communication
Centers for Disease Control and Prevention

Ken Pastorick, Speaker

Public Information Officer
Office of Public Health
Center for Community Preparedness



James Bender, M.H.S., Speaker
Project Director
Academy for Educational Development

TRACK II: USING HEALTH COMMUNICATION, MARKETING, AND MEDIA TO PROMOTE BEHAVIOR CHANGE

ROOMS 245-246

A Past, Present, and Future Look at the Evolution of Risk Communication

Lynn Sokler, Moderator
Senior Marketing and Communication Consultant
DB Consulting Group, Contractor
National Center for Health Marketing
Coordinating Center for Health Information and Service
Centers for Disease Control and Prevention

Karen Whitehall King, Ph.D., Speaker
Professor and Department Head
Department of Advertising and Public Relations
Grady College of Journalism and Mass Communication
University of Georgia

Barbara Reynolds, M.A., Speaker
Public Affairs Coordinator
Office of Enterprise Communication
Centers for Disease Control and Prevention

Jeff Springston, Ph.D., Speaker
Associate Dean for Research and Graduate Studies
Grady College of Journalism and Mass Communication
University of Georgia

TRACK III: DISSEMINATING PUBLIC HEALTH PROGRAMS

ROOMS 247-248

Global Perspectives on Health Marketing

Melinda Frost, M.A., M.P.H., Moderator
Lead, Global Communication and Marketing
National Center for Health Marketing
Coordinating Center for Health Information and Service
Centers for Disease Control and Prevention



Elizabeth Fox, Ph.D., Speaker

Deputy Director
Office of Health, Infectious Diseases and Nutrition
Global Health Bureau
U.S. Agency for International Development

Craig Lefebvre, Ph.D., Speaker

Chief Technical Officer
Population Services International

David McGuire, Speaker

Vice President and Director
Center for Private Sector Health Initiatives
Academy for Educational Development

John Rainford, Speaker

Pandemic and Outbreak Communications Officer
World Health Organization

TRACK IV: REDUCING HEALTH DISPARITIES: THE ROLE OF HEALTH COMMUNICATION, MARKETING, AND MEDIA

ROOMS 254-255

Community Health Promotion Interventions for Reducing Health Disparities

Carl Botan, Ph.D., Moderator

Director, Doctoral Program in Health and Strategic Communication
Department of Communication
George Mason University

Elmer Huerta, M.D., M.P.H., Speaker

Director, Cancer Preventorium
Washington Cancer Institute at Washington Hospital Center
Principal Investigator, Latin American Cancer Research
Coalition Health Disparities Research Center

Nithya Muthuswamy, Ph.D., Speaker

Assistant Professor
George Mason University

Vetta Sanders Thompson, Ph.D., M.A., Speaker

Associate Professor of Community Health
in Behavioral Science and Health Education
St. Louis University



TRACK V:

NEW FRONTIERS: HEALTH COMMUNICATION, MARKETING, AND MEDIA

ROOMS 256-257

Rethinking “Culture”: Working Across Different Cultural Contexts

Stacey Hoffman, M.P.H., Moderator

Health Communication Specialist
National Center for Immunization and Respiratory Diseases
Coordinating Center for Infectious Diseases
CenterS for Disease Control and Prevention

Fard Johnmar, M.A., Speaker

Founder
Envision Solutions, LLC

Mickey McManus, Speaker

President and Principal
Maya Design, Inc.

