



Centers for Disease Control
and Prevention (CDC)
Atlanta GA 30333

March 17, 2021

Elizabeth Brehm
Siri & Glimstad
200 Park Ave
17th Floor
New York, NY 10166
Via email: foia@sirillp.com

Dear Ms. Brehm:

This letter is regarding to your Centers for Disease Control and Prevention and Agency for Toxic Substances and Disease Registry (CDC/ATSDR) Freedom of Information Act (FOIA) request of March 2, 2021, assigned #21-00804-FOIA (copy enclosed).

We located 169 pages of responsive records (all pages released in full or in part). After a careful review of these pages, some information was withheld from release pursuant to 5 U.S.C. §552 Exemption (b)(6).

EXEMPTION 6

Exemption 6 protects information in personnel and medical files and similar files when disclosure would constitute a clearly unwarranted invasion of personal privacy. The information that has been withheld under Exemption 6 consists of personal information, such as personal email addresses, conference lines, and access codes. We have determined that the individual(s) to whom this information pertains has a substantial privacy interest in withholding it.

In accordance with the Department's implementing regulations, 45 CFR Part 5, no fees are assessed as search costs did not exceed the two allotted free hours.

You may contact our FOIA Public Liaison at 770-488-6277 for any further assistance and to discuss any aspect of your request. Additionally, you may contact the Office of Government Information Services (OGIS) at the National Archives and Records Administration to inquire about the FOIA mediation services they offer. The contact information for OGIS is as follows: Office of Government Information Services, National Archives and Records Administration, 8601 Adelphi Road-OGIS, College Park, Maryland 20740-6001, e-mail at ogis@nara.gov; telephone at 202-741-5770; toll free at 1-877-684-6448; or facsimile at 202-741-5769.

If you are not satisfied with the response to this request, you may administratively appeal by writing to the Deputy Agency Chief FOIA Officer, Office of the Assistant Secretary for Public Affairs, U.S. Department of Health and Human Services, Hubert H. Humphrey Building, 200 Independence Avenue, Suite 729H, Washington, D.C. 20201. You may also transmit your appeal via email to FOIARequest@psc.hhs.gov.

Please mark both your appeal letter and envelope “FOIA Appeal.” Your appeal must be postmarked or electronically transmitted by June 15, 2021.

Sincerely,

A handwritten signature in black ink, appearing to read 'Roger Andoh', with a stylized flourish at the end.

Roger Andoh
CDC/ATSDR FOIA Officer
Office of the Chief Operating Officer
(770) 488-6399
Fax: (404) 235-1852

Enclosures

21-00804-FOIA

From: Griffin, Dawn (CDC/OD/OADC)
Sent: Wed, 22 Apr 2020 13:54:30 +0000
To: jay.bernhardt@austin.utexas.edu; Bonds, Michelle E. (CDC/OD/OADC); Daniel, Katherine Lyon (CDC/DDPHSIS/OD); Eroglu, Dogan (CDC/OD/OADC); tfoleno@adcouncil.org; Michael.Greenwell@icf.com; (b)(6) Johnson, Lenora (NIH/NHLBI) [E]; gkreps@gmu.edu; gnowak@uga.edu; janice.okubo@doh.hawaii.gov; TerrySavage@westat.com; jana.thomas@porternovelli.com; clefebvre@rti.org; tphillips@fhi360.org
Subject: Updated: Tomorrow's NCHCMM Conference Advisory Board Conference Call
Attachments: 2020 Speaker Wish List.docx

Corrected Speaker Wish list attached.

*Dawn Beatrice Griffin, Ph.D., M.S.P.H., CHES
Office of the Associate Director for Communication
Centers for Disease Control and Prevention
Office: 404.498.0129
Fax: 404.728.8190
Cell: 404.388.0849
Email: Dawn.Griffin@cdc.hhs.gov*



From: Griffin, Dawn (CDC/OD/OADC)
Sent: Wednesday, April 22, 2020 8:51 AM
To: jay.bernhardt@austin.utexas.edu; Bonds, Michelle E. (CDC/OD/OADC) <meb0@cdc.gov>; Daniel, Katherine Lyon (CDC/DDPHSIS/OD) <kdl8@cdc.gov>; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>; tfoleno@adcouncil.org; Michael.Greenwell@icf.com; Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>; (b)(6) Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; gkreps@gmu.edu; gnowak@uga.edu; janice.okubo@doh.hawaii.gov; TerrySavage@westat.com; jana.thomas@porternovelli.com; clefebvre@rti.org; tphillips@fhi360.org
Subject: Tomorrow's NCHCMM Conference Advisory Board Conference Call

Good morning Advisory Board members,

A reminder that we are scheduled for our monthly conference call on tomorrow, Thursday, April 23 at 3:00 p.m. EST.

Programming Ideas

As shared during our last call, board members were asked to help us work through two new programming ideas. Members were assigned to groups listed below. We will hear from both groups during tomorrow's call.

1. Health Comm Hackathon – point person – Terry Savage (terrysavage@westat.com)
 - Robert Jennings
 - Jay Bernhardt
 - Katherine Lyon Daniel
 - Tony Foleno
 - Lenora Johnson
 - Todd Phillips

2. Best Strategies for Addressing Critical Health Communication, Marketing, and Media Issues - point person, Gary Kreps (gkreps@gmu.edu)
 - Craig LeFebvre
 - Glen Nowak
 - Janice Okubo
 - Mike Greenwell
 - Jana Thomas
 - Dogan Eroglu

Speaker Ideas

We received several suggestions for speakers from both the conference advisory board and planning committee. A speaker wish list is attached for your review. Please feel free to send additional suggestions along with any direction contacts you may have.

Additional Programming Ideas/Topics

As we delve into planning possible plenary sessions/panels and special sessions, several possible topics/ideas have been suggested. Several ideas are listed below and of course, we welcome additional ideas.

1. Implications for Public Health Issues moving forward
2. Social Determinants of Health
3. Digital Divide – lack of/limited access, digital literacy, cultural sensitivity

Look forward to talking with you on Thursday!

Dawn

*Dawn Beatrice Griffin, Ph.D., M.S.P.H., CHES
Office of the Associate Director for Communication
Centers for Disease Control and Prevention*

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NCHCMM

National Conference on Health
Communication, Marketing & Media

Atlanta, GA | August 10-12

NCHCMM Speaker Wish List

Speaker	Rationale	Comments
BJ Fogg	https://www.bjfogg.com/ https://www.tinyhabits.com/	
Malcolm Gladwell	https://www.ted.com/speakers/malcolm_gladwell	
Dr. Anne Schuchat	https://www.cdc.gov/about/leadership/leaders/pdd.html	
Dr. Anthony Fauci	https://www.niaid.nih.gov/about/director	
Dr. Rich Besser	Robert Wood Johnson Foundation https://www.rwjf.org/en/about-rwjf/leadership-staff/B/richard-e-besser.html	
Dr. Nora Volkow	https://www.drugabuse.gov/nidamed/videos/dr-nora-volkow-director-nida	
Dr. David Satcher	Founding Director and Senior Advisor Satcher Health Leadership Institute Community Health & Preventive Medicine Morehouse School of Medicine	
Gov. Andrew Cuomo	https://www.governor.ny.gov/about	
Dr. Colleen Kraft	http://www.emorydailypulse.com/2020/03/05/colleen-kraft-md-appointed-to-georgia-coronavirus-task-force/	
Dr. Gaya Gamhewage	https://www.unige.ch/sciences-societe/socio/files/1514/2409/7284/Dr_Gaya_Gamhewage.pdf	

Pat Mitchell	https://www.ted.com/speakers/pat-mitchell	
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From: Griffin, Dawn (CDC/OD/OADC)
Sent: Wed, 22 Apr 2020 12:51:12 +0000
To: jay.bernhardt@austin.utexas.edu; Bonds, Michelle E. (CDC/OD/OADC); Daniel, Katherine Lyon (CDC/DDPHSIS/OD); Eroglu, Dogan (CDC/OD/OADC); tfoleno@adcouncil.org; Michael.Greenwell@icf.com; Griffin, Dawn (CDC/OD/OADC); (b)(6) Johnson, Lenora (NIH/NHLBI) [E]; gkreps@gmu.edu; gnowak@uga.edu; janice.okubo@doh.hawaii.gov; TerrySavage@westat.com; jana.thomas@porternovelli.com; clefebvre@rti.org; tphillips@fhi360.org
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Email: Dawn.Griffin@cdc.hhs.gov



NCHCMM Speaker Wish List

Speaker	Rationale	Comments
BJ Fogg	https://www.bjfogg.com/ https://www.tinyhabits.com/	
Malcolm Gladwell	https://www.ted.com/speakers/malcolm_gladwell	
Dr. Ann Suchat	https://www.cdc.gov/about/leadership/leaders/pdd.html	
Dr. Anthony Fauci	https://www.niaid.nih.gov/about/director	
Dr. Rich Besser	Robert Wood Johnson Foundation https://www.rwjf.org/en/about-rwjf/leadership-staff/B/richard-e-besser.html	
Dr. Nora Volkow	https://www.drugabuse.gov/nidamed/videos/dr-nora-volkow-director-nida	
Dr. David Satcher	Founding Director and Senior Advisor Satcher Health Leadership Institute Community Health & Preventive Medicine Morehouse School of Medicine	
Gov. Andrew Cuomo	https://www.governor.ny.gov/about	
Dr. Colleen Kraft	http://www.emorydailypulse.com/2020/03/05/colleen-kraft-md-appointed-to-georgia-coronavirus-task-force/	
Dr. Gaya Gamhewage	https://www.unige.ch/sciences-societe/socio/files/1514/2409/7284/Dr_Gaya_Gamhewage.pdf	

Pat Mitchell	https://www.ted.com/speakers/pat-mitchell	
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From: Gary Kreps
Sent: Thu, 23 Apr 2020 21:05:07 +0000
To: Griffin, Dawn (CDC/OD/OADC); jay.bernhardt@austin.utexas.edu; Bonds, Michelle E. (CDC/OD/OADC); Daniel, Katherine Lyon (CDC/DDPHSIS/OD); Eroglu, Dogan (CDC/OD/OADC); tfoleno@adcouncil.org; Michael.Greenwell@icf.com; (b)(6) Johnson, Lenora (NIH/NHLBI) [E]; gnowak@uga.edu; janice.okubo@doh.hawaii.gov; TerrySavage@westat.com; jana.thomas@porternovelli.com; clefebvre@rti.org; Todd Phillips
Subject: Re: Health Comm Hackathon Session

Great idea!

Wishing you the very best,

Gary

Gary L. Kreps, PhD
University Distinguished Professor of Communication
Director, Center for Health and Risk Communication
George Mason University
4400 University Drive, MS 3D6
Fairfax, VA 22030

703 993-1094 (office)

703 993-1096 (FAX)

gkreps@gmu.edu

From: Todd Phillips <tphillips@fhi360.org>

Sent: Thursday, April 23, 2020 4:28:06 PM

To: Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>; jay.bernhardt@austin.utexas.edu <jay.bernhardt@austin.utexas.edu>; Bonds, Michelle E. (CDC/OD/OADC) <meb0@cdc.gov>; Daniel, Katherine Lyon (CDC/DDPHSIS/OD) <kdl8@cdc.gov>; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>; tfoleno@adcouncil.org <tfoleno@adcouncil.org>; Michael.Greenwell@icf.com <Michael.Greenwell@icf.com>; (b)(6); Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; Gary Kreps <gkreps@gmu.edu>; gnowak@uga.edu <gnowak@uga.edu>; janice.okubo@doh.hawaii.gov <janice.okubo@doh.hawaii.gov>; TerrySavage@westat.com <TerrySavage@westat.com>; jana.thomas@porternovelli.com <jana.thomas@porternovelli.com>; clefebvre@rti.org <clefebvre@rti.org>

Subject: Re: Health Comm Hackathon Session

On additional idea that is more practical than thematic is offering small group consulting sessions to state and local health departments. CDC has often offered those at grantee meetings. Potentially a series of 20- minute sessions over the course of two days that individual HDs sign up for where they can ask questions and get counsel from national comms experts. Once all the sessions have been completed the comms experts could then lead a panel where they discuss the most common questions and insights provided. Access to free, brief consulting might be a new feature to encourage attendance to a virtual conference.

Todd

From: "Griffin, Dawn (CDC/OD/OADC)" <fqv3@cdc.gov>

Date: Thursday, April 23, 2020 at 3:38 PM

To: "jay.bernhardt@austin.utexas.edu" <jay.bernhardt@austin.utexas.edu>, "Bonds, Michelle E. (CDC/OD/OADC)" <meb0@cdc.gov>, "Daniel, Katherine Lyon (CDC/DDPHSIS/OD)" <kdl8@cdc.gov>, "Eroglu, Dogan (CDC/OD/OADC)" <dde7@cdc.gov>, "tfoleno@adcouncil.org" <tfoleno@adcouncil.org>, "Michael.Greenwell@icf.com" <Michael.Greenwell@icf.com>, [REDACTED] Johnson, Lenora (NIH/NHLBI) [E]" <johnslen@mail.nih.gov>, "gkreps@gmu.edu" <gkreps@gmu.edu>, "gnowak@uga.edu" <gnowak@uga.edu>, "janice.okubo@doh.hawaii.gov" <janice.okubo@doh.hawaii.gov>, "TerrySavage@westat.com" <TerrySavage@westat.com>, "jana.thomas@porternovelli.com" <jana.thomas@porternovelli.com>, "clefebvre@rti.org" <clefebvre@rti.org>, Todd Phillips <tphillips@fhi360.org>

Subject: Health Comm Hackathon Session

Dawn Beatrice Griffin, Ph.D., M.S.P.H., CHES
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From: Griffin, Dawn (CDC/OD/OADC)
Sent: Thu, 23 Apr 2020 19:38:37 +0000
To: jay.bernhardt@austin.utexas.edu; Bonds, Michelle E. (CDC/OD/OADC); Daniel, Katherine Lyon (CDC/DDPHSIS/OD); Eroglu, Dogan (CDC/OD/OADC); tfoleno@adcouncil.org; Michael.Greenwell@icf.com (b)(6) Johnson, Lenora (NIH/NHLBI) [E]; gkreps@gmu.edu; gnowak@uga.edu; janice.okubo@doh.hawaii.gov; TerrySavage@westat.com; jana.thomas@porternovelli.com; clefebvre@rti.org; tphillips@fhi360.org
Subject: Health Comm Hackathon Session
Attachments: NCHCMM HC Hackathon Session Description_v2.docx

*Dawn Beatrice Griffin, Ph.D., M.S.P.H., CHES
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Email: Dawn.Griffin@cdc.hhs.gov*



2020 NCHCMM Health Comm Hackathon

Session Planners:

Tony Foleno, *Ad Council*
Robert Jennings, *NPHIC*
Todd Phillips, *FHI 360*
Terry Savage, *Westat*

Overview: Hackathon facilitators will guide participants through an interactive brainstorming session to develop a communications campaign that encourages people to resume getting their regular vaccinations (e.g., flu, DTaP, MMR, HPV, pneumonia, shingles, and, eventually, COVID-19) once states and local jurisdictions reopen following COVID-19 shutdowns. The facilitators will briefly present the relevant evidence base (e.g., communications and health behavior theories, audience profiles, evaluation results); help participants identify barriers/resistance to vaccination; advise on research-informed communications strategies/tactics to address barriers and achieve campaign objectives; and identify potential campaign partners and resources. Using an actual and/or virtual whiteboard, the group will then collaborate to establish communications objectives; define primary and secondary target audiences; identify cost effective communication strategies, tactics, and channels; and define evaluation metrics.

Learning Objectives: By the end of the hackathon, participants will be able to:

- Summarize the communications and health behavior theories that will guide the communications campaign.
- Describe five components of an effective communications campaign plan.
- Identify three key performance indicators for measuring campaign impact.

Learning Outcome: “Mini” campaign plan with actionable, customizable implementation steps

Possible Hackathon Facilitators (3-4)

- Jill Roark (vaccination campaign implementation, CDC perspective)
- Scott Ratzan (overview of vaccination challenges)
- Association of Immunization Managers representative
- State/local health department representative
- Others/alternatives TBD

Duration: One 90-minute concurrent breakout session

Modality: In person + remote

Number of session participants: TBD, but likely ≤ 40 in person; online capacity TBD

Homework:

- Rules of the road (e.g., how the remote platform works, how IRL and virtual participants will interact, etc.)
- Required reading (e.g., summary of the literature on vaccination-related KABs)
- Campaign planning form (provide initial input/thoughts)

From: Griffin, Dawn (CDC/OD/OADC)
Sent: Thu, 23 Apr 2020 17:35:21 +0000
To: Johnson, Lenora (NIH/NHLBI) [E]; Daniel, Katherine Lyon (CDC/DDPHSIS/OD); jay.bernhardt@austin.utexas.edu; Bonds, Michelle E. (CDC/OD/OADC); Eroglu, Dogan (CDC/OD/OADC); tfoleno@adcouncil.org; Michael.Greenwell@icf.com; (b)(6); gkrep s@gmu.edu; gnowak@uga.edu; janice.okubo@doh.hawaii.gov; TerrySavage@westat.com; jana.thomas@porternovelli.com; clefebvre@rti.org; tphillips@fhi360.org
Subject: Agenda for Today's NCHCMM Conference Advisory Board Call
Attachments: Conference Advisory Board Agenda - April 23, 2020.pdf

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**2020 National Conference on Health Communication, Marketing, and Media
Conference Advisory Board
Conference Call
Thursday, April 23, 2020
3:00 p.m. EST**

(770) 488-3600

(b)(6)

tollfree

Conference ID:

(b)(6)

Agenda

- I. Welcome/Introductions
- II. NCHCMM and moving forward
- III. Programming updates
 - a. Special Session Discussions
 - i. Health Comm Hackathon
 - ii. Best Strategies for Addressing Critical Health Communication, Marketing, and Media Issues
 - b. Plenary Speakers Suggestions
 - c. Additional Programming Ideas/Topics
 - i. Implications for Public Health Issues moving forward
 - ii. Social Determinants of Health
 - iii. Digital Divide – lack of/limited access, digital literacy, cultural sensitivity
- IV. Questions
- V. Adjournment

From: Griffin, Dawn (CDC/OD/OADC)
Sent: Mon, 18 May 2020 19:03:11 +0000
To: jana.thomas@porternovelli.com;tphillips@fhi360.org;Bonds, Michelle E. (CDC/OD/OADC);jay.bernhardt@austin.utexas.edu;TerrySavage@westat.com;Daniel, Katherine Lyon (CDC/DDPHSIS/OD) (b)(6);janice.okubo@doh.hawaii.gov;clefebvre@rti.org;Johns on, Lenora (NIH/NHLBI) [E];Michael.Greenwell@icf.com;gnowak@uga.edu;Robert Jennings;tfoleno@adcouncil.org;Eroglu, Dogan (CDC/OD/OADC);gkreps@gmu.edu
Subject: Call Meeting: NCHCMM Advisory Board Conference Call

Having tech issues. Be right on

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Cell:404.388.0849
Email: Dawn.Griffin@cdc.hhs.gov

From: Daniel, Katherine Lyon (CDC/DDPHSIS/OD)
Sent: Tue, 2 Jun 2020 01:52:18 +0000
To: Griffin, Dawn (CDC/OD/OADC); Bonds, Michelle E. (CDC/OD/OADC); tfoleno@adcouncil.org; gkreps@gmu.edu; Michael.Greenwell@icf.com; jay.bernhardt@austin.utexas.edu; Eroglu, Dogan (CDC/OD/OADC) (b)(6); Johnson, Lenora (NIH/NHLBI) [E]; gnowak@uga.edu; janice.okubo@doh.hawaii.gov; TerrySavage@westat.com; jana.thomas@porternovelli.com; clefebvre@rti.org; tphillips@fhi360.org
Subject: RE: Follow-up: May 28th - NCHCMM Advisory Board Call

Very easy survey, Dawn, thanks!

From: Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>
Sent: Monday, June 1, 2020 6:14 PM
To: Daniel, Katherine Lyon (CDC/DDPHSIS/OD) <kdl8@cdc.gov>; Bonds, Michelle E. (CDC/OD/OADC) <meb0@cdc.gov>; tfoleno@adcouncil.org; gkreps@gmu.edu; Michael.Greenwell@icf.com; jay.bernhardt@austin.utexas.edu; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>; (b)(6) Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; gnowak@uga.edu; janice.okubo@doh.hawaii.gov; TerrySavage@westat.com; jana.thomas@porternovelli.com; clefebvre@rti.org; tphillips@fhi360.org
Subject: RE: Follow-up: May 28th - NCHCMM Advisory Board Call

Just a reminder to vote by Noon tomorrow, Tuesday, June 2nd.

Have a great evening.

*Dawn Beatrice Griffin, Ph.D., M.S.P.H., CHES
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NCHCMM

National Conference on Health
Communication, Marketing & Media

Atlanta, GA | August 10-12

From: Griffin, Dawn (CDC/OD/OADC)
Sent: Monday, June 1, 2020 11:47 AM
To: Daniel, Katherine Lyon (CDC/DDPHSIS/OD) <kd18@cdc.gov>; Bonds, Michelle E. (CDC/OD/OADC) <meb0@cdc.gov>; tfoleno@adcouncil.org; gkreps@gmu.edu; Michael.Greenwell@icf.com; jay.bernhardt@austin.utexas.edu; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>; (b)(6) Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; gnowak@uga.edu; janice.okubo@doh.hawaii.gov; TerrySavage@westat.com; jana.thomas@porternovelli.com; clefebvre@rti.org; tphillips@fhi360.org
Subject: RE: Follow-up: May 28th - NCHCMM Advisory Board Call

Good points Katherine. Should we take a step back and answer two pivotal questions:

1. Do we want to host virtual/digital event(s) in lieu of the in-person conference?
OR
2. Not host any additional event(s) until the 2021 Conference?

Using this link – please indicate your choice using the below survey.

<https://www.surveymonkey.com/r/T6HJFKP>

Your response by NOON Tuesday is greatly appreciated.

Dawn

*Dawn Beatrice Griffin, Ph.D., M.S.P.H., CHES
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NCHCMM
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Sent: Friday, May 29, 2020 7:50 PM
To: Griffin, Dawn (CDC/OD/OADC) <fgv3@cdc.gov>; Bonds, Michelle E. (CDC/OD/OADC) <meb0@cdc.gov>; tfoleno@adcouncil.org; gkreps@gmu.edu; Michael.Greenwell@icf.com; jay.bernhardt@austin.utexas.edu; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>; (b)(6) Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; gnowak@uga.edu; janice.okubo@doh.hawaii.gov; TerrySavage@westat.com; jana.thomas@porternovelli.com; clefevre@rti.org; tphillips@fhi360.org
Subject: RE: Follow-up: May 28th - NCHCMM Advisory Board Call

Hi board,

Dawn, thank you as always for excellent work.

Next, I apologize since I had to jump off before the meeting concluded, so I want to clarify something. When I left I thought we were in agreement that we are cancelling the In-Person part of the conference with the hotel, but still seeking to hold an event/conference/learning opportunity online, correct?

1. If that's not correct and the majority decided to cancel all events in the 2020 timeframe and move on to thinking about going virtual in 2021, then don't bother reading the rest of this 😊
2. However, if we are looking to share information in some virtual format during 2020, I would be wary of using the term "Cancellation" so plainly in the June 2 announcement to the Listserv. Some people will need that to cancel their own reservations, but most won't read beyond that and will move to the next event on their list. I would instead suggest ***we begin marketing the new format already, even as we gather information***. Then after having made it clear we're doing *something*, we solicit ideas for how to best meet people's needs.
3. Because it's Friday evening, which everyone knows is best for brainstorming anywhere from plain vanilla to rocky road, here are a few thoughts:

The NCHCMM Conference is:

"...Taking its Theme 'What's In Sight' to the Virtual World for 2020"

"...Moving to Online for 2020"

"...Adapting to the New Realities of 2020"

"...Going Digital for 2020?"

"...Setting its (In)Sight on a New Mode of Interaction for 2020"

"...Socially Distanced Social Marketing in 2020"

"...NCHMM 2020: Virtually, Until we Meet Again"

"...Continuous Online and Virtual In Demand (COVID) Conference for NCHMM 2020"

You get the idea, and I know you have better ones too. Passing this on to the rest of you for thoughts and other flavors.

KLD

From: Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>

Sent: Friday, May 29, 2020 7:02 PM

To: Bonds, Michelle E. (CDC/OD/OADC) <meb0@cdc.gov>; Daniel, Katherine Lyon (CDC/DDPHSIS/OD) <kdl8@cdc.gov>; tfoleno@adcouncil.org; gkreps@gmu.edu; Michael.Greenwell@icf.com;

jay.bernhardt@austin.utexas.edu; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>;

(b)(6) Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>;

gnowak@uga.edu; janice.okubo@doh.hawaii.gov; TerrySavage@westat.com;

jana.thomas@porternovelli.com; clefevre@rti.org; tphillips@fhi360.org

Subject: Follow-up: May 28th - NCHCMM Advisory Board Call

Good afternoon Advisory Board Members,

During Thursday's Conference Advisory Board Call, Robert Jennings (NPHIC) shared that we were able to reach an agreement with the Hyatt Regency to cancel the 2020 conference with no financial penalty in exchange for the commitment to host the conference 2021 and 2022 at the Hyatt.

We will be instituting the following steps as we move forward:

1. Formal correspondence to Hyatt Regency requesting cancellation of 2020 Conference – May 29, 2020
2. Cancellation announcement to Listserv – June 2, 2020

In addition to the cancellation announcement, we want to query our mailing list to preferences for alternative on line meeting strategies. Of particular interest to us are gauging the appeal of a virtual/digital format and identifying factors that would encourage participation – i.e. format, price, etc.

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Are there any additional ideas that we want to consider? Other information we should collect? Should we test fully developed scenarios? Can you offer any?

Please remember that this survey needs to be very brief to maximize response. If we can collect information that is pertinent for our most urgent decisions, we can always run another survey to query for other details.

Please send me your ideas by COB Thursday 6/4.

Have a wonderful weekend!

Dawn

Dawn Beatrice Griffin, Ph.D., M.S.P.H., CHES
Office of the Associate Director for Communication
Centers for Disease Control and Prevention
Office: 404.498.0129
Fax: 404.728.8190
Cell: 404.388.0849
Email: Dawn.Griffin@cdc.hhs.gov



From: Griffin, Dawn (CDC/OD/OADC)
Sent: Tue, 2 Jun 2020 22:15:35 +0000
To: Bonds, Michelle E. (CDC/OD/OADC); Daniel, Katherine Lyon (CDC/DDPHSIS/OD); tfoleno@adcouncil.org; gkreps@gmu.edu; Michael.Greenwell@icf.com; jay.bernhardt@austin.utexas.edu; Eroglu, Dogan (CDC/OD/OADC); Robert Jennings; Johnson, Lenora (NIH/NHLBI) [E]; gnowak@uga.edu; janice.okubo@doh.hawaii.gov; TerrySavage@westat.com; jana.thomas@porternovelli.com; clefebvre@rti.org; tphillips@fhi360.org
Cc: Griffin, Dawn (CDC/OD/OADC)
Subject: Resending Important Status Update on the 2020 NCHCMM
Importance: High

Good evening Advisory Board members,
I am sharing for your awareness the below email that we will be sending shortly via email to the NCHCMM email list.

Thank each of you for all that you do!

Dawn

**



All of us are affected by the COVID-19 pandemic and contributing to the response in various ways. In fact, many of you are on the front lines of this public health crisis and we thank you for your commitment and service to our nation!

As we look ahead, we do not anticipate the remainder of the spring or summer to be conducive to holding large scale gatherings. As a result, the Advisory Board for

the 2020 National Conference on Health Communication, Marketing and Media has decided *not* to host an *in-person* conference this year. Instead, the Advisory Board will consider options for holding an alternative event(s) in early or late fall.

We will keep you informed as we continue to look for alternative solutions for sharing important communication, marketing, and media strategies.

In the meantime, our heartfelt appreciation goes to our Conference Advisory Board and Planning Committee for the many hours of planning they put into the conference. We also extend thanks to those who submitted abstracts along with others who reviewed them. Please know that the Advisory Board and Planning Committee will be exploring opportunities to showcase some of the impressive abstracts that were submitted.

We look forward to sharing details as they develop. Be sure to sign up to receive updates for the NCHCMM at www.cdc.gov/nchcmm.

