

About the Program

Join us for a lively meeting featuring national and local experts in advocacy issues!

This daylong event focuses on the timely issue of advocacy, including clarifying the purpose of advocacy, defining ways that advocacy affects local and federal policies and implementing various strategies to advocate for public health issues.

By the end of the conference, participants will be able to:

- Define the term advocacy
- Explain the difference between advocacy and lobbying
- Identify public health advocacy resources
- Illustrate the use of technology as means to advocate for public health issues
- Practice skills to advocate on behalf of public health issues

An application has been submitted to receive Category I Continuing Education Credits for CHES by the University of Medicine and Dentistry of New Jersey-School of Public Health. The UMDNJ-SPH has been designated as a provider of continuing education contact hours (CECH) in health education by the National Commission for Health Education Credentialing, Inc.

An application has been submitted to the New Jersey Department of Health and Senior Services' Health Division of Local Public Health Infrastructure to offer Public Health CE credits.

Directions to Monmouth University Rebecca Stafford Student Center Anacon Auditorium W. Long Branch, NJ 07764

From the Garden State Parkway:

Take Exit 105. The Parkway off ramp leads directly onto Route 36 East. Continue on Route 36 East approximately three miles to Route 71 South. Go approximately one mile and Route 71 will fork left and become Cedar Avenue. Follow Route 71/Cedar Avenue for approximately one half mile. Continue on 71 South past the traffic light for Larchwood Avenue. Proceed past the first entrance to the University, which is on your right. About 200 feet past the first entrance, turn right at the wrought iron gates and go up the main driveway. Visitor parking (Lot 11) is on the left, slightly past Wilson Hall.

From the NJ Turnpike:

From the South, take Turnpike North to Exit 7A. After the toll plaza, take I-195 East to Shore Points. Approaching Belmar, I-195 becomes NJ Route 138. After crossing the Garden State Parkway, exit right to NJ Route 18 North, marked Eatontown. Take the Deal Road exit and drive east to the intersection at Monmouth Road. Turn left and proceed to the third traffic light, which is Cedar Avenue. Turn right onto Cedar (also labeled NJ Route 71 South). Follow Route 71/Cedar Avenue for approximately one half mile. Continue on 71 South past the traffic light for Larchwood Avenue. Proceed past the first entrance to the University, which is on your right. About 200 feet past the first entrance, turn right at the wrought iron gates and go up the main driveway. Visitor parking (Lot 11) is on the left, slightly past Wilson Hall.

From the NJ Turnpike:

From the North, take Turnpike South to Exit 11 (Garden State Parkway South). Take Exit 105 as described in "From the Garden State Parkway".

Refund Policy: No refunds will be issued after March 15, 2011.



Advocating for Public Health

...Making Health a Priority

**Friday, March 25, 2011
9am-3pm at
Monmouth University
Rebecca Stafford Student Center
Anacon Auditorium
400 Cedar Avenue
W. Long Branch, NJ 07764**

About the Speakers

Rob Simmons has been a health educator for over 35 years working with local and state government, community based health organizations, private health foundations, healthcare organizations and more recently in academic public health programs. He currently serves as the Program Director for the Master of Public Health (MPH) program and a Clinical Associate Professor for Thomas Jefferson University's School of Population Health in Philadelphia. His responsibility includes overall direction of the MPH program as well as teaching public health courses including a required Public Health Policy and Advocacy course that includes student participation in the Health Education Advocacy Summit. Rob has extensive public health policy and advocacy experience at the local, state, and federal level.

Robin Vitale is the Senior Director of Government Relations for the Founders Affiliate of the American Heart Association/American Stroke Association. She worked alongside the NJ Breathes Coalition to advocate for the Smoke Free Air Act which Gov. Richard J. Codey signed into law in 2005. Robin has also coordinated NJ's efforts with the Go Red for Women movement, effectively educating NJ women on their risk of heart disease and stroke. More recently, Robin's work in NYC and Vermont has culminated in numerous public policy interventions including the restricted sale of flavored tobacco products in NYC, and implementing calorie labeling on restaurant menus throughout Vermont.

Donald Hoppert is the Director of Government Relations at the American Public Health Association (APHA), the oldest public health association in the country. In this role, he leads the association's government relations and legislative advocacy activities on a variety of legislative issues including health reform, environmental health, injury control and prevention and physical activity, nutrition and obesity. He also served as Director of Federal and Congressional Affairs at APHA from 1998 through 2004. From 2004-2006, Don was a public policy and public affairs consultant in San Francisco, CA where he worked for both corporate and nonprofit clients on a variety of public policy issues, including prescription drug access, tobacco control, and emergency health services. Don served as a Congressional aide to U.S. Representative Sherrod Brown from 1994 through 1998.

Agenda

8-9am	Registration Continental breakfast
9-9:10am	Welcoming Remarks and Housekeeping
9:10-10:35am	Advocacy 101: An Introduction Rob Simmons, DrPh, MPH, CHES, CPH <i>Clinical Assoc Professor/Program Dir Thomas Jefferson University</i>
10:35-10:45am	Break
10:45-11:30am	Advocacy 201: Advocacy Tools <i>Donald Hoppert American Public Health Assn</i>
11:30am-12:15pm	Using Technology to Advocate Robin Vitale, MA <i>American Heart Association Founders Affiliate</i>
12:15-1pm	Lunch
1-2:50pm	Bringing It Together... Building Skills to Advocate Rob Simmons, DrPh, MPH, CHES, CPH <i>Clinical Assoc Professor/Program Dir Thomas Jefferson University</i>
	Donald Hoppert <i>American Public Health Assn</i>
	Robin Vitale, MA <i>American Heart Assn Founders Affiliate</i>
2:50-3pm	Wrap-up, Evaluation and Certificate dissemination

Registration Deadline: March 15th

<u>Circle one</u>	<u>Fees</u>
NJSOPHE/NJPHA Member	\$ 20.00
Non-member	\$ 30.00
Student (full-time)	\$ 5.00

Continental breakfast, lunch, program materials and continuing education credits are included in your registration fee!

Name _____

Organization _____

Business Address _____

City, State, Zip _____

Preferred Email address _____

If you have food restrictions/food allergies please

list: _____

Please make checks and purchase orders (POs) payable to: NJSOPHE. Do not send cash.

Total submitted:

\$ _____
Check () # _____ PO () # _____

Mail payment and registration form to: NJSOPHE Program, PO Box 2061, Edison, NJ 08818

Questions? Contact Iesha Suber, NJSOPHE Program Chair at (973) 972-5354 or isuber.njsophe@gmail.com