



AGENTS OF CHANGE

SUMMIT 2018

THE SCIENCE & TECHNOLOGY OF BEHAVIOR CHANGE

FEBRUARY 12 - 13, 2018 / SAN DIEGO, CA



PRESENTING SPONSOR:



RESCUE
The Behavior Change Agency

AOCSummit.org

#AOCs18





AGENDA / DAY 1

AGENDA / DAY 1

■ GENERAL SESSIONS ■ BREAKS & NETWORKING ■ BREAKOUT SESSIONS

TIME	SESSION	LOCATION
7:00AM	REGISTRATION OPENS	BAYVIEW FOYER
7:00AM	WORKOUT Check the app for more information	BAYVIEW LAWN
7:30AM	GRAB & GO BREAKFAST	GRANDE FOYER
DAY 1 / OPENING SESSION: THE SCIENCE OF BEHAVIOR CHANGE		
8:30AM	OPENING KEYNOTE CAN WE ELIMINATE THE BURDEN OF CHANGE?  Jeffrey Jordan, M.A. President & Executive Creative Director Rescue Agency	MAIN STAGE GRANDE B/C
9:05AM	KEYNOTE 2 SURROUNDED BY CHANGE: THE CUMULATIVE EFFECT OF CHANGING ENVIRONMENTS, BUSINESSES, AND POLICIES  Nick Buettner Community & Corporate Program Director Blue Zones	
9:30AM	KEYNOTE 3 CREATING CHANGE THROUGH MOVEMENTS, NOT MANDATES  Melanie Bell-Mayeda Partner & Managing Director IDEO	

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BREAKOUT / WORKSHOP LEGEND



TOBACCO PREVENTION & CESSATION



SEXUAL HEALTH



BEHAVIOR CHANGE FUNDAMENTALS



OBESITY PREVENTION



SUBSTANCE ABUSE & MISUSE

CONCURRENT BREAKOUT SESSIONS

10:05AM	CREATING MESSAGES THAT DRIVE CESSATION TOBACCO FREE FLORIDA: DRIVING QUIT ATTEMPTS & MEDIA IMPLEMENTATION Elizabeth McCarthy Alma DDB OKLAHOMA TOBACCO HELPLINE: CAPITALIZING ON LIFE MOMENTS THROUGH SOCIAL TO IMPACT BEHAVIOR Rachel Merritt VI Marketing and Branding	GRANDE A 
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CHANGING BEHAVIORS SINCE 2001

Rescue provides behavior change marketing services to non-profits, local and state health departments and federal agencies across North America. With over 180 change agents across six offices, Rescue can help you develop and implement behavior change programs to effectively reach youth and adults.

Don't miss these breakout sessions featuring
Rescue's innovative behavior change programs.

WIFI PASS: aocs18

MONDAY



NAUTILUS 1 / 10:05AM

Reducing At-Risk Teen Smoking:
Evidence of Success from the SYKE
"Alternative" Teen Campaign



NAUTILUS 2 / 10:05AM

Strategies Used to Develop
"Fresh Empire"—the First National
Multicultural Teen Tobacco Prevention
Public Education Campaign



NAUTILUS 5 / 10:05AM

Mobilizing Virginians to Rev
Their Bevs



SEABREEZE / 10:05AM

Research on Opioid Health
Messages and Communications
for Young Adults



NAUTILUS 1 / 3:20PM

Using Influencers and Interactive
Digital Experiences to Change
Beliefs About Tobacco Use Among
LGBT Young Adults



NAUTILUS 3 / 3:20PM

Tailoring Social Media Content about
Chewing Tobacco to Country Teens



NAUTILUS 5 / 3:20PM

Great Starts with Breakfast: Youth
Advocacy in Obesity Prevention



SEABREEZE / 3:20PM

Understanding Marijuana Use and
Reducing its Risk

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AGENDA / DAY 1

■ GENERAL SESSIONS ■ BREAKS & NETWORKING ■ BREAKOUT SESSIONS

TIME	SESSION	LOCATION
CONCURRENT BREAKOUT SESSIONS CONTINUED		
10:05AM	<p>MEASURING THE EFFECTIVENESS OF TOBACCO PREVENTION & CESSION CAMPAIGNS</p> <p>REDUCING AT-RISK TEEN SMOKING: EVIDENCE OF SUCCESS FROM THE SYKE "ALTERNATIVE" TEEN CAMPAIGN Tyler Janzen Rescue Agency</p> <p>CAN PERCEIVED EFFECTIVENESS OF ANTISMOKING ADS PREDICT QUIT ATTEMPTS: A CASE STUDY OF THE 2014 TIPS FROM FORMER SMOKERS CAMPAIGN Michelle O'Hegarty, Ph.D. Centers for Disease Control and Prevention, Office on Smoking and Health, National Center for Chronic Disease Prevention and Health Promotion</p>	NAUTILUS 1 
	<p>STRATEGIES FOR REDUCING TOBACCO USE AMONG HIGH-RISK YOUTH</p> <p>TOOLS OF CHANGE: MEASURING "THE REAL COST" CAMPAIGN'S IMPACT ON TEENS AND THE NATION Kathy Crosby U.S. Food and Drug Administration, Center for Tobacco Products</p> <p>STRATEGIES USED TO DEVELOP "FRESH EMPIRE"—THE FIRST NATIONAL MULTICULTURAL TEEN TOBACCO PREVENTION PUBLIC EDUCATION CAMPAIGN Connor Lynch Rescue Agency Cammille Arciaga Rescue Agency</p>	NAUTILUS 2 
	<p>SOCIAL MARKETING TOOLS FOR ADVANCING BEHAVIOR CHANGE EFFORTS</p> <p>EVALUATING THE STATE OF EVALUATION IN THE SOCIAL MARKETING FIELD Tony Foleno Ad Council</p> <p>DESIGN THINKING: SOCIAL MARKETING FOR BEHAVIOR CHANGE AND SOCIAL IMPACT Professor Rebekah Russell-Bennett, B.Com.(Hons), Ph.D. Queensland University of Technology</p>	NAUTILUS 3 
	<p>NEW RESEARCH IN RISK BEHAVIORS & SAFE SEX: AN INTERNATIONAL PERSPECTIVE</p> <p>PREVALENCE OF CONDOM USE AMONG YOUNG ADULTS IN QUEENSLAND, AUSTRALIA Sharyn Rundle-Thiele, Ph.D. Griffith University George Zdanowicz Griffith University</p> <p>WHAT MATTERS MOST?: EXAMINING SEGMENTATION BASES IN A SEXUAL HEALTH MARKET Anna Kitunen Griffith University</p>	MARINA 3 