Thank you for your continued commitment to public health and to the National Conference on Health Communication Marketing and Media.

Note: Guests with confirmed hotel reservations

The Hyatt Regency Atlanta, host hotel for the year's conference, will automatically cancel all reservations and refund the deposits of all reservations. The refund process may take up to 10 days. If you provided an e-mail address at the time of the booking, the hotel will send a notice to that email address with the confirmation of reservation cancellation. Those who still wish to stay at the Hyatt over the dates they previously booked (or over adjusted dates) are welcome to re-book directly with the Hyatt.

From: Gary Kreps
Sent: Tue, 2 Jun 2020 22:10:56 +0000
To: Bonds, Michelle E. (CDC/OD/OADC); Daniel, Katherine Lyon (CDC/DDPHSIS/OD); tfoleno@adcouncil.org; Michael.Greenwell@icf.com; jay.bernhardt@austin.utexas.edu; Eroglu, Dogan (CDC/OD/OADC); Robert Jennings; Johnson, Lenora (NIH/NHLBI) [E]; gnowak@uga.edu; janice.okubo@doh.hawaii.gov; TerrySavage@westat.com; jana.thomas@porternovelli.com; clefebvre@rti.org; tphillips@fhi360.org; Griffin, Dawn (CDC/OD/OADC)
Cc: Griffin, Dawn (CDC/OD/OADC)
Subject: Re: Important Status Update on the 2020 NCHCMM

Nice letter Dawn!

Wishing you the very best,

Gary

Gary L. Kreps, PhD
University Distinguished Professor of Communication
Director, Center for Health and Risk Communication
George Mason University
4400 University Drive, MS 3D6
Fairfax, VA 22030

703 993-1094 (office)

703 993-1096 (FAX)

gkreps@gmu.edu

From: Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>

Sent: Tuesday, June 2, 2020 6:04:11 PM

To: Bonds, Michelle E. (CDC/OD/OADC) <meb0@cdc.gov>; Daniel, Katherine Lyon (CDC/DDPHSIS/OD) <kdl8@cdc.gov>; tfoleno@adcouncil.org <tfoleno@adcouncil.org>; Gary Kreps <gkreps@gmu.edu>; Michael.Greenwell@icf.com <Michael.Greenwell@icf.com>; jay.bernhardt@austin.utexas.edu <jay.bernhardt@austin.utexas.edu>; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>; Robert Jennings <rjennings@nphic.org>; Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; gnowak@uga.edu <gnowak@uga.edu>; janice.okubo@doh.hawaii.gov <janice.okubo@doh.hawaii.gov>; TerrySavage@westat.com <TerrySavage@westat.com>; jana.thomas@porternovelli.com <jana.thomas@porternovelli.com>; clefebvre@rti.org <clefebvre@rti.org>; tphillips@fhi360.org <tphillips@fhi360.org>

Cc: Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>

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Dawn

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From: Griffin, Dawn (CDC/OD/OADC)
Sent: Wed, 10 Jun 2020 19:11:23 +0000
To: Daniel, Katherine Lyon
(CDC/DDPHSIS/OD); tfoleno@adcouncil.org; gkreps@gmu.edu; Michael.Greenwell@icf.com; jay.bernhardt@austin.utexas.edu; Eroglu, Dogan (CDC/OD/OADC); (b)(6) Johnson, Lenora (NIH/NHLBI)
[E]; gnowak@uga.edu; janice.okubo@doh.hawaii.gov; TerrySavage@westat.com; jana.thomas@porternovelli.com; clefebvre@rti.org; tphillips@fhi360.org
Cc: Griffin, Dawn (CDC/OD/OADC)
Subject: Follow-up: NCHCMM Scenarios and Feedback - Due Friday, June 12

Good afternoon Advisory Board members,
Thank you for your response to our quick 2020 NCHCMM Moving Forward survey.

A few things:

1. Results show more are in favor of hosting an event(s) but with a very slight margin (8-6)
2. We think there are only a few viable scenarios that would make having an event(s) feasible. We need to quickly identify the ideal scenario that:
 - will be a beneficial event for our audience
 - with its scope and timing, will not distract from (i.e., reduce demand for) the 2021 conference
 - will at least break-even financially
3. One option is to ask preferences about 2 or 3 scenarios via a survey. What would the 2 or 3 feasible scenarios be, defined by: length of event (and number of events if you think a series is viable), format (plain webinar style panels or presentations, interactive sessions utilizing higher levels of technology, other...), price?

Per the email sent to you on last week, we still want to hear your suggestions! Please forward to me no later than noon Friday, June 12th.

Dawn

*Dawn Beatrice Griffin, Ph.D., M.S.P.H., CHES
Office of the Associate Director for Communication
Centers for Disease Control and Prevention
Office: 404.498.0129
Fax: 404.728.8190
Cell: 404.388.0849
Email: Dawn.Griffin@cdc.hhs.gov*

From: Griffin, Dawn (CDC/OD/OADC)
Sent: Friday, May 29, 2020 7:02 PM
To: Bonds, Michelle E. (CDC/OD/OADC) <meb0@cdc.gov>; Daniel, Katherine Lyon (CDC/DDPHSIS/OD)

<kdl8@cdc.gov>; tfoleno@adcouncil.org; gkreps@gmu.edu; Michael.Greenwell@icf.com;
jay.bernhardt@austin.utexas.edu; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>;
(b)(6) Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>;
gnowak@uga.edu; janice.okubo@doh.hawaii.gov; TerrySavage@westat.com;
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Email: Dawn.Griffin@cdc.hhs.gov



From: Griffin, Dawn (CDC/OD/OADC)
Sent: Mon, 22 Jun 2020 17:51:11 +0000
To: jay.bernhardt@austin.utexas.edu; Bonds, Michelle E. (CDC/OD/OADC); Daniel, Katherine Lyon (CDC/DDPHSIS/OD); Eroglu, Dogan (CDC/OD/OADC); tfoleno@adcouncil.org; Michael.Greenwell@icf.com; (b)(6) Johns on, Lenora (NIH/NHLBI) [E]; gkreps@gmu.edu; gnowak@uga.edu; janice.okubo@doh.hawaii.gov; TerrySavage@westat.com; jana.thomas@porternovelli.com; clefebvre@rti.org; tphillips@fhi360.org
Subject: Reminder: Monthly NCHCMM Conference Advisory Board Call - Thursday, June 25, 2020
Importance: High

Good afternoon Advisory Board members,

A reminder that our next call is scheduled for this Thursday, June 25th. We look forward to exploring several scenarios that will continue engagement in light of the cancellation of the in-person 2020 conference.

We look forward talking with you on Thursday! Have a great week!

Dawn

*Dawn Beatrice Griffin, Ph.D., M.S.P.H., CHES
Office of the Associate Director for Communication
Centers for Disease Control and Prevention
Office: 404.498.0129
Fax: 404.728.8190
Cell: 404.388.0849
Email: Dawn.Griffin@cdc.hhs.gov*

From: Griffin, Dawn (CDC/OD/OADC)
Sent: Thu, 25 Jun 2020 23:31:24 +0000
To: tfoleno@adcouncil.org; Johnson, Lenora (NIH/NHLBI)
[E]; jay.bernhardt@austin.utexas.edu; Bonds, Michelle E. (CDC/OD/OADC); Daniel, Katherine Lyon (CDC/DDPHSIS/OD); Eroglu, Dogan (CDC/OD/OADC); Michael.Greenwell@icf.com (b)(6) gkreps@gmu.edu; gnowak@uga.edu; janice.okubo@doh.hawaii.gov; TerrySavage@westat.com; jana.thomas@porternovelli.com; clefebvre@rti.org; tphilips@fhi360.org
Subject: APHA - HCM Workgroup Panel- "Health Inequity & COVID-19: Moving from Communication to Action" Panel - July 9th
Attachments: APHA Health Communication Matters (HCM) Panel Promo-ChelseaDade.docx

Advisory Board,

Following today's discussion, I thought you might be interested in listening in to this panel hosted by the Health Comm Workgroup from APHA.

From: apha_healthcomm@googlegroups.com <apha_healthcomm@googlegroups.com> **On Behalf Of** Chelsea Dade
Sent: Monday, June 22, 2020 2:43 PM
To: APHA Health Communication Working Group <apha_healthcomm@googlegroups.com>
Subject: [APHA-HCWG] Please Promote: "Health Inequity & COVID-19: Moving from Communication to Action" Panel - July 9th

Good afternoon everyone,

I hope you're all doing well. As some things begin to open up across the country, it's so important to keep in mind those who have lost loved ones during this time. For so many, there will never be a "return to normal." In addition, we should think about those who have experienced financial difficulty and emotional stress during the past months.

We have so much to be concerned about, but we also have so much to be thankful for.

The Health Communication Matters (HCM) team has finalized details for our upcoming panel.

It's titled, "Health Inequity & COVID-19: Moving from Communication to Action," and it will occur on July 9th, 2020, at 1pm PST | 2pm MT | 3pm CT | 4pm EST.

Register here: <https://bit.ly/2Nia4Uf>

If you can, please promote it.

Promotion materials are attached to this email.

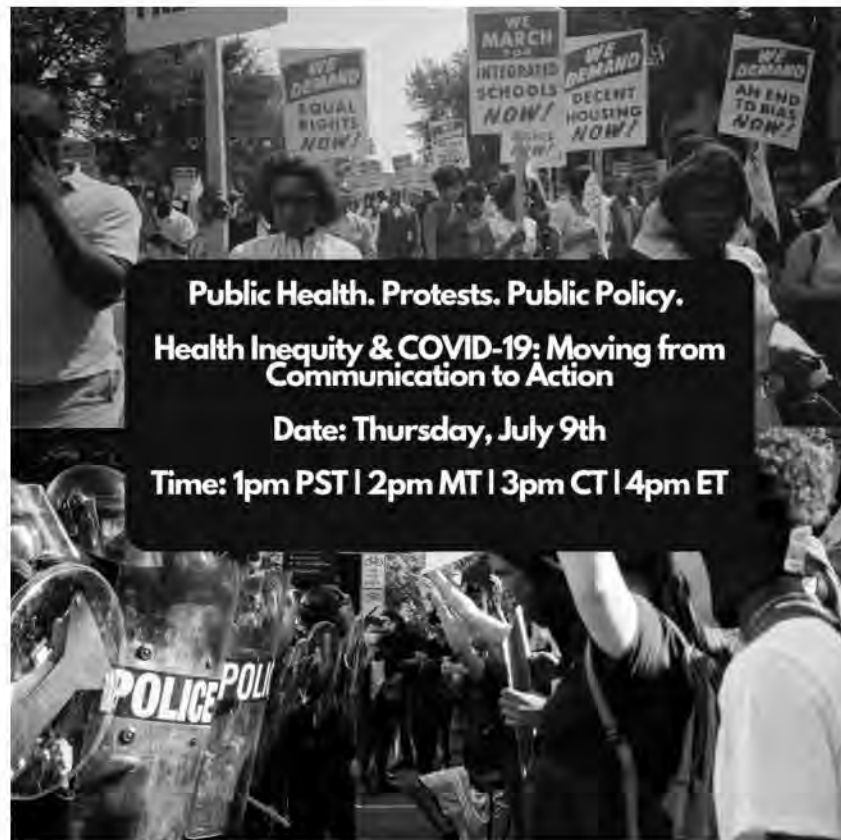
APHA Health Communication Matters (HCM) Panel
Promo
Chelsea Dade, HCM Co-Chair

APHA Health Communication Matters (HCM) Panel Promo

"Health Inequity & COVID19: Moving from Communication to Action"

July 9th 2020

1pm PST | 2pm MT | 3pm CT | 4pm EST



Short version (twitter):

We are in a state of emergency, and to act is critical. #COVID19 and #BlackLivesMatter protests have magnified issues of #healthinequity. Can we finally transform systems with community leadership? Join @APHA_healthcomm in a robust session. Register: <https://bit.ly/2Bdfq0j>

Long version (newsletter, Instagram, LinkedIn):

The American Public Health Association's Health Communication Matters (HCM) team is holding a panel titled, "Health Inequity and Covid-19: Moving from Communication to Action," on Thursday July 9th, 1pm PST/2pm MT/ 3pm CT/4pm ET about health equity and social justice amid #COVID19.

APHA Health Communication Matters (HCM) Panel

Promo

Chelsea Dade, HCM Co-Chair

We are in a state of emergency, and to act is critical. The intersection of the COVID-19 pandemic and the Black Lives Matters protests has exacerbated issues of health equity and racism like never before. The question is, can we finally transform broken systems by letting Black, Brown, and Indigenous communities lead the conversation?

Our experienced health equity panel will share advocacy tools for public health professionals, as well as models to mobilize everyone to become accountable in the fight for **#healthequity**. Please join us in a robust session that will include a Q&A with our panel.

Register: [**https://bit.ly/2Bdfq0j**](https://bit.ly/2Bdfq0j)

From: Griffin, Dawn (CDC/OD/OADC)
Sent: Thu, 25 Jun 2020 17:27:34 +0000
To: tfoleno@adcouncil.org; Johnson, Lenora (NIH/NHLBI)
[E]; jay.bernhardt@austin.utexas.edu; Bonds, Michelle E. (CDC/OD/OADC); Daniel, Katherine Lyon (CDC/DDPHSIS/OD); Eroglu, Dogan (CDC/OD/OADC); Michael.Greenwell@icf.com (b)(6) gkreps@gmu.edu; gnowak@uga.edu; janice.okubo@doh.hawaii.gov; TerrySavage@westat.com; jana.thomas@porternovelli.com; clefebvre@rti.org; tphillips@fhi360.org
Subject: For today's NCHCMM Conference Advisory Board Call Meeting
Attachments: 2020 NCHCMM Scenarios - revised.pdf

Good afternoon everyone,
Please take a moment to review the attached document that will serve as a guide for this afternoon's discussion.

Take to you soon.

*Dawn Beatrice Griffin, Ph.D., M.S.P.H., CHES
Office of the Associate Director for Communication
Centers for Disease Control and Prevention
Office: 404.498.0129
Fax: 404.728.8190
Cell: 404.388.0849
Email: Dawn.Griffin@cdc.hhs.gov*

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2020 NCHCMM Scenarios

Today's Discussion

- ▶ **Input from Advisory Board**
- ▶ **Alternative Scenarios for Moving Forward**
- ▶ **Discussion**

Input from CAB

- ▶ I think folks are getting burned out on virtual meetings. On another project of ours where we used to have full-day stakeholder meetings we now don't have meetings longer than 1.5 hrs. People with kids at home cannot do long meetings anymore.
- ▶ So I think the only option would be a multi-day event but with a max of 2 hrs a day of content. Could be a “health marketing week” with 2-hour sessions from 10-12 and a mix of events across those 5 days (some plenary, some interactive, etc.)

Todd Philips, Member
Conference Advisory Board

Input from CAB

- ▶ Keep event timing to August, or possibly September but no later. Perfect time to convene health comm professionals, be it about COVID, flu season, and of course any other health issues we want to tackle on the agenda.
- ▶ Make it an event, not an extended series of webinars. The NCHCMM conference is intended to bring the field together across various siloes. An event, even if it's virtual, brings a sense of community that we rarely experience. A webinar series doesn't do that.
- ▶ I think that the 2020 Society for Health Comm Summit provides a good model to look to. Attendee feedback via evaluation surveys was very positive, and Terry and I can also share lessons learned about how to make this format work even better. The SHC summit format was two consecutive days, 10:00-2:00 ET each day, with multiple breaks. Each day a series of panels plus a few individual talks, all with a moderated Q&A component at the end of each. Plus one workshop at the end of each day for a limited number of registrants, as well as some informal virtual networking meetups.
- ▶ Scheduling simultaneous breakout sessions and tracks, while typical of past NCHCMM conferences, should probably be dropped. Focus on a very focused agenda of topics of use to the entire field, and curate only the best abstract submissions and speakers. Also, drop the idea of virtual co-creation/design workshops. I think these aspects are too much to take on and coordinate well given where we're at.

Tony Foleno, Member
Conference Advisory Board

Input from CAB

- ▶ Simultaneous virtual networking meetups, with limited attendance, could be scheduled both days around the main event, framed as ‘Ask an Expert’ sessions on specific important topics.
- ▶ Prep time required—agenda, content and speakers, tech platform—would be very high and intensive but doable.
- ▶ Hard cost expenditures would be low. I don’t know anything about NPHIC fiscal considerations – that said, I’d recommend keeping registration low, i.e. <\$100. Not free—there needs to be some skin in the game to help motivate attendees to show; but not anywhere near typical NCHCMM registration fee. This fee is quite reasonable compared to other in-person event conference offerings I receive, but in this case it needs to be a low cost of entry to attract attendees to make the event meaningful.

Tony Foleno, Member
Conference Advisory Board

Scenario #1

- ▶ Cancel any 2020 Programming
- ▶ Focus on the 2021 Conference Program planning

Scenario #1

Pros

- ▶ Easy implementation

Cons

- ▶ Cannot predict the 2021 situation (hard to plan for)
- ▶ Potential attendees less certain that an event would be held if current conditions prevail, therefore they may be less likely to consider or commit when making conference plans for 2021
- ▶ Similar possibility as above for exhibitors and/or sponsors

Scenario #2

- ▶ Virtual conference/summit
- ▶ Hosted over a 2, 3, 4 days in a week or over a few weeks (for example – HCMM Month)
- ▶ 3 – 4 hour afternoon presentations of panels with key thought leaders focused on topics suggested by Advisory Board
- ▶ Possibility - feature a pre-conference workshop in the mornings or post afternoon programming
- ▶ Possibility – host one or two breakout sessions in the morning featuring invited abstract presenters

Scenario #2

Pros

- ▶ Relatively simple (fewer sessions) programming
- ▶ Initial work for some of the sessions is already underway
- ▶ Sets stage for NCHCMM evolving, no matter what the future shows
- ▶ Promotes NCHCMM as an enduring mainstay in the profession

Cons

- ▶ General fatigue for online events is a challenge to overcome
- ▶ Doing it right requires (at least somewhat) sophisticated technical infrastructure

Scenario #3

- ▶ “Master Class” concept learning series offered (Oct., 2020, Jan., 2021, March, 2021, June 2021)
- ▶ Recorded and available on-demand session(s) featuring “masters” in the fields of HCMM
- ▶ Recording will be shared with individuals upon registration, or shortly after, and could be used as baseline knowledge
- ▶ Registrants would watch the presentation prior to the Q&A session and develop their questions either during the live Q&A or they can submit questions prior to the event
- ▶ Hour long scheduled live Q & A with the “masters” to allow for an interactive experience for participants. A 5-minute recap of the previously recorded video will be played prior to live Q&A.

Scenario #3

Pros

- ▶ Has benefits of trainings
- ▶ Potential high appeal if “big names” can be recruited
- ▶ Can be an add-on to scenario #2.
- ▶ Master Sessions pre-recorded, giving Experts flexibility for scheduling
- ▶ Attendees can view Master Sessions on their own schedules
- ▶ Master Sessions can be edited for A/V clips, etc.
- ▶ Marketing/promotion opportunity throughout the year.
- ▶ New concept that’s adaptable

Cons

- ▶ A different kind of an event compared to NCHCMM, looking like a training series
- ▶ Challenges of recruiting big names
- ▶ Competing in a crowded market of trainings, some of which are free, is challenging
- ▶ Potential Shelf life for content
- ▶ Pricing challenge in that attendees can purchase 1 “master class” or a series. Lack of data/experience for determining the ideal price point for either pricing strategy.

Module

- ▶ Asynchronous abstract presentations can be an add on for any of the scenarios

Discussion

The background features abstract geometric shapes in shades of blue and orange. A large, light blue triangle is positioned on the right side, overlapping with a darker blue shape. Below these, there are orange and light blue shapes that create a layered, dynamic effect. The overall composition is clean and modern.

From: Griffin, Dawn (CDC/OD/OADC)
Sent: Fri, 17 Jul 2020 14:30:49 +0000
To: jay.bernhardt@austin.utexas.edu; Bonds, Michelle E. (CDC/OD/OADC); Daniel, Katherine Lyon (CDC/DDPHSIS/OD); Eroglu, Dogan (CDC/OD/OADC); tfoleno@adcouncil.org; Michael.Greenwell@icf.com (b)(6) Johns on, Lenora (NIH/NHLBI) [E]; gkreps@gmu.edu; gnowak@uga.edu; janice.okubo@doh.hawaii.gov; TerrySavage@westat.com; jana.thomas@porternovelli.com; clefebvre@rti.org; tphillips@fhi360.org
Subject: Thursday, July 23 - Monthly NCHCMM Conference Advisory Board Call

Good morning Advisory Board members,

A reminder that we are scheduled for our monthly meeting on next Thursday, July 23rd. I hope that you will be able to join us. Have a wonderful weekend.

Dawn

*Dawn Beatrice Griffin, Ph.D., M.S.P.H., CHES
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From: Glen J Nowak
Sent: Thu, 23 Jul 2020 19:52:47 +0000
To: Griffin, Dawn (CDC/OD/OADC); jay.bernhardt@austin.utexas.edu; Bonds, Michelle E. (CDC/OD/OADC); Daniel, Katherine Lyon (CDC/DDPHSIS/OD); Eroglu, Dogan (CDC/OD/OADC); tfoleno@adcouncil.org; Michael.Greenwell@icf.com (b)(6); Johnson, Lenora (NIH/NHLBI) [E]; gkreps@gmu.edu; janice.okubo@doh.hawaii.gov; TerrySavage@westat.com; jana.thomas@porternovelli.com; clefebvre@rti.org; tphillips@fhi360.org
Subject: Re: Technical difficulties

Ok, thanks for the update.

From: Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>
Sent: Thursday, July 23, 2020 3:51 PM
To: jay.bernhardt@austin.utexas.edu <jay.bernhardt@austin.utexas.edu>; Bonds, Michelle E. (CDC/OD/OADC) <meb0@cdc.gov>; Daniel, Katherine Lyon (CDC/DDPHSIS/OD) <kdl8@cdc.gov>; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>; tfoleno@adcouncil.org <tfoleno@adcouncil.org>; Michael.Greenwell@icf.com <Michael.Greenwell@icf.com>; (b)(6); (b)(6) Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; gkreps@gmu.edu <gkreps@gmu.edu>; Glen J Nowak <gnowak@uga.edu>; janice.okubo@doh.hawaii.gov <janice.okubo@doh.hawaii.gov>; TerrySavage@westat.com <TerrySavage@westat.com>; jana.thomas@porternovelli.com <jana.thomas@porternovelli.com>; clefebvre@rti.org <clefebvre@rti.org>; tphillips@fhi360.org <tphillips@fhi360.org>
Subject: Technical difficulties

[EXTERNAL SENDER - PROCEED CAUTIOUSLY]

All, we are having a few technical difficulties on this end. Apologies for those dropped from the call. We cannot reconnect at this time. Let me scheduled another discussion next week.

Apologies

*Dawn Beatrice Griffin, Ph.D., M.S.P.H., CHES
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Email: Dawn.Griffin@cdc.hhs.gov*

From: Griffin, Dawn (CDC/OD/OADC)
Sent: Tue, 28 Jul 2020 00:47:53 +0000
To: jay.bernhardt@austin.utexas.edu; Bonds, Michelle E. (CDC/OD/OADC); Daniel, Katherine Lyon (CDC/DDPHSIS/OD); Eroglu, Dogan (CDC/OD/OADC); tfoleno@adcouncil.org; Michael.Greenwell@icf.com; (b)(6) Johns on, Lenora (NIH/NHLBI) [E]; gkreps@gmu.edu; gnowak@uga.edu; janice.okubo@doh.hawaii.gov; TerrySavage@westat.com; jana.thomas@porternovelli.com; clefebvre@rti.org; tphillips@fhi360.org
Subject: Input needed: 2020 Forum Theme
Importance: High

During last week's advisory board meeting, we shared a theme for our Forum –

Beaming Beyond What's in Sight 2020: A National Health Communication, Marketing & Media Forum

Feedback was lukewarm...so we are back at the drawing board and need your input! Using this thread, share your thoughts, ideas and suggestions. Send us your first thoughts or take a few days to think about. Let's get the conversation started! We welcome your input – send no later than Wednesday, July 29th.

Dawn

From: Griffin, Dawn (CDC/OD/OADC)
Sent: Tue, 26 Jan 2021 23:13:39 +0000
To: Johnson, Lenora (NIH/NHLBI) [E]; tfoleno@adcouncil.org; Bonds, Michelle E. (CDC/OD/OADC); jay.bernhardt@austin.utexas.edu; (b)(6) Daniel, Katherine Lyon (CDC/DDPHSIS/OD); Eroglu, Dogan (CDC/OD/OADC); Michael.Greenwell@icf.com; (b)(6) gkreps@gmu.edu; gnowak@uga.edu; janice.okubo@doh.hawaii.gov; TerrySavage@westat.com; clefebvre@rti.org; tphillips@fhi360.org
Subject: Monthly NCHCMM Conference Advisory Board Call - Thursday, January 28, 2021 at 3 p.m.

Happy New Year!

Seems kind of strange saying that as we approach the end of January. The sentiment remains. I look forward to talking with you on this Thursday as we continue our discussion and planning for the year's event.

Dawn

*Dawn Beatrice Griffin, Ph.D., M.S.P.H., CHES
Office of the Associate Director for Communication
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Fax: 678.669.1864
Cell: 404.388.0849
Email: Dawn.Griffin@cdc.hhs.gov*

-----Original Appointment-----

From: Griffin, Dawn (CDC/OD/OADC)
Sent: Tuesday, March 17, 2020 2:35 PM
To: Johnson, Lenora (NIH/NHLBI) [E]; tfoleno@adcouncil.org; Bonds, Michelle E. (CDC/OD/OADC); Griffin, Dawn (CDC/OD/OADC); jay.bernhardt@austin.utexas.edu; Daniel, Katherine Lyon (CDC/DDPHSIS/OD); Eroglu, Dogan (CDC/OD/OADC); Michael.Greenwell@icf.com; (b)(6) gkreps@gmu.edu; gnowak@uga.edu; janice.okubo@doh.hawaii.gov; TerrySavage@westat.com; jana.thomas@porternovelli.com; clefebvre@rti.org; tphillips@fhi360.org
Subject: Monthly NCHCMM Conference Advisory Board Call
When: Thursday, January 28, 2021 3:00 PM-4:00 PM (UTC-05:00) Eastern Time (US & Canada).
Where: Skype Meeting

Thank you to everyone that responded. Our monthly calls will be on the 4th Thursdays of the month. Additional calls may be scheduled as needed.

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(b)(6)

(Chamblee Dial-in Conference Region)

(Chamblee Dial-in Conference Region)

English (United States)

English (United States)

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Conference ID:

(b)(6)

[Forgot your dial-in PIN?](#) | [Help](#)

From: Griffin, Dawn (CDC/OD/OADC)
Sent: Fri, 12 Feb 2021 18:32:35 +0000
To: jay.bernhardt@austin.utexas.edu; Bonds, Michelle E. (CDC/OD/OADC); Daniel, Katherine Lyon (CDC/DDPHSIS/OD); Eroglu, Dogan (CDC/OD/OADC); tfoleno@adcouncil.org; Michael.Greenwell@icf.com; Robert Jennings; Johnson, Lenora (NIH/NHLBI) [E]; gkreps@gmu.edu; gnowak@uga.edu; TerrySavage@westat.com; clefebvre@rti.org; tphillips@fhi360.org; Jana Thomas
Subject: Reminder: 2021 NCHCMM - Feedback needed

Happy Friday!

Just a reminder that we want your feedback. Please respond to all or to me only. We would like to generate as much thought as possible before our next call.

Our next call is scheduled for Thursday, February 25 at 3 p.m.

