



National Summit for Health Communication Agenda – May 15, 2017

Time	Session	Description
9:00am	Welcome	
9:15am	Speed Networking	Attendee introductions
9:45am	Plenary Presentation: Greatest Achievements in Health Communication	A review and discussion of the field's major milestones and leading theories Presenters: Jay Bernhardt, Gary Kreps & Scott Ratzan
11:15am	Break	
11:30am	TRACK 1 – Definition of Health Communication & Actions for Advancing the Field	Participants will: Finalize the Society's definition of health communication; Draft a list of high-impact priorities and recommended actions for the Society Output: The Society's official definition will be shared with members and partners; Recommended actions will be used to guide Society near-term activities Discussion Leads: Stacy Robison & Jay Bernhardt
	TRACK 2 – Competencies & Trainings	Participants will: Develop a set of recommendations for professional development activities that would benefit today's health communication professionals Output: The Society will use these topics to develop partnerships and/or create new professional development opportunities Discussion Leads: Nancy Harrington & Sue Gallagher
1:00pm	Plenary Lunch Presentation: Tips, Tools & Tech	Practical applications for health communication principles and best practices Presenter: Tony Foleno
2:30pm	TRACK 1 – Health Communication Advocacy & Strategic Partnerships	Participants will: Establish the vision for the Society's advocacy work over the next 2 - 4 years; Develop a list of partners and recommended activities that will expand the Society's reach and impact Output: The list of recommendations will guide the Society's near-term activities Discussion Leads: Claudia Parvanta & Lenora Johnson
	TRACK 2 – SBCC/Global Health Communication	Participants will: Discuss opportunities to share knowledge among international health communication organizations and thought leaders Output: The list of recommendations will inform the Global Health Communication Network's activities Discussion Lead: Gary Kreps
4:00 pm	Break	
4:15pm	Plenary: Report-Outs & Voting	Report-out from groups; Vote on the Society's definition of health communication
5:15pm	Closing	
5:30pm	Adjourn	