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AGENDA / DAY 1

■ GENERAL SESSIONS ■ BREAKS & NETWORKING ■ BREAKOUT SESSIONS

TIME	SESSION	LOCATION
CONCURRENT BREAKOUT SESSIONS CONTINUED		
10:05AM	INNOVATIVE COMMUNITY OUTREACH EFFORTS TO REDUCE OBESITY MOBILIZING VIRGINIANS TO REV THEIR BEVS Heidi Lail Hertz, M.S., R.D. Virginia Foundation for Healthy Youth USE OF A 5K FITNESS CHALLENGE TO INCREASE THE PHYSICAL ACTIVITY OF SAN DIEGO COUNTY RESIDENTS AND HELP PREVENT OBESITY Lana Findlay, M.S. County of San Diego Health & Human Services Agency	NAUTILUS 5 
	CUTTING-EDGE STRATEGIES IN OBESITY PREVENTION ONE MINUTE HUMOROUS VIDEO RISK TEST John Patton National Association of Chronic Disease Directors Rachelle Reeder Ad Council LOOK, FEEL, DISCUSS, DO: USING FIELD- AND LAB-BASED TECHNOLOGIES TO UNDERSTAND THE DRIVERS OF IN-STORE CONSUMER DECISIONS Iana Castro, Ph.D. San Diego State University, Fowler College of Business	NAUTILUS 4 
	USING DIGITAL TOOLS TO UNDERSTAND AND INCORPORATE RELATIONSHIPS IN HEALTH EDUCATION DOMESTIC VIOLENCE IS NOT A DEAL BREAKER: AN ANALYSIS OF #WHYSTAYED MESSAGES ON TWITTER Kelsey Caldwell, M.A. California State University, Chico SUCCESSES & LESSONS LEARNED FROM CDC'S ZIKA PREVENTION CAMPAIGN FOR MALE TRAVELERS WITH FEMALE PARTNERS OF REPRODUCTIVE AGE Allison Friedman Centers for Disease Control and Prevention, National Center for Emerging and Zoonotic Infectious Diseases	MARINA 4 
	GETTING IN FRONT OF OPIOID ADDICTION STRATEGIES FOR IMPLEMENTING ONLINE TRAINING: APPLYING CDC'S GUIDELINE FOR PRESCRIBING OPIOIDS LeShaundra Cordier, M.P.H., CHES® Centers for Disease Control and Prevention, National Center for Injury Prevention, Division of Unintentional Injury RESEARCH ON OPIOID HEALTH MESSAGES AND COMMUNICATIONS FOR YOUNG ADULTS Sophia Lerdahl Rescue Agency	SEABREEZE 



AGENDA / DAY 1

■ GENERAL SESSIONS ■ BREAKS & NETWORKING ■ BREAKOUT SESSIONS

TIME	SESSION	LOCATION
CONCURRENT BREAKOUT SESSIONS CONTINUED		
10:05AM	INNOVATIVE SOCIAL MARKETING APPROACHES STIMULATING SOCIAL MEDIA ENGAGEMENT BEHAVIOR FOR SOCIAL MARKETING MESSAGES: IMPACT OF PERSONALITY, INCENTIVES AND MESSAGE APPEAL Cynthia Webster, Ph.D. Macquarie University	MARINA 2 
	USING MASS MEDIA COMMUNICATIONS TO PROMOTE SMOKING CESSATION IN TURKEY & POST-TEST MEASUREMENT Muserref Pervin Tuba Durgut Turkish Green Crescent Society	
10:55AM	MORNING BREAK	GRANDE FOYER
GENERAL SESSION		
11:15AM	PANEL / TAKING THE BURDEN OF CHANGE: HOW TO REMOVE OBSTACLES AND EMPOWER CHANGE PANELIST 1 USING GAMIFICATION FOR BEHAVIOR CHANGE  Rebekah Russell-Bennet, B.Com.(Hons), Ph.D. Professor of Marketing QUT Business School, Queensland University of Technology, Australia	MAIN STAGE GRANDE B/C
	PANELIST 2 REMOVING BARRIERS: APPLYING CUTTING EDGE BEHAVIOR CHANGE TECHNIQUES TO PUBLIC HEALTH CHALLENGES  Lori Melichar, Ph.D. Director of the Pioneer Portfolio Robert Wood Johnson Foundation	
	PANELIST 3 DATA MAPPING FOR HEALTH  Patrick Sullivan, D.V.M., Ph.D. Professor; Principal Scientist Emory University Rollins School of Public Health; AIDSVu	
	PANELIST 4 EMPOWERING NUTRITION CHANGES THROUGH INNOVATION  Kim McCoy Wade Chief of CalFresh and Nutrition Branch California Department of Social Services, CalFresh Program	
	MODERATOR Allison Aubrey Correspondent NPR	