Have a great weekend!
Dawn

*Dawn Beatrice Griffin, Ph.D., M.S.P.H., CHES
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Office: 404.498.0129
Fax: 678.669.1864
Cell: 404.388.0849
Email: Dawn.Griffin@cdc.hhs.gov*

From: Griffin, Dawn (CDC/OD/OADC)
Sent: Wednesday, February 10, 2021 9:28 AM
To: jay.bernhardt@austin.utexas.edu; Bonds, Michelle E. (CDC/OD/OADC) <meb0@cdc.gov>; Daniel, Katherine Lyon (CDC/DDPHSIS/OD) <kdl8@cdc.gov>; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>; tfoleno@adcouncil.org; Michael.Greenwell@icf.com; Robert Jennings <rjennings@nphic.org>; Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; gkreps@gmu.edu; gnowak@uga.edu; TerrySavage@westat.com; clefebvre@rti.org; tphillips@fhi360.org; Jana Thomas <JThomas112@humana.com>
Subject: 2021 NCHCMM - Feedback needed

Thank you to our Conference Advisory Board members for your continued support of the National Conference on Health Communication, Marketing and Media. Following the discussion during our last meeting regarding what we would do in 2021, we would like to propose the following:

1. Host a virtual only meeting – August 24-26, 2021

2. Host four (4) sessions each day (3 days)
3. Use suggested time to offer, for each day:
 - a. One (1) hour 40 minutes session (i.e. plenary)
 - b. Two (2) – one (1) hour sessions. These could be two single sessions, or breakout type concurrent sessions-to accommodate additional topics and presentations)
 - c. Two (2) – ten (10) minute breaks
4. Schedule/offer opportunities to participants for workshops, roundtables, small special interest group meetings, etc. in the mornings on a fillable schedule

We would like to open this straw plan for discussion and improvement. Please respond to all or to me only. We would like to generate as much thought as possible before our next call.

Our next call is scheduled for Thursday, February 25 at 3 p.m.

Thanks in advance,
Dawn

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Office of the Associate Director for Communication
Centers for Disease Control and Prevention
Office: 404.498.0129
Fax: 678.669.1864
Cell: 404.388.0849
Email: Dawn.Griffin@cdc.hhs.gov

From: Griffin, Dawn (CDC/OD/OADC)
Sent: Tue, 16 Feb 2021 19:25:12 +0000
To: Gary Kreps;jay.bernhardt@austin.utexas.edu;Bonds, Michelle E. (CDC/OD/OADC);Daniel, Katherine Lyon (CDC/DDPHSIS/OD);Eroglu, Dogan (CDC/OD/OADC);tfoleno@adcouncil.org;Michael.Greenwell@icf.com;Robert Jennings;Johnson, Lenora (NIH/NHLBI) [E];gnowak@uga.edu;TerrySavage@westat.com;clefebvre@rti.org;tphillips@fhi360.org;Jana Thomas
Subject: RE: 2021 NCHCMM - Feedback needed

Thanks for your feedback Gary.

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Office: 404.498.0129
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Email: Dawn.Griffin@cdc.hhs.gov*

From: Gary Kreps <gkreps@gmu.edu>
Sent: Friday, February 12, 2021 3:37 PM
To: Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>; jay.bernhardt@austin.utexas.edu; Bonds, Michelle E. (CDC/OD/OADC) <meb0@cdc.gov>; Daniel, Katherine Lyon (CDC/DDPHSIS/OD) <kdl8@cdc.gov>; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>; tfoleno@adcouncil.org; Michael.Greenwell@icf.com; Robert Jennings <rjennings@nphic.org>; Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; gnowak@uga.edu; TerrySavage@westat.com; clefebvre@rti.org; tphillips@fhi360.org; Jana Thomas <JThomas112@humana.com>
Subject: Re: 2021 NCHCMM - Feedback needed

This sounds like a very good plan to me Dawn.

It would be good to develop a primary overarching theme that is both current and provocative to use to plan the sessions. Here is an example that I've been thinking about:

"The Changing Digital Landscape for Health Promotion and Wellbeing"

Panels might address relevant current issues such as:

- **How the pandemic has changed dependence on expanded the use of digital communication across multiple sectors of society**
- **How has the growing dependence on digital communication influenced physical and mental health**

- **How to design digital health communication events, programs, and campaigns to engage audiences and achieve health promotion goals**
- **How to meet the growing demand for promoting public digital media literacy**
- **New strategies for overcoming problems of misinformation on social media platforms (I know we did this last time, but it is still a big problem)**
- **Building expertise in digital health information program design, evaluation, refinement, and implementation**
- **How to build a robust cyberinfrastructure to promote health equity in society**

Just a few ideas from Uncle Gary!

Wishing you the very best,

Gary

Gary L. Kreps, Ph.D., FAAHB, FICA

he/him/his ([why?](#))

University Distinguished Professor, Department of Communication

Director, Center for Health and Risk Communication

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gkreps@gmu.edu

From: Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>

Sent: Wednesday, February 10, 2021 9:28 AM

To: jay.bernhardt@austin.utexas.edu <jay.bernhardt@austin.utexas.edu>; Bonds, Michelle E. (CDC/OD/OADC) <meb0@cdc.gov>; Daniel, Katherine Lyon (CDC/DDPHSIS/OD) <kdl8@cdc.gov>; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>; tfoleno@adcouncil.org <tfoleno@adcouncil.org>; Michael.Greenwell@icf.com <Michael.Greenwell@icf.com>; Robert Jennings <rjennings@nphic.org>; Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; Gary Kreps <gkreps@gmu.edu>; gnowak@uga.edu <gnowak@uga.edu>; TerrySavage@westat.com <TerrySavage@westat.com>; clefebvre@rti.org <clefebvre@rti.org>; tphillips@fhi360.org <tphillips@fhi360.org>; Jana Thomas <JThomas112@humana.com>

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Thanks in advance,
Dawn

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Office: 404.498.0129
Fax: 678.669.1864
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Email: Dawn.Griffin@cdc.hhs.gov

From: Griffin, Dawn (CDC/OD/OADC)
Sent: Tue, 16 Feb 2021 19:25:59 +0000
To: Glen J Nowak; Gary Kreps; jay.bernhardt@austin.utexas.edu; Bonds, Michelle E. (CDC/OD/OADC); Daniel, Katherine Lyon (CDC/DDPHSIS/OD); Eroglu, Dogan (CDC/OD/OADC); tfoleno@adcouncil.org; Michael.Greenwell@icf.com; Robert Jennings; Johnson, Lenora (NIH/NHLBI) [E]; TerrySavage@westat.com; clefebvre@rti.org; tphillips@fhi360.org; Jana Thomas
Subject: RE: 2021 NCHCMM - Feedback needed

Thanks for your feedback Glen.

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Email: Dawn.Griffin@cdc.hhs.gov*

From: Glen J Nowak <gnowak@uga.edu>
Sent: Friday, February 12, 2021 9:43 PM
To: Gary Kreps <gkreps@gmu.edu>; Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>; jay.bernhardt@austin.utexas.edu; Bonds, Michelle E. (CDC/OD/OADC) <meb0@cdc.gov>; Daniel, Katherine Lyon (CDC/DDPHSIS/OD) <kdl8@cdc.gov>; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>; tfoleno@adcouncil.org; Michael.Greenwell@icf.com; Robert Jennings <rjennings@nphic.org>; Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; TerrySavage@westat.com; clefebvre@rti.org; tphillips@fhi360.org; Jana Thomas <JThomas112@humana.com>
Subject: Re: 2021 NCHCMM - Feedback needed

I agree that the schedule as outlined is a good plan, and I also agree that it would be helpful to have a primary overarching theme that is current, provocative, and would be of much interest to potential attendees. I think Gary's suggestion meets those criteria. I would offer a twist on his suggestion - "Achieving Success in Today's Complex and Diverse Communication Landscape."

From: Gary Kreps <gkreps@gmu.edu>
Sent: Friday, February 12, 2021 3:36 PM
To: Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>; jay.bernhardt@austin.utexas.edu <jay.bernhardt@austin.utexas.edu>; Bonds, Michelle E. (CDC/OD/OADC) <meb0@cdc.gov>; Daniel, Katherine Lyon (CDC/DDPHSIS/OD) <kdl8@cdc.gov>; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>; tfoleno@adcouncil.org <tfoleno@adcouncil.org>; Michael.Greenwell@icf.com <Michael.Greenwell@icf.com>; Robert Jennings <rjennings@nphic.org>; Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; Glen J Nowak <gnowak@uga.edu>; TerrySavage@westat.com <TerrySavage@westat.com>; clefebvre@rti.org <clefebvre@rti.org>; tphillips@fhi360.org

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[EXTERNAL SENDER - PROCEED CAUTIOUSLY]

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Office: 404.498.0129
Fax: 678.669.1864
Cell: 404.388.0849
Email: Dawn.Griffin@cdc.hhs.gov

From: Griffin, Dawn (CDC/OD/OADC)
Sent: Wed, 24 Feb 2021 22:49:56 +0000
To: Johnson, Lenora (NIH/NHLBI)
[E];tfoleno@adcouncil.org;jay.bernhardt@austin.utexas.edu;Bonds, Michelle E. (CDC/OD/OADC);Daniel, Katherine Lyon (CDC/DDPHSIS/OD);Eroglu, Dogan (CDC/OD/OADC);Michael.Greenwell@icf.com (b)(6) Robert Jennings;gkreps@gmu.edu;gnowak@uga.edu;janice.okubo@doh.hawaii.gov;TerrySavage@westat.com; Jana Thomas;clefevre@rti.org;tphillips@fhi360.org
Subject: Meeting Reminder: Monthly NCHCMM Conference Advisory Board Call - Thursday, February 25, 2021 at 3:00 p.m. EST
Attachments: 2021 NCHCMM Survey -feedback.docx, NCHCMM Format Feedback.docx
Importance: High

Good afternoon Advisory Board Members,

This is a reminder for our meeting on Thursday, February 25, 2021 at 3:00 pm EST. We will focus on the following items:

1. Date
2. Format (3 day vs 2 day)
3. Content

Attached are results we received from our survey for suggestions to topic areas, speakers, workshops, etc.

I am asking Advisory Board members to take a look at the topic suggestions and select those topics that you think should be considered for inclusion in the program. In addition, please identify topics on which you can organize a panel for this year's conference. We would like to discuss these during our call. If you want, you can share your ideas with me or the group before tomorrow's call to queue them up for discussion.

Look forward to talking with you tomorrow.

Dawn

Dawn Beatrice Griffin, Ph.D., M.S.P.H., CHES
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Topics that the Conference should cover:

- Crisis communication, enhancing trust and credibility, health disparities
- COVID-19, loneliness and social isolation
- Communicating to diverse populations
- the UNCOVID.... any PH issue that isn't COVID
- how to build communication and marketing capacity in low resource jurisdictions - like the US Associated Pacific Islands; what are the next big ways to reach audiences? So many are now using email lists and funnels, and downloadable content in exchange for your email address - what's next?
- collaboration during a pandemic; data-driven decisions; internal comms with a remote workforce
- COVID, Health Equity, CDC back in charge of public health?
- Health Equity
- Impact design and assessment; crisis communication.
- web architecture, user navigation, plain language concepts
- campaigns that are NOT COVID related
- How to engage your audience VIRTUALLY
- Innovation during Covid, Educating but Not Overwhelming, Zoom Fatigue
- Vaccination
- Social Media analytics with tribal nations; value of virtual communications vs. in-person communications
- connecting theory to practice, plain language
- Writing for online readers, business to business communication, partnerships, data visualization
- Predictions about COVID after the vaccine and what's needed in the future re: communications and long-term behavior change
- Pandemic communications; being nimble
- incorporating behavioral insights and the design approach into social marketing
- Health communication and medical mistrust
- Steps to follow to create a communication plan
- Humor in health messaging
- best practices in community engagement when interpersonal approaches are not safe (e.g., covid transmission) but aren't just via social media (which not everyone participates in); AND health equity - substantively and meaningfully addressing health disparities
- More presentations about research finding
- COVID, digital
- Health Communication and Digital Health Applications
- Online communities (not only social media)
- Top tools, resources and ideas to creating compelling public health content
- enhanced use of technology to promote mental wellness
- Mental Health, Vaping, Health Conspiracies

- Storytelling, optimizing social media platforma
- Vaccine hesitancy and misinformation
- Addressing vaccine hesitancy, communicating about data
- Real world communications
- different types of emotional approach in health communication, effects of messaging disseminated via different message mediums (traditional vs social media)
- Successful social media campaigns during the pandemic, sources for health communication specialists who can serve as consultants for non-profits
- What have we learned from public health messaging during the pandemic? What could we have done differently ot better?
- Social Marketing
- Virtual Engagements in a variety of disciplines in Communication, Marketing and Media
- Communicating COVID health risks in the workplace
- Not sure right now....
- earned media, paid media, digital media
- skills please--focus on how to do things better
- Successful digital outreach, breaking through the COVID messaging for other health topics. New social technology trends and messaging
- more on digital innovations (for websites, apps, texting programs)
- Medical students learning through ZOOM, Use of standardized patients during pandemic, telemedicine affect on patient care
- Covid
- racial equity in federally funded programs, addressing health equity in larger community programs, what CDC should have done differently with COVID communication - lessons learned
- anti-racism topics
- covid messaging
- Fighting misinformation, 2) measuring ROI of comms plans

Plenary speakers that you would like to see on the conference program:

- Someone outside our field who can bring new insights to what we do
- Dr. Fauci
- Resiliency - staying motivated during a pandemic
- John Whyte, CMO WebMD
- Brene Brown
- Someone from WHO on communicating in a crisis
- New CDC Director Dr. Walensky
- Anne Schuchat
- Ann Wylie, Leslie from e-write,

- BJ Fogg, Cass Sunstein, Siouxsie Wiles (excellent health comm re: covid), Rory Sutherland, Sayed Tabatabai (@TheRealDoctorT on Twitter, healthcare storyteller), Aline Holzwarth
- Fauci
- Shola Richards (Founder & CEO of Go Together Global, Workplace Civility Expert)
- Leaders from the Biden administration, talking about the administration's priorities
- CDC Director, Surgeon General, Tony Fauci
- Ed Yong, a science journalist who reports for The Atlantic
- More leading practitioners like Rescue Agency
- Luntz
- Carol S. Dweck, PhD
- Katie Delahaye Paine. Also, if there is to be a call for presenters, I'd be willing to speak at the conference (virtually)
- Senior CDC comms staff; senior health communicators from state public health
- Someone from CDC talking about Social Marketing applications to COVID.

Pre-conference Workshop topics:

- Evaluation, Social media
- PhD student peer networking, health equity, social media as a health campaign tool
- Case studies - sharing successes and challenges during COVID-19; managing media requests - how are you doing it?; communicating with a diverse audience
- Risk Communication
- using social media for behavior change
- Social media
- Workshops with experts who help participants with their existing challenges / campaigns
- Visual storytelling
- Fighting Health Conspiracies
- Suggest networking groups for women, young professionals, etc.
- Digital media campaigns
- Media pitching
- Risk communication; Best design software to use when documents need to be frequently updated
- Different ways of engaging instructors who may not be tenure track but doing some creative work
- Using communication to support public health programs
- best practices in search optimization for web, media buying strategies, the latest in social media--who is using what, best practices for messages, images and videos, etc.
- Messaging that reflects health impacts during the pandemic, for other health topics

Additional programming suggestions:

- Please be sure to make space for non-COVID work at the conference
- Public Service Announcements -- Still Working?
- Make the conference virtual this year
- YouTube messaging
- Some focus on COVID-19 is essential, but I hope the whole program covers a diversity of health issues, including those that will be around for a long time.
- Use this opportunity to make virtual options every year on the future
- Mix up the keynote speakers, seems like it is often the same kind of government speakers that don't give many new ideas or insights.
- How can health communications close the gap between what we know about racial disparities in health and what we do to address them?
- Different ways of using engaging
- Offer CHES and MCHES credits
- Building credibility and trust in public health infrastructure and programs, counteracting online misinformation campaigns
- we realize you have to pay for costs of your programming. I only wonder if our rates could somehow be significantly reduced or if special consideration could be made for professors who are all of a sudden receiving ZERO funding for conferences. It is great when these are virtual, but the cost of attending and membership come out of our pockets too. It is not your fault, but it has severely burdened us because we have not gotten any raise in two years and many, many, many cuts in budget for universities. Please just consider this.
- Change the staff working on the conference. it is always the same and Westat always has way too many presentations. just foolish.
- I think we showcase the same ppl every year like Rescue
- not hold in August. can another time be selected?

Thank you to our Conference Advisory Board members for your continued support of the National Conference on Health Communication, Marketing and Media. Following the discussion during our last meeting regarding what we would do in 2021, we would like to propose the following:

- 1. Host a virtual only meeting – August 24-26, 2021**
- 2. Host four (4) sessions each day (3 days)**
- 3. Use suggested time to offer, for each day:**
 - a. One (1) hour 40 minutes session (i.e. plenary)**
 - b. Two (2) – one (1) hour sessions. These could be two single sessions, or breakout type concurrent sessions-to accommodate additional topics and presentations)**
 - c. Two (2) – ten (10) minute breaks**
- 4. Schedule/offer opportunities to participants for workshops, roundtables, small special interest group meetings, etc. in the mornings on a fillable schedule**

COMMENTS FROM ADVISORY BOARD

Gary Kreps –

This sounds like a very good plan to me Dawn.

It would be good to develop a primary overarching theme that is both current and provocative to use to plan the sessions. Here is an example that I've been thinking about:

"The Changing Digital Landscape for Health Promotion and Wellbeing"

Panels might address relevant current issues such as:

- How the pandemic has changed dependence on expanded the use of digital communication across multiple sectors of society
- How has the growing dependence on digital communication influenced physical and mental health
- How to design digital health communication events, programs, and campaigns to engage audiences and achieve health promotion goals
- How to meet the growing demand for promoting public digital media literacy
- New strategies for overcoming problems of misinformation on social media platforms (I know we did this last time, but it is still a big problem)
- Building expertise in digital health information program design, evaluation, refinement, and implementation
- How to build a robust cyberinfrastructure to promote health equity in society

Glen Nowak –

I agree that the schedule as outlined is a good plan, and I also agree that it would be helpful to have a primary overarching theme that is current, provocative, and would be of much interest to

potential attendees. I think Gary's suggestion meets those criteria. I would offer a twist on his suggestion - "Achieving Success in Today's Complex and Diverse Communication Landscape."

Jay Bernhardt –

My opinion is that, while impressive, the amount of work to pull this off would be significant. My suggestion is to scale it back to one, or perhaps two, days of speakers and programming. But, if you go forward with the full plan, I will certainly try to participate.

Tony Foleno –

Looks like a good plan to me! For each day, I only counted three sessions, not four, in what you listed (plenary + 2 sessions), unless you are counting the breaks 😊 I think three total per day is fine.

For the 1 hour sessions, I'd suggest that they be limited to two presenters; I've found that with 60 min, 3-4 speakers feels either too rushed or not enough time for Q&A. If you want to include more than 2 presenters, I'd suggest extending to 75 or 90 min.

Some early thoughts on content, based mostly on our previous discussions after the 2020 NCHCMM:

- Less focus on problems/challenges, more on solutions (esp pragmatic how-to solutions)
- More time allotted to interactive Q&A during sessions, more roundtable offerings
- Obviously COVID response should be a big focus once again, but at least some speakers should be on other health issues. One idea – dedicate a plenary session on 'ripple effects' on public health due to COVID – i.e., mental health, addiction, hunger, preventive healthcare.
- Other areas of interest (at least to me): HCP-patient comms; impact measurement of social marketing initiatives
- Would be great if we could get more CDC & HHS representation, not just attendees but also senior leadership presenters – e.g. Dr. Wollensky as keynote

Todd Philips –

I agree with having a virtual conference. I like the idea of having a plenary session and then 2 to 4 concurrent breakout sessions each day to give participants some options of topics.

From: Tony Foleno
Sent: Fri, 20 Mar 2020 00:37:11 +0000
To: Griffin, Dawn (CDC/OD/OADC); jay.bernhardt@austin.utexas.edu; Bonds, Michelle E. (CDC/OD/OADC); Daniel, Katherine Lyon (CDC/DDPHSIS/OD); Eroglu, Dogan (CDC/OD/OADC); Michael.Greenwell@icf.com (b)(6) Johnson, Lenora (NIH/NHLBI) [E]; gkreps@gmu.edu; gnowak@uga.edu; janice.okubo@doh.hawaii.gov; TerrySavage@westat.com; jana.tomas@porternovelli.com; clefebvre@rti.org; tphillips@fhi360.org
Subject: RE: NCHCMM Updates and Assignments

Hi Dawn-

Thanks for your note. Sharing a few thoughts below for your consideration. But first I wanted to say that I feel for you and the team at CDC and NPHIC. For conferences that are earlier, it's a simple, though regrettable, decision. But with an August date I can understand your predicament. I don't have a strong opinion to push, but my sense is that you're going to have to cancel. Personally, I've been looking to Italy as a 'leading indicator' of how things will unfold in the US. That said, I understand that others on this note—with more expertise and/or optimism than I have—may strongly disagree. And I recognize that it's an overly facile comparison given differences in circumstances, health care systems, timing and type of mitigation efforts, etc.

Either way, it's reassuring to know that the conference decision makers in this case are CDC-affiliated. It's not like I'm waiting to hear back about the National Association of Vacuum Cleaner Retailers conference. 😊

It think it might be helpful for this group to know if you have any sense of the time window for your decision, i.e. 'If we are still unsure by Date X, we will have to pull the plug.'

In the meantime, I'm happy to contribute to Terry's subcommittee, though I hope you can understand that my bandwidth right now is quite limited. Things are extremely busy at the Ad Council these days, as I'm sure it is for many of you. I am not complaining, because it involves the opportunity to be part of work to help support the CDC's mission at this time, as well as a lot of other work around COVID-19 response. (That's a whole other email!)

My main comment is about programming, whether the conference happens this year or next: Our current reality bears no resemblance to the world that we were living in when conference planning commenced. This is a seminal moment for our field, with far-reaching lessons to be learned and shared. Not just for health communication professionals working in infectious diseases and pandemic response, but all of us.

Moreover, the negative consequences to the public's health will likely be long-term and profound, exacerbated by an economic recession that many experts are predicting. I work on many health-related campaigns—such as suicide prevention, adolescent mental health, and hunger prevention—and we're already discussing how we should work to address the ripple effects of the COVID-19 crisis on these issues, both now and over the long term.

My comments are not brilliant or unique, I know. I'm guessing that most if not all of those on this email are thinking about the same kind of things. This is just my roundabout way of suggesting that we rethink programming content to more squarely focus on what's happening now, what's to come as a result, and what our field can do about it.

Just my two cents – I hope it's helpful. And I hope everyone is faring ok, or at least as ok as can be expected.

All the best,

Tony

Tony Foleno

SVP, Strategy & Evaluation
The Ad Council
(212) 984-1904
tfoleno@adCouncil.org



From: Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>

Sent: Thursday, March 19, 2020 6:02 PM

To: jay.bernhardt@austin.utexas.edu; Bonds, Michelle E. (CDC/OD/OADC) <meb0@cdc.gov>; Daniel, Katherine Lyon (CDC/DDPHSIS/OD) <kdl8@cdc.gov>; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>; Tony Foleno <TFoleno@AdCouncil.org>; Michael.Greenwell@icf.com; jennings.robertl@gmail.com; Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; gkreps@gmu.edu; gnowak@uga.edu; janice.okubo@doh.hawaii.gov; TerrySavage@westat.com; jana.thomas@porternovelli.com; clefevre@rti.org; tphillips@fhi360.org

Subject: NCHCMM Updates and Assignments

Good afternoon Advisory Board members,

You are probably wondering about whether the 2020 NCHCMM conference will have to be cancelled due to the current situation caused by COVID-19. Currently, CDC and NPHIC are investigating our options and delaying the decision with hopes that new information will reduce the uncertainty about the prospects—August is 5 months away!

As you are all acutely aware, the situation is evolving very fast and all decisions are temporary.

As a result, we are asking for your indulgence and hoping that we can all continue the planning efforts with the same enthusiasm we have shown so far.

Please share with us any ideas you might have on this topic.

One more item – a few weeks ago I asked each board member to help us work through two new programming ideas we have discussed. With everything we have on our plates, only a few of you were able to reach out. To facilitate discussions, I have assigned each of you to one of the two (2) discussion groups:

1. Health Comm Hackathon – point person – Terry Savage (terrysavage@westat.com)
 - Robert Jennings
 - Jay Bernhardt
 - Katherine Lyon Daniel
 - Tony Foleno
 - Lenora Johnson
 - Todd Phillips
2. Best Strategies for Addressing Critical Health Communication, Marketing, and Media Issues - point person, Gary Kreps (gkreps@gmu.edu)
 - Craig LeFebvre
 - Glen Nowak
 - Janice Okubo
 - Mike Greenwell
 - Jana Thomas
 - Dogan Eroglu

Terry and Gary, please reach out to your session groups prior to our next advisory board call on Thursday, March 26th. I look forward to hearing more about these two great ideas.

Should you have any questions, do not hesitate to reach out to me.

Dawn

*Dawn Beatrice Griffin, Ph.D., M.S.P.H., CHES
Office of the Associate Director for Communication
Centers for Disease Control and Prevention
Office: 404.498.0129
Fax: 404.728.8190
Cell: 404.388.0849
Email: Dawn.Griffin@cdc.hhs.gov*

From: Griffin, Dawn (CDC/OD/OADC)
Sent: Thu, 26 Mar 2020 13:45:52 +0000
To: Bonds, Michelle E. (CDC/OD/OADC); jay.bernhardt@austin.utexas.edu; Daniel, Katherine Lyon (CDC/DDPHSIS/OD); Eroglu, Dogan (CDC/OD/OADC); tfoleno@adcouncil.org; Michael.Greenwell@icf.com; (b)(6); Johnson, Lenora (NIH/NHLBI) [E]; gkreps@gmu.edu; gnowak@uga.edu; janice.okubo@doh.hawaii.gov; TerrySavage@westat.com; jana.thomas@porternovelli.com; clefebvre@rti.org; tphillips@fhi360.org
Subject: Agenda for today's Monthly NCHCMM Conference Advisory Board Call
Attachments: Conference Advisory Board Agenda - March 26, 2020.pdf

Look forward to talking with you all at 3 p.m EST

*Dawn Beatrice Griffin, Ph.D., M.S.P.H., CHES
Office of the Associate Director for Communication
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Email: Dawn.Griffin@cdc.hhs.gov*



**2020 National Conference on Health Communication, Marketing, and Media
Conference Advisory Board
Conference Call
Thursday, March 26, 2020
3:00 p.m. EST**

(b)(6)
(b)(6) - tollfree
Conference ID: (b)(6)

Agenda

- I. Welcome/Introductions
- II. NCHCMM and moving forward
- III. Programming updates
 - a. Abstracts
 - b. Special Session Discussions
 - i. Health Comm Hackathon
 - ii. Best Strategies for Addressing Critical Health Communication, Marketing, and Media Issues
 - iii. Plenary Speakers Suggestions
- IV. Open Discussion
- V. Meeting Schedule – 4th Thursdays of the month
- VI. Questions
- VII. Adjournment

From: Griffin, Dawn (CDC/OD/OADC)
Sent: Wed, 12 Aug 2020 21:51:53 +0000
To: jay.bernhardt@austin.utexas.edu; Bonds, Michelle E. (CDC/OD/OADC); Daniel, Katherine Lyon (CDC/DDPHSIS/OD); Eroglu, Dogan (CDC/OD/OADC); tfoleno@adcouncil.org; Michael.Greenwell@icf.com; [REDACTED] Johns on, Lenora (NIH/NHLBI) [E]; gkreps@gmu.edu; gnowak@uga.edu; janice.okubo@doh.hawaii.gov; TerrySavage@westat.com; jana.thomas@porternovelli.com; clefebvre@rti.org; tphillips@fhi360.org; Robert Jennings
Subject: Save the Date: From 2020 Hindsight to 20/20 Foresight: What Have We Learned? Where Do We Go From Here?"
Importance: High

Advisory Board members,

As we continue preparing for the upcoming forum, I wanted to share the below announcement that we will be sending out on tomorrow afternoon, August 13th. Given our discussions regarding the theme and limitations, we think this is the best compromise. Some details can be tweaked as we move forward.

Please let me know if you have any concerns.

Dawn Beatrice Griffin, Ph.D., M.S.P.H., CHES
Office of the Associate Director for Communication
Centers for Disease Control and Prevention
Office: 404.498.0129
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Cell: 404.388.0849
Email: Dawn.Griffin@cdc.hhs.gov



Until we can resume an in-person National Conference for Health Communication, Marketing and Media, conference organizers would like to present an exciting, alternative experience this year.

SAVE THE DATE
October 6 – 8, 2020

**“From 2020 Hindsight to 20/20 Foresight:
What Have We Learned?”**

Where Do We Go From Here?"

