



NATIONAL COALITION FOR SEXUAL HEALTH

AGENDA

Friday, September 20, 2013

- 8:00 a.m. Registration and continental breakfast, 5th Floor
- 8:30 a.m. **Welcome and Opening Remarks**
- Dana Van Gorder, Executive Director, Project Inform
- Gail Bolan, MD, Director, Division of Sexually Transmitted Disease Prevention, Centers for Disease Control and Prevention
- Alana Ward, MPP, Deputy Project Director, Partnership for Prevention
- 8:45 a.m. **Current Challenges, Opportunities, & Innovations in Sexual Health**
- Deb Arrindell, Vice President of Health Policy, American Sexual Health Association
- Michael Horberg, MD, MAS, Executive Director Research and Community Benefit, Mid-Atlantic Permanente Medical Group
Director of HIV/AIDS, Kaiser Permanente
Clinical Lead HIV/AIDS, Care Management Institute
- Katy Suellentrop, MPH, Director of State Support, The National Campaign to Prevent Teen and Unplanned Pregnancy
- 9:45 a.m. Networking Break
- 9:55 a.m. **Sexual Health Messaging: A New Approach**
- Overview and Message Framework*
Susan Gilbert, MPA, Communications Director, NCSH,
Partnership for Prevention
- Audience Feedback: Message Testing Results*
Maureen Michaels, CEO, Michaels Opinion Research, Inc.
- Hands-on Message Training*
Kellie Mullen, Global Media/Presentation Coach, Ogilvy Public Relations
- 12:15 p.m. Lunch, Philadelphia Room, 5th Floor

- 1:00 p.m. **NCSH Products Soft Launch**
- Patient Guide to Sexual Health Care Services*
 Maureen Michaels, CEO, Michaels Opinion Research, Inc.
- Alyson Hazen Kristensen, MPH, Senior Program Officer,
 Partnership for Prevention
- Sexual Health Framework*
 Alana Ward, MPP, Deputy Project Director, Partnership for
 Prevention
- NCSH Website*
 Jaclyn Fontanella, MPH, Program Associate, Partnership for
 Prevention
- 1:45 p.m. Networking Break
- 2:00 p.m. **Action Group Work Sessions**
- Health Care Action Group (HCAG)—*Philadelphia Room, 5th Floor*
 - Communications Action Group (CAG)—*D.C. Room, 5th Floor*
- 3:30 p.m. Networking Break
- 3:45 p.m. **Report Back from Action Group Work Sessions**
- Health Care Action Group (HCAG)
 - Communications Action Group (CAG)
- 4:05 p.m. **NCSH Member Feedback**
- Susan DeLisle, ARNP, MPH, Consultant, Partnership for Prevention
- Susan Gilbert, Director, MPA, Communications Director, NCSH, Partnership
 for Prevention
- 4:45 p.m. **Closing and Call to Action**
- Dana Van Gorder, Executive Director, Project Inform
- 5:00 p.m. Adjourn for the day