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AGENDA / DAY 1

■ GENERAL SESSIONS ■ BREAKS & NETWORKING ■ BREAKOUT SESSIONS

TIME	SESSION	LOCATION
GENERAL SESSION CONTINUED		
12:20PM	KEYNOTE 4 FINDING SOLUTIONS HIDING WITHIN CHALLENGES	
	 <p>Robert Egger Founder and President L.A. Kitchen</p>	
12:40PM	LUNCH & TABLE DISCUSSIONS Meet our Speakers and Committee Members. Check the app for room locations.	NAUTILUS FOYER
GENERAL SESSION		
1:40PM	PANEL / ALIGNING PUBLIC HEALTH PROGRAMS WITH DOCTORS, MENTAL HEALTH, AND TREATMENT PROVIDERS	MAIN STAGE GRANDE B/C
	PANELIST 1 FROM PAIN TO PURPOSE: UNDERSTANDING THE ROOTS OF ADDICTION AND STRATEGIES TO REMEDY IT	
	 <p>Lipi Roy, M.D., M.P.H. Medical Director Kingsboro Addiction Treatment Center, New York State Office of Alcoholism and Substance Abuse Services</p>	
	PANELIST 2 HEALING THE (SICK) SYSTEM: REFLECTIONS ON HEALTH FROM THE CANCER MOONSHOT	
	 <p>Greg Simon President Biden Cancer Initiative</p>	
	PANELIST 3 PRESCRIBING PRODUCE: INCENTIVIZING HEALTH WITH PURCHASING POWER	
	 <p>Michel Nischan Chief Executive Officer Wholesome Wave</p>	
	 <p>MODERATOR James Hamblin, M.D. Writer, Editor The Atlantic</p>	
2:40PM	KEYNOTE 5 TACKLING KEY HEALTH ISSUES: PARKS, RECREATION, AND CROSS-AGENCY COLLABORATIONS	
	 <p>Barbara Tulipane President and Chief Executive Officer National Recreation and Park Association</p>	

AGENDA / DAY 1

■ GENERAL SESSIONS ■ BREAKS & NETWORKING ■ BREAKOUT SESSIONS

TIME	SESSION	LOCATION
3:00PM	AFTERNOON BREAK & STRETCH	GRANDE FOYER & BAYVIEW LAWN
CONCURRENT BREAKOUT SESSIONS		
3:20PM	ENGAGING CROSS-SECTOR PARTNERS IN TOBACCO CONTROL TEAM UP TO QUIT: EDUCATING PROVIDERS ABOUT CESSATION RESOURCES Kimberley Collins Golin	GRANDE A
	COLLABORATING AND MESSAGING TO EFFECTIVELY PROMOTE POLICY AND BEHAVIOR CHANGE IN AN URBAN COMMUNITY Elena Cromeyer, M.P.H. Trenton Health Team	
	DESIGNING AUDIENCE-CENTRIC INTERVENTIONS IN TOBACCO AND SEXUAL HEALTH USING INFLUENCERS AND INTERACTIVE DIGITAL EXPERIENCES TO CHANGE BELIEFS ABOUT TOBACCO USE AMONG LGBT YOUNG ADULTS Brandon Tate, MBA Rescue Agency KC Campbell Rescue Agency	NAUTILUS 1
	DESIGNING FOR MINDSETS Ann Kim IDEO Melanie Bell-Mayeda IDEO	
	DIGITAL TACTICS FOR DRIVING QUIT SUPPORT UTILIZING MULTIPLE MEDIA TACTICS TO CREATE A SUCCESSFUL DIGITAL CAMPAIGN Scott Gokey VI Marketing and Branding	NAUTILUS 2
	HABIT HUBS: AN ANALYTICS-DRIVEN THEORY-LINKED BEHAVIOR CHANGE SUPPORT SYSTEM FOR SUSTAINED USER ENGAGEMENT IN SMOKING CESSION Sahiti Myneni University of Texas Health Science Center at Houston	
	USING SOCIAL MEDIA TO ENGAGE HARD-TO-REACH POPULATION SEGMENTS TAILORING SOCIAL MEDIA CONTENT ABOUT CHEWING TOBACCO TO COUNTRY TEENS Marge White Virginia Foundation for Healthy Youth Tyler Janzen Rescue Agency	NAUTILUS 3
	USING SOCIAL MEDIA TO ENGAGE LOW-INCOME POPULATIONS IN INDONESIA Steve Hamill Vital Strategies	