The National Public Health Information Coalition (NPHIC) and the Centers for Disease Control and Prevention (CDC) are pleased to announce a multi-day, online health communication, marketing, and media forum. Join us for a free, two-hour exploration each day (October 6-8, 2020) to learn from leading experts including a showcase of top-notch panel discussions and innovative ideas to advance evidence-based strategies in the field of health communication, marketing, and media.

In addition, selected abstracts submitted for the 2020 in-person conference will be featured in an asynchronous presentation platform. Authors of these abstracts will be contacted directly and given instructions on how to prepare and format their presentations for this online teaching and learning opportunity.

To receive email updates and registration information for this timely and relevant health communication, marketing and media forum, go to www.nphic.org/nchcmm and sign up.

From: Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>
Sent: Wednesday, August 12, 2020 10:04 AM
To: Laura Espino <lespino@nphic.org>; Griffin, Dawn (CDC/OD/OADC) <fgv3@cdc.gov>; Robert Jennings <rjennings@nphic.org>
Subject: RE: Updated: Revised Event Description for forum

I like it. The placement too.

From: Laura Espino <lespino@nphic.org>
Sent: Wednesday, August 12, 2020 9:57 AM
To: Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>; Griffin, Dawn (CDC/OD/OADC) <fgv3@cdc.gov>; Robert Jennings <rjennings@nphic.org>
Subject: RE: Updated: Revised Event Description for forum

Good point, Dogan. What about this:



Until we can resume an in-person National Conference for Health Communication, Marketing and Media, conference organizers would like to present an **exciting**, alternative experience this year.

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In addition, selected abstracts submitted for the **cancelled** 2020 in-person conference will be featured in an asynchronous presentation platform. Authors of these abstracts will be contacted directly and given instructions on how to prepare and format their **proposals presentations** for this online teaching and learning opportunity.

To **sign up for receive email updates news** and registration information for this timely and relevant health communication, marketing and media forum, go to www.nphic.org/nchcmm and **sign up to receive email updates**.

From: Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>
Sent: Wednesday, August 12, 2020 9:44 AM
To: Dawn Beatrice Griffin <fqv3@cdc.gov>; Laura Espino <lespino@nphic.org>; Robert Jennings <rjennings@nphic.org>
Subject: RE: Updated: Revised Event Description for forum

I am wondering if we should add a sentence that clearly associates this forum with the in-person conference. Given its format and “price,” this message could get the attention of folks who may not be able to make the connection easily. Like, “The organizers are working hard to present to you the best possible alternative experience until we can resume in-person National Conference for Health Communication, Marketing and Media in the future” or something... Some minor suggestions highlighted below.

From: Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>
Sent: Wednesday, August 12, 2020 7:57 AM
To: Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>; Laura Espino <lespino@nphic.org>; Robert Jennings <rjennings@nphic.org>
Subject: Updated: Revised Event Description for forum

I think I've captured all the revisions. Take a look...



FROM 2020 HINDSIGHT TO 20/20 FORESIGHT

What Have We Learned?
Where Do We Go From Here?

SAVE THE DATE

October 6 – 8, 2020

“From 2020 Hindsight to 20/20 Foresight: What Have We Learned? Where Do We Go From Here?”

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In addition, selected abstracts submitted for the ~~cancelled~~ 2020 in-person conference will be featured in an asynchronous presentation platform. Authors of these abstracts will be contacted directly and given instructions on how to prepare and format their ~~proposals~~ **presentations** for this online teaching and learning opportunity.

To **sign up for receive email updates news** and registration information for this timely and relevant health communication, marketing and media forum, go to www.nphic.org/nchcmm and **sign up to receive email updates**.

From: Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>

Sent: Tuesday, August 11, 2020 6:39 PM

To: Laura Espino <lespino@nphic.org>; Robert Jennings <rjennings@nphic.org>; Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>

Subject: RE: Revised Event Description for forum

I guess we need to drop one of the “registration information” mentions 😊—maybe the one at the end?

From: Eroglu, Dogan (CDC/OD/OADC)

Sent: Tuesday, August 11, 2020 6:37 PM

To: Laura Espino <lespino@nphic.org>; Robert Jennings <rjennings@nphic.org>; Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>

Subject: RE: Revised Event Description for forum

I like these suggestions.

From: Laura Espino <lespino@nphic.org>
Sent: Tuesday, August 11, 2020 5:24 PM
To: Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>; Robert Jennings <rjennings@nphic.org>; Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>
Subject: RE: Revised Event Description for forum

Do we need to use the word “cancelled” ?

A slight revisions to include “registration” into description

To sign up for news and registration information for this timely and relevant health communication, marketing and media forum, go to www.nphic.org/nchcmm to receive email updates and registration information.

From: Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>
Sent: Tuesday, August 11, 2020 5:02 PM
To: Robert Jennings <rjennings@nphic.org>; Dawn Beatrice Griffin <fqv3@cdc.gov>; Laura Espino <lespino@nphic.org>
Subject: RE: Revised Event Description for forum

Looks great! Some suggested edits below. Two questions: do people need to register for this; do we need to say something about that (e.g., “Registration information will be forwarded later”)?

From: Robert Jennings <rjennings@nphic.org>
Sent: Tuesday, August 11, 2020 4:48 PM
To: Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>; Laura Espino <lespino@nphic.org>; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>
Subject: RE: Revised Event Description for forum

Here is my submission:

Save the Date

October 6 – 8, 2020

**“From 2020 Hindsight to 20/20 Foresight:
What Have We Learned?
Where Do We Go From Here?”**

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showcase of top-notch panel discussions and innovative ideas to advance evidence-based strategies in the field of health communication, marketing, and media.

In addition, Sselected abstracts submitted for the cancelled 2020 in-person conference also will be considered for inclusion featured in an asynchronous presentation platform. Authors of these abstracts will be contacted directly and given instructions on how to prepare and format their proposals for this online teaching and learning opportunity.

To stay connected and not miss out on any news and information regarding this timely and relevant health communication, marketing and media forum, go to www.nphic.org/nchcmm to sign up to receive email updates.

Robert Jennings
Executive Director
National Public Health Information Coalition
Phone: 614-354-5342
Email: rjennings@nphic.org

From: Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>
Sent: Monday, August 10, 2020 5:09 PM
To: Robert Jennings <rjennings@nphic.org>; Laura Espino <lespino@nphic.org>; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>
Subject: RE: Revised Event Description for forum

Please take a few moment to offer your feedback, edits, etc. Response requested by 4 p.m. Tuesday

Save the Date
October 6 – 8, 2020
**“From 2020 Hindsight to 20/20 Foresight:
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2020) to learn from leading experts including a showcase of top-notch panel discussions and innovative ideas to advance evidence-based strategies in the field of health communication, marketing, and media. [Abstracts submitted for the cancelled 2020 in-person conference](#)

Be sure you do not miss any information for the **upcoming 2020 forum**, go to www.nphic.org/nhcmm to sign up to receive email updates.

*Dawn Beatrice Griffin, Ph.D., M.S.P.H., CHES
Office of the Associate Director for Communication
Centers for Disease Control and Prevention
Office: 404.498.0129
Fax: 404.728.8190
Cell: 404.388.0849
Email: Dawn.Griffin@cdc.hhs.gov*

From: Jana Thomas (Porter Novelli)
Sent: Thu, 13 Aug 2020 12:59:34 +0000
To: Daniel, Katherine Lyon (CDC/DDPHSIS/OD); Gary Kreps; Griffin, Dawn (CDC/OD/OADC); jay.bernhardt@austin.utexas.edu; Bonds, Michelle E. (CDC/OD/OADC); Eroglu, Dogan (CDC/OD/OADC); tfoleno@adcouncil.org; Michael.Greenwell@icf.com; (b)(6); Johnson, Lenora (NIH/NHLBI) [E]; gnowak@uga.edu; janice.okubo@doh.hawaii.gov; TerrySavage@westat.com; clefevre@rti.org; tphillips@fhi360.org; Robert Jennings
Subject: RE: Save the Date: From 2020 Hindsight to 20/20 Foresight: What Have We Learned? Where Do We Go From Here?"

Same here!

JANA LEIGH THOMAS, MPA
Executive Vice President
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PR Week/Council Best Diversity Initiative Agency (2018)
The Holmes Report Best Agency to Work For (2017)

From: Daniel, Katherine Lyon (CDC/DDPHSIS/OD) <kdl8@cdc.gov>
Sent: Wednesday, August 12, 2020 6:48 PM
To: Gary Kreps <gkreps@gmu.edu>; Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>; jay.bernhardt@austin.utexas.edu; Bonds, Michelle E. (CDC/OD/OADC) <meb0@cdc.gov>; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>; tfoleno@adcouncil.org; Michael.Greenwell@icf.com; (b)(6); Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; gnowak@uga.edu; janice.okubo@doh.hawaii.gov; TerrySavage@westat.com; Jana Thomas (Porter Novelli) <Jana.Thomas@porternovelli.com>; clefevre@rti.org; tphillips@fhi360.org; Robert Jennings <rjennings@nphic.org>
Subject: RE: Save the Date: From 2020 Hindsight to 20/20 Foresight: What Have We Learned? Where Do We Go From Here?"

I love it

From: Gary Kreps <gkreps@gmu.edu>
Sent: Wednesday, August 12, 2020 5:54 PM
To: Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>; jay.bernhardt@austin.utexas.edu; Bonds, Michelle E. (CDC/OD/OADC) <meb0@cdc.gov>; Daniel, Katherine Lyon (CDC/DDPHSIS/OD) <kdl8@cdc.gov>; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>; tfoleno@adcouncil.org; Michael.Greenwell@icf.com;

(b)(6) Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>;
gnowak@uga.edu; janice.okubo@doh.hawaii.gov; TerrySavage@westat.com;
jana.thomas@porternovelli.com; clefebvre@rti.org; tphillips@fhi360.org; Robert Jennings
<rjennings@nphic.org>

Subject: Re: Save the Date: From 2020 Hindsight to 20/20 Foresight: What Have We Learned? Where Do We Go From Here?"

Very nicely done Dawn!

Wishing you the very best,

Gary

Gary L. Kreps, Ph.D., FAAHB
University Distinguished Professor, Department of Communication
Director, Center for Health and Risk Communication
George Mason University
4400 University Drive, MS 3D6
Fairfax, VA 22030

703 993-1094 (office)
703 993-1096 (FAX)
gkreps@gmu.edu

From: Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>

Sent: Wednesday, August 12, 2020 5:51 PM

To: jay.bernhardt@austin.utexas.edu <jay.bernhardt@austin.utexas.edu>; Bonds, Michelle E. (CDC/OD/OADC) <meb0@cdc.gov>; Daniel, Katherine Lyon (CDC/DDPHSIS/OD) <kdl8@cdc.gov>; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>; tfoleno@adcouncil.org <tfoleno@adcouncil.org>; Michael.Greenwell@icf.com <Michael.Greenwell@icf.com>; jennings.robertl@gmail.com <jennings.robertl@gmail.com>; (b)(6) Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; Gary Kreps <gkreps@gmu.edu>; gnowak@uga.edu <gnowak@uga.edu>; janice.okubo@doh.hawaii.gov <janice.okubo@doh.hawaii.gov>; TerrySavage@westat.com <TerrySavage@westat.com>; jana.thomas@porternovelli.com <jana.thomas@porternovelli.com>; clefebvre@rti.org <clefebvre@rti.org>; tphillips@fhi360.org <tphillips@fhi360.org>; Robert Jennings <rjennings@nphic.org>

Subject: Save the Date: From 2020 Hindsight to 20/20 Foresight: What Have We Learned? Where Do We Go From Here?"

Advisory Board members,

As we continue preparing for the upcoming forum, I wanted to share the below announcement that we will be sending out on tomorrow afternoon, August 13th. Given our discussions regarding the theme and limitations, we think this is the best compromise. Some details can be tweaked as we move forward.

Please let me know if you have any concerns.

Dawn Beatrice Griffin, Ph.D., M.S.P.H., CHES

*Office of the Associate Director for Communication
Centers for Disease Control and Prevention
Office: 404.498.0129
Fax: 404.728.8190
Cell: 404.388.0849
Email: Dawn.Griffin@cdc.hhs.gov*



Until we can resume an in-person National Conference for Health Communication, Marketing and Media, conference organizers would like to present an exciting, alternative experience this year.

SAVE THE DATE
October 6 – 8, 2020

**“From 2020 Hindsight to 20/20 Foresight:
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In addition, selected abstracts submitted for the 2020 in-person conference will be featured in an asynchronous presentation platform. Authors of these abstracts will be contacted directly and given instructions on how to prepare and format their presentations for this online teaching and learning opportunity.

To receive email updates and registration information for this timely and relevant health communication, marketing and media forum, go to www.nphic.org/nchemm and sign up.

From: Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>
Sent: Wednesday, August 12, 2020 10:04 AM

To: Laura Espino <lespino@nphic.org>; Griffin, Dawn (CDC/OD/OADC) <fgv3@cdc.gov>; Robert Jennings <rjennings@nphic.org>

Subject: RE: Updated: Revised Event Description for forum

I like it. The placement too.

From: Laura Espino <lespino@nphic.org>

Sent: Wednesday, August 12, 2020 9:57 AM

To: Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>; Griffin, Dawn (CDC/OD/OADC) <fgv3@cdc.gov>; Robert Jennings <rjennings@nphic.org>

Subject: RE: Updated: Revised Event Description for forum

Good point, Dogan. What about this:



Until we can resume an in-person National Conference for Health Communication, Marketing and Media, conference organizers would like to present an **exciting**, alternative experience this year.

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In addition, selected abstracts submitted for the **cancelled** 2020 in-person conference will be featured in an asynchronous presentation platform. Authors of these abstracts will be contacted directly and given instructions on how to prepare and format their **proposals presentations** for this online teaching and learning opportunity.

To **sign up for receive email updates** news and registration information for this timely and relevant health communication, marketing and media forum, go to www.nphic.org/nchcmm and **sign up to receive email updates**.

From: Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>
Sent: Wednesday, August 12, 2020 9:44 AM
To: Dawn Beatrice Griffin <fqv3@cdc.gov>; Laura Espino <lespino@nphic.org>; Robert Jennings <rjennings@nphic.org>
Subject: RE: Updated: Revised Event Description for forum

I am wondering if we should add a sentence that clearly associates this forum with the in-person conference. Given its format and “price,” this message could get the attention of folks who may not be able to make the connection easily. Like, “The organizers are working hard to present to you the best possible alternative experience until we can resume in-person National Conference for Health Communication, Marketing and Media in the future” or something... Some minor suggestions highlighted below.

From: Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>
Sent: Wednesday, August 12, 2020 7:57 AM
To: Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>; Laura Espino <lespino@nphic.org>; Robert Jennings <rjennings@nphic.org>
Subject: Updated: Revised Event Description for forum

I think I've captured all the revisions. Take a look...



SAVE THE DATE
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In addition, selected abstracts submitted for the cancelled 2020 in-person conference will be featured in an asynchronous presentation platform. Authors of these abstracts will be contacted directly and given instructions on how to prepare and format their proposals presentations for this online teaching and learning opportunity.

To sign up for receive email updates news and registration information for this timely and relevant health communication, marketing and media forum, go to www.nphic.org/nchcmm and sign up to receive email updates.

From: Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>
Sent: Tuesday, August 11, 2020 6:39 PM
To: Laura Espino <lespino@nphic.org>; Robert Jennings <rjennings@nphic.org>; Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>
Subject: RE: Revised Event Description for forum

I guess we need to drop one of the “registration information” mentions 😊—maybe the one at the end?

From: Eroglu, Dogan (CDC/OD/OADC)
Sent: Tuesday, August 11, 2020 6:37 PM
To: Laura Espino <lespino@nphic.org>; Robert Jennings <rjennings@nphic.org>; Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>
Subject: RE: Revised Event Description for forum

I like these suggestions.

From: Laura Espino <lespino@nphic.org>
Sent: Tuesday, August 11, 2020 5:24 PM
To: Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>; Robert Jennings <rjennings@nphic.org>; Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>
Subject: RE: Revised Event Description for forum

Do we need to use the word “cancelled” ?

A slight revisions to include “registration” into description

To sign up for news and registration information for this timely and relevant health communication, marketing and media forum, go to www.nphic.org/nchcmm to receive email updates and registration information.

From: Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>
Sent: Tuesday, August 11, 2020 5:02 PM
To: Robert Jennings <rjennings@nphic.org>; Dawn Beatrice Griffin <fqv3@cdc.gov>; Laura Espino

<lespino@nphic.org>

Subject: RE: Revised Event Description for forum

Looks great! Some suggested edits below. Two questions: do people need to register for this; do we need to say something about that (e.g., "Registration information will be forwarded later")?

From: Robert Jennings <rjennings@nphic.org>

Sent: Tuesday, August 11, 2020 4:48 PM

To: Griffin, Dawn (CDC/OD/OADC) <fv3@cdc.gov>; Laura Espino <lespino@nphic.org>; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>

Subject: RE: Revised Event Description for forum

Here is my submission:

Save the Date

October 6 – 8, 2020

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In addition, ~~Selected~~ abstracts submitted for the **cancelled** 2020 in-person conference ~~also will be considered for inclusion~~ **featured** in an asynchronous presentation platform. Authors of these abstracts will be contacted directly and given instructions on how to prepare and format their proposals for this online teaching and learning opportunity.

To stay connected and not miss out on any news and information regarding this timely and relevant health communication, marketing and media forum, go to www.nphic.org/nchcmm to sign up to receive email updates.

Robert Jennings

Executive Director
National Public Health Information Coalition
Phone: 614-354-5342
Email: rjennings@nphic.org

From: Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>
Sent: Monday, August 10, 2020 5:09 PM
To: Robert Jennings <rjennings@nphic.org>; Laura Espino <lespino@nphic.org>; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>
Subject: RE: Revised Event Description for forum

Please take a few moment to offer your feedback, edits, etc. Response requested by 4 p.m. Tuesday

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Be sure you do not miss any information for the **upcoming 2020 forum**, go to www.nphic.org/nchcmm to sign up to receive email updates.

*Dawn Beatrice Griffin, Ph.D., M.S.P.H., CHES
Office of the Associate Director for Communication
Centers for Disease Control and Prevention
Office: 404.498.0129
Fax: 404.728.8190
Cell: 404.388.0849*

Email: Dawn.Griffin@cdc.hhs.gov

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From: Griffin, Dawn (CDC/OD/OADC)
Sent: Thu, 27 Aug 2020 13:47:21 +0000
To: Johnson, Lenora (NIH/NHLBI) [E]; Bonds, Michelle E. (CDC/OD/OADC); jay.bernhardt@austin.utexas.edu; Daniel, Katherine Lyon (CDC/DDPHSIS/OD); Eroglu, Dogan (CDC/OD/OADC); tfoleno@adcouncil.org; Michael.Greenwell@icf.com (b)(6) gkrep s@gmu.edu; gnowak@uga.edu; janice.okubo@doh.hawaii.gov; TerrySavage@westat.com; jana.thomas@porternovelli.com; clefebvre@rti.org; tphillips@fhi360.org
Subject: Reminder: Monthly NCHCMM Conference Advisory Board Call - Thursday, August 27th at 3 pm.
Attachments: Forum Panel #1.docx, Panel #1 Key Points.docx, Forum Panel #2.docx
Importance: High

Good morning,

A friendly reminder that we will have our monthly Conference Advisory Board meeting this afternoon at 3 p.m. We have made great progress on the 2020 HCMM Forum and look forward to sharing those updates. We will also take a closer look at the three panels that will be presented as a part of the forum. Attached are details for Panel #1 and #2.

Look forward to talking with you at 3.

Dawn Beatrice Griffin, Ph.D., M.S.P.H., CHES
Office of the Associate Director for Communication
Centers for Disease Control and Prevention
Office: 404.498.0129
Fax: 404.728.8190
Cell: 404.388.0849
Email: Dawn.Griffin@cdc.hhs.gov

-----Original Appointment-----

From: Griffin, Dawn (CDC/OD/OADC)
Sent: Tuesday, March 17, 2020 2:35 PM
To: Johnson, Lenora (NIH/NHLBI) [E]; Bonds, Michelle E. (CDC/OD/OADC); Griffin, Dawn (CDC/OD/OADC); jay.bernhardt@austin.utexas.edu; Daniel, Katherine Lyon (CDC/DDPHSIS/OD); Eroglu, Dogan (CDC/OD/OADC); tfoleno@adcouncil.org; Michael.Greenwell@icf.com; (b)(6) gkreps@gmu.edu; gnowak@uga.edu; janice.okubo@doh.hawaii.gov; TerrySavage@westat.com; jana.thomas@porternovelli.com; clefebvre@rti.org; tphillips@fhi360.org
Subject: Monthly NCHCMM Conference Advisory Board Call
When: Thursday, August 27, 2020 3:00 PM-4:00 PM (UTC-05:00) Eastern Time (US & Canada).
Where: Skype Meeting

Thank you to everyone that responded. Our monthly calls will be on the 4th Thursdays of the month. Additional calls may be scheduled as needed.

Join Skype Meeting

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Conference ID: (b)(6)

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2020 Health Communication, Marketing and Media Forum

Panel #1

Addressing Health Equity and Social Justice Issues during a Pandemic: What is the Role of the Health, Marketing and Media Professional? (90 minutes)

Overview

The COVID-19 Pandemic has quickly exposed the longstanding fault lines in our nation's public health system. Communities around the country are now grappling with the convergence of a deadly virus along with widespread public demand for social and economic change. This growing awareness of the inequalities and injustices burdening communities of color has now propelled an already stressed public health system into the forefront a new civil rights movement.

Our panel of experts will examine the role public health, its communicators, marketers and the media now play in driving awareness and understanding to the disproportionate health and economic impacts of the pandemic in communities of color, and how biased social systems drive systemic inequities in health, the economy, and criminal justice.

The panel will discuss the unique challenges faced in communicating effective public health interventions such as COVID-19 contact tracing and testing.

Our experts will share their advice on how to look for opportunities in culturally diverse communities to leverage traditional and social media as well as the engagement of stakeholders to build trust and lasting relationships in communities with an excessive burden of poor health outcomes.

The session will also highlight policy recommendations such as "health in all policies" and "racism as a public health crisis" as growing public health initiatives in the national fight for health equity.

Audience

Public health professionals in all settings but specifically communicators, educators, marketers, community health organizers and others in governmental public health, non-profit health organizations and clinical health systems.

Learning Objectives

- Understand the marketing and communication challenges in communities of color and the importance of bridging trust gaps
- Learn the do's and don'ts of key messaging and examine the implications of developing effective public health awareness and education campaigns
- Identify what the key social determinants of health impacting equity and outcomes
- Learn some of the innovative and effective policy approaches to address social inequities

Proposed Panelists

- *Local Public Health:* Franklin County, Ohio was one of the first communities in the country to declare racism a public health crisis. Invited panelist would be the Franklin County Public Health Commissioner, Joe Mazzola, or the Assistant Commissioner, Alexandria Jones
- *Public Health Communicator:* The City of Minneapolis became the epicenter of the civil unrest that spread across the nation, give a summary of the communication challenges your organization faced with the unexpected convergence of a pandemic and growing civil unrest. Invited panelist would be the communications director or the Hennepin County Health Department
- *Marketing:* Invited panelist is Ad Council Senior Vice President Tony Foleno who advises strategic planning and evaluation for the Ad Council's public service campaigns.
- *Social Determinants of Health:* Academic Researchers, Clinicians and others have long attributed the conditions in which we live, work, play and worship (SDoH) as the most influential factors of health outcomes. This subject area will lay the groundwork for a general discussion around the excessive burden of health inequities on communities of color. Invited panelists will include one of the following: Dr. Camara Jones, Adjunct Professor and Senior Fellow, Morehouse School of Medicine; Kierra S. Barnett, PhD MPH, Post-Doctoral Researcher, Kirwan Institute for the Study of Race and Ethnicity at the Ohio State University or Dr. Garth Walker, an emergency room physician and SDoH research expert.
- *Social Media and Culture:* Proposed panelists include a representative from A/B Partners, a minority-owned public relations firm focusing in community change, politics and culture; Facebook, need I say more; or Kerry Shearer, a communications professional with skills in crisis response, social media outreach, marketing campaigns, audio and video production, news reporting, broadcasting and webcasting.

NOTE: Other experts are being considered but the final slate would include no more than five panelists.

Moderator

Dan Rutz is a public health consultant and adjunct faculty member at Emory University where he teaches health communications. He served as an associate director of communication science for the National Center for Infectious Diseases and the Centers for Disease Control and Prevention (CDC). Rutz has expertise in coordinating communication responses to manage influenza vaccine distribution issues, West Nile virus, SARS, and other virus outbreaks. At the CDC, he improved public health communications around emergency and other acute events, and he served as a CNN on-air medical correspondent. Working with the U.S. Government and the World Health Organization, Dan also established an international standard for pandemic communication

Sponsors

TBD

Panel Participants' Roles, Responsibilities and Key Points

Panel: *Addressing Health Equity and Social Justice Issues during a Pandemic: What is the Role of the Health, Marketing and Media Professional?* (90-minutes)

Goal: This diverse panel of experts will examine how the role of public health communications has shifted with the unexpected convergence of a pandemic response, calls for social justice change and public demand for equitable health outcomes for all, especially in communities of color. The panel will outline these new communication challenges and provide practical solutions for implementing effective awareness, education, and outreach strategies in this multilayered public health threat environment.

Panel Organizers:

- Develop panel opening remarks for the moderator to set the stage for the discussion
- Identify the key points each presenter should make and work with them to hone their messages
- Develop a run of show to ensure each element of the panel is covered (i.e. opening/closing, timekeeping, A/V & technical support, notetaker/Q&A facilitator etc.)
- Determine format (look, feel, tone and pace of the full panel presentation)

Moderator:

- Sets the stage for the discussion by articulating how the COVID-19 pandemic and current social justice issues in the U.S. have merged to create a multi public health threat. (Opening remarks will be developed by the panel organizers).
- Introduce each speaker with a quick background of his/her credentials
- Toss questions to each panelist that are specific to their backgrounds. Allow each panelist to expound on their opening key points
- Facilitate deeper discussions that emerge
- Interject media expectations and applicable journalist anecdotes
- Allow for audience participation when prompted
- Keep discussion focused on outcomes for effective communication, home in on interesting and innovative ideas and pivot as discussions develop
- Close out panel with a highlight of what was learned.

Panelists (Key Teaching Points)

Social Determinants of Health: Academic Researcher

- Briefly define social determinants of health and describe those factors impacting equity and health outcomes in communities of color.
- Provide a brief historical background on social practices that have disenfranchised people of color.
- Describe the tools researchers now use (geo-mapping etc.) to identify at-risk, and underserved communities more effectively.

- Explain ways communicators can use these tools for education and awareness purposes.
- Share examples of communities that have developed effective education and awareness interventions.

Local Public Health: Franklin County, Ohio

- Describe the overarching factors that prompted your county to declare racism a public health crisis.
- Give the timeline of your declaration in relationship to the COVID-19 virus outbreak and how that may have factored into that decision or changed the focus of the declaration.
- Explain how the social justice protests (which occurred after your declaration) changed or influenced your efforts.
- Indicate the most significant communication challenges and how your organization worked to overcome them.
- Describe supportive organizations and trusted messengers that were relied on in your community.

Public Health Communicator: Hennepin County, MN

- As the City of Minneapolis became the epicenter of the civil unrest that spread across the nation, give a summary of the communication challenges your organization faced with the unexpected convergence of a pandemic and growing civil unrest.
- Provide several strategies you used to effectively develop and communicate important public health messages.
- Discuss your thoughts on ways you could have been better prepared or resourced to respond more effectively.
- Give examples of the most important lessons you are learning.

Marketing/Advertising Organization: The Ad Council

- Outline the strategies used, and the types of collateral materials developed, by your organization to immediately respond to the COVID-19 pandemic.
- Share examples of the most effective communication tools/ads and explain why they seemed to resonate.
- Provide tips on how to develop more effective communication strategies and tactics
- Share the communication dos and don'ts when responding in a public health crisis.

Social Media & Culture: New and Traditional Social Media Experts/Digital Journalists and the Cultural Divide

- Share the new and emerging social media strategies and lessons learned during COVID-19 and the social justice movements.
- Provide guidance to public health communicators on effective ways to build successful social media campaigns/platforms.

- Point out areas where public health can improve its digital engagement.
- Explain the importance of keeping track and measuring key metrics.
- Describe ways to combat misinformation and persistent social media trolling.

