

Health Officers Association of California (HOAC)  
California Conference of Local Health Officers (CCLHO)  
California Department of Public Health (CDPH)

**Communication and Beyond: Reaching a New Generation of Public Health Partners**

Spring 2015 Semiannual Meeting  
April 30 - May 1, 2015

Agenda

**Thursday, April 30**

7:15 Breakfast and Registration

8:00 Welcome

Wilma Wooten, MD, MPH, Health Officer, San Diego County

Session 1: Tailoring the Message

Facilitator: Robert Kim-Farley, MD, MPH, Director, Communicable Disease Control and Prevention, Los Angeles County

8:15 Plenary Keynote Address: The Medium is the Message

Speaker: Kate Folb, Director, Hollywood, Health & Society

9:30 Break-out groups on tailoring the message

Facilitator and Speaker: Diane Brown, MPH, Director, Public Health Emergency Management, Long Beach Department of Health & Human Services

10:00 Break

10:15 Breakout group presentations

- Communicating public health concerns to elected officeholders
- Communicating public health concerns to the business community
- Communicating public health concerns to the media
- Communicating public health concerns to health care professionals

12:00 Luncheon

Session 2: Communicating About Specific Issues

Facilitator: Charles Mosher, MD, MPH, Health Officer (Retired), Mariposa County,

1:30 Health Inequities

Muntu Davis, MD, MPH, Health Officer, Alameda County

1:50 E-Cigarettes

Stanton Glantz, PhD, Director, UCSF Center for Tobacco Control Research and Education

- 2:10 Vaccinations  
Mark Sawyer, MD, Professor of Clinical Pediatrics, UCSD School of Medicine,
- 2:30 Climate Change  
Jerry Schubel, PhD, CEO, Aquarium of the Pacific
- 2:50 Student Presentation  
Lauren Piagentini, RD, MPH Candidate, California State University, Northridge
- 3:05 Student Presentation  
Sophie Snyder, PhD Candidate, UCLA Fielding School of Public Health  
Boyd Jackson, PhD Candidate, UCLA Fielding School of Public Health
- 3:20 Break
- 3:45 Breakout Groups
- Communicating about Health Inequities
  - Communicating about Climate Change
  - Communicating about Vaccinations
  - Communicating about E-Cigarettes
- 4:45 Open Discussion and Wrap-up
- 5:00 Adjourn

### **Friday, May 1**

- 7:15 Breakfast and Registration

### Session 3: Communicating Public Health Issues to Business Stakeholders

Facilitator: Eric Handler, MD, MPH, Health Officer, Orange County

- 8:00 Keynote Address: Eric Spitz, Co-Owner, Orange County Register
- 8:45 Businesses Discuss Communications Strategies
- 1) Dan Castillo, MHA, CEO, LAC-USC Medical Center
  - 2) Edward Kacic, President, Irvine Health Foundation
  - 3) Brian Russell, President, Rotary Club of Long Beach
  - 4) Randy Gordon, President, Chamber of Commerce
  - 5) Drew Schneider, MPIA, Superintendent of Safety and Security, Long Beach Airport
- 10:15 Break
- 10:30 Local Public Health Departments Share Experiences
- Large Jurisdiction
  - Medium Jurisdiction
  - Small Jurisdiction
- 12:00 Adjourn