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AGENDA / DAY 1

■ GENERAL SESSIONS ■ BREAKS & NETWORKING ■ BREAKOUT SESSIONS

TIME	SESSION	LOCATION
CONCURRENT BREAKOUT SESSIONS CONTINUED		
3:20PM	PLANNED PARENTHOOD'S TECH REVOLUTION CHAT/TEXT PROGRAM: EFFICACY TRIAL RESULTS Nicole Levitz, M.P.H. Planned Parenthood Federation of America SPOT ON: HACKING GROWTH & ENGAGEMENT WITH UNIFIED THEORY OF BEHAVIOR Hannah Pyper Planned Parenthood Federation of America Julia Bennett Planned Parenthood Federation of America	MARINA 3
	WORKING WITH SCHOOLS TO CHANGE YOUTH NUTRITION BEHAVIORS GREAT STARTS WITH BREAKFAST: YOUTH ADVOCACY IN OBESITY PREVENTION Heidi Lail Hertz, M.S., R.D. Virginia Foundation for Healthy Youth Megan Flynn Rescue Agency HOW "TEENS COOK WITH HEART" IS CREATING A GENERATION OF HEALTHY CHEFS Annarella Jordan American Heart Association Gabriella Parker American Heart Association	NAUTILUS 5
	WEIGHT MANAGEMENT IN PRIORITY POPULATIONS E-HEALTH WEIGHT MANAGEMENT INTERVENTIONS: ARE THEY EFFECTIVE AMONG YOUNG ADULTS? Taylor Willmott Griffith University TRANSFORMING U - A TRANSDISCIPLINARY, MULTIMODAL SYSTEM TO ADDRESS THE CONTRIBUTION OF ATTENTION DEFICIT DISORDER TO THE OBESITY EPIDEMIC Craig Liden, M.D. TRANSHealth, Inc.	NAUTILUS 4
	UNDERSTANDING AND CHANGING NUTRITION BEHAVIORS DELIVERING ENVIRONMENTS THAT ARE CONDUCIVE TO INDIVIDUAL BEHAVIOR CHANGE Sharyn Rundle-Thiele, Ph.D. Griffith University and DST Group NUTRITION IS FOR EVERYONE Adriane K. Griffen, DrPH, MPH, MCCHS® Association of University Centers on Disabilities	MARINA 4



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AGENDA / DAY 1

■ GENERAL SESSIONS ■ BREAKS & NETWORKING ■ BREAKOUT SESSIONS

TIME	SESSION	LOCATION
CONCURRENT BREAKOUT SESSIONS CONTINUED		
	TACKLING ADDICTION ACROSS POPULATION SEGMENTS	MARINA 2 
	A BEHAVIOR CHANGE TRAINING PLATFORM FOR PARENTS OF CHILDREN STRUGGLING WITH ADDICTION Frederick Muench, Ph.D. Partnership for Drug-Free Kids	
	USING SOCIAL MEDIA AND PROSOCIAL ACTIVITIES TO REDUCE UNDERAGE DRINKING AND PRESCRIPTION DRUG ABUSE IN A TRIBAL COMMUNITY Miranda Willis Chickasaw Nation	
	UNDERSTANDING MARIJUANA USE AND REDUCING ITS RISK	SEABREEZE 
	TEEN MARIJUANA USE: WHICH TEENS ARE MOST AT-RISK? Shannon Blyth Rescue Agency Pamela Buchwald Rescue Agency	
	CALIFORNIA CANNABIS: EXPLORING VULNERABLE POPULATIONS DURING THE LEGALIZATION OF RECREATIONAL MARIJUANA Shiloh Beckerley Ph.D. Rescue Agency Tricia Blocher M.S. California Department of Health	
GENERAL SESSION		
4:20PM	KEYNOTE 6 USING HUMOR TO DRIVE BEHAVIOR CHANGE  Brad Jenkins Managing Director & Executive Producer Funny or Die	MAIN STAGE GRANDE B/C
4:35PM	KEYNOTE 7 RECAP OF THE SCIENCE OF CHANGE  Jeffrey Jordan, M.A. President & Executive Creative Director Rescue Agency	
4:50PM	CLOSING KEYNOTE UNITING THE SCIENCE & TECHNOLOGY OF CHANGE  Kyu Rhee, M.D., M.P.P. Vice President & Chief Health Officer IBM Corporation and IBM Watson Health	
5:15PM	DAY 1 CONCLUDES	
5:45PM	30 MINUTE WALK & TALK OPTIONAL	REGISTRATION
7:00PM	CHANGE AGENT CELEBRATION DINNER Tickets required	MAIN STAGE GRANDE B/C

