



AGENTS OF CHANGE

SUMMIT 2016



THE SCIENCE & TECHNOLOGY OF BEHAVIOR CHANGE

FEBRUARY 8 - 9, 2016 / SAN DIEGO, CA

THIS GUIDE BELONGS TO

PRESENTING SPONSOR



RESCUE
The Behavior Change Agency

#AOC16



WELCOME
CHANGE AGENTS

WELCOME TO THE



We are so grateful that you and other leaders from around the world have joined us for this inaugural **Agents of Change Summit**. During the next two days, our goal is to unify and expand the community that is using marketing and technology to change people's behaviors to live healthier lives. We are thrilled you decided to participate.

Day one is focused on the science of behavior change. Presentations include specific behavior change strategies and topics including health education, policy change, social enterprise, behavioral economics, culture change, and evaluation.

Day two provides a spotlight on the technology of behavior change. It is designed to share real-time tools and powerful examples of how technology and media support the various behavior change strategies in a measurable way.

Throughout planning, we received incredible feedback from change agents like you who are looking for new solutions to solving obesity, drugs & alcohol, tobacco and sexual health issues. We've heard and understand that updated models and new ideas are necessary for today's complex world. That's why this experience is designed to be different.

We invite you to take an active part in the Summit. Share your success stories as well as your challenges. Take the time to meet and learn from the other change agents around you. Find ways to make these strategies and technologies relevant to you.

Thank you for joining us and we hope you enjoy the **Agents of Change Summit**.

Kristin Carroll
Conference Co-Chair
Chief Executive Officer
Rescue

Jeff Jordan
Conference Co-Chair
President &
Executive Creative Director
Rescue

STEERING COMMITTEE

We would like to thank the following individuals for their contributions to the planning and execution of the inaugural Agents of Change Summit.



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President &
Executive Creative Director
Rescue



Kristin Carroll
CEO
Rescue



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Endowment Trust**

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Ross Bell

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Rescue

Dianna Campbell-Saulsbury

Senior Director, Client Services
Rescue

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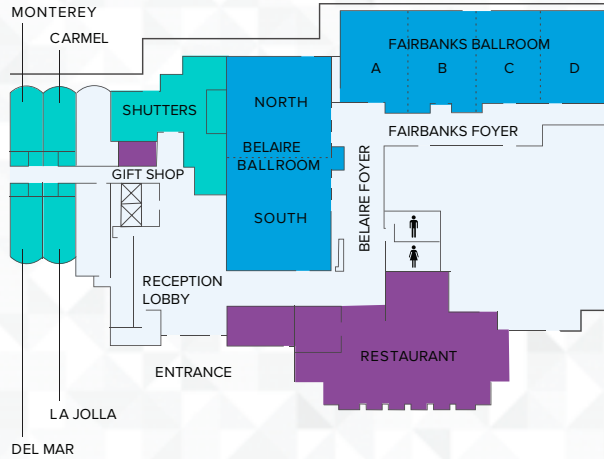
**SOCIAL REWARDS
PROGRAM
LOGO**