NOTE: Presenters should use these bullets as a guide for preparing for the general discussion. Throughout the discussion, the moderator will ask probing and follow up questions.

2020 Health Communication, Marketing and Media Forum

Panel # 2

Achieving Understanding and Acceptance of COVID-19 Vaccination: How Do Recent Survey Research Findings Help Inform Communication Strategies and Messaging?

Overview

Domestically and globally, significant investments have been made in developing as fast as possible safe and effective vaccines to prevent COVID-19. Researchers around the world are developing more than 155 vaccines against the coronavirus, and 23 vaccines are in human trials (New York Times, July 16). In the U.S., five vaccine projects are receiving billions of dollars in federal funding before there is evidence that the vaccines work as part of the government's Operation Warp Speed program. Moderna, the first American company to put a vaccine into human trials, expects to begin Phase III clinical trials on July 27 and hopes to have vaccine doses ready by early 2021. The vaccine uses messenger RNA (mRNA for short) to produce viral proteins – a technology not currently used in any licensed U.S. vaccines.

Community (i.e., herd) immunity is believed necessary to end the COVID-19 pandemic, and vaccines are considered the only viable way to achieve it. Most experts estimate that at least 60%-70% of the U.S. population would need to be immune to COVID-19 to achieve community immunity. If the initially available vaccines are 70% effective, then about 90% of the entire population would need to be vaccinated to achieve community immunity thresholds.

Since it is unlikely that COVID-19 vaccination would be mandatory, particularly for most U.S. adults, education and persuasion will need to be key components of vaccination efforts. There is also much recognition, and many recent calls (e.g., editorials and columns in leading medical journals and news media outlets), that COVID-19 education and communication efforts begin immediately; that is, concurrent with vaccine development and trials. Those calls have noted that COVID-19 vaccination education/communication campaigns be informed by public and community perspectives.

Many entities with experience in health and vaccination public health campaigns have been doing survey research, including longitudinal assessments, to identify the beliefs and intentions of U.S. adults with respect to COVID-19 vaccines and vaccinations. These include RTI, ICF, Pew Research Center, and the University of Chicago's National Opinion Research Center. Most surveys have found ~50% of people in the U.S. are strongly interested in receiving a COVID-19 vaccine, with at least 25%-30% indicating they are unlikely. They have also surfaced many demographic differences as well as insights into beliefs associated with hesitancy and refusal.

To advance COVID-19 vaccination education and communication efforts, the objectives of this session are two-fold: 1) highlight findings and insights from recent national surveys involving COVID-19 vaccination beliefs and acceptance as way to increase visibility among those involved and likely to be involved in COVID-19 vaccination efforts; and 2) identify and describe ways that available survey findings and insights can be used to inform COVID-19 vaccination campaigns and messaging.

Session Format

Two or three speakers who would highlight what has been learned regarding COVID-19 vaccine based on survey research to date. These speakers would be asked to highlight findings and insights that they believe should or could inform COVID-19 vaccination education and communication strategies and

messaging. Presentations should not only highlight barriers and challenges to COVID-19 vaccination acceptance but findings and insights that could help overcome those barriers and challenges. Presentations would be 15-minutes in length.

Two or three speakers involved in vaccination and/or health-related communication campaigns and messaging who would focus on how the available survey research findings can be used to inform and shape COVID-19 vaccination campaigns and messages. It is often recommended that vaccination communication campaigns and messages be “evidence informed.” This part of the session would revolve around discussing how available survey evidence could be used. Presentation would be 15-minutes in length.

Proposed Moderator: Glen Nowak, Professor, and Director, Center for Health & Risk Communication, Grady College of Journalism and Mass Communication, University of Georgia, Athens, GA.

Proposed Speakers:

COVID-19 survey research:

- Someone from RTI who can highlight key findings related to COVID-19 vaccination acceptance based on their research. For example, Claudia Squire, Public Health Analyst.
- Someone from ICF who can highlight key findings related to COVID-19 vaccination acceptance based on their research. For example, John Boyle Senior Advisor to ICF’s survey research practice or Thomas Brassell, Project Director, Survey Research
- Someone from NORC who can highlight key findings related to COVID-19 vaccination acceptance based on their research. To be determined

Using COVID-19 survey research to inform vaccination communication and messaging:

- Someone from the Ad Council who could highlight how research findings and insights, particularly those highlighted in this session, would inform campaign strategies and messaging
- Someone from National Center for Immunization and Respiratory Diseases (CDC) communications who highlight how research findings and insights, particularly those highlighted in this session, would inform campaign strategies and messaging.
- Alison Buttenheim, a member of National Academies of Medicine COVID-19 expert review committee to ensure vaccine equity and Associate Professor of Nursing and Health Policy at the University of Pennsylvania. Dr. Buttenheim is a leading expert in the application of behavioral economics to infectious disease prevention. Her research agenda has focused on vaccine acceptance and vaccine exemption policy in the US.

Publicly available COVID-19 survey findings include:

RTI COVID-19 U.S. Survey Results | Webinar 4: Vaccination <https://www.rti.org/event/archive/your-weekly-briefing-rti-covid-19-us-survey-results-webinar-4-vaccination>

ICF - To get Americans to embrace the COVID-19 vaccine, scientists will need to be the messengers <https://www.icf.com/insights/health/covid-19-survey-american-attitudes-vaccine>

NORC - Expectations for a COVID-19 Vaccine <https://apnorc.org/wp-content/uploads/2020/06/may-topline.pdf>

PEW Research Center - Most Americans expect a COVID-19 vaccine within a year; 72% say they would get vaccinated <https://www.pewresearch.org/fact-tank/2020/05/21/most-americans-expect-a-covid-19-vaccine-within-a-year-72-say-they-would-get-vaccinated/>

From: Jana Thomas (Porter Novelli)
Sent: Fri, 28 Aug 2020 14:37:33 +0000
To: Griffin, Dawn (CDC/OD/OADC); Johnson, Lenora (NIH/NHLBI) [E]; Bonds, Michelle E. (CDC/OD/OADC); jay.bernhardt@austin.utexas.edu; Daniel, Katherine Lyon (CDC/DDPHSIS/OD); Eroglu, Dogan (CDC/OD/OADC); tfoleno@adcouncil.org; Michael.Greenwell@icf.com (b)(6) gkreps@gmu.edu; gnowak@uga.edu; janice.okubo@doh.hawaii.gov; TerrySavage@westat.com; clefebvre@rti.org; tphillips@fhi360.org
Subject: RE: Reminder: Monthly NCHCMM Conference Advisory Board Call - Thursday, August 27th at 3 pm.
Attachments: Language Equality.docx

I am really excited about these panels. Such powerful topics and needed conversation.

As we think specifically on the impact of these issues on public health and communication, I am sending an article I posted on LinkedIn the week of the DNC re: racial and gender equity in communication, built on my experience in public health. Just thought it might offer a perspective specific to comms and these issues.

Happy Friday!

JANA LEIGH THOMAS, MPA

Executive Vice President
D +1 404 995 4506 | M +1 404 932 4595

PORTER NOVELLI

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[linkedin.com/in/janaleighthomas](https://www.linkedin.com/in/janaleighthomas)



PR Week/Council Best Diversity Initiative Agency (2018)
The Holmes Report Best Agency to Work For (2017)

From: Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>
Sent: Thursday, August 27, 2020 9:47 AM
To: Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; Bonds, Michelle E. (CDC/OD/OADC) <meb0@cdc.gov>; jay.bernhardt@austin.utexas.edu; Daniel, Katherine Lyon (CDC/DDPHSIS/OD) <kdl8@cdc.gov>; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>; tfoleno@adcouncil.org; Michael.Greenwell@icf.com; (b)(6) gkreps@gmu.edu; gnowak@uga.edu; janice.okubo@doh.hawaii.gov; TerrySavage@westat.com; Jana Thomas (Porter Novelli) <Jana.Thomas@porternovelli.com>; clefebvre@rti.org; tphillips@fhi360.org
Subject: Reminder: Monthly NCHCMM Conference Advisory Board Call - Thursday, August 27th at 3 pm.
Importance: High

Good morning,

A friendly reminder that we will have our monthly Conference Advisory Board meeting this afternoon at 3 p.m. We have made great progress on the 2020 HCMM Forum and look forward to sharing those updates. We will also take a closer look at the three panels that will be presented as a part of the forum. Attached are details for Panel #1 and #2.

Look forward to talking with you at 3.

Dawn Beatrice Griffin, Ph.D., M.S.P.H., CHES
Office of the Associate Director for Communication
Centers for Disease Control and Prevention
Office: 404.498.0129
Fax: 404.728.8190
Cell: 404.388.0849
Email: Dawn.Griffin@cdc.hhs.gov

-----Original Appointment-----

From: Griffin, Dawn (CDC/OD/OADC)

Sent: Tuesday, March 17, 2020 2:35 PM

To: Johnson, Lenora (NIH/NHLBI) [E]; Bonds, Michelle E. (CDC/OD/OADC); Griffin, Dawn (CDC/OD/OADC); jay.bernhardt@austin.utexas.edu; Daniel, Katherine Lyon (CDC/DDPHSIS/OD); Eroglu, Dogan (CDC/OD/OADC); tfoleno@adcouncil.org; Michael.Greenwell@icf.com;

(b)(6)

; gkreps@gmu.edu; gnowak@uga.edu; janice.okubo@doh.hawaii.gov; TerrySavage@westat.com; jana.thomas@porternovelli.com; clefevre@rti.org; tphillips@fhi360.org

Subject: Monthly NCHCMM Conference Advisory Board Call

When: Thursday, August 27, 2020 3:00 PM-4:00 PM (UTC-05:00) Eastern Time (US & Canada).

Where: Skype Meeting

Thank you to everyone that responded. Our monthly calls will be on the 4th Thursdays of the month. Additional calls may be scheduled as needed.

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The Power of Language is Beyond Words



Photo Credit: CNN

The stage: The Republican National Convention, 2008. Vice President nominee Sarah Palin with her husband and five children put forward to America and in the press as the image of family values. Five kids, ages 19 to newborn. Baby on a national stage barefoot. Oldest daughter holding the hand of her boyfriend and father to the baby of the unwed couple. Not casting judgement but painting a picture to ask: Would this family be praised in the media, in America, for exemplifying this country's family values if they had been Black?

The story we would have told and the image our audiences would takeaway would have been very different. After all, it was merely a few months later First Lady Michelle Obama was heavily criticized for merely wearing a sleeveless dress.

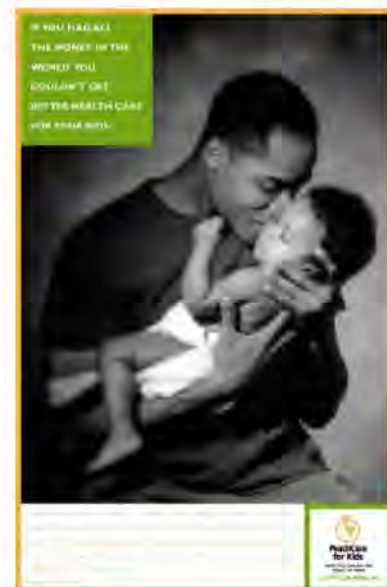
As communicators in today's America we need to come to terms with the reality of privilege and double standards. We think of privilege as an advantage that helps people get something. But it goes deeper: it is pervasive in the stories we tell, the language we use and the narratives that are interpreted very differently based on race, gender, class... privilege.

I learned this lesson a decade earlier. In 1998, I was part of building PeachCare for Kids in Georgia, part of the largest expansion of health care coverage since the creation of Medicare. Our initial campaign, "Now You Can Afford Peace of Mind," launched with a campaign featuring a stunning picture of an African American dad loving on his child. The campaign won industry awards and praise throughout the state. The love of this man for his newborn, the strength in his embrace, the tenderness of the smile. It captivated.

It was exciting to stand behind communication that so powerfully positioned African American fathers. But there was an underside. What if the single person featured in the ad had been female? Or, what if the parent had been an African American female? What backstory would people have written?

Our television spot, "Emma," featured a mother and her soccer-playing son. We very deliberately had the camera focus on Emma's wedding ring and Happy Father's Day drawings on the refrigerator. We knew what had to be done to keep PeachCare from being viewed as another government program that just helps single "welfare" moms. We knew it in the name of political savvy. We spoke of it in terms of "not feeding into stereotypes." But what it really is at its heart: emblems of white and male privilege.

Last week, Vice President and presumptive Democratic nominee Joe Biden announced Senator Kamala Harris as his running mate, and they will take the stage in another national party convention this week. The first Black woman and the first person of Indian descent to be nominated for national office by a



major party. In reaction to this news, President Trump called her “nasty.” While these egregious examples of language that would not be used to describe men on the national campaign trail, Senator Lindsey Graham called her “aggressive.” Subtle. A term that would be used to build up a man, is used to diminish a woman.

As communicators and marketers we know language has power. In the current environment with People of Color being disproportionately impacted by COVID-19. With Whites engaging in tough conversations about race, injustice and systemic issues. And now with the first vice presidential candidate being a woman of color, we have to pay attention to language. It is our craft to know the power of words. What we say. Nuance. But we also need to be aware of how our messages play into the biases and narratives our consumers bring to the conversation. And as consumers of these messages, we need to see them for what they are.

We saw Sarah Palin’s family. We heard the promise of a return to family values. We didn’t think twice. A privilege of being White. Inclusion is not simply representation of minorities in our ads and television shows. It is allowing Blacks to stand on the stage as the Palin family did and be seen with the same humanity.

From: Tony Foleno
Sent: Tue, 29 May 2018 19:21:55 +0000
To: Carver-Kimm, Polly;Griffin, Dawn (CDC/OD/OADC)
Cc: jay.bernhardt@austin.utexas.edu;lespino@nphic.org;michael.greenwell@icf.com;Johnson, Lenora (NIH/NHLBI) [E];gkreps@gmu.edu;Liburd, Leandris C. (CDC/OD/OMHHE);gnowak@uga.edu;cparvanta@health.usf.edu;shelly.spoeth@porternovelli.com;Weber, Mark (HHS/ASPA);terrysavage@westat.com;Eroglu, Dogan (CDC/OD/OADC)
Subject: Re: Feedback Needed: 2018 Conference Theme

I agree with Polly and the reasons she provides.
Thanks.

Tony

From: Carver-Kimm, Polly <polly.carver-kimm@idph.iowa.gov>
Sent: Tuesday, May 29, 2018 3:07:36 PM
To: Griffin, Dawn (CDC/OD/OADC)
Cc: jay.bernhardt@austin.utexas.edu; lespino@nphic.org; Tony Foleno; Michael.Greenwell@icf.com; Johnson, Lenora (NIH/NHLBI) [E]; gkreps@gmu.edu; Liburd, Leandris C. (CDC/OD/OMHHE); gnowak@uga.edu; cparvanta@health.usf.edu; shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA); TerrySavage@westat.com; Eroglu, Dogan (CDC/OD/OADC)
Subject: Re: Feedback Needed: 2018 Conference Theme

My initial reaction is that I like #1 the best because it's short and understandable and could be made into a great graphic.

Polly Carver-Kimm

Communications Director | Iowa Department of Public Health |321 E. 12th St | Des Moines, IA 50319 | 515-281-6693 (24/7) | Polly.Carver-Kimm@idph.iowa.gov

Protecting and Improving the Health of Iowans

On Tue, May 29, 2018 at 2:04 PM, Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov> wrote:

Greetings members of the Conference Advisory Board,

I hope you were able to enjoy the long weekend. Thank you for taking the time to share thoughts regarding a theme for this year's conference. With so many great suggestions, we have been able to narrow down to two possible themes:

1. Aiming for Impact
2. Understanding →Action→Impact

We want to hear your thoughts on the above two (2). What are your initial thoughts? Be sure to reply all.

Thanks,

Dawn

*Dawn Beatrice Griffin, Ph.D., M.S.P.H., CHES
Office of the Associate Director for Communication
Centers for Disease Control and Prevention
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From: Griffin, Dawn (CDC/OD/OADC)
Sent: Thu, 31 May 2018 08:39:12 -0400
To: Tony Foleno; Parvanta, Claudia; Johnson, Lenora (NIH/NHLBI) [E]; Glen J Nowak; Terry Savage
Cc: Gary Kreps; jay.bernhardt@austin.utexas.edu; lespino@nphic.org; Michael.Greenwell@icf.com; Liburd, Leandris C. (CDC/OD/OMHHE); shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA); Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC)
Subject: RE: Feedback Needed: 2018 Conference Theme

Thank you all for the great feedback. If you haven't shared your thoughts, please let us hear from you.

From: Tony Foleno <TFoleno@AdCouncil.org>
Sent: Tuesday, May 29, 2018 8:27 PM
To: Parvanta, Claudia <cparvanta@health.usf.edu>; Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; Glen J Nowak <gnowak@uga.edu>; Terry Savage <TerrySavage@westat.com>; Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>
Cc: Gary Kreps <gkreps@gmu.edu>; jay.bernhardt@austin.utexas.edu; lespino@nphic.org; Michael.Greenwell@icf.com; Liburd, Leandris C. (CDC/OD/OMHHE) <lcl1@cdc.gov>; shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA) <Mark.Weber@hhs.gov>; Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>
Subject: RE: Feedback Needed: 2018 Conference Theme

Well said Claudia.

"Turning Insights Into Impact" sounds good to me, or even shortening to "Insights Into Impact". Even though it was I who originally suggested "Aiming for Impact"...no hard feelings 😊
Thanks Dawn for soliciting input.

Tony Foleno

SVP, Strategy & Evaluation
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P: [\(212\) 984-1904](tel:2129841904)
E: tfoleno@adcouncil.org | www.adcouncil.org
Join us on: [Facebook](#) | [Twitter](#) | [YouTube](#)

From: Parvanta, Claudia [<mailto:cparvanta@health.usf.edu>]
Sent: Tuesday, May 29, 2018 6:30 PM
To: Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; Glen J Nowak <gnowak@uga.edu>; Terry Savage <TerrySavage@westat.com>; Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>
Cc: Gary Kreps <gkreps@gmu.edu>; jay.bernhardt@austin.utexas.edu; lespino@nphic.org; Tony Foleno <TFoleno@AdCouncil.org>; Michael.Greenwell@icf.com; Liburd, Leandris C. (CDC/OD/OMHHE)

<lel1@cdc.gov>; shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA) <Mark.Weber@hhs.gov>; Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>
Subject: Re: Feedback Needed: 2018 Conference Theme

And let this be a lesson to all of us: Offer an open-ended choice and a small number participate. Give a choice, then everyone comes out of the woodwork! Funny. C.

From: Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>
Sent: Tuesday, May 29, 2018 5:59 PM
To: Parvanta, Claudia; Glen J Nowak; Terry Savage; Griffin, Dawn (CDC/OD/OADC)
Cc: Gary Kreps; jay.bernhardt@austin.utexas.edu; lespino@nphic.org; TFoleno@AdCouncil.org; Michael.Greenwell@icf.com; Liburd, Leandris C. (CDC/OD/OMHHE); shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA); Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC)
Subject: Re: Feedback Needed: 2018 Conference Theme

Thanks, Dawn for allowing for input. I am chiming in to express favor for Glen's suggested reframing of "Turning Insights into Impact" as I feel it captures the spirit both suggestions convey.

Best, Lenora

From: "Parvanta, Claudia" <cparvanta@health.usf.edu>
Date: Tuesday, May 29, 2018 at 4:19 PM
To: "gnowak@uga.edu" <gnowak@uga.edu>, Terry Savage <TerrySavage@westat.com>, "Griffin, Dawn (CDC/OD/OADC)" <fqv3@CDC.GOV>
Cc: "gkreps@gmu.edu" <gkreps@gmu.edu>, "jay. edu" <jay.bernhardt@austin.utexas.edu>, Laura Espino <lespino@nphic.org>, "TFoleno@AdCouncil.org" <TFoleno@AdCouncil.org>, "Michael.Greenwell@icf.com" <Michael.Greenwell@icf.com>, "Johnson, Lenora (NIH/NHLBI) [E]" <johnslen@mail.nih.gov>, "Liburd, Leandris C. (CDC/OD/OMHHE)" <lel1@CDC.GOV>, "shelly.spoeth@porternovelli.com" <shelly.spoeth@porternovelli.com>, Mark Weber <Mark.Weber@hhs.gov>, "Polly.Carver-Kimm@idph.iowa.gov" <Polly.Carver-Kimm@idph.iowa.gov>, "Eroglu, Dogan (CDC/OD/OADC)" <dde7@CDC.GOV>
Subject: RE: Feedback Needed: 2018 Conference Theme

Well, Gary's distaste for impact and mine for aiming how about just "Insights to Impact" which could be graphically represented to suggest the vector. C.

From: Glen J Nowak [<mailto:gnowak@uga.edu>]
Sent: Tuesday, May 29, 2018 3:58 PM
To: Terry Savage; Griffin, Dawn (CDC/OD/OADC)
Cc: Gary Kreps; jay.bernhardt@austin.utexas.edu; lespino@nphic.org; TFoleno@AdCouncil.org;

Michael.Greenwell@icf.com; Johnson, Lenora (NIH/NHLBI) [E]; Liburd, Leandris C. (CDC/OD/OMHHE); Parvanta, Claudia; shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA); Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC)

Subject: Re: Feedback Needed: 2018 Conference Theme

How about changing "Aim" into "Insights" and going with something along the lines of "Turning Insights into Impact" or "Insights into Impact."

From: Terry Savage <TerrySavage@westat.com>

Sent: Tuesday, May 29, 2018 3:52:16 PM

To: Griffin, Dawn (CDC/OD/OADC)

Cc: Gary Kreps; jay.bernhardt@austin.utexas.edu; lespino@nphic.org; TFoleno@AdCouncil.org; Michael.Greenwell@icf.com; Johnson, Lenora (NIH/NHLBI) [E]; Liburd, Leandris C. (CDC/OD/OMHHE); Glen J Nowak; cparvanta@health.usf.edu; shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA); Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC)

Subject: RE: Feedback Needed: 2018 Conference Theme

I prefer #1. Although I see Gary's point, I think that the word influence may inadvertently convey the message that what we do isn't evidence-based. Impact is more dynamic and better reflects our profession.

Terry Savage

Vice President | terrysavage@westat.com | o: 301-610-8731 | c: 301-542-4310

Westat Health Communications

[Website](#) | [Facebook](#) | [@Westat](#)

From: Gary Kreps <gkreps@gmu.edu>

Sent: Tuesday, May 29, 2018 3:33 PM

To: Griffin, Dawn (CDC/OD/OADC) <fgv3@cdc.gov>; jay.bernhardt@austin.utexas.edu; lespino@nphic.org; TFoleno@AdCouncil.org; Michael.Greenwell@icf.com; Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; Liburd, Leandris C. (CDC/OD/OMHHE) <lel1@cdc.gov>; gnowak@uga.edu; cparvanta@health.usf.edu; shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA) <Mark.Weber@hhs.gov>; Terry Savage <TerrySavage@westat.com>; Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>

Subject: Re: Feedback Needed: 2018 Conference Theme

My initial thoughts are that I hate the use of the word impact to stand for influence. It always makes me think of a collision. That aside, I like the first one, but suggest it be edited to: Aiming for Social Influence

Wishing you the very best,

Gary

Gary L. Kreps, Ph.D., FAAHB
University Distinguished Professor, Department of Communication
Director, Center for Health and Risk Communication
George Mason University
4400 University Drive, MS 3D6
Fairfax, VA 22030

703 993-1094 (office)

703 993-1096 (FAX)

gkreps@gmu.edu

From: Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>

Sent: Tuesday, May 29, 2018 3:04 PM

To: jay.bernhardt@austin.utexas.edu; lespino@nphic.org; TFoleno@AdCouncil.org; Michael.Greenwell@icf.com; Johnson, Lenora (NIH/NHLBI) [E]; Gary Kreps; Liburd, Leandris C. (CDC/OD/OMHHE); gnowak@uga.edu; cparvanta@health.usf.edu; shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA); TerrySavage@westat.com; Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC)

Subject: Feedback Needed: 2018 Conference Theme

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1. Aiming for Impact
2. Understanding → Action → Impact

We want to hear your thoughts on the above two (2). What are your initial thoughts? Be sure to reply all.

Thanks,

Dawn

*Dawn Beatrice Griffin, Ph.D., M.S.P.H., CHES
Office of the Associate Director for Communication*

Centers for Disease Control and Prevention

Office: 404.498.0129

Fax: 404.728.8190

Cell: 404.388.0849

Email: Dawn.Griffin@cdc.hhs.gov

From: Parvanta, Claudia
Sent: Tue, 19 Jun 2018 22:04:27 +0000
To: Griffin, Dawn (CDC/OD/OADC); Tony Foleno; Johnson, Lenora (NIH/NHLBI) [E]; Glen J Nowak; Terry Savage
Cc: Gary Kreps; jay.bernhardt@austin.utexas.edu; lespino@nphic.org; Michael.Greenwell@icf.com; Liburd, Leandris C. (CDC/OD/OMHHE); shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA); Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC)
Subject: Re: Feedback Needed: 2018 Conference Theme

If something cool can be done graphically with 4, I like it best. C.

From: Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>
Sent: Tuesday, June 19, 2018 5:13:58 PM
To: Tony Foleno; Parvanta, Claudia; Johnson, Lenora (NIH/NHLBI) [E]; Glen J Nowak; Terry Savage
Cc: Gary Kreps; jay.bernhardt@austin.utexas.edu; lespino@nphic.org; Michael.Greenwell@icf.com; Liburd, Leandris C. (CDC/OD/OMHHE); shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA); Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC)
Subject: RE: Feedback Needed: 2018 Conference Theme

Happy Tuesday All!

Revisiting the theme discussion and announcing “last call” for suggestions. Just to recap....we started with 2 and now have 4. Are there any other suggestions?

1. Aiming for Impact
2. Understanding → Action → Impact
3. Turning Insights into Impact
4. Insights into Impact

Dawn

*Dawn Beatrice Griffin, Ph.D., M.S.P.H., CHES
Office of the Associate Director for Communication
Centers for Disease Control and Prevention
Office: 404.498.0129
Fax: 404.728.8190
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<TerrySavage@westat.com>; Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>
Cc: Gary Kreps <gkreps@gmu.edu>; jay.bernhardt@austin.utexas.edu; lespino@nphic.org;
Michael.Greenwell@icf.com; Liburd, Leandris C. (CDC/OD/OMHHE) <lel1@cdc.gov>;
shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA) <Mark.Weber@hhs.gov>; Polly.Carver-
Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>
Subject: RE: Feedback Needed: 2018 Conference Theme

Well said Claudia.

“Turning Insights Into Impact” sounds good to me, or even shortening to “Insights Into Impact”. Even though it was I who originally suggested “Aiming for Impact”...no hard feelings 😊
Thanks Dawn for soliciting input.

Tony Foleno

SVP, Strategy & Evaluation
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Join us on: [Facebook](#) | [Twitter](#) | [YouTube](#)

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Sent: Tuesday, May 29, 2018 6:30 PM
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Cc: Gary Kreps <gkreps@gmu.edu>; jay.bernhardt@austin.utexas.edu; lespino@nphic.org; Tony Foleno <TFoleno@AdCouncil.org>; Michael.Greenwell@icf.com; Liburd, Leandris C. (CDC/OD/OMHHE) <lel1@cdc.gov>; shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA) <Mark.Weber@hhs.gov>; Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>
Subject: Re: Feedback Needed: 2018 Conference Theme

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Sent: Tuesday, May 29, 2018 5:59 PM
To: Parvanta, Claudia; Glen J Nowak; Terry Savage; Griffin, Dawn (CDC/OD/OADC)
Cc: Gary Kreps; jay.bernhardt@austin.utexas.edu; lespino@nphic.org; TFoleno@AdCouncil.org; Michael.Greenwell@icf.com; Liburd, Leandris C. (CDC/OD/OMHHE); shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA); Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC)
Subject: Re: Feedback Needed: 2018 Conference Theme

Thanks, Dawn for allowing for input. I am chiming in to express favor for Glen's suggested reframing of "Turning Insights into Impact" as I feel it captures the spirit both suggestions convey.