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AGENDA / DAY 2

AGENDA / DAY 2

■ GENERAL SESSIONS ■ BREAKS & NETWORKING ■ BREAKOUT SESSIONS

TIME	SESSION	LOCATION
7:00AM	WORKOUT	BAYVIEW LAWN
7:30AM	GRAB & GO BREAKFAST	GRANDE FOYER
DAY 2 / OPENING SESSION: THE TECHNOLOGY OF INFLUENCE		
8:30AM	OPENING KEYNOTE HOW TECHNOLOGY BRINGS US CLOSER TO OUR AUDIENCE EVERYDAY  Kristin Carroll Chief Executive Officer Rescue Agency	MAIN STAGE GRANDE B/C
8:55AM	KEYNOTE 2 TECH AND THE SOCIAL DETERMINANTS OF HEALTH  Antwi Akom, Ph.D. SFSU CEO & Co-Founder; Founding Director of Social Innovation Lab Streetwize; UCSF	
9:20AM	KEYNOTE 3 ACTIVATING DATA AND TARGETED MEDIA FOR BEHAVIOR CHANGE  Roy Daiany Head of Industry, Public Sector Google	
CONCURRENT BREAKOUT SESSIONS		
9:55AM	BEYOND CIGARETTES: UNDERSTANDING AND ADDRESSING OTHER TOBACCO PRODUCTS HOW THE ANTI E-CIGARETTE CAMPAIGN CHANGED CALIFORNIA'S TOBACCO CONTROL MEDIA CAMPAIGNS Julie Lautsch California Department of Public Health IDENTIFYING OTHER TOBACCO PRODUCTS: PEER CROWD SEGMENTATION AND TOBACCO USE BEHAVIORS FROM A STATEWIDE REPRESENTATIVE SURVEY Jeffrey Jordan, M.A. Rescue Agency	GRANDE A 
	RE-THINKING HOW WE MOTIVATE ADULT POPULATIONS IN TOBACCO CONTROL WHEN YOUTH TALK, ADULTS LISTEN: ENGAGING YOUTH IN POLICY CHANGE Marge White Virginia Foundation for Healthy Youth INSPIRING BEHAVIOR CHANGE AND SAVING LIVES THROUGH THE PROMOTION OF A GROUNDBREAKING SCREENING METHOD Catherine Chao Ad Council	NAUTILUS 1 

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CHANGING BEHAVIORS SINCE 2001

Rescue provides behavior change marketing services to non-profits, local and state health departments and federal agencies across North America. With over 180 change agents across six offices, Rescue can help you develop and implement behavior change programs to effectively reach youth and adults.

Don't miss these breakout sessions featuring
Rescue's innovative behavior change programs.

TUESDAY



GRANDE BALLROOM A / 9:55AM

Identifying Other Tobacco Products:
Peer Crowd Segmentation and
Tobacco Use Behaviors from a
Statewide Representative Survey



NAUTILUS 1 / 9:55AM

When Youth Talk, Adults Listen:
Engaging Youth in Policy Change



NAUTILUS 2 / 9:55AM

"Check Yourself" - A Risk-Reduction
Approach to Young Adult Binge
Drinking



NAUTILUS 5 / 9:55AM

Understanding the Barriers to
Healthy Eating Among Low Income
Californians



NAUTILUS 2 / 2:30PM

Policy 360: Designing Effective
Grassroots Policy Campaigns



MARINA 4 / 2:30PM

Maximizing Online Engagement



GRANDE A / 2:30PM

Facebook: Reaching the Right
People, with the Right Message,
at the Right Time



NAUTILUS 4 / 2:30PM

Psychographic Teen Segmentation in
Tobacco Control, Nutrition, Substance
Abuse, and Sexual Health

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AGENDA / DAY 2

■ GENERAL SESSIONS ■ BREAKS & NETWORKING ■ BREAKOUT SESSIONS

TIME	SESSION	LOCATION
CONCURRENT BREAKOUT SESSIONS CONTINUED		
9:55AM	<p>USING GAMIFICATION AND SOCIAL MEDIA TO REDUCE ALCOHOL USE AMONG YOUNG PEOPLE</p> <p>GAMIFYING ALCOHOL EDUCATION: INTERIM FINDINGS FROM THE BLURRED MINDS PROGRAM Timo Dietrich, Ph.D. Griffith University & The University of Queensland</p> <p>"CHECK YOURSELF" - A RISK-REDUCTION APPROACH TO YOUNG ADULT BINGE DRINKING Sophia Lerdahl Rescue Agency</p>	NAUTILUS 2 
	<p>TRANSFORMING SEXUAL HEALTH EDUCATION THROUGH TECHNOLOGY & AUDIENCE INSIGHTS</p> <p>DIFFUSING DESIGN THINKING INTO REPRODUCTIVE AND SEXUAL HEALTH Laura Lloyd Power to Decide</p> <p>TRANSFORMING HEALTH EDUCATION THROUGH TECHNOLOGY & AUDIENCE INSIGHTS Liz Chen Real Talk</p>	NAUTILUS 3 
	<p>NEW FRONTIERS OF SEXUAL HEALTH RESEARCH</p> <p>THE HERO AND THE CAREGIVER: MASCULINE ARCHETYPES THAT DRIVE AND DETER HEALTH AND PRO-SOCIAL BEHAVIORS Professor Rebekah Russell-Bennett, B.Com.(Hons), Ph.D. Queensland University of Technology</p> <p>THE CHANGING SEX-SCAPE: RISKY MATURE SEX IN THE DIGITAL AGE Natalie Bowring Queensland University of Technology</p>	MARINA 3 
	<p>UNDERSTANDING AND ADDRESSING THE BARRIERS TO BETTER NUTRITION</p> <p>UNDERSTANDING THE BARRIERS TO HEALTHY EATING AMONG LOW INCOME CALIFORNIANS Ana Bolaños California Department of Social Services Stephany Cavatoni Rescue Agency</p> <p>REDESIGNING INTEGRATED BENEFITS DELIVERY: A HUMAN-CENTERED APPROACH TO IMPROVE ACCESS TO THE SOCIAL SAFETY NET Sarah White Code for America</p>	NAUTILUS 5 
	<p>INNOVATIONS IN INCREASING PHYSICAL ACTIVITY</p> <p>ENGAGING PARTICIPANTS IN FITNESS PROGRAMS THROUGH TECHNOLOGY AND SOCIAL MEDIA Karen Franck, Ph.D. University of Tennessee</p> <p>COMMIT TO HEALTH: HEPA POLICY AND HEALTH EDUCATION AT PARK AND RECREATION SITES IMPROVES HEALTHY LIVING BEHAVIOR Allison Colman National Recreation and Park Association</p>	NAUTILUS 4 