Kami Silk, Speaker

Assistant Professor of Communications
Michigan State University

TRACK I:

NEW DIRECTIONS FOR EVALUATING HEALTH COMMUNICATION, MARKETING, AND MEDIA ACTIVITIES

DISTANCE LEARNING AUDITORIUM

CDC Centers of Excellence in Heath Marketing and Communication

Fred Fridinger, Dr.P.H., CHES, Moderator

Acting Chief
Marketing and Communication Strategy Branch
Division of Health Communication and Marketing
National Center for Health Marketing
Coordinating Center for Health Information and Service
Centers for Disease Control and Prevention

Vicki S. Freimuth, Ph.D., Speaker

Professor of Speech Communications
The Southern Center for Communication, Health, and Poverty
University of Georgia

Jeff Harris, M.D., M.P.H., M.B.A., Speaker

Professor, Health Services
The Health Marketing Research Center
University of Washington



Leslie B. Snyder, Ph.D., M.A., Speaker
 Professor of Communication Sciences
 Director, Center for Health Communication and Marketing
 University of Connecticut

3:15 P.M. – 4:00 P.M.
Atrium

BREAK/ POSTER SESSION II

4:00 P.M. – 5:30 P.M.

ADVANCING PUBLIC HEALTH WORKSHOPS

AUDITORIUM B

Workshop #1: Using Communication and Marketing to Prevent and Control HIV/AIDS

ROOMS 245-246

Workshop #2: Using Communication and Marketing to Prevent and Control Childhood Obesity

ROOMS 247-248

Workshop #3: Using Communication and Marketing to Improve Preparedness, Response, and Recovery to Natural and Human-caused Disasters, Including Emerging Infectious Diseases

ROOMS 254-255

Workshop #4: Using Communication and Marketing to Promote Environmental Health

ROOMS 256-257

Workshop #5: Using Communication and Marketing to Prevent Chronic Diseases and Promote the Health of Adult Populations

DISTANCE LEARNING AUDITORIUM

Workshop #6: Using Communication and Marketing to Prevent Injuries

AUDITORIUM A

FILM PRESENTATION AND DISCUSSION

Larry Adelman, Moderator
 Executive Producer
 California Newsreel

Unnatural Causes: Is Inequality Making Us Sick?

A preview of the documentary series and Public Impact Campaign examining racial and socioeconomic disparities in health scheduled to air on PBS during winter 2008.

5:30 P.M. – 8:00 P.M.
Atrium

WELCOME RECEPTION

Sponsored by the National Public Health Information Coalition





T h u r s d a y , *August 30, 2007*

7:00 A.M. – 8:00 A.M.

Atrium

CONTINENTAL BREAKFAST

8:00 A.M. – 8:45 A.M.

Atrium

SPECIAL KEYNOTE PRESENTATION

INTRODUCTION OF SPEAKER

Katherine Lyon Daniel, Ph.D.

Deputy Director

National Center for Health Marketing

Coordinating Center for Health Information and Service

Centers for Disease Control and Prevention

Applying Social Marketing Strategically: Lessons from England

Jeff French, Ph.D., M.B.A., Speaker

Director

National Social Marketing Centre

9:00 A.M. – 10:30 A.M.

CONCURRENT BREAKOUT SESSIONS

TRACK I:

**NEW DIRECTIONS FOR EVALUATING HEALTH
COMMUNICATION, MARKETING, AND MEDIA
ACTIVITIES**

AUDITORIUM A

Design and Evaluation of Field Studies: Challenges and Opportunities

Malcolm R. (Mac) Parks, Ph.D., Moderator

Associate Professor

Department of Communication

University of Washington

Paula Diehr, Ph.D., M.S., Speaker

Professor

Biostatistics/Health Services

University of Washington

Sandra Williams Hilfiker, M.A., Speaker

Public Health Advisor

Office of Disease Prevention and Health Promotion

Office of Public Health and Science

Office of the Secretary

U.S. Department of Health and Human Services



Marian Huhman, Ph.D., Speaker

Health Scientist
National Center for Chronic Disease Prevention
and Health Promotion
Coordinating Center for Health Promotion
Centers for Disease Control and Prevention

Eric Twombly, Ph.D., Speaker

Assistant Professor
Georgia State University

**TRACK II: USING HEALTH COMMUNICATION, MARKETING,
AND MEDIA TO PROMOTE BEHAVIOR CHANGE**

ROOMS 245-246

What the Media Considers “Hot”