Best, Lenora

From: "Parvanta, Claudia" <cparvanta@health.usf.edu>
Date: Tuesday, May 29, 2018 at 4:19 PM
To: "gnowak@uga.edu" <gnowak@uga.edu>, Terry Savage <TerrySavage@westat.com>, "Griffin, Dawn (CDC/OD/OADC)" <fqv3@CDC.GOV>
Cc: "gkreps@gmu.edu" <gkreps@gmu.edu>, "jay. edu" <jay.bernhardt@austin.utexas.edu>, Laura Espino <lespino@nphic.org>, "TFoleno@AdCouncil.org" <TFoleno@AdCouncil.org>, "Michael.Greenwell@icf.com" <Michael.Greenwell@icf.com>, "Johnson, Lenora (NIH/NHLBI) [E]" <johnslen@mail.nih.gov>, "Liburd, Leandris C. (CDC/OD/OMHHE)" <lel1@CDC.GOV>, "shelly.spoeth@porternovelli.com" <shelly.spoeth@porternovelli.com>, Mark Weber <Mark.Weber@hhs.gov>, "Polly.Carver-Kimm@idph.iowa.gov" <Polly.Carver-Kimm@idph.iowa.gov>, "Eroglu, Dogan (CDC/OD/OADC)" <dde7@CDC.GOV>
Subject: RE: Feedback Needed: 2018 Conference Theme

Well, Gary's distaste for impact and mine for aiming how about just "Insights to Impact" which could be graphically represented to suggest the vector. C.

From: Glen J Nowak [<mailto:gnowak@uga.edu>]
Sent: Tuesday, May 29, 2018 3:58 PM
To: Terry Savage; Griffin, Dawn (CDC/OD/OADC)
Cc: Gary Kreps; jay.bernhardt@austin.utexas.edu; lespino@nphic.org; TFoleno@AdCouncil.org; Michael.Greenwell@icf.com; Johnson, Lenora (NIH/NHLBI) [E]; Liburd, Leandris C. (CDC/OD/OMHHE); Parvanta, Claudia; shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA); Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC)
Subject: Re: Feedback Needed: 2018 Conference Theme

How about changing "Aim" into "Insights" and going with something along the lines of "Turning Insights into Impact" or "Insights into Impact."

From: Terry Savage <TerrySavage@westat.com>
Sent: Tuesday, May 29, 2018 3:52:16 PM
To: Griffin, Dawn (CDC/OD/OADC)
Cc: Gary Kreps; jay.bernhardt@austin.utexas.edu; lespino@nphic.org; TFoleno@AdCouncil.org; Michael.Greenwell@icf.com; Johnson, Lenora (NIH/NHLBI) [E]; Liburd, Leandris C. (CDC/OD/OMHHE); Glen J Nowak; cparvanta@health.usf.edu; shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA); Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC)
Subject: RE: Feedback Needed: 2018 Conference Theme

I prefer #1. Although I see Gary's point, I think that the word influence may inadvertently convey the message that what we do isn't evidence-based. Impact is more dynamic and better reflects our profession.

Terry Savage

Vice President | terrysavage@westat.com | o: 301-610-8731 | c: 301-542-4310

Westat Health Communications

[Website](#) | [Facebook](#) | [@Westat](#)

From: Gary Kreps <gkreps@gmu.edu>

Sent: Tuesday, May 29, 2018 3:33 PM

To: Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>; jay.bernhardt@austin.utexas.edu; lespino@nphic.org; TFoleno@AdCouncil.org; Michael.Greenwell@icf.com; Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; Liburd, Leandris C. (CDC/OD/OMHHE) <lel1@cdc.gov>; gnowak@uga.edu; cparvanta@health.usf.edu; shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA) <Mark.Weber@hhs.gov>; Terry Savage <TerrySavage@westat.com>; Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>

Subject: Re: Feedback Needed: 2018 Conference Theme

My initial thoughts are that I hate the use of the word impact to stand for influence. It always makes me think of a collision. That aside, I like the first one, but suggest it be edited to: Aiming for Social Influence

Wishing you the very best,

Gary

Gary L. Kreps, Ph.D., FAAHB
University Distinguished Professor, Department of Communication
Director, Center for Health and Risk Communication
George Mason University
4400 University Drive, MS 3D6
Fairfax, VA 22030

703 993-1094 (office)

703 993-1096 (FAX)

gkreps@gmu.edu

From: Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>

Sent: Tuesday, May 29, 2018 3:04 PM

To: jay.bernhardt@austin.utexas.edu; lespino@nphic.org; TFoleno@AdCouncil.org; Michael.Greenwell@icf.com; Johnson, Lenora (NIH/NHLBI) [E]; Gary Kreps; Liburd, Leandris C. (CDC/OD/OMHHE); gnowak@uga.edu; cparvanta@health.usf.edu; shelly.spoeth@porternovelli.com;

Weber, Mark (HHS/ASPA); TerrySavage@westat.com; Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC)

Subject: Feedback Needed: 2018 Conference Theme

Greetings members of the Conference Advisory Board,

I hope you were able to enjoy the long weekend. Thank you for taking the time to share thoughts regarding a theme for this year's conference. With so many great suggestions, we have been able to narrow down to two possible themes:

1. Aiming for Impact
2. Understanding →Action→Impact

We want to hear your thoughts on the above two (2). What are your initial thoughts? Be sure to reply all.

Thanks,

Dawn

*Dawn Beatrice Griffin, Ph.D., M.S.P.H., CHES
Office of the Associate Director for Communication
Centers for Disease Control and Prevention
Office: 404.498.0129
Fax: 404.728.8190
Cell: 404.388.0849
Email: Dawn.Griffin@cdc.hhs.gov*

From: Griffin, Dawn (CDC/OD/OADC)
Sent: Thu, 30 Jan 2020 16:45:10 +0000
To: jay.bernhardt@austin.utexas.edu; Daniel, Katherine Lyon (CDC/DDPHSIS/OD); Eroglu, Dogan (CDC/OD/OADC); Michael.Greenwell@icf.com; Johnson, Lenora (NIH/NHLBI) [E]; gkreps@gmu.edu; gnowak@uga.edu; janice.okubo@doh.hawaii.gov; Robert Jennings; Bonds, Michelle E. (CDC/OD/OADC); Tony Foleno; Jana Thomas
Subject: Agenda for today's call: 2020 NCHCMM Conference Advisory Board
Attachments: Conference Advisory Board Agenda - January 30, 2020.pdf

Talk with you soon!

Dawn Beatrice Griffin, Ph.D., M.S.P.H., CHES
Office of the Associate Director for Communication
Centers for Disease Control and Prevention
Office: 404.498.0129
Fax: 404.728.8190
Cell: 404.388.0849
Email: Dawn.Griffin@cdc.hhs.gov

-----Original Appointment-----

From: Griffin, Dawn (CDC/OD/OADC)
Sent: Friday, January 24, 2020 10:38 AM
To: Griffin, Dawn (CDC/OD/OADC); jay.bernhardt@austin.utexas.edu; Daniel, Katherine Lyon (CDC/DDPHSIS/OD); Eroglu, Dogan (CDC/OD/OADC); Michael.Greenwell@icf.com; Johnson, Lenora (NIH/NHLBI) [E]; gkreps@gmu.edu; gnowak@uga.edu; janice.okubo@doh.hawaii.gov; Robert Jennings; Bonds, Michelle E. (CDC/OD/OADC); Tony Foleno; Jana Thomas
Subject: Initial Conference Call: 2020 NCHCMM Conference Advisory Board
When: Thursday, January 30, 2020 3:00 PM-4:00 PM (UTC-05:00) Eastern Time (US & Canada).
Where: Skype Meeting

Happy Friday everyone!

Thank you for answering the call to serve on this year's National Conference on Health Communication, Marketing, and Media Advisory Board. Our initial call is scheduled for 3:00 p.m. EST on Thursday, January 30, 2020. I hope that you will be able to join us. Following the initial call, I will get the remaining calls on your calendars for the year.

Looking forward to talking with you then.

Dawn

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**2020 National Conference on Health Communication, Marketing, and Media
Conference Advisory Board
Conference Call
Thursday, January 30, 2020
3:00 p.m. EST**

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Agenda

- I. Welcome/Introductions
- II. Conference Mgt Structure - function and roles
- III. Past Successes and Feedback
- IV. 2020 Conference Details/Moving Forward
 - 1. Date – August 10 - 12, 2020
 - 2. Location – Hyatt Regency Atlanta
 - 3. Sponsor and Exhibitor Opportunities
 - 4. Theme – Leverage the Past...Navigate the Future
- V. Programming
 - a. Abstracts
 - b. Special/Spotlight Session Proposals
 - c. Plenary Speakers Suggestions
- VI. Open Discussion
- VII. CAB Meeting Schedule
- VIII. Questions
- IX. Adjournment

From: Griffin, Dawn (CDC/OD/OADC)
Sent: Thu, 30 Jan 2020 19:19:18 +0000
To: jay.bernhardt@austin.utexas.edu; Daniel, Katherine Lyon (CDC/DDPHSIS/OD); Eroglu, Dogan (CDC/OD/OADC); Michael.Greenwell@icf.com; Johnson, Lenora (NIH/NHLBI) [E]; gkreps@gmu.edu; gnowak@uga.edu; janice.okubo@doh.hawaii.gov; Robert Jennings; Bonds, Michelle E. (CDC/OD/OADC); Tony Foleno; Jana Thomas
Subject: Updated Agenda: 2020 NCHCMM Conference Advisory Board
Attachments: Conference Advisory Board Agenda - January 30, 2020.pdf

For today's call

*Dawn Beatrice Griffin, Ph.D., M.S.P.H., CHES
Office of the Associate Director for Communication
Centers for Disease Control and Prevention
Office: 404.498.0129
Fax: 404.728.8190
Cell: 404.388.0849
Email: Dawn.Griffin@cdc.hhs.gov*

-----Original Appointment-----

From: Griffin, Dawn (CDC/OD/OADC)
Sent: Friday, January 24, 2020 10:38 AM
To: Griffin, Dawn (CDC/OD/OADC); jay.bernhardt@austin.utexas.edu; Daniel, Katherine Lyon (CDC/DDPHSIS/OD); Eroglu, Dogan (CDC/OD/OADC); Michael.Greenwell@icf.com; Johnson, Lenora (NIH/NHLBI) [E]; gkreps@gmu.edu; gnowak@uga.edu; janice.okubo@doh.hawaii.gov; Robert Jennings; Bonds, Michelle E. (CDC/OD/OADC); Tony Foleno; Jana Thomas
Subject: Initial Conference Call: 2020 NCHCMM Conference Advisory Board
When: Thursday, January 30, 2020 3:00 PM-4:00 PM (UTC-05:00) Eastern Time (US & Canada).
Where: Skype Meeting

Happy Friday everyone!

Thank you for answering the call to serve on this year's National Conference on Health Communication, Marketing, and Media Advisory Board. Our initial call is scheduled for 3:00 p.m. EST on Thursday, January 30, 2020. I hope that you will be able to join us. Following the initial call, I will get the remaining calls on your calendars for the year.

Looking forward to talking with you then.

Dawn

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**2020 National Conference on Health Communication, Marketing, and Media
Conference Advisory Board
Conference Call
Thursday, January 30, 2020
3:00 p.m. EST**

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Conference ID (b)(6)

Agenda

- I. Welcome/Introductions
- II. Conference Mgt Structure - function and roles
- III. Past Successes and Feedback
- IV. 2020 Conference Details/Moving Forward
 1. Date – August 10 - 12, 2020
 2. Location – Hyatt Regency Atlanta
 3. Sponsor and Exhibitor Opportunities
 4. Theme – “20/20: What’s in Sight”
- V. Programming
 - a. Abstracts
 - b. Special/Spotlight Session Proposals
 - c. Plenary Speakers Suggestions
- VI. Open Discussion
- VII. CAB Meeting Schedule
- VIII. Questions
- IX. Adjournment

From: Griffin, Dawn (CDC/OD/OADC)
Sent: Thu, 27 Feb 2020 18:26:27 +0000
To: jay.bernhardt@austin.utexas.edu; Bonds, Michelle E. (CDC/OD/OADC); Daniel, Katherine Lyon (CDC/DDPHSIS/OD); Eroglu, Dogan (CDC/OD/OADC); tfoleno@adcouncil.org; Michael.Greenwell@icf.com (b)(6) Johnson, Lenora (NIH/NHLBI) [E]; gkreps@gmu.edu; gnowak@uga.edu; janice.okubo@doh.hawaii.gov; TerrySavage@westat.com; jana.thomas@porternovelli.com; clefebvre@rti.org
Subject: Agenda for today's NCHCMM Conference Advisory Board Call
Attachments: Conference Advisory Board Agenda - February 27, 2020.pdf

Talk with you soon!

*Dawn Beatrice Griffin, Ph.D., M.S.P.H., CHES
Office of the Associate Director for Communication
Centers for Disease Control and Prevention
Office: 404.498.0129
Fax: 404.728.8190
Cell: 404.388.0849
Email: Dawn.Griffin@cdc.hhs.gov*

-----Original Appointment-----

From: Griffin, Dawn (CDC/OD/OADC)
Sent: Thursday, February 20, 2020 3:34 PM
To: Griffin, Dawn (CDC/OD/OADC); jay.bernhardt@austin.utexas.edu; Bonds, Michelle E. (CDC/OD/OADC); Daniel, Katherine Lyon (CDC/DDPHSIS/OD); Eroglu, Dogan (CDC/OD/OADC); tfoleno@adcouncil.org; Michael.Greenwell@icf.com; (b)(6) Johnson, Lenora (NIH/NHLBI) [E]; gkreps@gmu.edu; gnowak@uga.edu; janice.okubo@doh.hawaii.gov; TerrySavage@westat.com; jana.thomas@porternovelli.com; clefebvre@rti.org
Subject: Conference Advisory Board Call: NCHCMM
When: Thursday, February 27, 2020 3:00 PM-4:00 PM (UTC-05:00) Eastern Time (US & Canada).
Where: Skype Meeting

Please mark your calendar for the next conference call.

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**2020 National Conference on Health Communication, Marketing, and Media
Conference Advisory Board
Conference Call
Thursday, February 27, 2020
3:00 p.m. EST**

(b)(6)
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Conference ID: (b)(6)

Agenda

- I. Welcome/Introductions
- II. Programming updates
 - a. Abstracts
 - i. Initial abstract review
 - ii. Secondary review
 - b. Special/Spotlight Sessions
 - i. Ideas/New Formats
 - ii. Call for Proposals
 - c. Plenary Speakers Suggestions
- III. Open Discussion
- IV. CAB Meeting Schedule
- V. Questions
- VI. Adjournment

From: Robert Jennings
Sent: Thu, 24 Sep 2020 18:28:14 +0000
To: Lefebvre, Craig;Griffin, Dawn
(CDC/OD/OADC);jay.bernhardt@austin.utexas.edu;Bonds, Michelle E. (CDC/OD/OADC);Daniel, Katherine Lyon (CDC/DDPHSIS/OD);Eroglu, Dogan (CDC/OD/OADC);tfoleno@adcouncil.org;Michael.Greenwell@icf.com;Johnson, Lenora (NIH/NHLBI) [E];gkreps@gmu.edu;gnowak@uga.edu;janice.okubo@doh.hawaii.gov;TerrySavage@westat.com;jana.thomas@porternovelli.com;tphillips@fhi360.org
Subject: Re: Monthly NCHCMM Conference Advisory Board Call

Sorry All,
I am unavailable this afternoon. Sorry for the late notification.
Robert

Get [Outlook for iOS](#)

From: Lefebvre, Craig <clefebvre@rti.org>
Sent: Thursday, September 24, 2020 2:18:49 PM
To: Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>; jay.bernhardt@austin.utexas.edu <jay.bernhardt@austin.utexas.edu>; Bonds, Michelle E. (CDC/OD/OADC) <meb0@cdc.gov>; Daniel, Katherine Lyon (CDC/DDPHSIS/OD) <kdl8@cdc.gov>; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>; tfoleno@adcouncil.org <tfoleno@adcouncil.org>; Michael.Greenwell@icf.com <Michael.Greenwell@icf.com> [REDACTED] Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; gkreps@gmu.edu <gkreps@gmu.edu>; gnowak@uga.edu <gnowak@uga.edu>; janice.okubo@doh.hawaii.gov <janice.okubo@doh.hawaii.gov>; TerrySavage@westat.com <TerrySavage@westat.com>; jana.thomas@porternovelli.com <jana.thomas@porternovelli.com>; tphillips@fhi360.org <tphillips@fhi360.org>
Subject: RE: Monthly NCHCMM Conference Advisory Board Call

I have a client call that just came up and will have to miss the meeting.

From: Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>
Sent: Thursday, September 24, 2020 10:34 AM
To: jay.bernhardt@austin.utexas.edu; Bonds, Michelle E. (CDC/OD/OADC) <meb0@cdc.gov>; Daniel, Katherine Lyon (CDC/DDPHSIS/OD) <kdl8@cdc.gov>; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>; tfoleno@adcouncil.org; Michael.Greenwell@icf.com; [REDACTED]; Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; gkreps@gmu.edu; gnowak@uga.edu; janice.okubo@doh.hawaii.gov; TerrySavage@westat.com; jana.thomas@porternovelli.com; Lefebvre, Craig <clefebvre@rti.org>; tphillips@fhi360.org
Subject: RE: Monthly NCHCMM Conference Advisory Board Call

EXTERNAL: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Good afternoon everyone,

A reminder that we are scheduled for a call this afternoon. I do not anticipate we will need the entire hour. Want to share updates, registration info with you all.

Thanks,
Dawn

*Dawn Beatrice Griffin, Ph.D., M.S.P.H., CHES
Office of the Associate Director for Communication
Centers for Disease Control and Prevention
Office: 404.498.0129
Fax: 404.728.8190
Cell: 404.388.0849
Email: Dawn.Griffin@cdc.hhs.gov*

-----Original Appointment-----

From: Griffin, Dawn (CDC/OD/OADC)

Sent: Tuesday, March 17, 2020 2:35 PM

To: Griffin, Dawn (CDC/OD/OADC); jay.bernhardt@austin.utexas.edu; Bonds, Michelle E. (CDC/OD/OADC); Daniel, Katherine Lyon (CDC/DDPHSIS/OD); Eroglu, Dogan (CDC/OD/OADC); tfoleno@adcouncil.org; Michael.Greenwell@icf.com (b)(6) Johnson, Lenora (NIH/NHLBI) [E]; gkreps@gmu.edu; gnowak@uga.edu; janice.okubo@doh.hawaii.gov; TerrySavage@westat.com; jana.thomas@porternovelli.com; clefevre@rti.org; tphillips@fhi360.org

Subject: Monthly NCHCMM Conference Advisory Board Call

When: Thursday, September 24, 2020 3:00 PM-4:00 PM (UTC-05:00) Eastern Time (US & Canada).

Where: Skype Meeting

Thank you to everyone that responded. Our monthly calls will be on the 4th Thursdays of the month. Additional calls may be scheduled as needed.

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From: Griffin, Dawn (CDC/OD/OADC)
Sent: Fri, 2 Oct 2020 22:23:53 +0000
To: clefebvre@rti.org;gkreps@gmu.edu;cbaur@umd.edu;bsouthwell@rti.org;gnowak@uga.edu;Johnson-Turbes-Ashani@norc.org;Jorgensen, Cynthia (CDC/DDID/NCIRD/OD);james.dayton@icf.com;rjennings@nphic.org;dancruz@gmail.com;allison.thrash@hennepin.us;cupperman@fb.com;Theresaseagraves@franklincountyohio.gov;barnett.433@osu.edu;chao@AdCouncil.org
Cc: Eroglu, Dogan (CDC/OD/OADC);Sokler, Lynn (CDC/OD/OADC);Espino, Laura;Robert Jennings
Subject: Update for 2020 Forum Organizers, Moderators and Panelists
Importance: High

Dear session organizers, moderators and panelists:

The 2020 Health Communication, Marketing and Media Forum is only a few days away! Below is the link to Thursday's walkthrough with moderators, organizers and panelists – <https://zoom.us/rec/share/SnOFYFbbJo6l5qSMMuRrBnb5NT9VIEM1PERrZlz8EmOK9yJHC3oohGLnHLpb2K4n.QbDV7eFVumaE-tAj?startTime=1601578177000>

Please be sure to check your email and spam folders for your session's zoom invitations – sent last evening.

I want to virtually introduce Laura Espino (lespino@nphic.org) who will be your point of contact for all things Forum related moving forward. Should you have any questions, please do not hesitate to reach out to her.

Thank you for working hard to get ready. And wishing you the best of luck with your sessions.

Dawn

*Dawn Beatrice Griffin, Ph.D., M.S.P.H., CHES
Office of the Associate Director for Communication
Centers for Disease Control and Prevention
Office: 404.498.0129
Fax: 404.728.8190
Cell: 404.388.0849
Email: Dawn.Griffin@cdc.hhs.gov*

From: Griffin, Dawn (CDC/OD/OADC)
Sent: Wed, 21 Oct 2020 19:51:54 +0000
To: tfoleno@adcouncil.org; Johnson, Lenora (NIH/NHLBI)
[E]; jay.bernhardt@austin.utexas.edu; Bonds, Michelle E. (CDC/OD/OADC); Daniel, Katherine Lyon
(CDC/DDPHSIS/OD); Eroglu, Dogan
(CDC/OD/OADC); Michael.Greenwell@icf.com; (b)(6); gkreps@gmu.edu; gnowak@
uga.edu; janice.okubo@doh.hawaii.gov; TerrySavage@westat.com; jana.thomas@porternovelli.com; clefe
bvre@rti.org; tphillips@fhi360.org
Subject: Rescheduling our Monthly NCHCMM Conference Advisory Board Call -
Thursday, October 25, 2020

Good afternoon everyone!

We are canceling tomorrow CAB meeting and moving it to Thursday, November 19th. By then, we will be able to share feedback from the 2020 HCMM Forum and discuss 2021.

Dawn

*Dawn Beatrice Griffin, Ph.D., M.S.P.H., CHES
Office of the Associate Director for Communication
Centers for Disease Control and Prevention
Office: 404.498.0129
Fax: 404.728.8190
Cell: 404.388.0849
Email: Dawn.Griffin@cdc.hhs.gov*

From: Griffin, Dawn (CDC/OD/OADC)
Sent: Thu, 19 Nov 2020 18:08:24 +0000
To: tfoleno@adcouncil.org;Johnson, Lenora (NIH/NHLBI)
[E];jay.bernhardt@austin.utexas.edu;Bonds, Michelle E. (CDC/OD/OADC);Daniel, Katherine Lyon
(CDC/DDPHSIS/OD);Eroglu, Dogan
(CDC/OD/OADC);Michael.Greenwell@icf.com; (b)(6);gkreps@gmu.edu;gnowak@
uga.edu;janice.okubo@doh.hawaii.gov;TerrySavage@westat.com;jana.thomas@porternovelli.com;clefe
bvre@rti.org;tphillips@fhi360.org;Robert Jennings
Subject: Monthly NCHCMM Conference Advisory Board Call

Good afternoon,
You should've received an email reminder regarding today's meeting but just in case...a friendly
reminder.

Dawn Beatrice Griffin, Ph.D., M.S.P.H., CHES
Office of the Associate Director for Communication
Centers for Disease Control and Prevention
Office: 404.498.0129
Fax: 404.728.8190
Cell:404.388.0849
Email: Dawn.Griffin@cdc.hhs.gov

From: Griffin, Dawn (CDC/OD/OADC)
Sent: Fri, 6 Mar 2020 15:32:39 +0000
To: jay.bernhardt@austin.utexas.edu; Bonds, Michelle E. (CDC/OD/OADC); Daniel, Katherine Lyon (CDC/DDPHSIS/OD); Eroglu, Dogan (CDC/OD/OADC); tfoleno@adcouncil.org; Michael.Greenwell@icf.com; Griffin, Dawn (CDC/OD/OADC); (b)(6); Johnson, Lenora (NIH/NHLBI) [E]; gkreps@gmu.edu; gnowak@uga.edu; janice.okubo@doh.hawaii.gov; TerrySavage@westat.com; jana.tomas@porternovelli.com; clefebvre@rti.org; tphillips@fhi360.org
Subject: Action items and Call for Special Sessions
Attachments: Call for Special Sessions.docx

Advisory Board Members,

As we look to introduce some new and exciting programming for this year's conference, I am asking each of member of the board to help us work through two ideas we have thus far:

1. Health Comm Hackathon – point person – Terry Savage (terrysavage@westat.com)
Overview: Westat and other Society members (1-2 practitioners and 1-2 academics per session) plus willing CDC or NIH volunteers will meet with NPHIC members to brainstorm how to tackle a common public health communications challenge, such as encouraging HIV testing/use of PrEP or promoting enrollment in a diabetes prevention program (NPHIC asks its members to suggest topics). The group would work together to establish comms objectives. Academics would contribute the evidence base (e.g., comms and health behavior theories, audience profiles, evaluation results). Practitioners would advise on research-informed comms strategies/tactics aligned with the agreed-upon objectives. CDC or NIH reps could suggest how to identify and use available CDC or NIH resources. The outcome would be a mini communications/campaign plan with actionable implementation steps.
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Please reach out to each of the points of contact to let them know you are volunteering on the team. Each session group should be prepared to share with the Advisory Board during our next call – 4th week of March.

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Looking forward to hearing all of the great ideas. Let me know if you have any questions.

Dawn

Dawn Beatrice Griffin, Ph.D., M.S.P.H., CHES
Office of the Associate Director for Communication
Centers for Disease Control and Prevention
Office: 404.498.0129
Fax: 404.728.8190
Cell: 404.388.0849
Email: Dawn.Griffin@cdc.hhs.gov



Special Session

The purpose of these sessions is to invite experts (2 – 3) in the field to participate in a discussion and presentation on a current topic related to your track. Invited topics and speakers are subject to approval by the conference leadership.

These "special sessions" are scheduled as 3 concurrent sessions, thus attracting bigger audiences than the break-out sessions, and they are individually promoted. To warrant such exposure, we expect that the session topic is especially "hot" and the speakers are some of the leading people in the field who can provide unique contributions to the discussion. The timeframe is 90 minutes. The tentative timeframe will be either Tuesday from 1:30 pm - 3:00 pm or Thursday from 9:45 am – 11:15 am.

We are currently accepting proposals for the 2020 NCHCMM Special Sessions. Proposals should include the following for consideration:

- Topic description and overview
- Presenter(s) information – background, affiliation, expertise in the specific topic, etc.
- Brief description of the style and format of the discussion, the run-of-show, how the session will be moderated, etc.
- Additional information to demonstrate the appeal of the topic and prominence of your suggested speakers

Following the reviews by the Conference Advisory Board, approved submissions will be notified and the "official invite" can be extended to the participants. An honorarium of \$500, complimentary conference registration, travel and hotel accommodations for 2 nights will be provided to invited speakers and moderators.

From: Griffin, Dawn (CDC/OD/OADC)
Sent: Fri, 6 Mar 2020 15:13:26 +0000
To: jay.bernhardt@austin.utexas.edu; Bonds, Michelle E. (CDC/OD/OADC); Daniel, Katherine Lyon (CDC/DDPHSIS/OD); Eroglu, Dogan (CDC/OD/OADC); tfoleno@adcouncil.org; Michael.Greenwell@icf.com; j[REDACTED] Johnson, Lenora (NIH/NHLBI) [E]; gkreps@gmu.edu; gnowak@uga.edu; janice.okubo@doh.hawaii.gov; TerrySavage@westat.com; jana.thomas@porternovelli.com; clefebvre@rti.org; Todd Phillips
Subject: Action Item: Monthly NCHCMM Advisory Board Calls

Going to plan B – looks like the voting buttons are showing for some and not all. Please take a moment to respond back to me (fqv3@cdc.gov) to let me know which days you can be available for our monthly conference call:

- a. 4th Mondays @ 3 p.m. EST
- b. 4th Tuesdays @ 3 p.m. EST
- c. 4th Thursdays @ 3 p.m. EST
- d. All of the above

Thanks so much.