SUPPORTERS

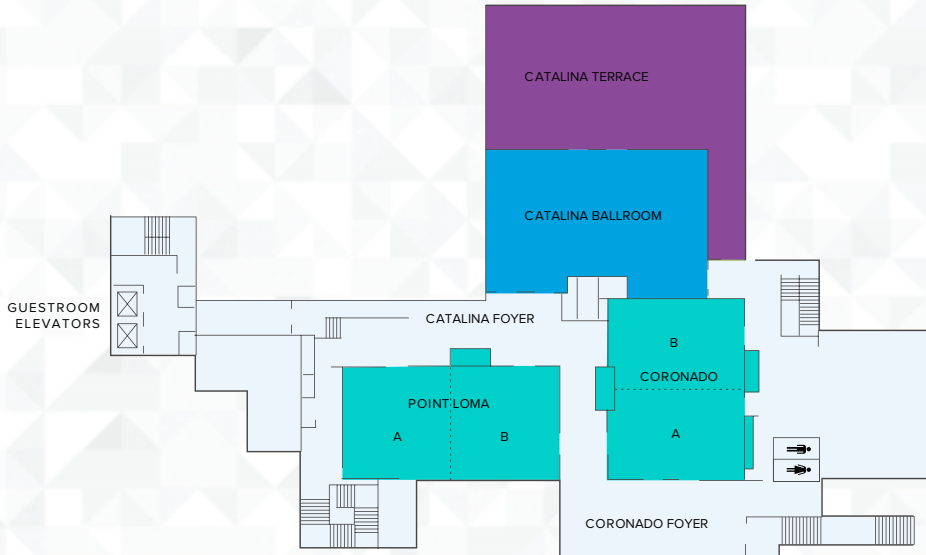


MAP

LOBBY LEVEL



UPPER LEVEL 4TH FLOOR





AGENDA DAY 1

AGENDA / DAY 1

■ GENERAL SESSIONS
 ■ NETWORKING VILLAGES
 ■ BREAKOUT SESSIONS





TIME	SESSION	LOCATION
7:00 AM	MORNING WORKOUT BY BOKS: AN INITIATIVE OF THE REEBOK FOUNDATION.	MEET IN HOTEL LOBBY
7:00 AM	REGISTRATION OPENS	BEL AIRE FOYER
7:45 AM	GRAB & GO BREAKFAST	FAIRBANKS FOYER
8:30 AM	DAY 1 OPENING SESSION: THE SCIENCE OF CHANGE	BEL AIRE BALLROOM
8:30 AM	WELCOME TO THE AGENTS OF CHANGE SUMMIT  Kristin Carroll CEO Rescue	
8:35 AM	KEYNOTE - THE PATHWAYS TO BEHAVIOR CHANGE  Jeff Jordan President & Executive Creative Director Rescue	
9:00 AM	KEYNOTE - YOUR ROADMAP TO CHANGE  Tom Chapel Chief Evaluation Officer Centers for Disease Control & Prevention	
9:45 AM	CONCURRENT FOUNDATIONAL SESSIONS & NETWORKING WITHIN NETWORKING VILLAGES	
MAYORS: MODERATORS:	PREVENTING & REDUCING TOBACCO USE VILLAGE Beverly May Campaign for Tobacco-Free Kids Tyler Jansen Rescue Marge White Virginia Foundation for Healthy Youth Rebecca Brookes Vermont Department of Health	CATALINA 
MAYOR: MODERATORS:	PREVENTING & REDUCING OBESITY VILLAGE Kristi Miller American Heart Association Joy Parkinson Griffith University	POINT LOMA 

TIME	SESSION	LOCATION
MAYOR: Terri Christensen Partnership for Drug-Free Kids MODERATOR: Shannon Hartley Shatterproof	PREVENTING AND TREATING DRUGS & ALCOHOL VILLAGE Tyler Jansen Rescue Rebecca Brookes Vermont Department of Health	CORONADO 
MAYORS: Lawrence Swiader Senior Director of Digital Media - The National Campaign to Prevent Teen and Unplanned Pregnancy MODERATOR: Susan Kirby Kirby Marketing Solutions	SEXUAL HEALTH VILLAGE Nick DeLuca Center for Disease Control & Prevention	FAIRBANKS A 
8:30 AM	GENERAL SESSION: ADVANCED BEHAVIOR CHANGE STRATEGIES	BEL AIRE BALLROOM
10:50 AM	KEYNOTE - APPLYING THE SCIENCE OF CHANGING KNOWLEDGE  Kathy Crosby Director, Office of Health Communications and Education Center for Tobacco Products, FDA	
11:10 AM	KEYNOTE - CREATING A CULTURE OF HEALTH  John Lumpkin Senior Vice President and Director Targeted Teams - Robert Wood Johnson Foundation	
11:30 AM	KEYNOTE - DESIGNING FOR CHANGE  Bryan Walker Partner and Managing Director of Design for Change IDEO	
12:00 AM	CONCURRENT BEHAVIOR CHANGE SESSIONS	BEL AIRE BALLROOM
	101. DIGITAL STRATEGIES TO PROMOTE SEXUAL HEALTH 101A. PULLING BACK THE CURTAIN: HOW DIGITAL CAN BE USED IN IMMUNIZATION TO GET A GLIMPSE AT INTENTION 101B. START TALKING. STOP HIV. AN ACT AGAINST AIDS CAMPAIGN PROMOTING HIV COMMUNICATION AMONG GAY AND BISEXUAL MEN	FAIRBANKS A 