Glen Nowak, Ph.D., Moderator

Chief, Media Relations
Office of Enterprise Communication
Office of the Director
Centers for Disease Control and Prevention

Daniel J. DeNoon, Speaker

Senior Medical Writer
WebMD

Karen Hunter, Speaker

Senior Public Affairs Specialist
Office of Enterprise Communication
Centers for Disease Control and Prevention

Mike Stobbe, M.P.H., M.S.J., Speaker

Medical Writer
Associated Press

TRACK III: DISSEMINATING PUBLIC HEALTH PROGRAMS

ROOMS 247-248

Disseminating Public Health Programs: Lessons for Health Marketing

Marvin E. Goldberg, Ph.D., Moderator

Irving and Irene Bard Professor of Marketing
Smeal College of Business
Pennsylvania State University



James W. Dearing, Ph.D., Speaker
Senior Scientist, Institute for Health Research
Kaiser Permanente Colorado

Edward Maibach, M.P.H., Ph.D., Speaker
Professor
George Washington University and George Mason University

Ralph Oliva, Speaker
Executive Director
Institute for the Study of Business Markets (ISBM)
and Professor of Marketing
The Pennsylvania State University

William A. Smith, Ed.D., Speaker
Executive Vice President
Academy for Educational Development

TRACK IV:

REDUCING HEALTH DISPARITIES: THE ROLE OF HEALTH COMMUNICATION, MARKETING, AND MEDIA

ROOMS 254-255

Disparities in Health Outcomes Between Caucasian and African American Women

Constance Harrison, M.P.A., Moderator
Public Health Analyst
National Institute for Occupational Safety and Health
Centers for Disease Control and Prevention

Denise Ballard, M.Ed., Speaker
Director
Disparities Center
Southwest Georgia Cancer Coalition, Inc.

Lisa Begg, Dr.P.H., R.N., Speaker
Director of Research Programs
Office of Research on Women's Health
Office of the Director
National Institutes of Health

Vicky Mays, Speaker
Department of Health Services
School of Public Health
University of California, Los Angeles



Sherrie Flynt Wallington, Ph.D., Speaker
 Research Fellow
 Dana-Farber Cancer Center
 Harvard University School of Public Health

TRACK V: NEW FRONTIERS: HEALTH COMMUNICATION, MARKETING, AND MEDIA

ROOMS 256-257

The Effects and Impacts of Communication Technologies in Health Marketing

Janice Nall, M.B.A., Moderator
 Division of E-Health Marketing
 National Center for Health Marketing
 Coordinating Center for Health Information and Service
 Centers for Disease Control and Prevention

Steve Cole, Speaker
 Vice President, Research
 Hope Lab

Erin Edgerton, M.A., Speaker
 Content Lead, Interactive Media
 National Center for Health Marketing
 Coordinating Center for Health Information and Service
 Centers for Disease Control and Prevention

Nedra Weinreich, M.S., Speaker
 President and Founder
 Weinreich Communications

Pamela Whitten, Ph.D., Speaker
 Professor and Associate Dean
 College of Communication Arts & Sciences
 Michigan State University

TRACK IV: REDUCING HEALTH DISPARITIES: THE ROLE OF HEALTH COMMUNICATION, MARKETING, AND MEDIA

DISTANCE LEARNING AUDITORIUM

Multiculturalism in the U.S. and Health Disparities

Diane M Drew, R.N., M.P.A., Moderator
 Health Education Specialist
 National Center for Health Marketing
 Coordinating Center for Health Information and Service
 Centers for Disease Control and Prevention





Everly Macario, Sc.D., M.S., M.Ed., Speaker
 Senior Social Marketing Strategist
 IQ Solutions, Inc.