A O C S 18

AGENDA / DAY 2

■ GENERAL SESSIONS ■ BREAKS & NETWORKING ■ BREAKOUT SESSIONS

TIME	SESSION	LOCATION
CONCURRENT BREAKOUT SESSIONS CONTINUED		
9:55AM	EVOLVING OUR BEHAVIOR CHANGE PERSPECTIVE STATE ACTION RESEARCH-ACHIEVEMENTS AND LESSONS LEARNED Adriane K. Griffen, DrPH, MPH, MCES® Association of University Centers on Disabilities WHICH FACTORS DELIVER BEHAVIOR CHANGE? Patricia David Griffith University	MARINA 4 
	INNOVATIVE APPROACHES & PARTNERSHIPS FOR REACHING VULNERABLE POPULATIONS COLLECTIVE IMPACT: CROSS-SECTOR PARTNERSHIPS FOR HEALTH Abigail Ridgway Stevenson FSG OUR PITCH AT THE OPIOID HACKATHON: MODELING DISPARATE DATA TO IDENTIFY HIGH RISK COUNTIES FOR TARGETED POLICY INTERVENTION Catherine Ordun Booz Allen Hamilton	SEABREEZE  
	DRIVING SYSTEMS CHANGE & GOVERNMENT INNOVATIONS OVERCOMING THE CHALLENGES OF INTRODUCING INNOVATION IN GOVERNMENT HEALTH PROGRAMS Olivia Burrus RTI International DRIVING SYSTEMS CHANGE & CREATING PARTNERSHIPS FOR IMPACT: SOCIAL FINANCE'S FRAMEWORK Jeff Shumway Social Finance	MARINA 2 
10:45AM	MORNING BREAK	GRANDE FOYER
GENERAL SESSION		
11:05AM	KEYNOTE 4 HOW CAN WEARABLES HELP PUBLIC HEALTH DRIVE CHANGE?  Alexis Normand Head of B2B Nokia Digital Health	MAIN STAGE GRANDE B/C
11:27AM	KEYNOTE 5 LIVING ON THE EDGE OF ONLINE TECHNOLOGIES TO REACH DIVERSE TEEN AUDIENCES  Kathy Crosby Director of Office of Health Communication and Education U.S. Food and Drug Administration, Center for Tobacco Products	

AGENDA / DAY 2

■ GENERAL SESSIONS ■ BREAKS & NETWORKING ■ BREAKOUT SESSIONS

TIME	SESSION	LOCATION
11:50AM	LUNCH & TABLE DISCUSSIONS Meet our Speakers and Committee Members. Check the app for room locations.	NAUTILUS FOYER
GENERAL SESSION		
1:00PM	PANEL / MEASURING THE IMPACT OF ONLINE BEHAVIOR CHANGE EFFORTS	MAIN STAGE GRANDE B/C
	PANELIST 1 MEASURING ENGAGEMENT IN THE CHANGING DIGITAL WORLD	
	 Sherry Emery, M.B.A., Ph.D. Senior Fellow NORC, University of Chicago	
	PANELIST 2 THE TOOLS OF DIGITAL BEHAVIOR CHANGE	
	 Danielle Bartolo, M.P.H. Vice President, Analytics (Digital & Social) Ad Council	
	PANELIST 3 OMNI-CHANNEL MESSAGES: RECONSTRUCTING METRICS FOR MEASURING IMPACT	
	 Dionisios "Dio" Favatas Managing Director of Digital Marketing Truth Initiative	
	 MODERATOR Katie Wudel Deputy Editor GOOD Magazine / Upworthy	
1:57PM	KEYNOTE 6 CREATING CHANGE: HARNESSING THE POWER OF TWITTER	
	 Jennifer Prince Partner Twitter Inc.	
CONCURRENT POWER WORKSHOPS		
2:30PM	YOUR ROADMAP TO CHANGE: EVALUATING IMPACT Tom Chapel, M.A., M.B.A. Centers for Disease Control and Prevention	NAUTILUS 1 

