

MOTIVATE. ENGAGE. CHANGE:

Harnessing the Power of Policy

POLICY AND ADVOCACY TRAINING CONFERENCE
JUNEAU, ALASKA AUGUST 12 – 14, 2009



CONFERENCE DESCRIPTION

Policy has the potential to create broad and lasting change. Everyday, the policies that are already in place – in our schools, workplaces, neighborhoods – influence health in our communities. By understanding how they are created, we can be better equipped to engage in planning and implementation of policies that will improve community health.

This conference will provide participants with tools to harness the power of policy through interactive sessions, thought-provoking speakers, opportunities to share innovative solutions, and learning to tell your story.

This dynamic conference is sponsored by the SouthEast Alaska Regional Health Consortium's Steps to a Healthier SE Alaska and WISEWOMAN programs, Premera Blue Cross Blue Shield of Alaska, and Alaska Department of Health and Social Services, Division of Public Health.

Objectives

- Learn more about using policy to create sustainable change that helps people live healthier lives.
- Hear from peers and local experts about the health policy issues affecting communities.
- Participate in storytelling exercises and enhance your communication skills.
- Strategize with community members to incorporate new ideas and skills from the meeting into your activities.

Conference Registration

There is no registration fee for this conference, however attendance is limited to 100 participants on a first come, first serve basis. **You must register by July 11, 2009 to attend the conference.**

The following people are encouraged to attend:

- Individuals who work with grass roots groups/coalitions
- Individuals who can influence and collaborate with organizations and systems to promote change
- Volunteer or non-profit health educators and community advocates
- Tribal representatives
- Program staff

Travel scholarships are available based on need. For more information about travel scholarships, please contact Grace Brooks at (907) 966-8865 or gbrooks@searhc.org

Conference Dates

August 12-14, 2009

Conference Location

Centennial Hall Convention Center
101 Egan Drive
Juneau, Alaska 99801
Telephone (907) 586-5283

Hotel Reservations

To make hotel reservations by phone, please call the Westmark Baranof Juneau at (800) 544-0970 and mention the "*SEARHC Steps to a Healthier SE Alaska – Harnessing the Power of Policy Conference*" to receive the group discount rate of \$129/Single per night. The hotel is located at 127 North Franklin Street, Juneau Alaska 99801. **The deadline to receive the discounted rate is July 11th.** After July 11, 2009, rates and availability are not guaranteed and are based on the hotel's availability.

Questions

If you have any questions or would like additional information, please contact Grace Brooks at (907) 966-8865 or gbrooks@searhc.org

DRAFT AGENDA

WEDNESDAY

August 12, 2009 (12:00 am-5:25 pm)

12:00-1:00 pm **Registration**

1:00-1:10 pm **Welcome!**

1:10-2:20 pm **The Power of Policy in Creating Sustainable Change**

Speaker: Karen Shore, PhD, Center for Health Improvement

2:25-3:15 pm **Breakout Session: Making Your Case I**

Persuasion with numbers: Introduction to data collection, analysis, and presentation

Getting the message out: Learn how to effectively frame and disseminate your message to gain awareness and support

Evaluation: Assessing the impact of policies and programs

3:15-3:30 pm **Break**

3:30-4:20 pm **Breakout Session: Making Your Case II**

Persuasion with numbers: Introduction to data collection, analysis, and presentation

Getting the message out: Learn how to effectively frame and disseminate your message to gain awareness and support

Evaluation: Assessing the impact of your policies

4:25-5:25 pm **Coming Back Together: Applying Lessons Learned**

Facilitator: Center for Health Improvement

This will be a group exercise of applying information from the plenary and breakout sessions to real life policy scenarios.

THURSDAY

August 13, 2009 (8:00 am-5:30 pm)

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| 8:00-8:30 am | Registration |
| 8:30-8:40 am | Welcome! |
| 8:40-9:40 am | Guidelines for Successful Coalition Building

Speaker: TBD |
| 9:40-10:30 am | The Interwoven Relationship Between Individuals and Where They Live

Speaker: TBD |
| 10:30-10:45 am | Break |
| 10:45-11:30 am | Better Together – Civic Engagement and Community Health

Speaker: Al Condellui, PhD, United Cerebral Palsy of Pittsburgh |
| 11:30-12:15 pm | Getting Creative

Leader: Al Condelluci, PhD, United Cerebral Palsy of Pittsburgh |
| 12:15-12:45 pm | Sharing Your Ideas!

Leader: Al Condelluci, PhD, United Cerebral Palsy of Pittsburgh |
| 12:45-1:45 pm | Lunch (on your own) |
| 1:45-2:45 pm | What's in Your Toolbox?

Speaker: Karen Shore, PhD, Center for Health Improvement |
| 2:45-3:00 pm | Break |
| 3:05-4:05 pm | Concurrent Workshops: Pressing Health/Wellness Policy Issues in Key Settings

Community |

Schools

Workplaces

4:10-4:40 pm

Day 2 Closure

Facilitator: Center for Health Improvement

5:00-6:30 pm

Networking Reception

FRIDAY

August 14, 2009 (8:00 am-1:30 pm)

8:00-8:30 am

Registration

8:30-8:40 am

Welcome!

8:40-9:30 am

Navigating the Policy Process

Speaker: TBD

9:30-10:45 am

Speaking of Health: Telling Your Story

Speaker: TBD

10:45-11:00 am

Break

11:00-12:00 pm

Mission Accomplished!

Speaker: TBD

12:00-1:00 pm

Are Leaders Born or Made? (Lunch)

Speaker: TBD

1:00-1:30 pm

Closing and Wrap-up

Speakers: Grace Brooks and Karen Shore