Linda Neuhauser, Dr.P.H., Speaker
 Clinical Professor of Community Health and Human
 Development
 School of Public Health
 University of California, Berkeley

Captain Pelagie (Mike) Snesrud, Speaker
 Senior Tribal Liaison for Policy and Evaluation
 Office of Minority Health and Health Disparities
 Office of the Director
 Centers for Disease Control and Prevention

Melinda Villigran, Ph.D., Speaker
 Associate Professor
 George Mason University

10:30 A.M. – 11:15 A.M.
Atrium

BREAK/ POSTER SESSION III

11:15 A.M. – 12:45 P.M.

CONCURRENT BREAKOUT SESSIONS

TRACK I:

**NEW DIRECTIONS FOR EVALUATING HEALTH
 COMMUNICATION, MARKETING, AND MEDIA
 ACTIVITIES**

AUDITORIUM A

What is the Value of a Partner? Approaches to Evaluating Partnerships

Adam Gregory Skelton, Ph.D., M.P.H., Moderator
 Strategy Advisor
 McKing Consulting, Contractor
 National Center for Health Marketing
 Coordinating Center for Health Information and Service
 Centers for Disease Control and Prevention

Frances D. Butterfoss, Ph.D., M.S.Ed., Speaker
 Professor and Director
 Department of Pediatrics
 Division of Behavioral Research and Community Health
 Eastern Virginia Medical School



Sharyn Sutton, Ph.D., Speaker

Managing Director
Communication and Social Marketing
American Institutes for Research

April Velasco, Ph.D., Speaker

Public Health Advisor
National Center for Health Marketing
Coordinating Center for Health Information and Service
Centers for Disease Control and Prevention

**TRACK II: USING HEALTH COMMUNICATION, MARKETING,
AND MEDIA TO PROMOTE BEHAVIOR CHANGE**

ROOMS 245-246

Public Health and Branding: Build, Measure, and Grow Your Health Program

Stephen Luce, Moderator

Senior Marketing Specialist
McKing Consulting, Contractor
National Center for Health Marketing
Coordinating Center for Health Information and Service
Centers for Disease Control and Prevention

Heidi Rogers, Speaker

General Manager, Strategy
Sterling Brands

Kathie Thomas, Speaker

Director of Innovation
Fleishman-Hillard

Faye Wong, Speaker

Former Director, VERB Campaign
National Center for Chronic Disease Prevention
and Health Promotion
Coordinating Center for Health Promotion
Centers for Disease Control and Prevention

TRACK III: DISSEMINATING PUBLIC HEALTH PROGRAMS

ROOMS 247-248

Case Studies for Disseminating Public Health Programs

Kelli McCormack Brown, Ph.D., Moderator

Associate Dean for Academic Affairs
College of Health and Human Performance
University of Florida

**EXPAND
INCREASE
ADVANCE**



Charles B. Collins, Speaker

Science Application Team Leader, Capacity Building Branch
National Center for HIV, Hepatitis, STD, and TB Prevention
Coordinating Center for Infectious Diseases
Centers for Disease Control and Prevention

Don Martin, Speaker

Health Educator
Office of Health Promotion
Washington State Department of Health

Katherine M. Wilson, Ph.D., M.P.H., Speaker

Senior Public Health Educator
National Center for Chronic Disease Prevention
and Health Promotion
Coordinating Center for Health Promotion
Centers for Disease Control and Prevention

TRACK IV:

**REDUCING HEALTH DISPARITIES: THE ROLE OF
HEALTH COMMUNICATION, MARKETING, AND MEDIA**

ROOMS 254-255

**Using Media to Spark Public Understanding of Social Determinants of
Health and Equity**

Linda A. Carnes, Dr.P.A., M.P.A., Moderator

Senior Advisor for Public Relations
Office of Enterprise Communication
Centers for Disease Control and Prevention