A O C S 18

AGENDA / DAY 2

■ GENERAL SESSIONS ■ BREAKS & NETWORKING ■ BREAKOUT SESSIONS

TIME

SESSION

LOCATION

CONCURRENT POWER WORKSHOPS CONTINUED

2:30PM

POLICY 360: DESIGNING EFFECTIVE GRASSROOTS POLICY CAMPAIGNS

Megan Flynn
Rescue Agency

Nicky Besser
Rescue Agency

NAUTILUS 2



GOOGLE TRENDS: SEARCHING FOR INSIGHTS IN BIG DATA

Jon Fraser Google

NAUTILUS 3



PSYCHOGRAPHIC TEEN SEGMENTATION IN TOBACCO CONTROL, NUTRITION, SUBSTANCE ABUSE, AND SEXUAL HEALTH

Jeffrey Jordan, M.A. Rescue Agency

NAUTILUS 4



FOOD AND JUSTICE THROUGH ADVOCACY

Dwayne Wharton Food Trust

NAUTILUS 5



MARIJUANA LEGALIZATION: LESSONS FROM TOBACCO WE SHOULD HAVE IMPLEMENTED YESTERDAY

Andrew Freedman Freedman & Koski

SEABREEZE



THINKING LIKE A COMMERCIAL MARKETER

Sharyn Rundle-Thiele, Ph.D. Griffith University

MARINA 2



HOW TO CREATE DATA MAPS AND APPLY THEM TO COMMUNITY INTERVENTIONS

Cory Woodyatt
AIDSVu.org

Elizabeth Pembleton
AIDSVu.org

MARINA 3



FROM CRICKETS TO AN ACTIVE CONVERSATION: HOW TO MAXIMIZE ONLINE ENGAGEMENT

Michelle Bellon Rescue Agency

MARINA 4



FACEBOOK: REACHING THE RIGHT PEOPLE, WITH THE RIGHT MESSAGE, AT THE RIGHT TIME

Emily Muñoz
Facebook

Carli Smith
Rescue Agency

GRANDE A



3:20PM

AFTERNOON BREAK & STRETCH

GRANDE FOYER
BAYVIEW LAWN

AGENDA / DAY 2

■ GENERAL SESSIONS ■ BREAKS & NETWORKING ■ BREAKOUT SESSIONS

TIME	SESSION	LOCATION
GENERAL SESSION		
3:40PM	KEYNOTE 7 LEADING CHANGE IN DRUG POLICY WHEN SCIENCE IS NOT ENOUGH	MAIN STAGE GRANDE B/C
	 Michael Botticelli, M.Ed. Executive Director Grayken Center for Addiction, Boston Medical Center	
4:00PM	PANEL / TACKLING EMERGING PUBLIC HEALTH ISSUES	
	PANELIST 1 PUBLIC HEALTH IN THE AGE OF LEGALIZATION	
	 Andrew Freedman Founder Freedman & Koski	
	PANELIST 2 ADDRESSING VAPING AND E-CIGARETTES	
	 Michelle Bellon Vice President of Media & Strategy Rescue Agency	
	PANELIST 3 DESIGNING FOR PREVENTION: ADDRESSING OPIOIDS THROUGH HUMAN-CENTERED DESIGN	
	 Ann Kim Director; Former Creative Director, Office of the U.S. Surgeon General IDEO	
	 MODERATOR James Hamblin, M.D. Writer, Editor The Atlantic	
4:55PM	KEYNOTE 8 REDUCING FEAR AND LOATHING OF EVALUATION: DEEP THOUGHTS ABOUT YOUR ROLE IN CAMPAIGNS WITH IMPACT	
	 Tom Chapel, M.A., M.B.A. Chief Evaluation Officer Centers for Disease Control and Prevention	
5:20PM	CLOSING KEYNOTE WHAT HAPPENS NEXT?	
	 Kristin Carroll Chief Executive Officer Rescue Agency	

A O C S 18



CONNECT & COLLABORATE

GROWING THE MOVEMENT OF CHANGE AGENTS

We have structured AOCS18 to provide plenty of opportunities to network and collaborate with fellow change agents. In each session - whether mainstage, breakout or meals - we encourage you to introduce yourself and share your story. We know that the sessions themselves will be incredible learning experiences, but we have also seen first-hand the immense value of peer-to-peer knowledge sharing.

Here are some of the ways we encourage you to meet your fellow Change Agents:

MORNING WORKOUT

Join one of our morning workouts on the Bayview Lawn on Monday and Tuesday from 7-7:30am. This workout is fun and energizing for every fitness level.

LUNCH TABLE DISCUSSIONS

Many of our Speakers and Committee Members will be hosting conversation tables during lunch. Seek out a favorite keynote or partner organization and exchange ideas in an informal setting. Check the app for room locations.

WALK AND TALK

After a full day of sessions, you may need some fresh air. Join us for a walking group on Monday from 5:45-6:15pm so you can take in the harbor views and good company. Meet at the registration desk at 5:40pm to join a group.

DECORATE YOUR BADGE

Use stickers to tell everyone more about your background. We have noted AOCS alumni, health interest groups and speaker call-outs so you can spark a discussion with ease.

PHOTO STATION

Snap a photo in front of our photo wall in the Grande Foyer. Share your story with the AOCS Social Media Team so we can feature you in Monday's Change Agents Celebration Dinner Instagram Story.

CHANGE AGENT CELEBRATION DINNER

Praised as one of our most fun and engaging events, attendees come together to enjoy dinner, live music and the company of other fellow change agents. We'll eat. We'll dance. We'll share highlights of the day. And, we'll have a great time.

7pm on Monday in the Grande Ballroom.
Party attire welcome. Tickets required.

Interested in purchasing tickets? Visit [registration](#).



WHO WILL I MEET AT AGENTS OF CHANGE?

