



a Capacity-Building Conference



# POINTS ACROSS II:

## Health Promotion Strategies for Lasting Success

HEALTH PROMOTION  
PROGRAM EVALUATION

HEALTH LITERACY  
WORKSHOP

HEALTH PROMOTION  
EVENTS PLANNING

SOCIAL MARKETING

EARN CHES CONTINUING  
EDUCATION CREDIT

DISCOUNTS FOR  
MPP & MCIP  
MEMBERS

May 4, 2005

Sheraton Columbia Hotel  
Columbia, Maryland

Information and Registration

## CONFERENCE FACULTY

**Colette Gingles**  
*coProductions, Inc.*



**Helen Osborne, MEd, OTR/L**  
*Health Literacy Consulting*



**Kari Sapsis, MPH**  
*National Immunization  
Program  
Centers for Disease Control  
and Prevention*

*“Education is not the filling of a pail but the lighting of a fire.”  
- William Butler Yeats*

For the second consecutive year, the Maryland Partnership for Prevention and the DHMH Center for Immunization collaborate to enhance the capacity of health professionals in developing effective health promotion campaigns. Acknowledging the integral roles of communication, evaluation, and planning in influencing health behaviors, the partners will bring together experts in the areas of Social Marketing, Health Literacy, Program Evaluation, and Events Planning to present *Points Across II: Health Promotion Strategies for Lasting Success*.

Once again, we invite you to share in a day of networking, education, and fun. Join other health professionals and community leaders in learning techniques essential to creating successful health promotion campaigns.

### Learning Objectives

- ★ Impart techniques for writing and evaluating the effectiveness of health messages.
- ★ Identify appropriate methods to develop health messages and programs for targeted populations.
- ★ Learn key elements in planning, hosting, and evaluating the success of a health promotion event.
- ★ Understand the types of evaluation and at which stage to apply them to assess various aspects of a program's effectiveness.

### Target Audience

- ★ Nurses
- ★ Health Educators
- ★ Outreach Workers
- ★ Public Health Administrators
- ★ Government Officials
- ★ Community Leaders
- ★ Anyone interested in communicating more effectively!

**\*\*\*REGISTER EARLY...SPACE IS LIMITED\*\*\***

# POINTS ACROSS II: Health Promotion Strategies for Lasting Success

May 4, 2005; Sheraton Columbia Hotel, Columbia, Maryland

8:00 to 9:00 a.m.	<p><b>REGISTRATION</b></p>	11:45 to 12:45 p.m. LUNCH - Provided on site
9:00 to 10:00 a.m.	<p><b>PLENARY SESSION</b></p> <p>Welcome</p> <p><i>Tiffany Tate, Maryland Partnership for Prevention &amp; Kelly Edmond, DHMH Center for Immunization</i></p> <p>Conference Introduction:</p> <p><b>“Why Health Literacy, Social Marketing, and Evaluation?”</b></p> <p>Helen Osborne, MEd, OTR/L</p> <p><i>Health Literacy Consulting</i></p>	<p>1:00 to 2:30 p.m. <b>BREAKOUT SESSION II</b></p> <p><b>Workshop D</b></p> <p><b>“Health Literacy: The Ethics of Simplicity”</b></p> <p>Helen Osborne, MEd, OTR/L</p> <p><b>Workshop E</b></p> <p><b>Repeat of Workshop C</b></p> <p><b>Workshop F</b></p> <p><b>“Health Promotion Events That Work”</b></p> <p>Colette Gingles</p> <p>coProductions, Inc.</p>
10:15 to 11:45 a.m.	<p><b>BREAKOUT SESSION I</b></p> <p><b>Workshop A</b></p> <p><b>“Health Literacy: Ways You Can Make a Long-Term Difference”</b></p> <p>Helen Osborne, MEd, OTR/L</p> <p><b>Workshop B</b></p> <p><b>“Program Evaluation That Gets Results”</b></p> <p><i>Centers for Disease Control and Prevention, Presenter TBA</i></p> <p><b>Workshop C</b></p> <p><b>“Social Marketing for Results”</b></p> <p>Kari Sapsis, MPH</p> <p><i>National Immunization Program</i></p> <p><i>Centers for Disease Control and Prevention</i></p>	<p>2:45 to 4:15 p.m. <b>BREAKOUT SESSION III</b></p> <p><b>Workshop G</b></p> <p><b>“Written Products Review Workshop”</b></p> <p>Conference Faculty</p> <p>(Bring your written products for review)</p> <p><b>Workshop H</b></p> <p><b>Repeat of Workshop B</b></p> <p><b>Workshop I</b></p> <p><b>Repeat of Workshop F</b></p>

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Meals and course materials included in registration fee. Agenda and faculty subject to change without notice.

For more information, call 410-902-4677

**“Education is what survives when what has been learned has been forgotten.”**  
-B. F. Skinner

# CONFERENCE REGISTRATION FORM

*Please print in black or blue ink. Photocopied registration forms are accepted.*

Name \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_

City, State, ZIP \_\_\_\_\_ Work Phone \_\_\_\_\_

Fax \_\_\_\_\_ Email \_\_\_\_\_

## CONFERENCE FEES

### REGISTRATION

Early Bird (received via mail or fax by March 15)

Member\* \$50 \_\_\_\_\_ @ \$50 = \_\_\_\_\_

Non-Member \$70 \_\_\_\_\_ @ \$70 = \_\_\_\_\_

Standard (postmarked or faxed by April 15)

Member\* \$70 \_\_\_\_\_ @ \$70 = \_\_\_\_\_

Non-Member \$90 \_\_\_\_\_ @ \$90 = \_\_\_\_\_

On-Site (after April 15) \$110 \_\_\_\_\_ @ \$110 = \_\_\_\_\_

\*Attendance at MPP and/or Maryland Childhood Immunization Partnership meeting in 2004 or 2005 qualifies

**TOTAL** (Enclosed or indicated on purchase order) \$ \_\_\_\_\_

**WORKSHOP SELECTION:** For each breakout session, select a first and second choice. We reserve the right to make substitutions.