Robert Hahn, Ph.D., M.P.H., Moderator

Scientist, Community Guide
National Center for Health Marketing
Coordinating Center for Health Information and Service
Centers for Disease Control and Prevention

Larry Adelman, Speaker

Executive Producer
Unnatural Causes: Is Inequality Making Us Sick?
California Newsreel

Mona Fouad, Ph.D., Speaker

Professor of Medicine
Director, Minority Health and Research Center
University of Alabama at Birmingham



Elleen Yancey, Ph.D., Speaker
Director, Prevention Research Center
Morehouse School of Medicine

**TRACK V: NEW FRONTIERS: HEALTH COMMUNICATION,
MARKETING, AND MEDIA**

ROOMS 256-257

Towards a New Paradigm for Health Marketing

Gary L. Kreps, Ph.D., Moderator
Eileen and Steve Mandell Professor of Health
Communication
Director of the Center for Health and Risk Communication
Professor and Chair, Department of Communication
George Mason University

Amy Auerbach, M.A., Speaker
Vice President and Director of Interactive Media
American Legacy Foundation
PHD

Jay Bernhardt, Ph.D., M.P.H., Speaker
Director
National Center for Health Marketing
Coordinating Center for Health Information and Service
Centers for Disease Control and Prevention

Edward Maibach, M.P.H., Ph.D., Speaker
Professor
George Washington University and George Mason University

Roxanne Parrott, Ph.D., M.A., Speaker
Professor of Communication Arts and Sciences
Pennsylvania State University

**TRACK II: USING COMMUNICATION MARKETING AND MEDIA
TO PROMOTE BEHAVIOR CHANGE**

DISTANCE LEARNING AUDITORIUM

**Important Lessons for Us All from National Media Campaigns for Teens
and Tweens: The Anti-Drug, truth, and VERB Campaigns**

Leslie B. Snyder, Ph.D., M.A., Moderator
Professor of Communication Sciences
Director, Center for Health Communication and Marketing
University of Connecticut





Robert W. Denniston, M.A., Speaker

Director, National Youth Anti-Drug Media Campaign
Office of the National Drug Control Policy

Marian Huhman, Ph.D., Speaker

Health Scientist
National Center for Chronic Disease Prevention and Health Promotion
Coordinating Center for Health Promotion
Centers for Disease Control and Prevention

Donna Vallone, Ph.D., M.P.H., Speaker

Senior Vice President for Research and Evaluation
American Legacy Foundation

12:45 P.M. – 1:30 P.M.

Atrium

LUNCH

Sponsored by the National Public Health Information Coalition

1:30 P.M. – 3:00 P.M.

AUDITORIUM B

CLOSING PLENARY SESSION

Reaching Consumers

Glen Nowak, Ph.D., Moderator

Chief, Media Relations
Office of Enterprise Communication
Centers for Disease Control and Prevention

Health Communication Challenges in the Digital World

Esther Thorson, Ph.D., Speaker

Acting Dean, Missouri School of Journalism
Professor, Strategic Communication
Director of Research, Reynolds Journalism Institute
University of Missouri–Columbia

Developing a Collaborative Distribution Channels Strategy

Robert Spekman, Ph.D., M.B.A., Speaker

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

CLOSING REMARKS

Donna Garland

Director, Office of Enterprise Communication
Centers for Disease Control and Prevention



Poster Session I

Wednesday, August 29, 2007, 10:15 a.m. – 11:00 a.m.

