

Community Health Promotion Summit
Engaging Communities through Meaningful Communication
Hotel at Old Town -- Wichita, KS

January 31 – February 1, 2018 – Workshops and General Session
February 2, 2018 – Chronic Disease Risk Reduction Grant, Request For Proposal Meeting for Applicants

Agenda

Day 1—January 31: Workshops

1:00-5:00 pm	Registration Open
2:00-5:00 pm	<p>Pre-session workshop #1 <i>Goal, Audience and Message: The Nuts and Bolts of Using Effective Communications and Storytelling to Advance Your Public Health Agenda</i></p> <p align="center">Steve Kinsella, President, Kinsale Communications, Inc.</p> <p>Interactive workshop detailing the importance and how-to's of communication and media, handling conflict, and telling your story.</p>
2:00-5:00 pm	<p>Pre-session workshop #2 <i>Communication Avenues to the First Tobacco Free Generation</i></p> <p align="center"><i>Presentation #1: End the Trend Marketing Campaign – Development and Testing of Anti-Vaping Marketing Campaign Targeting Middle Schoolers</i></p> <p align="center">Jamie Katz, Prevention Coordinator, Johnson County Mental Health Center</p> <p align="center"><i>Presentation #2: Educating and Engaging Youth to #BeTheFirst Tobacco-Free Generation Through Online Training</i></p> <p align="center">Leslie Ferreira, Training and Outreach Manager, Youth Advocacy Program, Campaign for Tobacco-Free Kids</p> <p align="center"><i>Presentation #3: Finish It</i></p> <p align="center">Rebecca Carle, Senior External Relations Manager, Truth Initiative</p> <p>Workshop will focus on youth tobacco prevention. Hear from two national tobacco-free youth organizations, and learn about an anti-vaping campaign to target middle school students in Johnson County.</p>

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Day 2—February 1: General Session

8:00 am-5:00 pm	Registration Coffee and light refreshment
9:00-9:45 am	<i>Welcome</i> Ryan Lester, MPH, KDHE Bureau of Health Promotion Director <i>Highlights from the 2016 Behavioral Risk Factor Surveillance System and 2017 Youth Risk Behavior Survey</i> Shannon DeVader, MPH, Advanced Epidemiologist
9:45-10:45 am	<i>Your Story is Their Story: The Nexus of Communications, Storytelling, and Public Health</i> Steve Kinsella, President, Kinsale Communications, Inc.
10:45-11:00 am	Break
11:00 am-12:00 pm	Breakout Sessions <ul style="list-style-type: none"> • <i>Overcoming Transportation Barriers for Equitable Food Access</i> Lisa Koch, AICP, Groundswell Consulting, LLC Matt Kleinmann, Doctoral Student, University of Kansas, School of Architecture, Design and Planning; Researcher, Community Health Council of Wyandotte County • <i>Tobacco and Behavioral Health- Grassroots Efforts to Accomplish Tobacco Free Grounds and Change Culture</i> Jamie Katz, Prevention Coordinator, Johnson County Mental Health Center Jeanette Garcia, Mental Health Association of South Central Kansas • <i>A Healthy Community Environment – More Than Tobacco-Free</i> Doug Seegers, Director of Parks and Recreation City of West Monroe, LA
12:00-1:00 pm	Lunch provided
1:00-2:00 pm	<i>Working with the News Media – Panel Presentation</i> Panelists: Sarah Green, Independent Writer and Consultant Pilar Pedraza, Journalism Teacher and KPTS television news host Deborah Sharr, News Reporter at KMUW public radio Phillip Brownlee, Executive Director of the Medical Society of Sedgwick County and former Editorial Page Editor at the Wichita Eagle newspaper Facilitators: Nye & Associates – Jennifer Strong Worrell and Ruth Johnson

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2:00-2:45 pm	Break and Snack Screening of <i>Black Lives, Black Lungs</i> (15 minutes) Exercise Opportunity
2:45-3:45 pm	Breakout Sessions <ul style="list-style-type: none"> • (REPEAT) <i>Overcoming Transportation Barriers for Equitable Food Access</i> Lisa Koch, AICP, Groundswell Consulting, LLC Matt Kleinmann, Doctoral Student, University of Kansas, School of Architecture, Design and Planning; Researcher, Community Health Council of Wyandotte County • (REPEAT) <i>Tobacco and Behavioral Health- Grassroots Efforts to Accomplish Tobacco Free Grounds and Change Culture</i> Jamie Katz, Prevention Coordinator, Johnson County Mental Health Center Jeanette Garcia, Mental Health Association of South Central Kansas • (REPEAT) <i>A Healthy Community Environment – More Than Tobacco-Free</i> Doug Seegers, Director of Parks and Recreation City of West Monroe, LA
3:45-4:00 pm	Break
4:00-5:00 pm	<i>Audience Specific Messaging: Stories from the Field</i> Lisa Blume, KDHE Community Health Specialist Kimberly Smith, Marketing and Outreach Coordinator at Child Care Aware of Kansas
5:00-5:15 pm	Tobacco Free Kansas Coalition Announcement by President and Adjourn
5:15-6:30 pm	Reception Sponsored by the Tobacco Free Kansas Coalition – All Are Welcome! (Hors d’oeuvres, refreshments provided by TFKC)

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Day 3—February 2: Chronic Disease Risk Reduction Grant Request for Proposal Meeting (for CDRR applicants)

7:30-8:30 am	Continental Breakfast and Networking
8:30-9:00 am	Welcome and Overview Jennifer Church, MS, RD/LD, KDHE Community Health Promotion Section Director Grant Eligibility and Requirements
9:00-10:00 am	Community Tool Box Presentation Presenter: University of Kansas Center for Community Development
10:00-10:15 am	Stretch break and transition
10:15-11:15 am	Breakout Sessions <ul style="list-style-type: none">• Planning Applicants - Chronic Disease Risk Reduction 101 Session • Implementation Applicants - Chronic Disease Risk Reduction Request for Proposal Guidance and Application Process
11:15 am-12:00 pm	How to Use Data to Tell Your Story Shannon DeVader, MPH, Advanced Epidemiologist
12:00-12:15 pm	Question and Answer Period and Adjourn