Dawn

*Dawn Beatrice Griffin, Ph.D., M.S.P.H., CHES
Office of the Associate Director for Communication
Centers for Disease Control and Prevention
Office: 404.498.0129
Fax: 404.728.8190
Cell: 404.388.0849
Email: Dawn.Griffin@cdc.hhs.gov*

From: Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>
Sent: Thursday, March 5, 2020 3:42 PM
To: jay.bernhardt@austin.utexas.edu; Bonds, Michelle E. (CDC/OD/OADC) <meb0@cdc.gov>; Daniel, Katherine Lyon (CDC/DDPHSIS/OD) <kdl8@cdc.gov>; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>; tfoleno@adcouncil.org; Michael.Greenwell@icf.com; Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>; [REDACTED]; Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; gkreps@gmu.edu; gnowak@uga.edu; janice.okubo@doh.hawaii.gov; TerrySavage@westat.com; jana.thomas@porternovelli.com; clefebvre@rti.org; Todd Phillips <tphillips@fhi360.org>
Subject: Action Item: Monthly NCHCMM Advisory Board Calls

Good afternoon,

As a follow-up to last week's conference call, we would like to set the day and time for future calls and place them on your calendar. If I have set this up correctly, when you receive this

email, you will see a note that this message includes voting buttons. Please click that message and select the day that works best for you.

Your response is greatly appreciated.

Dawn

Dawn Beatrice Griffin, Ph.D., M.S.P.H., CHES
Office of the Associate Director for Communication
Centers for Disease Control and Prevention
Office: 404.498.0129
Fax: 404.728.8190
Cell: 404.388.0849
Email: Dawn.Griffin@cdc.hhs.gov



From: Griffin, Dawn (CDC/OD/OADC)
Sent: Tue, 10 Mar 2020 19:06:18 +0000
To: jay.bernhardt@austin.utexas.edu; Bonds, Michelle E. (CDC/OD/OADC); Daniel, Katherine Lyon (CDC/DDPHSIS/OD); Eroglu, Dogan (CDC/OD/OADC); tfoleno@adcouncil.org; Michael.Greenwell@icf.com (b)(6) Johns on, Lenora (NIH/NHLBI) [E]; gkreps@gmu.edu; gnowak@uga.edu; janice.okubo@doh.hawaii.gov; TerrySavage@westat.com; jana.tomas@porternovelli.com; clefebvre@rti.org; tphillips@fhi360.org
Subject: Reminder: Action items and Call for Special Sessions
Importance: High

A friendly reminder to reach out to each of the points of contact to let them know you which team you will be volunteering for. Each session group should be prepared to share with the Advisory Board during our next call – 4th week of March. See below.

Dawn

*Dawn Beatrice Griffin, Ph.D., M.S.P.H., CHES
Office of the Associate Director for Communication
Centers for Disease Control and Prevention
Office: 404.498.0129
Fax: 404.728.8190
Cell: 404.388.0849
Email: Dawn.Griffin@cdc.hhs.gov*



From: Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>
Sent: Friday, March 6, 2020 10:33 AM
To: jay.bernhardt@austin.utexas.edu; Bonds, Michelle E. (CDC/OD/OADC) <meb0@cdc.gov>; Daniel, Katherine Lyon (CDC/DDPHSIS/OD) <kdl8@cdc.gov>; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>; tfoleno@adcouncil.org; Michael.Greenwell@icf.com; Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>; (b)(6) Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; gkreps@gmu.edu; gnowak@uga.edu; janice.okubo@doh.hawaii.gov; TerrySavage@westat.com;

jana.thomas@porternovelli.com; clefebvre@rti.org; tphillips@fhi360.org

Subject: Action items and Call for Special Sessions

Advisory Board Members,

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Cell: 404.388.0849

Email: Dawn.Griffin@cdc.hhs.gov



NCHCMM

National Conference on Health
Communication, Marketing & Media

Atlanta, GA | August 10-12

From: Liburd, Leandris C. (CDC/OD/OMHHE)
Sent: Tue, 29 May 2018 15:18:41 -0400
To: Griffin, Dawn (CDC/OD/OADC);Weber, Mark (HHS/ASPA);Polly.Carver-Kimm@idph.iowa.gov;jay.bernhardt@austin.utexas.edu;Johnson, Lenora (NIH/NHLBI) [E];lespino@nphic.org;cparvanta@health.usf.edu;shelly.spoeth@porternovelli.com;gkreps@gmu.edu;TerrySavage@westat.com;TFoleno@AdCouncil.org;Eroglu, Dogan (CDC/OD/OADC);Michael.Greenwell@icf.com;gnowak@uga.edu
Subject: Re: Feedback Needed: 2018 Conference Theme

Aiming for Impact is my first choice.

Leandris

From: Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>
Date: May 29, 2018 at 3:04:45 PM EDT
To: cparvanta@health.usf.edu <cparvanta@health.usf.edu>, jay.bernhardt@austin.utexas.edu <jay.bernhardt@austin.utexas.edu>, Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>, gnowak@uga.edu <gnowak@uga.edu>, shelly.spoeth@porternovelli.com <shelly.spoeth@porternovelli.com>, lespino@nphic.org <lespino@nphic.org>, Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>, gkreps@gmu.edu <gkreps@gmu.edu>, Weber, Mark (HHS/ASPA) <Mark.Weber@hhs.gov>, TFoleno@AdCouncil.org <TFoleno@AdCouncil.org>, TerrySavage@westat.com <TerrySavage@westat.com>, Liburd, Leandris C. (CDC/OD/OMHHE) <lel1@cdc.gov>, Michael.Greenwell@icf.com <Michael.Greenwell@icf.com>, Polly.Carver-Kimm@idph.iowa.gov <Polly.Carver-Kimm@idph.iowa.gov>
Subject: Feedback Needed: 2018 Conference Theme

Greetings members of the Conference Advisory Board,

I hope you were able to enjoy the long weekend. Thank you for taking the time to share thoughts regarding a theme for this year's conference. With so many great suggestions, we have been able to narrow down to two possible themes:

1. Aiming for Impact
2. Understanding →Action→Impact

We want to hear your thoughts on the above two (2). What are your initial thoughts? Be sure to reply all.

Thanks,

Dawn

Dawn Beatrice Griffin, Ph.D., M.S.P.H., CHES
Office of the Associate Director for Communication
Centers for Disease Control and Prevention
Office: 404.498.0129
Fax: 404.728.8190
Cell: 404.388.0849
Email: Dawn.Griffin@cdc.hhs.gov

From: Lefebvre, Craig
Sent: Thu, 30 Jul 2020 17:08:01 +0000
To: Terry Savage;'Jana Thomas (Porter Novelli)';Tony Foleno;Bernhardt, Jay M;Glen J Nowak;Gary Kreps;Bonds, Michelle E. (CDC/OD/OADC);Daniel, Katherine Lyon (CDC/DDPHSIS/OD);Eroglu, Dogan (CDC/OD/OADC);Michael.Greenwell@icf.com (b)(6);Johnson, Lenora (NIH/NHLBI) [E];janice.okubo@doh.hawaii.gov;tphillips@fhi360.org;Griffin, Dawn (CDC/OD/OADC)
Subject: RE: Input needed: 2020 Forum Theme

Sounds like there should be a session that captures this intention as well. Yes, others 'peak' at it, but where are they all collected in one session – and expand beyond what's covered in the other three?

From: Terry Savage <TerrySavage@westat.com>
Sent: Thursday, July 30, 2020 10:06 AM
To: 'Jana Thomas (Porter Novelli)' <Jana.Thomas@porternovelli.com>; Tony Foleno <TFoleno@AdCouncil.org>; Lefebvre, Craig <clefebvre@rti.org>; Bernhardt, Jay M <jay.bernhardt@austin.utexas.edu>; Glen J Nowak <gnowak@uga.edu>; Gary Kreps <gkreps@gmu.edu>; Bonds, Michelle E. (CDC/OD/OADC) <meb0@cdc.gov>; Daniel, Katherine Lyon (CDC/DDPHSIS/OD) <kdl8@cdc.gov>; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>; Michael.Greenwell@icf.com; (b)(6) Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; janice.okubo@doh.hawaii.gov; tphillips@fhi360.org; Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>
Subject: RE: Input needed: 2020 Forum Theme

I agree, but suggest a slight tweak: "From 2020 Hindsight to ~~Gain~~-20/20 Foresight: What Have We Learned and Where Do We Go From Here?"

Terry Savage

Vice President | [Westat](#)

President | [Society for Health Communication](#)

terrysavage@westat.com | o: 301-610-8731 | c: 301-542-4310

From: Jana Thomas (Porter Novelli) <Jana.Thomas@porternovelli.com>
Sent: Wednesday, July 29, 2020 6:09 PM
To: Tony Foleno <TFoleno@AdCouncil.org>; 'Lefebvre, Craig' <clefebvre@rti.org>; Bernhardt, Jay M <jay.bernhardt@austin.utexas.edu>; Glen J Nowak <gnowak@uga.edu>; Gary Kreps <gkreps@gmu.edu>; Bonds, Michelle E. (CDC/OD/OADC) <meb0@cdc.gov>; Daniel, Katherine Lyon (CDC/DDPHSIS/OD) <kdl8@cdc.gov>; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>; Michael.Greenwell@icf.com; (b)(6) Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; janice.okubo@doh.hawaii.gov; Terry Savage <TerrySavage@westat.com>; tphillips@fhi360.org; Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>
Subject: RE: Input needed: 2020 Forum Theme

CAUTION: External Email *

I like it.

JANA LEIGH THOMAS, MPA

Executive Vice President
D +1 404 995 4506 | M +1 404 932 4595

PORTER NOVELLI

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jana.thomas@porternovelli.com

[linkedin.com/in/janaleighthomas](https://www.linkedin.com/in/janaleighthomas)



PR Week/Council Best Diversity Initiative Agency (2018)
The Holmes Report Best Agency to Work For (2017)

From: Tony Foleno <TFoleno@AdCouncil.org>

Sent: Tuesday, July 28, 2020 7:27 PM

To: 'Lefebvre, Craig' <clefebvre@rti.org>; Bernhardt, Jay M <jay.bernhardt@austin.utexas.edu>; Glen J Nowak <gnowak@uga.edu>; Jana Thomas (Porter Novelli) <Jana.Thomas@porternovelli.com>; Gary Kreps <gkreps@gmu.edu>; Bonds, Michelle E. (CDC/OD/OADC) <meb0@cdc.gov>; Daniel, Katherine Lyon (CDC/DDPHSIS/OD) <kdl8@cdc.gov>; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>; Michael.Greenwell@icf.com (b)(6) Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; janice.okubo@doh.hawaii.gov; TerrySavage@westat.com; tphillips@fhi360.org; Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>

Subject: RE: Input needed: 2020 Forum Theme

I also sparked to Jana's vision analogy, though maybe this is a little too cute for its own good:

"2020 Hindsight to Gain 20/20 Foresight: What Have We Learned and Where Do We Go From Here?"

Tony Foleno

SVP, Strategy & Evaluation
The Ad Council
(212) 984-1904
tfoleno@adcouncil.org



Join the Ad Council's COVID-19 Response

Help provide critical messages to the American public. Visit our toolkit [here](#).

From: Lefebvre, Craig <clefebvre@rti.org>

Sent: Tuesday, July 28, 2020 4:31 PM

To: Bernhardt, Jay M <jay.bernhardt@austin.utexas.edu>; Glen J Nowak <gnowak@uga.edu>; Jana Thomas (Porter Novelli) <Jana.Thomas@porternovelli.com>; Gary Kreps <gkreps@gmu.edu>; Bonds, Michelle E. (CDC/OD/OADC) <meb0@cdc.gov>; Daniel, Katherine Lyon (CDC/DDPHSIS/OD) <kdl8@cdc.gov>; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>; Tony Foleno <TFoleno@AdCouncil.org>; Michael.Greenwell@icf.com; (b)(6) Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; janice.okubo@doh.hawaii.gov; TerrySavage@westat.com; tphillips@fhi360.org; Griffin, Dawn (CDC/OD/OADC) <fvq3@cdc.gov>

Subject: Re: Input needed: 2020 Forum Theme

COVID-19 (or The coronavirus pandemic of 2020): what are we learning about health communication, marketing and media?

R Craig Lefebvre, PhD
Lead Change Designer
Center for Communication Science
RTI International

From: Bernhardt, Jay M <jay.bernhardt@austin.utexas.edu>

Sent: Tuesday, July 28, 2020 12:56:10 PM

To: Glen J Nowak <gnowak@uga.edu>; Jana Thomas (Porter Novelli) <Jana.Thomas@porternovelli.com>; Gary Kreps <gkreps@gmu.edu>; Bonds, Michelle E. (CDC/OD/OADC) <meb0@cdc.gov>; Daniel, Katherine Lyon (CDC/DDPHSIS/OD) <kdl8@cdc.gov>; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>; tfoleno@adcouncil.org <tfoleno@adcouncil.org>; Michael.Greenwell@icf.com <Michael.Greenwell@icf.com> (b)(6) <(b)(6)>; Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; janice.okubo@doh.hawaii.gov <janice.okubo@doh.hawaii.gov>; TerrySavage@westat.com <TerrySavage@westat.com>; Lefebvre, Craig <clefebvre@rti.org>; tphillips@fhi360.org <tphillips@fhi360.org>; Griffin, Dawn (CDC/OD/OADC) <fvq3@cdc.gov>

Subject: Re: Input needed: 2020 Forum Theme

EXTERNAL: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

How about "Surviving 2020 by Focusing on the Future?"

JAY M. BERNHARDT, PhD, MPH, Dean
Walter Cronkite Regents Chair | DeWitt Carter Reddick Regents Chair
Moody College of Communication | The University of Texas at Austin
moody.utexas.edu | 512.471.5646 | [@jaybernhardt](https://twitter.com/jaybernhardt)

[**PROTECT TEXAS TOGETHER**]
protect.utexas.edu

From: Glen J Nowak <gnowak@uga.edu>
Date: Tuesday, July 28, 2020 at 2:20 PM
To: "Jana Thomas (Porter Novelli)" <Jana.Thomas@porternovelli.com>, Gary Kreps <gkreps@gmu.edu>, "Bernhardt, Jay M" <jay.bernhardt@austin.utexas.edu>, "Bonds, Michelle E. (CDC/OD/OADC)" <meb0@cdc.gov>, "Daniel, Katherine Lyon (CDC/DDPHSIS/OD)" <kdl8@cdc.gov>, "Eroglu, Dogan (CDC/OD/OADC)" <dde7@cdc.gov>, "tfoleno@adcouncil.org" <tfoleno@adcouncil.org>, "Michael.Greenwell@icf.com" <Michael.Greenwell@icf.com>, "[\(b\)\(6\)](mailto:(b)(6)@mail.nih.gov)", "Johnson, Lenora (NIH/NHLBI) [E]" <johnslen@mail.nih.gov>, "janice.okubo@doh.hawaii.gov" <janice.okubo@doh.hawaii.gov>, "TerrySavage@westat.com" <TerrySavage@westat.com>, "clefebvre@rti.org" <clefebvre@rti.org>, "tphillips@fhi360.org" <tphillips@fhi360.org>, "Griffin, Dawn (CDC/OD/OADC)" <fqv3@cdc.gov>
Subject: Re: Input needed: 2020 Forum Theme

Jana,

That's a good observation. Perhaps a theme related to that could be something along the lines of "Communicating in a world where vision isn't 2020"

From: Jana Thomas (Porter Novelli) <Jana.Thomas@porternovelli.com>
Sent: Monday, July 27, 2020 9:09 PM
To: Gary Kreps <gkreps@gmu.edu>; jay.bernhardt@austin.utexas.edu <jay.bernhardt@austin.utexas.edu>; Bonds, Michelle E. (CDC/OD/OADC) <meb0@cdc.gov>; Daniel, Katherine Lyon (CDC/DDPHSIS/OD) <kdl8@cdc.gov>; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>; tfoleno@adcouncil.org <tfoleno@adcouncil.org>; Michael.Greenwell@icf.com <Michael.Greenwell@icf.com> <[\(b\)\(6\)](mailto:(b)(6)@mail.nih.gov)>; Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; Glen J Nowak <gnowak@uga.edu>; janice.okubo@doh.hawaii.gov <janice.okubo@doh.hawaii.gov>; TerrySavage@westat.com <TerrySavage@westat.com>; clefebvre@rti.org <clefebvre@rti.org>; tphillips@fhi360.org <tphillips@fhi360.org>; Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>
Subject: RE: Input needed: 2020 Forum Theme

[EXTERNAL SENDER - PROCEED CAUTIOUSLY]

Isn't it ironic the year 2020 – code for perfect vision – has been the murkiest year of all.

Sorry, not a theme. Just an observation and musing.

JANA LEIGH THOMAS, MPA

Executive Vice President

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[linkedin.com/in/janaleighthomas](https://www.linkedin.com/in/janaleighthomas)



PR Week/Council Best Diversity Initiative Agency (2018)
The Holmes Report Best Agency to Work For (2017)

From: Gary Kreps <gkreps@gmu.edu>
Sent: Monday, July 27, 2020 8:59 PM
To: jay.bernhardt@austin.utexas.edu; Bonds, Michelle E. (CDC/OD/OADC) <meb0@cdc.gov>; Daniel, Katherine Lyon (CDC/DDPHSIS/OD) <kdl8@cdc.gov>; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>; tfoleno@adcouncil.org; Michael.Greenwell@icf.com; (b)(6) Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; gnowak@uga.edu; janice.okubo@doh.hawaii.gov; TerrySavage@westat.com; Jana Thomas (Porter Novelli) <Jana.Thomas@porternovelli.com>; clefebvre@rti.org; tphillips@fhi360.org; Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>
Subject: Re: Input needed: 2020 Forum Theme

How about:

Using health communication, marketing, and media to respond to the pandemic

Wishing you the very best,

Gary

Gary L. Kreps, PhD
University Distinguished Professor of Communication
Director, Center for Health and Risk Communication
George Mason University
4400 University Drive, MS 3D6
Fairfax, VA 22030

703 993-1094 (office)
703 993-1096 (FAX)
gkreps@gmu.edu

From: Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>
Sent: Monday, July 27, 2020 8:50:54 PM
To: jay.bernhardt@austin.utexas.edu <jay.bernhardt@austin.utexas.edu>; Bonds, Michelle E. (CDC/OD/OADC) <meb0@cdc.gov>; Daniel, Katherine Lyon (CDC/DDPHSIS/OD) <kdl8@cdc.gov>; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>; tfoleno@adcouncil.org <tfoleno@adcouncil.org>; Michael.Greenwell@icf.com <Michael.Greenwell@icf.com> (b)(6) (b)(6); Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; Gary Kreps <gkreps@gmu.edu>; gnowak@uga.edu <gnowak@uga.edu>; janice.okubo@doh.hawaii.gov <janice.okubo@doh.hawaii.gov>; TerrySavage@westat.com <TerrySavage@westat.com>; jana.thomas@porternovelli.com <jana.thomas@porternovelli.com>; clefebvre@rti.org

<clefebvre@rti.org>; tphillips@fhi360.org <tphillips@fhi360.org>

Subject: Input needed: 2020 Forum Theme

During last week's advisory board meeting, we shared a theme for our Forum –

**Beaming Beyond What's in Sight 2020: A National Health Communication,
Marketing & Media Forum**

Feedback was lukewarm...so we are back at the drawing board and need your input! Using this thread, share your thoughts, ideas and suggestions. Send us your first thoughts or take a few days to think about. Let's get the conversation started! We welcome your input – send no later than Thursday, July 30th.

Dawn

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From: Parvanta, Claudia
Sent: Tue, 29 May 2018 19:19:19 +0000
To: Griffin, Dawn
(CDC/OD/OADC); jay.bernhardt@austin.utexas.edu; lespino@nphic.org; TFoleno@AdCouncil.org; Michael.Greenwell@icf.com; Johnson, Lenora (NIH/NHLBI) [E]; gkreps@gmu.edu; Liburd, Leandris C. (CDC/OD/OMHHE); gnowak@uga.edu; shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA); TerrySavage@westat.com; Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC)
Subject: RE: Feedback Needed: 2018 Conference Theme

I prefer 1 in terms of its cleanliness, but with the current climate, it sounds a little militaristic. So, my vote is for number 2 because of that.

From: Griffin, Dawn (CDC/OD/OADC) [mailto:fqv3@cdc.gov]
Sent: Tuesday, May 29, 2018 3:05 PM
To: jay.bernhardt@austin.utexas.edu; lespino@nphic.org; TFoleno@AdCouncil.org; Michael.Greenwell@icf.com; Johnson, Lenora (NIH/NHLBI) [E]; gkreps@gmu.edu; Liburd, Leandris C. (CDC/OD/OMHHE); gnowak@uga.edu; Parvanta, Claudia; shelly.spoeth@porternovelli.com; Weber, Mark (HHS/ASPA); TerrySavage@westat.com; Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC)
Subject: Feedback Needed: 2018 Conference Theme

Greetings members of the Conference Advisory Board,

I hope you were able to enjoy the long weekend. Thank you for taking the time to share thoughts regarding a theme for this year's conference. With so many great suggestions, we have been able to narrow down to two possible themes:

1. Aiming for Impact
2. Understanding → Action → Impact

We want to hear your thoughts on the above two (2). What are your initial thoughts? Be sure to reply all.

Thanks,

Dawn

*Dawn Beatrice Griffin, Ph.D., M.S.P.H., CHES
Office of the Associate Director for Communication
Centers for Disease Control and Prevention*

Office: 404.498.0129

Fax: 404.728.8190

Cell: 404.388.0849

Email: Dawn.Griffin@cdc.hhs.gov

From: Shelly Spoeth
Sent: Tue, 29 May 2018 19:19:19 +0000
To: Griffin, Dawn
(CDC/OD/OADC); jay.bernhardt@austin.utexas.edu; lespino@nphic.org; TFoleno@AdCouncil.org; Michael.Greenwell@icf.com; Johnson, Lenora (NIH/NHLBI) [E]; gkreps@gmu.edu; Liburd, Leandris C. (CDC/OD/OMHHE); gnowak@uga.edu; cparvanta@health.usf.edu; Weber, Mark (HHS/ASPA); TerrySavage@westat.com; Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC)
Subject: RE: Feedback Needed: 2018 Conference Theme

I agree. #1 is my preference, as well. Wondered if it should be Aim for Impact, but it seems Aiming insinuates we are still trying to get there, which is what I think we are saying.

Thanks,
Shelly

From: Griffin, Dawn (CDC/OD/OADC) [mailto:fqv3@cdc.gov]
Sent: Tuesday, May 29, 2018 3:05 PM
To: jay.bernhardt@austin.utexas.edu; lespino@nphic.org; TFoleno@AdCouncil.org; Michael.Greenwell@icf.com; Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; gkreps@gmu.edu; Liburd, Leandris C. (CDC/OD/OMHHE) <lel1@cdc.gov>; gnowak@uga.edu; cparvanta@health.usf.edu; Shelly Spoeth <shelly.spoeth@porternovelli.com>; Weber, Mark (HHS/ASPA) <Mark.Weber@hhs.gov>; TerrySavage@westat.com; Polly.Carver-Kimm@idph.iowa.gov; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>
Subject: Feedback Needed: 2018 Conference Theme

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1. Aiming for Impact
2. Understanding → Action → Impact

We want to hear your thoughts on the above two (2). What are your initial thoughts? Be sure to reply all.

Thanks,

Dawn

Dawn Beatrice Griffin, Ph.D., M.S.P.H., CHES

*Office of the Associate Director for Communication
Centers for Disease Control and Prevention*

Office: 404.498.0129

Fax: 404.728.8190

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Email: Dawn.Griffin@cdc.hhs.gov

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From: Johnson, Lenora (NIH/NHLBI) [E]
Sent: Thu, 30 Jul 2020 17:05:43 +0000
To: Griffin, Dawn (CDC/OD/OADC); jay.bernhardt@austin.utexas.edu; Bonds, Michelle E. (CDC/OD/OADC); Daniel, Katherine Lyon (CDC/DDPHSIS/OD); Eroglu, Dogan (CDC/OD/OADC); tfoleno@adcouncil.org; Michael.Greenwell@icf.com (b)(6); gkreps@gmu.edu; gnowak@uga.edu; janice.okubo@doh.hawaii.gov; TerrySavage@westat.com; jana.thomas@porternovelli.com; clefebvre@rti.org; tphillips@fhi360.org
Subject: Re: Reminder: 2020 Forum Theme - due today

Dawn, my apologies for chiming in late. I'm particularly drawn to, "2020 Hindsight to Gain 20/20 Foresight: What Have We Learned and Where Do We Go From Here?" I feel there is much that is being learned that will impact health communications for years to come and much that can be gained from capturing these learning and planning their incorporation into our approaches to crises that lie ahead.

Lenora

From: Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>
Sent: Thursday, July 30, 2020 11:40 AM
To: jay.bernhardt@austin.utexas.edu <jay.bernhardt@austin.utexas.edu>; Bonds, Michelle E. (CDC/OD/OADC) <meb0@cdc.gov>; Daniel, Katherine Lyon (CDC/DDPHSIS/OD) <kdl8@CDC.GOV>; Eroglu, Dogan (CDC/OD/OADC) <dde7@CDC.GOV>; tfoleno@adcouncil.org <tfoleno@adcouncil.org>; Michael.Greenwell@icf.com <Michael.Greenwell@icf.com>; (b)(6); (b)(6); Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; gkreps@gmu.edu <gkreps@gmu.edu>; gnowak@uga.edu <gnowak@uga.edu>; janice.okubo@doh.hawaii.gov <janice.okubo@doh.hawaii.gov>; TerrySavage@westat.com <TerrySavage@westat.com>; jana.thomas@porternovelli.com <jana.thomas@porternovelli.com>; clefebvre@rti.org <clefebvre@rti.org>; tphillips@fhi360.org <tphillips@fhi360.org>
Subject: Reminder: 2020 Forum Theme - due today

Good morning Advisory Board members,

Just a reminder that you still have time to share your feedback as we move to finding a theme for this year's series of events.

Here's a recap of what we have received so far:

- Beaming Beyond What's in Sight 2020: A National Health Communication, Marketing & Media Forum
- Using health communication, marketing, and media to respond to the pandemic
- "Communicating in a world where vision isn't 2020"
- "Surviving 2020 by Focusing on the Future?"
- COVID-19 (or The coronavirus pandemic of 2020): what are we learning about health communication, marketing and media?
- "2020 Hindsight to Gain 20/20 Foresight: What Have We Learned and Where Do We Go From Here?"

Have a great day!

Dawn

*Dawn Beatrice Griffin, Ph.D., M.S.P.H., CHES
Office of the Associate Director for Communication
Centers for Disease Control and Prevention
Office: 404.498.0129
Fax: 404.728.8190
Cell: 404.388.0849
Email: Dawn.Griffin@cdc.hhs.gov*

From: Griffin, Dawn (CDC/OD/OADC)

Sent: Monday, July 27, 2020 8:51 PM

To: jay.bernhardt@austin.utexas.edu; Bonds, Michelle E. (CDC/OD/OADC) <meb0@cdc.gov>; Daniel, Katherine Lyon (CDC/DDPHSIS/OD) <kdl8@cdc.gov>; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>; tfoleno@adcouncil.org; Michael.Greenwell@icf.com; (b)(6) Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; gkreps@gmu.edu; gnowak@uga.edu; janice.okubo@doh.hawaii.gov; TerrySavage@westat.com; jana.thomas@porternovelli.com; clefevre@rti.org; tphillips@fhi360.org

Subject: Input needed: 2020 Forum Theme

Importance: High

During last week's advisory board meeting, we shared a theme for our Forum –

**Beaming Beyond What's in Sight 2020: A National Health Communication,
Marketing & Media Forum**

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Dawn

From: Tony Foleno
Sent: Thu, 30 Jul 2020 23:54:58 +0000
To: Todd Phillips; Terry Savage; 'Jana Thomas (Porter Novelli)'; 'Lefebvre, Craig'; Bernhardt, Jay M; Glen J Nowak; Gary Kreps; Bonds, Michelle E. (CDC/OD/OADC); Daniel, Katherine Lyon (CDC/DDPHSIS/OD); Eroglu, Dogan (CDC/OD/OADC); Michael.Greenwell@icf.com; (b)(6); Johnson, Lenora (NIH/NHLBI) [E]; janice.okubo@doh.hawaii.gov; Griffin, Dawn (CDC/OD/OADC)
Subject: RE: Input needed: 2020 Forum Theme

Seems like we're close to finalizing the theme/title. And people say—including each and every advertising agency creative director I've ever worked with—creative made by committee is doomed to mediocrity. We're going to prove wrong that old business adage: "A camel is a horse designed by committee." 😊

Tony Foleno

SVP, Strategy & Evaluation
The Ad Council
(212) 984-1904
tfoleno@adCouncil.org



Join the Ad Council's COVID-19 Response

Help provide critical messages to the American public. Visit our toolkit [here](#).