AUTHOR	POSTER TITLE
Ijeoma Agulefo	Emergency Communication for the Hard of Hearing, Deaf and Deaf-Blind Population
Quanza Brooks-Griffin	National Diabetes Education Program: How Are We Marketing Diabetes Prevention and Control?
Jennifer Chu	Addressing Health Disparities through Social Marketing Strategies with Multicultural Populations
David Driscoll	Cultural Dimensions of Environmental Risk Decision-making: methylmercury in fish.
Gwyndolyn Ensley	Building Blocks for a Healthy Future—Disseminating and the Promoting Materials and Web Site
Vicki Freimuth	Patterns of Response to Health Risks Among the Southern Poor
Fred Fridinger	Health Marketing Consultations
Thomas Gordon	Using Perceptual Mapping, Eye-Tracking and Pupilometer Technologies, and Functional-MRI to Design More Effective Health Marketing Strategies
Jeffrey Hampl	High School Journalists Write about Nutrition and Physical Activity
Jeffrey Harris	Marketing Workplace Health Promotion Best Practices
Jean Horrigan	VISION Public Information Network: Communicating Research Results to the Public
Jenifer Kopfman	Increasing Awareness of Children's Milestones and Identification of Children with Autism: CDC's "Learn the Signs. Act Early." Campaign
Deborah Levine	Using Online Coupons to Measure Offline Behavior Change: STD/HIV Testing
Lourdes Martinez-Cox	BioSense Training: Soup to Nuts- Using Needs Assessment to Drive Content and Delivery
Bill Okaka	Testing Modes of Communication for Infection Control Prevention: Kenya
Bonnie Rubin	Games People Play: Creating a Positive Spin
Shari Short	Champions of Change: Using Social Marketing to Increase Colorectal Screening Rates in the African-American Community
Leslie Snyder	Creating A Database to Aid in the Dissemination of Public Health Interventions
Ivette Torres	"Join the Voices for Recovery": How Maximizing Distribution Channels Enabled a Federal Campaign to Make a Difference
Heng Xu	Using a 6R-Based Goal-oriented Framework to Integrate Health Campaign Theory and Practice through the 4I -Based Polymorphic Approaches



Poster Session II

Wednesday, August 29, 2007, 3:15 p.m. – 4:00 p.m.

AUTHOR	POSTER TITLE
Teresa Brady	Taking Evidence-Based Interventions to Scale: Distribution System Requirements To Reach Populations
Dena Cox	Effect of FITD, LPC and Risk Presentation Interventions on Parental HPV Vaccine Acceptance
David Davis	The Role of an E-Mail “Help Desk” in Building Partnerships for HIV Prevention Program Evaluation
Delia Duchicela	Constructing a Policy-Based Strategy for Community Health Workers: Promotora’s Preparedness Network
Claudia Gaffney	Educational Tools for Hispanic Families of Children with Hearing Loss
Aditi Grover	When the Loss of Free Will can be Costly: A Novel Approach to an Anti-Smoking Campaign
Heather Carter Hamner	Using Multiple Methods to Assess Potential Health Campaign Messages
Wendy Heaps	Early Lessons Learned: Using E-Media for a Public Health Response to the Virginia Tech Tragedy
Jean Horrigan	Using Shopping Centers to Deliver Health Messages
Jenifer Kopfman	Audience Segmentation and Tailored Health Messages for Women of Childbearing Age
Beatriz Lopez	Leveraging Information and Communication Technologies (ICT) to Support Public Health Workforce Communications and Capacity Development in Central America
Francesco Massara	A Nutrition Education Test in a Virtual Store Environment
Mary Anne Myers	From Research to Practice: Products and Processes for Disseminating and Implementing Evidenced Based Practices in Mental Health
Rossanne Philen	Epi-X: Use of Secure Communications in a Pandemic Influenza Exercise
Priyali Rajagopal	Effectiveness of Incentives, Pledges and Competitions as Healthy Eating Interventions
Alice Silbanuz	Using Health Marketing to Increase Walking among Adults in Hawaii
Michael Stollefson	Integrating Health Marketing Strategies into a Federally Funded Dissertation Grant Proposal: A Student’s Experience
Brigette Ulin	Building the Choose Respect Brand: A Partnership with the Women’s National Basketball Association (WNBA) Be Tour
Heng Xu	Avian Influenza Risk Communication In China: A Content Analysis of Avian Influenza Risk Communication on 31 Province-Level E-Governmental Websites



Poster Session III

Thursday, August 30, 2007, 10:30 A.M. – 11:15 A.M.