TIME	SESSION	LOCATION
12:00 PM	<p>102. ENHANCING SOCIAL MARKETING PRACTICE: PLAYING TO WIN Sharyn Rundle-Thiele Professor / Editor in Chief - Griffith University / Journal of Social Marketing</p>	FAIRBANKS B
	<p>103. CUTTING EDGE ENGAGEMENT STRATEGIES: LESSONS FROM THE WORKSITE Michael Byrd Sharp Health Plan</p>	FAIRBANKS C
	<p>104. SEGMENTATION TO REACH HIGH RISK YOUTH & YOUNG ADULTS 104A. WHO'S AT RISK? PRAGMATIC MARKET SEGMENTATION STRATEGIES TO UNDERSTAND YOUNG ADULT TOBACCO USE Dr. Pam Ling UCSF 104B. THEY AIN'T CITY FOLKS: AN AUTHENTIC BRAND AND STRATEGY TO REDUCE RURAL TEEN TOBACCO USE Tyler Jansen Rebecca Brooks Rescue Vermont Department of Health</p>	FAIRBANKS D
	<p>105. ENGAGING MOMS IN NUTRITION & PHYSICAL ACTIVITY 105A. CHOOSE HEALTH LA MOMS: UTILIZING DIGITAL & SOCIAL MEDIA ADVERTISING TO INCREASE WEBSITE TRAFFIC Rachel Tyree LA County Department of Public Health 105B. THE POWER OF MOMS: PHYSICAL ACTIVITY MOVEMENT INFLUENCING YOUTH HEALTH OUTCOMES Kathleen Tullie Boks/The Reebok Foundation</p>	POINT LOMA
	<p>106. REDUCING TEEN TOBACCO USE IN 2016 106A. "KEEP IT FRESH": COPY TESTING HIP HOP TOBACCO PREVENTION CAMPAIGN ADVERTISEMENT Dana E. Wagner PhD, Senior Research Scientist - Rescue Matthew W. Walker DrPH Health Scientist - FDA Center for Tobacco Products 106B. RAISING THE AGE TO 21: AN EMERGING POLICY, BEVERLY MAY, CAMPAIGN FOR TOBACCO-FREE KIDS</p>	CATALINA
	<p>107. USING TECHNOLOGY TO ADDRESS EMERGING DRUG ISSUES 107A. GOING ONLINE TO REACH PEOPLE SEEKING HELP: EARLY POTHELP PROGRESS Catherine Milburn New Zealand Drug Foundation 107B. COMBATting EMERGING DRUGS WITH ZOMBIES Elaine Myada Octane Public Relations & Advertising</p>	CORONADO







