

# 8<sup>th</sup> National Conference on Immunization & Health Coalitions

May 21-23, 2008 San Francisco, California

Conference Agenda \*subject to change(s) prior to the conference

## Wednesday May 21, 2008

9:00 am – 12:00 pm Pre-Conference Workshops (Concurrent)

**PC1. Making Your Coalition's Work Known:**

**Writing Abstracts, Articles, and Press Releases**

*Aparna Ramakrishnan & Liz Ryan, Academy for Educational Development*

**Golden Gate Hall – C1**

**PC2. Looking Good in Print and on the Web:**

**Creating Materials That Reach Your Target Audience**

*Susie Childrey & Cathy Hogan, Centers for Disease Control & Prevention*

**Golden Gate Hall – C2**

**PC3. Numbers, Numbers Everywhere:**

**Finding and Understanding Coalition Friendly Data**

*Dr. Louise Lawson, Kennesaw State University*

**Golden Gate Hall – C3**

1:00 - 1:30 pm Conference Opens – Welcoming Remarks

*Andrew Resignato, San Francisco Immunization Coalition*

*Bonnie Sorenson, California Department of Public Health*

**Golden Gate Hall – A**

1:30 - 2:00 pm Afternoon Plenary (1)

**Working Together Across Coalitions and Health Communities**

*Fran Butterfoss, Eastern Virginia Medical School*

**Golden Gate Hall – A**

2:00 – 2:45 pm Icebreaker

**Building Bridges Across Coalitions - [Interactive Exercise for All Conferees](#)**

**Golden Gate Hall – A**

2:45 - 3:00 pm Break

**Golden Gate Hall – Foyer**

3:00 - 4:30 pm Afternoon Breakout Sessions (Concurrent)

**Immunization: A Bridge to Other Preventive Services**

*Sandra Jo Hammer, Cheryl Fennik, Linda Scott*

**Golden Gate Hall – B1**

**Bridges to Better Breathing: Coalition Approaches to Asthma Issues**

*Elizabeth Bayne, Barbara Spark, Sharon Petronella*

**Golden Gate Hall – B2**

**Working With Teens: Lifting the Fog on Adolescent Issues**

*Christine Garcia, Shanen Wright, Andrea Clement-Johnson, Candie Benn*

**Golden Gate Hall – B3**

**Low Literacy Materials/Monolingual Clients and How to Reach Them**

*Beccah Rothschild, Kelley Kast, Everado Aguilar*

**Golden Gate Hall – C1**

**Breaking the Myths: Science on Trial and Ramifications for Public Health**

*Bill Berg, Michelle Basket*

**Golden Gate Hall – C2**

**Streets and Avenues: Many Paths to Collaboration**

*Karen Elliot, Amy Wishner*

**Golden Gate Hall – C3**

**4:30 - 5:00 pm Break**

**Golden Gate Hall – Foyer**

**5:00 - 6:00 pm Evening Plenary (2)**

**Allies Against Asthma: A Model for Community Coalitions**

*Noreen Clark, University of Michigan*

**Golden Gate Hall – A**

**7:00-10:00 pm Welcome Reception & Exhibits**

**Yerba Buena Ballroom – Salon 7**

**Thursday May 22, 2008**

**8:00 - 9:00 am Breakfast & Exhibits**

**Yerba Buena Ballroom – Salon 1-6 Foyer**

**9:00 - 10:00 am Morning Plenary (3)**

**Helping People Across Oceans of Health Information & Misinformation**

*Andrew Resignato, San Francisco Immunization Coalition*

**Yerba Buena Ballroom – Salon 7**

**10:00 - 10:15 am Break and Exhibits**

**Yerba Buena Ballroom – Salon 7**

**10:15 am - 11:45 am Morning Breakout Session (Concurrent)**

**The Good, the Bad, & the Talkative: Making Group Dynamics Work**

*Amy Paulson, Peggy Yamagata, Kathe Gustafson*

**Yerba Buena Ballroom – Salon 5**

**Websites, Blogs, and Webinars: Internet Strategies that Work**

*Shea Van Horn, Tiffany Tate, Rebeca Boyte*

**Yerba Buena Ballroom – Salon 6**

**Back to Basics: Engaging the Faith Community & other Traditional Community Partners**

*Joan Clayton Davis, Aparna Ramakrishnan, Mirlene Cadichon, Brian Bragg, Jennifer Danzig*

**Golden Gate Hall – B1**

**Conquering Hepatitis: Public and Private Partnerships for Prevention**

*Janet Zola, Dustin Lee, Meredith Bergin, Mila Verdugo*

**Golden Gate Hall – B2**

**Thinking Like a Social Marketer**

*Liz Ryan, Lee Ann Quinn, Amy Pine*

**Golden Gate Hall – B3**

**12:00 - 1:45 pm Lunch Plenary (4)**

**Money Talks – The Value of Prevention**

*John Fontanesi, University of California San Diego*

**Yerba Buena Ballroom – Salon 7**

**1:45 - 2:00 pm Break & Exhibits**

**Yerba Buena Ballroom – Salon 1- 6 Foyer**

**2:00 - 3:30 pm Afternoon Breakout Session (Concurrent)**

**Teens and Tweens and Vaccines: New Populations Require New Partners**

*Shannon Stokley, Kari Sapsis, Frankie Milley*

**Yerba Buena Ballroom – Salon 5**

**Raising Funds and Finding Resources**

*Tiffany Sutter, Anna Pentler, Ligia Afu-Li*

**Yerba Buena Ballroom – Salon 6**

**Health Coalition Legislative Advocacy**

*Debbie McCune Davis, Mark Mioduski, Michelle Charters*

**Golden Gate Hall – B1**

**Coalition 101: Starting from Scratch**

*Fran Butterfoss, Lynda Shirley, Gail Anderson, Cari Rovig, Jennifer Zavolinsky*

**Golden Gate Hall – B2**

**What's New With Flu?**

*Patricia Nowatzke, Bryan Goodin, Kathe Gustafson*

**Golden Gate Hall – B3**

**Friday May 23, 2008**

**8:00 - 9:00 am Breakfast & Exhibits**

**Yerba Buena Ballroom – Salon 7 Foyer**

**9:00 - 10:00 am Plenary (5)**

**Making New Friends - Out of the Box Partnerships**

*Sarah Olson, Centers for Disease Control*

**Yerba Buena Ballroom – Salon 7**

**10:00-11:00 am Plenary (6)**

**Get Motivated and Get Inspired to Improve Your Communities' Health**

*Jewel Diamond Taylor, <http://www.donotgiveup.net/>*

**Yerba Buena Ballroom – Salon 7**

**11:00-11:15 am Conference Closing**