AUTHOR	POSTER TITLE
John Anderton	Evaluating the Impact of Informatics-Facilitated Communications
Teresa Brady	Impact of a Health Communications Campaign Promoting Physical Activity among People with Arthritis
Doryn Chervin	Audience in Context: Marketing Strategy to Improve the Health of People in Persistent Poverty
Sara Diamond	Collaborating with Young Urban Artists to Create Substance Use Avoidance Messages, Entertainment Options and Role Models for Urban Older Adolescent Low Level Users: a Multilevel Prevention Intervention pilot.
Gwyndolyn Ensley	Start Talking Before They Start Drinking Public Education Campaign
Amy Flowers	Using Network Analysis to Build Access for Disparate Groups
Pamela Geis	www.DiabetesAtWork.org : Marketing to Employers
Misha Gutierrez	Addressing Health Disparities in California Via a Public Education Campaign
Kristen Holtz	Linking Cognitive Development and Behavior Change Theories in Promoting Health Literacy
Alan Janssen	Media Coverage and Public Pandemic Influenza Perceptions
Lauren Laimon	Building Partnerships through Website Marketing
Deborah Levine	SMS Text Messaging for Sexual Health Communications
Richun Li	Enhancing China's Capacity in Emergency Risk Communication & Use of Information and Communication Technology
Pritpal Marjara	Using Research Techniques to Facilitate Messaging and Monitor Impact: The PSI/Avahan Case Study
Jane Mitchko	Heads Up! Concussion Tool Kit for Youth Sports Coaches: Increasing Awareness and Management of Concussion
Apophia Namageyo-Funa	Human Genetics Information: Whom Does the Public Trust
Priya Nambisan	Simultaneous Media Usage: A Challenge for Health Communication Professionals
Kasey Poole	Step ONE Multi-Media Initiative
Jonelle Rowe	Disseminating an Obesity Prevention Toolkit and Program to Parents and Caregivers of Adolescents
Li Richun	Enhancing China's Capacity in Emergency Risk Communication & Use of Information and Communication Technology



Sheryl Ruzek

Using the Precaution Adoption Model to Understand Colorectal Cancer Screening Among African Americans: Implications for Media Agenda Setting to Reduce Health Disparities

Laray Scott

Personal Health Records and Clergy Intervention: An Innovative Approach to Reducing Health Disparities in African American Communities

Matthew Sones

Framing Avian Influenza: A Content Analysis of U.S. News Coverage of Avian Flu

Karen Toll

Innovative Approach to Addressing Health Disparities: Helping African American Families "Make The Kidney Connection"

Lanelle Wright

Explicating the Construct of Fatalism and Developing Non-Fatalism Enhancing Messages