AGENDA / DAY 1

■ GENERAL SESSIONS
 ■ NETWORKING VILLAGES
 ■ BREAKOUT SESSIONS

TIME	SESSION	LOCATION
12:45 PM	LUNCH PROVIDED WITHIN NETWORKING VILLAGES	
	PREVENTING & REDUCING TOBACCO USE VILLAGE	CATALINA 
	PREVENTING & REDUCING OBESITY VILLAGE	POINT LOMA 
	PREVENTING AND TREATING DRUGS & ALCOHOL VILLAGE	CORONADO 
	SEXUAL HEALTH VILLAGE	FAIRBANKS A 
1:30 AM	GENERAL SESSION: CULTURE & SOCIAL ENTERPRISE	BEL AIRE BALLROOM
1:30 PM MODERATOR:	<p>PANEL - BEHAVIOR CHANGE THROUGH SOCIAL ENTERPRISE</p> <p>Will Marre Smart Power Institute</p> <div style="display: flex; align-items: flex-start; margin-top: 10px;"> <div style="width: 60px; height: 60px; background-color: black; margin-right: 10px;"></div> <div> <p>PANELIST 1:</p> <p>Ben Simon CEO Imperfect Produce</p> </div> </div> <div style="display: flex; align-items: flex-start; margin-top: 10px;"> <div style="width: 60px; height: 60px; background-color: black; margin-right: 10px;"></div> <div> <p>PANELIST 2:</p> <p>Adrian James Co-Founder & President Omada Health</p> </div> </div> <div style="display: flex; align-items: flex-start; margin-top: 10px;"> <div style="width: 60px; height: 60px; background-color: black; margin-right: 10px;"></div> <div> <p>PANELIST 3:</p> <p>Josie Donnelly Vice President ACTIVE Network</p> </div> </div>	
2:20 PM	<p>KEYNOTE - READY, EXERCISE. THE COMPLEX MULTILAYERED CHALLENGE OF PROMOTING HEALTHY PHYSICAL ACTIVITY</p> <div style="display: flex; align-items: flex-start; margin-top: 10px;"> <div style="width: 60px; height: 60px; background-color: #ccc; margin-right: 10px;"></div> <div> <p>John Elder Professor SDSU Graduate School of Public Health</p> </div> </div>	
2:40 PM	<p>SOCIAL BRANDING: ENLISTING YOUTH CULTURE TO PROMOTE HEALTH</p> <div style="display: flex; align-items: flex-start; margin-top: 10px;"> <div style="width: 60px; height: 60px; background-color: #ccc; margin-right: 10px;"></div> <div> <p>Jeff Jordan President & Executive Creative Director Rescue</p> </div> </div>	

AGENDA / DAY 1

■ GENERAL SESSIONS
 ■ NETWORKING VILLAGES
 ■ BREAKOUT SESSIONS

TIME	SESSION	LOCATION
3:15 PM	AFTERNOON BREAK & REFRESHMENTS WITHIN TOPICAL NETWORKING VILLAGES	
	PREVENTING & REDUCING TOBACCO USE VILLAGE	CATALINA 
	PREVENTING & REDUCING OBESITY VILLAGE	POINT LOMA 
	PREVENTING AND TREATING DRUGS & ALCOHOL VILLAGE	CORONADO 
	SEXUAL HEALTH VILLAGE	FAIRBANKS A 
3:50 PM	GENERAL SESSION: ADVANCING OUR BEHAVIOR CHANGE STRATEGIES	BEL AIRE BALLROOM
3:50 PM	KEYNOTE - DIGITALLY HELPING YOUR AUDIENCE CHANGE  <p>Tony Foleno Senior Vice President Research Ad Council</p>	
4:15 PM	KEYNOTE - BEHAVIOR CHANGE THAT CREATES VALUE FOR YOUR AUDIENCE  <p>Jeff French CEO Strategic Social Marketing</p>	
4:45 PM	DAY 1 CLOSING REMARKS	
7:00 PM	CHANGE AGENT CELEBRATION DINNER	BEL AIRE BALLROOM



AGENDA DAY 2

TIME

SESSION

LOCATION

AGENDA / DAY 2

■ GENERAL SESSIONS ■ NETWORKING VILLAGES ■ BREAKOUT SESSIONS

TIME

SESSION

LOCATION

AGENDA / DAY 2

■ GENERAL SESSIONS ■ NETWORKING VILLAGES ■ BREAKOUT SESSIONS

TIME	SESSION	LOCATION
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AGENDA / DAY 2

■ GENERAL SESSIONS ■ NETWORKING VILLAGES ■ BREAKOUT SESSIONS

TIME

SESSION

LOCATION

TIME

SESSION

LOCATION

AGENDA / DAY 2

■ GENERAL SESSIONS ■ NETWORKING VILLAGES ■ BREAKOUT SESSIONS

TIME

SESSION

LOCATION

The image features a coastal landscape with a cliffside and ocean under a blue sky. The scene is overlaid with a red and blue geometric design. The red design consists of a vertical bar on the left and a diagonal bar at the bottom. The blue design is a large, semi-transparent shape that covers the right side of the image. The text "NETWORKING VILLAGES" is written in white, bold, uppercase letters across the bottom of the image, positioned over the blue and red areas.

NETWORKING VILLAGES