From: Todd Phillips <tphillips@fhi360.org>
Sent: Thursday, July 30, 2020 1:08 PM
To: Terry Savage <TerrySavage@westat.com>; 'Jana Thomas (Porter Novelli)' <Jana.Thomas@porternovelli.com>; Tony Foleno <TFoleno@AdCouncil.org>; 'Lefebvre, Craig' <clefebvre@rti.org>; Bernhardt, Jay M <jay.bernhardt@austin.utexas.edu>; Glen J Nowak <gnowak@uga.edu>; Gary Kreps <gkreps@gmu.edu>; Bonds, Michelle E. (CDC/OD/OADC) <meb0@cdc.gov>; Daniel, Katherine Lyon (CDC/DDPHSIS/OD) <kdl8@cdc.gov>; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>; Michael.Greenwell@icf.com; (b)(6) Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; janice.okubo@doh.hawaii.gov; Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>
Subject: Re: Input needed: 2020 Forum Theme

I like this as well.

From: Terry Savage <TerrySavage@westat.com>
Date: Thursday, July 30, 2020 at 1:06 PM
To: "'Jana Thomas (Porter Novelli)'" <Jana.Thomas@porternovelli.com>, Tony Foleno

<TFoleno@AdCouncil.org>, "Lefebvre, Craig" <clefebvre@rti.org>, "Bernhardt, Jay M" <jay.bernhardt@austin.utexas.edu>, Glen J Nowak <gnowak@uga.edu>, Gary Kreps <gkreps@gmu.edu>, "Bonds, Michelle E. (CDC/OD/OADC)" <meb0@cdc.gov>, "Daniel, Katherine Lyon (CDC/DDPHSIS/OD)" <kdl8@cdc.gov>, "Eroglu, Dogan (CDC/OD/OADC)" <dde7@cdc.gov>, "Michael.Greenwell@icf.com" <Michael.Greenwell@icf.com>, (b)(6) "Johnson, Lenora (NIH/NHLBI) [E]" <johnslen@mail.nih.gov>, "janice.okubo@doh.hawaii.gov" <janice.okubo@doh.hawaii.gov>, Todd Phillips <tphillips@fhi360.org>, "Griffin, Dawn (CDC/OD/OADC)" <fqv3@cdc.gov>

Subject: RE: Input needed: 2020 Forum Theme

I agree, but suggest a slight tweak: "From 2020 Hindsight to Gain-20/20 Foresight: What Have We Learned and Where Do We Go From Here?"

Terry Savage

Vice President | [Westat](#)

President | [Society for Health Communication](#)

terrysavage@westat.com | o: 301-610-8731 | c: 301-542-4310

From: Jana Thomas (Porter Novelli) <Jana.Thomas@porternovelli.com>

Sent: Wednesday, July 29, 2020 6:09 PM

To: Tony Foleno <TFoleno@AdCouncil.org>; 'Lefebvre, Craig' <clefebvre@rti.org>; Bernhardt, Jay M <jay.bernhardt@austin.utexas.edu>; Glen J Nowak <gnowak@uga.edu>; Gary Kreps <gkreps@gmu.edu>; Bonds, Michelle E. (CDC/OD/OADC) <meb0@cdc.gov>; Daniel, Katherine Lyon (CDC/DDPHSIS/OD) <kdl8@cdc.gov>; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>; Michael.Greenwell@icf.com; (b)(6) Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; janice.okubo@doh.hawaii.gov; Terry Savage <TerrySavage@westat.com>; tphillips@fhi360.org; Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>

Subject: RE: Input needed: 2020 Forum Theme

CAUTION: External Email *

I like it.

JANA LEIGH THOMAS, MPA

Executive Vice President

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PORTER NOVELLI

3500 Lenox Road, Suite 1900, Atlanta, GA 30326 | porternovelli.com

T +1 404 995 4500

jana.thomas@porternovelli.com
[linkedin.com/in/janaleighthomas](https://www.linkedin.com/in/janaleighthomas)



PR Week/Council Best Diversity Initiative Agency (2018)
The Holmes Report Best Agency to Work For (2017)

From: Tony Foleno <TFoleno@AdCouncil.org>

Sent: Tuesday, July 28, 2020 7:27 PM

To: 'Lefebvre, Craig' <clefebvre@rti.org>; Bernhardt, Jay M <jay.bernhardt@austin.utexas.edu>; Glen J Nowak <gnowak@uga.edu>; Jana Thomas (Porter Novelli) <Jana.Thomas@porternovelli.com>; Gary Kreps <gkreps@gmu.edu>; Bonds, Michelle E. (CDC/OD/OADC) <meb0@cdc.gov>; Daniel, Katherine Lyon (CDC/DDPHSIS/OD) <kdl8@cdc.gov>; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>; Michael.Greenwell@icf.com; (b)(6) Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; janice.okubo@doh.hawaii.gov; TerrySavage@westat.com; tphillips@fhi360.org; Griffin, Dawn (CDC/OD/OADC) <fvq3@cdc.gov>

Subject: RE: Input needed: 2020 Forum Theme

I also sparked to Jana's vision analogy, though maybe this is a little too cute for its own good:

"2020 Hindsight to Gain 20/20 Foresight: What Have We Learned and Where Do We Go From Here?"

Tony Foleno

SVP, Strategy & Evaluation

The Ad Council

(212) 984-1904

tfoleno@adcouncil.org



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From: Lefebvre, Craig <clefebvre@rti.org>

Sent: Tuesday, July 28, 2020 4:31 PM

To: Bernhardt, Jay M <jay.bernhardt@austin.utexas.edu>; Glen J Nowak <gnowak@uga.edu>; Jana Thomas (Porter Novelli) <Jana.Thomas@porternovelli.com>; Gary Kreps <gkreps@gmu.edu>; Bonds, Michelle E. (CDC/OD/OADC) <meb0@cdc.gov>; Daniel, Katherine Lyon (CDC/DDPHSIS/OD) <kdl8@cdc.gov>; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>; Tony Foleno <TFoleno@AdCouncil.org>; Michael.Greenwell@icf.com; jennings.robertl@gmail.com; Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; janice.okubo@doh.hawaii.gov; TerrySavage@westat.com; tphillips@fhi360.org; Griffin, Dawn (CDC/OD/OADC) <fvq3@cdc.gov>

Subject: Re: Input needed: 2020 Forum Theme

COVID-19 (or The coronavirus pandemic of 2020): what are we learning about health communication, marketing and media?

R Craig Lefebvre, PhD
Lead Change Designer
Center for Communication Science
RTI International

From: Bernhardt, Jay M <jay.bernhardt@austin.utexas.edu>
Sent: Tuesday, July 28, 2020 12:56:10 PM
To: Glen J Nowak <gnowak@uga.edu>; Jana Thomas (Porter Novelli) <Jana.Thomas@porternovelli.com>; Gary Kreps <gkreps@gmu.edu>; Bonds, Michelle E. (CDC/OD/OADC) <meb0@cdc.gov>; Daniel, Katherine Lyon (CDC/DDPHSIS/OD) <kdl8@cdc.gov>; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>; tfoleno@adcouncil.org <tfoleno@adcouncil.org>; Michael.Greenwell@icf.com <Michael.Greenwell@icf.com>; (b)(6); (b)(6); Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; janice.okubo@doh.hawaii.gov <janice.okubo@doh.hawaii.gov>; TerrySavage@westat.com <TerrySavage@westat.com>; Lefebvre, Craig <clefebvre@rti.org>; tphillips@fhi360.org <tphillips@fhi360.org>; Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>
Subject: Re: Input needed: 2020 Forum Theme

EXTERNAL: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

How about "Surviving 2020 by Focusing on the Future?"

JAY M. BERNHARDT, PhD, MPH, Dean
Walter Cronkite Regents Chair | DeWitt Carter Reddick Regents Chair
Moody College of Communication | The University of Texas at Austin
moody.utexas.edu | 512.471.5646 | @jaybernhardt

[**PROTECT TEXAS TOGETHER**]
protect.utexas.edu

From: Glen J Nowak <gnowak@uga.edu>
Date: Tuesday, July 28, 2020 at 2:20 PM
To: "Jana Thomas (Porter Novelli)" <Jana.Thomas@porternovelli.com>, Gary Kreps <gkreps@gmu.edu>, "Bernhardt, Jay M" <jay.bernhardt@austin.utexas.edu>, "Bonds, Michelle E. (CDC/OD/OADC)" <meb0@cdc.gov>, "Daniel, Katherine Lyon (CDC/DDPHSIS/OD)" <kdl8@cdc.gov>, "Eroglu, Dogan (CDC/OD/OADC)" <dde7@cdc.gov>, "tfoleno@adcouncil.org" <tfoleno@adcouncil.org>, "Michael.Greenwell@icf.com" <Michael.Greenwell@icf.com>, "jennings.robertl@gmail.com" <(b)(6)>, "Johnson, Lenora (NIH/NHLBI) [E]" <johnslen@mail.nih.gov>, "janice.okubo@doh.hawaii.gov" <janice.okubo@doh.hawaii.gov>, "TerrySavage@westat.com" <TerrySavage@westat.com>,"

"clefebvre@rti.org" <clefebvre@rti.org>, "tphillips@fhi360.org" <tphillips@fhi360.org>, "Griffin, Dawn (CDC/OD/OADC)" <fqv3@cdc.gov>

Subject: Re: Input needed: 2020 Forum Theme

Jana,

That's a good observation. Perhaps a theme related to that could be something along the lines of "Communicating in a world where vision isn't 2020"

From: Jana Thomas (Porter Novelli) <Jana.Thomas@porternovelli.com>

Sent: Monday, July 27, 2020 9:09 PM

To: Gary Kreps <gkreps@gmu.edu>; jay.bernhardt@austin.utexas.edu <jay.bernhardt@austin.utexas.edu>; Bonds, Michelle E. (CDC/OD/OADC) <meb0@cdc.gov>; Daniel, Katherine Lyon (CDC/DDPHSIS/OD) <kdl8@cdc.gov>; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>; tfoleno@adcouncil.org <tfoleno@adcouncil.org>; Michael.Greenwell@icf.com <Michael.Greenwell@icf.com>; [REDACTED] <(b)(6)>; Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; Glen J Nowak <gnowak@uga.edu>; janice.okubo@doh.hawaii.gov <janice.okubo@doh.hawaii.gov>; TerrySavage@westat.com <TerrySavage@westat.com>; clefebvre@rti.org <clefebvre@rti.org>; tphillips@fhi360.org <tphillips@fhi360.org>; Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>

Subject: RE: Input needed: 2020 Forum Theme

[EXTERNAL SENDER - PROCEED CAUTIOUSLY]

Isn't it ironic the year 2020 – code for perfect vision – has been the murkiest year of all.

Sorry, not a theme. Just an observation and musing.

JANA LEIGH THOMAS, MPA

Executive Vice President

D +1 404 995 4506 | M +1 404 932 4595

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3500 Lenox Road, Suite 1900, Atlanta, GA 30326 | porternovelli.com

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[linkedin.com/in/janaleighthomas](https://www.linkedin.com/in/janaleighthomas)



PR Week/Council Best Diversity Initiative Agency (2018)

The Holmes Report Best Agency to Work For (2017)

From: Gary Kreps <gkreps@gmu.edu>

Sent: Monday, July 27, 2020 8:59 PM

To: jay.bernhardt@austin.utexas.edu; Bonds, Michelle E. (CDC/OD/OADC) <meb0@cdc.gov>; Daniel, Katherine Lyon (CDC/DDPHSIS/OD) <kdl8@cdc.gov>; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>;

tfoleno@adcouncil.org; Michael.Greenwell@icf.com; (b)(6); Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; gnowak@uga.edu; janice.okubo@doh.hawaii.gov; TerrySavage@westat.com; Jana Thomas (Porter Novelli) <Jana.Thomas@porternovelli.com>; clefebvre@rti.org; tphillips@fhi360.org; Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>
Subject: Re: Input needed: 2020 Forum Theme

How about:

Using health communication, marketing, and media to respond to the pandemic

Wishing you the very best,

Gary

Gary L. Kreps, PhD
University Distinguished Professor of Communication
Director, Center for Health and Risk Communication
George Mason University
4400 University Drive, MS 3D6
Fairfax, VA 22030

703 993-1094 (office)

703 993-1096 (FAX)

gkreps@gmu.edu

From: Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>

Sent: Monday, July 27, 2020 8:50:54 PM

To: jay.bernhardt@austin.utexas.edu <jay.bernhardt@austin.utexas.edu>; Bonds, Michelle E. (CDC/OD/OADC) <meb0@cdc.gov>; Daniel, Katherine Lyon (CDC/DDPHSIS/OD) <kdl8@cdc.gov>; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>; tfoleno@adcouncil.org <tfoleno@adcouncil.org>; Michael.Greenwell@icf.com <Michael.Greenwell@icf.com> (b)(6); (b)(6); Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; Gary Kreps <gkreps@gmu.edu>; gnowak@uga.edu <gnowak@uga.edu>; janice.okubo@doh.hawaii.gov <janice.okubo@doh.hawaii.gov>; TerrySavage@westat.com <TerrySavage@westat.com>; jana.thomas@porternovelli.com <jana.thomas@porternovelli.com>; clefebvre@rti.org <clefebvre@rti.org>; tphillips@fhi360.org <tphillips@fhi360.org>

Subject: Input needed: 2020 Forum Theme

During last week's advisory board meeting, we shared a theme for our Forum –

**Beaming Beyond What's in Sight 2020: A National Health Communication,
Marketing & Media Forum**

Feedback was lukewarm...so we are back at the drawing board and need your input! Using this thread, share your thoughts, ideas and suggestions. Send us your first thoughts or take a few

days to think about. Let's get the conversation started! We welcome your input – send no later than Thursday, July 30th.

Dawn

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From: Eroglu, Dogan (CDC/OD/OADC)
Sent: Thu, 30 Jul 2020 23:21:19 +0000
To: Gary Kreps;Robert Jennings;Terry Savage
Cc: Jana Thomas (Porter Novelli);Tony Foleno;Lefebvre, Craig;Bernhardt, Jay M;Glen J Nowak;Bonds, Michelle E. (CDC/OD/OADC);Daniel, Katherine Lyon (CDC/DDPHSIS/OD);Michael.Greenwell@icf.com;Johnson, Lenora (NIH/NHLBI) [E];janice.okubo@doh.hawaii.gov;tphillips@fhi360.org;Griffin, Dawn (CDC/OD/OADC)
Subject: RE: Input needed: 2020 Forum Theme

I like the first part.

What Have We Learned and Where Do We Go From Here may sound like “it” will be over by the time of the forum. At that time, best we can hope for is mid-course adjustments—we would be talking about what we are learning to help us get through.

Dogan

From: Gary Kreps <gkreps@gmu.edu>
Sent: Thursday, July 30, 2020 1:34 PM
To: Robert Jennings <(b)(6)>; Terry Savage <TerrySavage@westat.com>
Cc: Jana Thomas (Porter Novelli) <Jana.Thomas@porternovelli.com>; Tony Foleno <TFoleno@adcouncil.org>; Lefebvre, Craig <clefebvre@rti.org>; Bernhardt, Jay M <jay.bernhardt@austin.utexas.edu>; Glen J Nowak <gnowak@uga.edu>; Bonds, Michelle E. (CDC/OD/OADC) <meb0@cdc.gov>; Daniel, Katherine Lyon (CDC/DDPHSIS/OD) <kdl8@cdc.gov>; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>; Michael.Greenwell@icf.com; Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; janice.okubo@doh.hawaii.gov; tphillips@fhi360.org; Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>
Subject: Re: Input needed: 2020 Forum Theme

I can live with it.

"2020 Hindsight to 20/20 Foresight: What Have We Learned and Where Do We Go From Here?"

Wishing you the very best,

Gary

Gary L. Kreps, Ph.D., FAAHB
University Distinguished Professor, Department of Communication
Director, Center for Health and Risk Communication
George Mason University
4400 University Drive, MS 3D6
Fairfax, VA 22030

703 993-1094 (office)
703 993-1096 (FAX)
gkreps@gmu.edu

From: Robert Jennings <jennings.robertl@gmail.com>
Sent: Thursday, July 30, 2020 1:15 PM
To: Terry Savage <TerrySavage@westat.com>
Cc: Jana Thomas (Porter Novelli) <Jana.Thomas@porternovelli.com>; Tony Foleno <TFoleno@adcouncil.org>; Lefebvre, Craig <clefebvre@rti.org>; Bernhardt, Jay M <jay.bernhardt@austin.utexas.edu>; Glen J Nowak <gnowak@uga.edu>; Gary Kreps <gkreps@gmu.edu>; Bonds, Michelle E. (CDC/OD/OADC) <meb0@cdc.gov>; Daniel, Katherine Lyon (CDC/DDPHSIS/OD) <kdl8@cdc.gov>; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>; Michael.Greenwell@icf.com <Michael.Greenwell@icf.com>; Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; janice.okubo@doh.hawaii.gov <janice.okubo@doh.hawaii.gov>; tphillips@fhi360.org <tphillips@fhi360.org>; Griffin, Dawn (CDC/OD/OADC) <fgv3@cdc.gov>
Subject: Re: Input needed: 2020 Forum Theme

Eureka!

Sent from my iPhone

On Jul 30, 2020, at 1:06 PM, Terry Savage <TerrySavage@westat.com> wrote:

I agree, but suggest a slight tweak: “**From** 2020 Hindsight to **Gain**-20/20 Foresight: What Have We Learned and Where Do We Go From Here?”

Terry Savage

Vice President | [Westat](http://Westat.com)

President | [Society for Health Communication](http://SocietyforHealthCommunication.com)

terrysavage@westat.com | o: 301-610-8731 | c: 301-542-4310

From: Jana Thomas (Porter Novelli) <Jana.Thomas@porternovelli.com>
Sent: Wednesday, July 29, 2020 6:09 PM
To: Tony Foleno <TFoleno@AdCouncil.org>; 'Lefebvre, Craig' <clefebvre@rti.org>; Bernhardt, Jay M <jay.bernhardt@austin.utexas.edu>; Glen J Nowak <gnowak@uga.edu>; Gary Kreps <gkreps@gmu.edu>; Bonds, Michelle E. (CDC/OD/OADC) <meb0@cdc.gov>; Daniel, Katherine Lyon (CDC/DDPHSIS/OD) <kdl8@cdc.gov>; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>; Michael.Greenwell@icf.com; [REDACTED] Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; janice.okubo@doh.hawaii.gov; Terry Savage <TerrySavage@westat.com>; tphillips@fhi360.org; Griffin, Dawn (CDC/OD/OADC) <fgv3@cdc.gov>
Subject: RE: Input needed: 2020 Forum Theme

CAUTION: External Email *

I like it.

JANA LEIGH THOMAS, MPA

Executive Vice President

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[linkedin.com/in/janaleighthomas](https://www.linkedin.com/in/janaleighthomas)

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[<image002.jpg>](#)

-
[<image003.jpg>](#)

PR Week/Council Best Diversity Initiative Agency (2018)

The Holmes Report Best Agency to Work For (2017)

From: Tony Foleno <TFoleno@AdCouncil.org>

Sent: Tuesday, July 28, 2020 7:27 PM

To: 'Lefebvre, Craig' <clefebvre@rti.org>; Bernhardt, Jay M

<jay.bernhardt@austin.utexas.edu>; Glen J Nowak <gnowak@uga.edu>; Jana Thomas (Porter Novelli) <Jana.Thomas@porternovelli.com>; Gary Kreps <gkreps@gmu.edu>; Bonds, Michelle E. (CDC/OD/OADC) <meb0@cdc.gov>; Daniel, Katherine Lyon (CDC/DDPHSIS/OD) <kdl8@cdc.gov>; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>;

Michael.Greenwell@icf.com; (b)(6) Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; janice.okubo@doh.hawaii.gov; TerrySavage@westat.com;

tphillips@fhi360.org; Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>

Subject: RE: Input needed: 2020 Forum Theme

I also sparked to Jana's vision analogy, though maybe this is a little too cute for its own good:

“2020 Hindsight to Gain 20/20 Foresight: What Have We Learned and Where Do We Go From Here?”

Tony Foleno

SVP, Strategy & Evaluation

The Ad Council

(212) 984-1904

tfoleno@adcouncil.org

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[<image006.png>](#)

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[<image007.png>](#)

[<image008.png>](#)

Join the Ad Council's COVID-19 Response

Help provide critical messages to the American public. Visit our toolkit [here](#).

From: Lefebvre, Craig <clefebvre@rti.org>

Sent: Tuesday, July 28, 2020 4:31 PM

To: Bernhardt, Jay M <jay.bernhardt@austin.utexas.edu>; Glen J Nowak <gnowak@uga.edu>; Jana Thomas (Porter Novelli) <Jana.Thomas@porternovelli.com>; Gary Kreps <gkreps@gmu.edu>; Bonds, Michelle E. (CDC/OD/OADC) <meb0@cdc.gov>; Daniel, Katherine Lyon (CDC/DDPHSIS/OD) <kdl8@cdc.gov>; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>; Tony Foleno <TFoleno@AdCouncil.org>; Michael.Greenwell@icf.com; (b)(6); Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; janice.okubo@doh.hawaii.gov; TerrySavage@westat.com; tphillips@fhi360.org; Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>

Subject: Re: Input needed: 2020 Forum Theme

COVID-19 (or The coronavirus pandemic of 2020): what are we learning about health communication, marketing and media?

R Craig Lefebvre, PhD
Lead Change Designer
Center for Communication Science
RTI International

From: Bernhardt, Jay M <jay.bernhardt@austin.utexas.edu>

Sent: Tuesday, July 28, 2020 12:56:10 PM

To: Glen J Nowak <gnowak@uga.edu>; Jana Thomas (Porter Novelli) <Jana.Thomas@porternovelli.com>; Gary Kreps <gkreps@gmu.edu>; Bonds, Michelle E. (CDC/OD/OADC) <meb0@cdc.gov>; Daniel, Katherine Lyon (CDC/DDPHSIS/OD) <kdl8@cdc.gov>; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>; tfoleno@adcouncil.org <tfoleno@adcouncil.org>; Michael.Greenwell@icf.com <Michael.Greenwell@icf.com>; (b)(6); Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; janice.okubo@doh.hawaii.gov <janice.okubo@doh.hawaii.gov>; TerrySavage@westat.com <TerrySavage@westat.com>; Lefebvre, Craig <clefebvre@rti.org>; tphillips@fhi360.org <tphillips@fhi360.org>; Griffin, Dawn (CDC/OD/OADC)

<fqv3@cdc.gov>

Subject: Re: Input needed: 2020 Forum Theme

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How about "Surviving 2020 by Focusing on the Future?"

JAY M. BERNHARDT, PhD, MPH, Dean
Walter Cronkite Regents Chair | DeWitt Carter Reddick Regents Chair
Moody College of Communication | The University of Texas at Austin
moody.utexas.edu | 512.471.5646 | @jaybernhardt

[PROTECT TEXAS TOGETHER]
protect.utexas.edu

From: Glen J Nowak <gnowak@uga.edu>
Date: Tuesday, July 28, 2020 at 2:20 PM
To: "Jana Thomas (Porter Novelli)" <Jana.Thomas@porternovelli.com>, Gary Kreps <gkrepes@gmu.edu>, "Bernhardt, Jay M" <jay.bernhardt@austin.utexas.edu>, "Bonds, Michelle E. (CDC/OD/OADC)" <meb0@cdc.gov>, "Daniel, Katherine Lyon (CDC/DDPHSIS/OD)" <kdl8@cdc.gov>, "Eroglu, Dogan (CDC/OD/OADC)" <dde7@cdc.gov>, "tfoleno@adcouncil.org" <tfoleno@adcouncil.org>, "Michael.Greenwell@icf.com" <Michael.Greenwell@icf.com>, "johnslen@mail.nih.gov" <johnslen@mail.nih.gov>, "Janice Okubo" <janice.okubo@doh.hawaii.gov>, "Terry Savage" <TerrySavage@westat.com>, "clefevre@rti.org" <clefevre@rti.org>, "tphillips@fhi360.org" <tphillips@fhi360.org>, "Griffin, Dawn (CDC/OD/OADC)" <fqv3@cdc.gov>
Subject: Re: Input needed: 2020 Forum Theme

Jana,

That's a good observation. Perhaps a theme related to that could be something along the lines of "Communicating in a world where vision isn't 2020"

From: Jana Thomas (Porter Novelli) <Jana.Thomas@porternovelli.com>
Sent: Monday, July 27, 2020 9:09 PM
To: Gary Kreps <gkrepes@gmu.edu>; jay.bernhardt@austin.utexas.edu <jay.bernhardt@austin.utexas.edu>; Bonds, Michelle E. (CDC/OD/OADC) <meb0@cdc.gov>; Daniel, Katherine Lyon (CDC/DDPHSIS/OD) <kdl8@cdc.gov>; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>; tfoleno@adcouncil.org <tfoleno@adcouncil.org>; Michael.Greenwell@icf.com <Michael.Greenwell@icf.com>; jennings.robertl@gmail.com <jennings.robertl@gmail.com> <(b)(6)>; Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; Glen J Nowak <gnowak@uga.edu>; janice.okubo@doh.hawaii.gov <janice.okubo@doh.hawaii.gov>; TerrySavage@westat.com

<TerrySavage@westat.com>; clefebvre@rti.org <clefebvre@rti.org>; tphillips@fhi360.org
<tphillips@fhi360.org>; Griffin, Dawn (CDC/OD/OADC) <fgv3@cdc.gov>

Subject: RE: Input needed: 2020 Forum Theme

[EXTERNAL SENDER - PROCEED CAUTIOUSLY]

Isn't it ironic the year 2020 – code for perfect vision – has been the murkiest year of all.

Sorry, not a theme. Just an observation and musing.

JANA LEIGH THOMAS, MPA

Executive Vice President

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<[image009.jpg](#)>

<[image010.jpg](#)>

<[image011.jpg](#)>

PR Week/Council Best Diversity Initiative Agency (2018)

The Holmes Report Best Agency to Work For (2017)

From: Gary Kreps <gkreps@gmu.edu>

Sent: Monday, July 27, 2020 8:59 PM

To: jay.bernhardt@austin.utexas.edu; Bonds, Michelle E. (CDC/OD/OADC) <meb0@cdc.gov>; Daniel, Katherine Lyon (CDC/DDPHSIS/OD) <kdl8@cdc.gov>; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>; tfoleno@adcouncil.org; Michael.Greenwell@icf.com; (b)(6) Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; gnowak@uga.edu; janice.okubo@doh.hawaii.gov; TerrySavage@westat.com; Jana Thomas (Porter Novelli) <Jana.Thomas@porternovelli.com>; clefebvre@rti.org; tphillips@fhi360.org; Griffin, Dawn (CDC/OD/OADC) <fgv3@cdc.gov>

Subject: Re: Input needed: 2020 Forum Theme

How about:

Using health communication, marketing, and media to respond to the pandemic

Wishing you the very best,

Gary

Gary L. Kreps, PhD
University Distinguished Professor of Communication
Director, Center for Health and Risk Communication
George Mason University
4400 University Drive, MS 3D6
Fairfax, VA 22030

703 993-1094 (office)
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gkreps@gmu.edu

From: Griffin, Dawn (CDC/OD/OADC) <fqv3@cdc.gov>
Sent: Monday, July 27, 2020 8:50:54 PM
To: jay.bernhardt@austin.utexas.edu <jay.bernhardt@austin.utexas.edu>; Bonds, Michelle E. (CDC/OD/OADC) <meh0@cdc.gov>; Daniel, Katherine Lyon (CDC/DDPHSIS/OD) <kdl8@cdc.gov>; Eroglu, Dogan (CDC/OD/OADC) <dde7@cdc.gov>; tfoleno@adcouncil.org <tfoleno@adcouncil.org>; Michael.Greenwell@icf.com <Michael.Greenwell@icf.com>; (b)(6) <(b)(6)>; (b)(6) <(b)(6)>; Johnson, Lenora (NIH/NHLBI) [E] <johnslen@mail.nih.gov>; Gary Kreps <gkreps@gmu.edu>; gnowak@uga.edu <gnowak@uga.edu>; janice.okubo@doh.hawaii.gov <janice.okubo@doh.hawaii.gov>; TerrySavage@westat.com <TerrySavage@westat.com>; jana.thomas@porternovelli.com <jana.thomas@porternovelli.com>; clefebvre@rti.org <clefebvre@rti.org>; tphillips@fhi360.org <tphillips@fhi360.org>
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Dawn

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