BUILDING EVACUATION AND EMERGENCY PROCEDURES

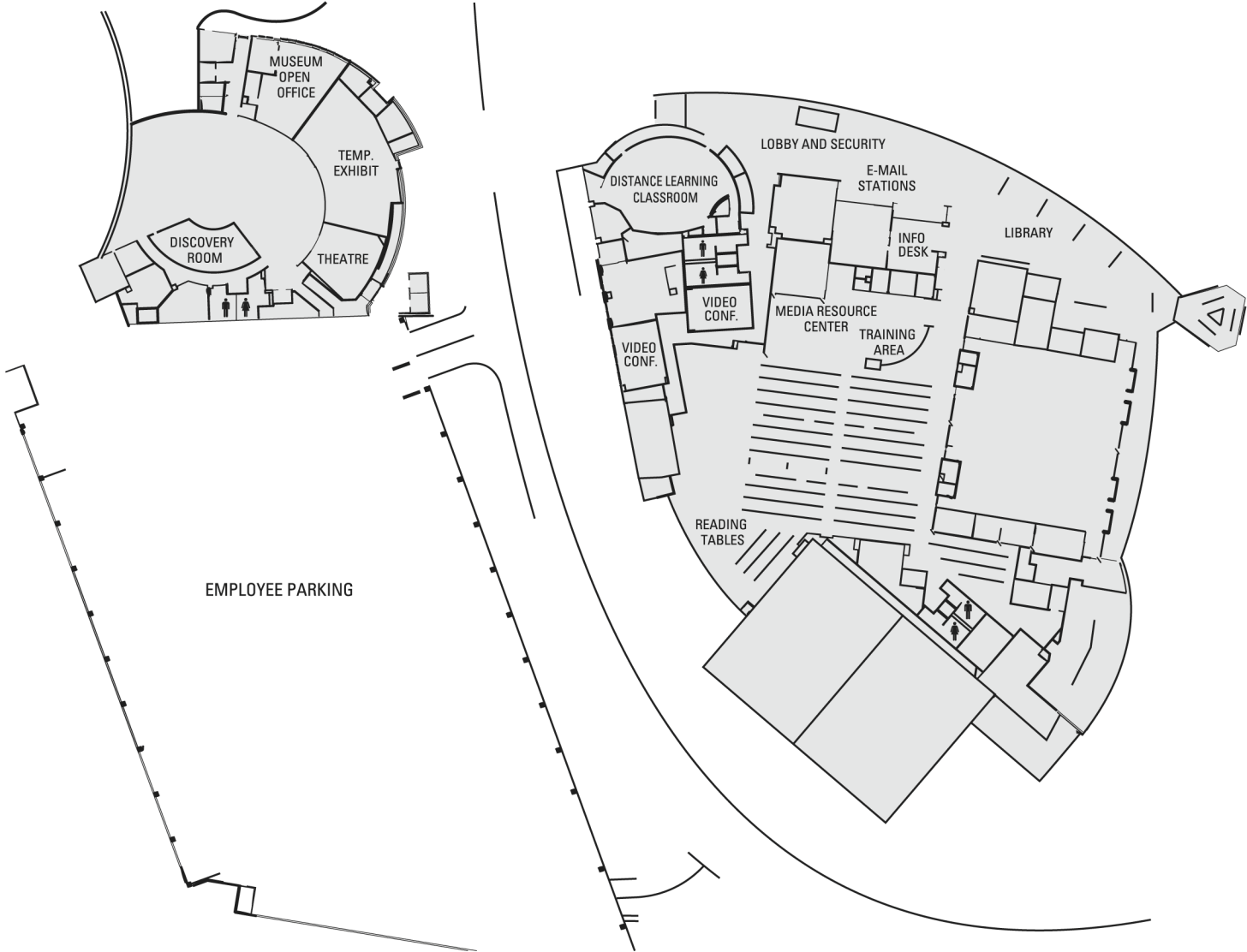
1. When the fire alarm sounds, you will hear a public address system announcement with instructions to evacuate.
2. Please take the stairwells down to the ground floor level and exit the building. In the event of an evacuation, **DO NOT USE THE ELEVATORS.**
3. After exiting the building, everyone should “proceed immediately to the Assembly Area” located in front of Building 19 Parking Deck, not to your car or elsewhere.
4. Once in the assembly area, do not leave until you have been given further instructions or have been given the “All Clear” command.
5. In the event that re-entry is not allowed, be sure to take all of your personal items with you such as your purse, cell phone and car keys.

BUILDING SHELTER-IN-PLACE EMERGENCY PROCEDURES

1. If a Shelter-In-Place is activated, you will hear a public address system announcement with directions on how to proceed.
2. Please remain calm and stay in your seats until you are given further directions by the Building Evacuation Team (BET), who will be identified by orange hats.
3. Follow all instructions given to you by members of the BET.

GCC MAP

Level One



Level Two