WIFI PASS: aocs18

2-1 San Diego	California Department of Public Health	Creighton University	Health Department
Ad Council	Crook County Health Department	Humboldt County-DHHS	
Aetna Better Health of California	Dalit Welfare Association (DWA)	ICF	
AIDSVu	Darkness to Light	IDEO	
Alaska Native Tribal Health Consortium	DC Department of Health	Indiana University School of Public Health, Bloomington	
Albuquerque Area Southwest Tribal Epidemiology Center	Department of Social Services	Institute for Transportation Research and Education	
Aleutian Pribilof Islands Association	Dept. of Navy	Iowa Dept. of Public Health	
Alma DDB	Elemental Advisors	IQ Solutions	
AltaMed Health Services	Elkhorn Logan Valley Public Health Department	John Snow, Inc.	
American Heart Association	Emergent Element	Johnson County	
American Lung Association	Enhance Research	Department of Health and Environment	
Amerihealth Caritas District of Columbia	Entercom Communications	Kaiser Permanente	
Aperta - Breca Innovation Lab	Erie County Department of Health	KDH Research & Communication	
Apprise Health	Essex CHIPS	KIC Tribal Health Clinic	
Arkansas Department of Health	ETR Associates	Kirby Marketing Solutions	
ASPPH/EPA	Fairfax County Government	KW2	
Association of University Centers on Disabilities	Fierce Pride	KYNE	
BARU Advertising	Fors Marsh Group	LaMoure County Public Health Department	
Bassett Healthcare Network	Frederick County Health Department	Leah's Pantry	
Battelle Memorial Institute	Freedman & Koski	LiveStories	
Bennet Group Strategic Communications	Gallatin City County Health Department	Loma Media	
Blue Cross and Blue Shield of Minnesota	GEER Australia	Los Angeles County	
Booz Allen Hamilton	Global Health Advocacy Incubator	Louisiana Public Health Institute	
Boulder County Public Health	Golin for Tobacco-Free Florida	Macquarie University	
Brigham Young University	GOOD Media Group	MaineHealth	
Burlington Partnership for a Healthy Community	Google	Maniilaq Health Center	
Butte County	Griffith University	Mayo Clinic	
Cabarrus Health Alliance	Grossmont Healthcare District	Media Cause	
	Hawaii Public Health Institute	Memorial Sloan Kettering Cancer Center	
	Hot Pink Ink	Mercer County Behavioral Health Commission	
	Houston	Mercury Public Affairs	
		Merritt+Grace	

Michigan Department of Health and Human Services	Ori.ai	Southeast Alaska Regional Health Consortium (SEARHC)	University of California, Davis
Mille Lacs Band of Ojibwe MyHealthEd, Inc.	ORISE/CDC Partnership for Drugfree Kids	Southern Nevada Health District	University of California, Irvine
N.C. Tobacco Prevention & Control Branch	Pasadena Public Health Department	Southern Plains Tribal Health Board	University of Kansas Center for Public Partnership and Research
National Association of Chronic Disease Directors	Pennsylvania Department of Health	Special Olympics International	University of New Mexico
National Recreation and Park Association	PHSKC	Sports Backers	University of Tennessee
NCADD Juneau	Planned Parenthood Federation of America	Stanislaus County	University of Texas Health Science Center at Houston
NEC/NYCAMH	Public Health Institute	Stanislaus County Office of Education	University of Washington School of Public Health
Network for Public Health Law	Public Health Institute Center for Wellness and Nutrition	Stanislaus County Sheriff	Univision Communications
Nevada County Public Health	Queensland University of Technology	State of Alaska	UW-Madison School of Medicine and Public Health/Wisconsin Department of Health Services
New York City Department of Health and Mental Hygiene	Reddit	State of Idaho	Vanderbilt University Medical Center
nOCD Inc	RI Department of Health	Swinburne University of Technology	Vermont Department of Health
NORC at the University of Chicago	Robert Wood Johnson Foundation	Systems of Care	VI Marketing and Branding
North Carolina Department of Health & Human Services- Division of Public Health	RTI International	Tacoma-Pierce County Health Department	Virginia Foundation for Healthy Youth
Northwest Strategies	Runyon Saltzman, Inc.	The Being Well Center	Vital Strategies
Nutrition Education and Obesity Prevention Branch	Sacramento County DHHS	The George Washington University	VIVA Strategy + Communications
NYC DOHMH	Sacramento Native American Health Center	The National Campaign to Prevent Teen and Unplanned Pregnancy	Washeoe County Health Department
NYU Langone Health	Saint Joseph Mercy Health System	The PlowShare Group	WebMD
NZ Drug Foundation	San Bernardino County	The Social Changery	Wells House, Inc.
Oak Ridge Institute for Science and Education	San Diego County Breastfeeding Coalition	The Tomorrow Project	Winooski Partnership for Prevention
Octane Public Relations and Advertising	San Diego State University	Transdev North America	Wisconsin Division of Public Health
Oklahoma Tobacco Settlement Endowment Trust	San Diego Unified School District	Trenton Health Team	Wisconsin Tobacco Prevention and Control Program
Ontario Ministry of Agriculture, Food and Rural Affairs	San Joaquin County	Trust for America's Health	Your Social Marketer
Oregon Health Authority - Public Health Division	Santa Barbara County Public Health Department	Truth Initiative	Yuma County Public Health Services District
	Sarape Social	Turkish Green Crescent Society	
	SEGES	Twitter, Inc	
	Shasta County HHSA	U.S. Food and Drug Administration	
	Shatterproof	UC CalFresh Nutrition Education Program	
	Social Finance	Umatilla County	

#AOCS18

* Organizations registered at the time of print.



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► **Who drives change?**

► **What role does communication play?**

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AGENTS OF
CHANGE
SUMMIT 2018

WATCH THE AOCS16 & AOCS18 MAIN STAGE
PRESENTATIONS ON YOUTUBE



YouTube.com/RescueAgency

 RESCUE



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PRESENTING SPONSOR:



WHAT IS CHANGE?

CHANGE CAN BE SMALL.

CHANGE CAN BE BIG.

CHANGE CAN PREVENT PAIN.

CHANGE CAN INCREASE HAPPINESS.

CHANGE CAN EXTEND A LIFE.

CHANGING BEHAVIOR IS FUNDAMENTAL TO OUR HEALTH.

THIS GUIDE BELONGS TO



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