Breakout Session I (Workshops A-C): First Choice \_\_\_\_\_ Second Choice \_\_\_\_\_

Breakout Session II (Workshops D\*-F): First Choice \_\_\_\_\_ Second Choice \_\_\_\_\_

Breakout Session III (Workshops G-I): First Choice \_\_\_\_\_ Second Choice \_\_\_\_\_

\*Workshop A is recommended as a prerequisite for Workshop D

## CREDIT CARD INFORMATION (VISA and Mastercard ONLY)

Name (as it appears on card) \_\_\_\_\_ Signature \_\_\_\_\_

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Billing Address (if different from above) \_\_\_\_\_

**Make check or purchase order payable to: Maryland Partnership for Prevention, Inc., Tax ID 52-2188038**

Mail completed registration and payment to MPP, P.O. Box 702, Owings Mills, MD 21117-0702.

Registrations paid by credit card may be faxed to 410-902-7771.

*This conference is a  
collaboration between*

Maryland Partnership for  
Prevention, Inc.

Center for Immunization  
Maryland Department of  
Health and Mental Hygiene

*Special thanks to :*

Maryland Childhood  
Immunization Partnership  
Centers for Disease Control  
and Prevention

National Commission for  
Health Education  
Credentialing, Inc.

**Contact Us:**

MPP  
P.O. Box 702  
Owings Mills, MD 21117  
Phone: 410-902-4677  
Fax: 410-902-7771

*We look forward to  
seeing you!*

#### REGISTRATION FEE

**Non-Members:** Early Bird Registration is \$70 and must be received by March 15, 2005. Standard Registration is \$90 and must be postmarked by April 15. Registration after April 15 must be completed on site. On-site registration is \$110.

**Members:** Early Bird Registration is \$50 and must be received by March 15, 2005. Standard Registration is \$70 and must be postmarked by April 15. Registration after April 15 must be completed on site and is \$110.

**ALL REGISTRANTS:** It is recommended that on-site registrants call 410-902-4677 to notify the office of intent to attend. Fees include lunch and conference materials. **NO REFUNDS will be issued after April 15.**

#### CONTINUING EDUCATION CREDIT

Maryland Partnership for Prevention (SEP2160) has been designated a provider of Category I continuing education contact hours (CECH) in health education by the National Commission for Health Education Credentialing, Inc. Certified Health Education Specialists (CHES) may earn up to 5.5 CECH for attending *Points Across II*.

#### ACCOMMODATIONS

Rooms have been reserved at a rate of \$139 per night plus tax for the evenings of May 3 and 4. To reserve a room, call 410-730-3900 and state that you are attending the MPP Points Across Conference. Group rate is guaranteed through April 15, 2005.

#### DIRECTIONS TO THE SHERATON COLUMBIA HOTEL

##### FROM I-95

Take I-95 to 175 West (Exit 41B). Travel five miles; after crossing over Route 29, move to the left lane. Go through five traffic lights and immediately after the 5<sup>th</sup> light, make a left onto Wincopin Circle. Follow the street back past Copeland's Restaurant and the parking garage. The Sheraton Columbia Hotel is on your right.

##### FROM I-83 AND I-695

Take I-83 South to I-695 West (Baltimore Beltway). Follow I-695 West to I-70 West. Follow I-70 West to Route 29 South. Take 29 South approximately four miles to the Columbia Town Center exit (Route 175 West). Go through five traffic lights and immediately after the 5<sup>th</sup> light, make a left onto Wincopin Circle. Follow the street back past Copeland's Restaurant and the parking garage. The Sheraton Columbia Hotel is on your right.

*For directions from another location or more information, call 410-410-730-3900.*

#### CONFERENCE FACULTY

**Colette Gingles** established coProductions, a marketing and communications consulting firm marketing firm in 1998. With over 13 years experience in community relations, she has managed innovative marketing efforts and created successful special events for major institutions, national associations, government agencies, local businesses, and nonprofit organizations.

**Helen Osborne** is recognized as an expert in health literacy, helping professionals communicate in ways patients and families can understand. She is president of her own business, Health Literacy Consulting, and is the founding director of Health Literacy Month. Ms. Osborne is a columnist for the *Boston Globe's On Call* magazine and is the author of three books.

**Kari Sapsis** has extensive experience in the areas of social marketing and health communications. In her position as Health Communications Specialist for the Centers for Disease Control, Ms. Sapsis coordinates national campaigns and media relations and conducts formative research with racial and ethnic minorities, seniors, parents, and providers.

#### MARYLAND PARTNERSHIP FOR PREVENTION, INC.

The Maryland Partnership for Prevention, Inc. is a non-profit organization that aims to improve the health status of underserved residents of Maryland. For more information about MPP, call 410-902-4677 or write: P.O. Box 702, Owings Mills, MD 21117.