



# AGENTS OF CHANGE

SUMMIT 2018

THE SCIENCE & TECHNOLOGY OF BEHAVIOR CHANGE

FEBRUARY 12 - 13, 2018 / SAN DIEGO, CA



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**RESCUE**  
The Behavior Change Agency

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WELCOME CHANGE AGENTS

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# WELCOME TO THE



# AGENTS OF CHANGE

SUMMIT 2018

We are so grateful that you and other leaders from around the world have joined us for our second 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 drive positive behavior change. Together, we have the power not only to change health in our own communities, but across the country, and around the world.

As we collectively work towards the promise of healthy communities, we recognize that the landscape is incredibly complex. Our goal is to highlight solutions that work and explore how behavior change campaigns can be successful in an environment where media is splintered, technology is ever-changing, and expertise comes from a range of new sources. Fueled by incredible feedback after our 2016 Summit and insights from our Steering and Planning Committees, we have carefully curated the next two days with speakers, panels, and breakout sessions that will inspire you, teach you, and challenge you to think differently.

Day One is focused on the Science of Change and will explore public health best practices including pathways to change, designing movements, and reaching at-risk audiences. We'll also discuss how to align public health and medical communities, remove obstacles and barriers to change, and measure our impact. We'll share both practical and innovative ideas through case studies, stories, and real-life examples.

Day Two will shine a spotlight on the Technology of Change by exploring how to navigate a changing digital world. We'll hear from experts about how messages spread online, what we can learn from big data, and how to use digital tools to measure behavior change. We'll also host a critical discussion about how to address emerging public health issues. And finally, we'll align our exploration of the latest and greatest tech with the tried and true methods for effective evaluation.

This experience is designed to be unlike any other public health gathering. We invite you to be active participants in our sessions by sharing your experiences and challenges, engaging in thoughtful discussions with new colleagues, and learning strategies you can immediately apply back at home.

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

**Kristin Carroll**  
Conference Co-Chair  
Chief Executive Officer  
Rescue Agency

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

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# STEERING COMMITTEE

## COMMITTEE CO-CHAIRS



**Jeff Jordan**  
President and Executive Creative Director  
Rescue Agency



**Kristin Carroll**  
CEO  
Rescue Agency



**David Wilson**  
National Prevention  
Week Coordinator  
Substance Abuse and Mental  
Health Services Administration  
(SAMHSA)



**David Sleet**  
Division of Unintentional  
Injury Prevention  
Centers for Disease Control  
and Prevention (CDC)



**Julia Eisman**  
Client Partners  
Facebook



**Eric Asche**  
Chief Marketing Officer  
The Truth Initiative



**Jeff French**  
Chief Executive Officer  
Strategic Social Marketing



**Rain Henderson**  
Advisor  
Clinton Foundation



**Roy Daiany**  
Head of Industry, Public Sector  
Google



**Danny McGoldrick**  
Vice President  
Campaign for  
Tobacco-Free Kids



**Lori Melichar**  
Director of the Pioneer Portfolio  
Robert Wood  
Johnson Foundation



**Tom Chapel**  
Chief Evaluator  
Centers for Disease Control  
and Prevention (CDC)



**Tony Foleno**  
Senior Vice President, Research  
Ad Council



**SaraT (ST) Mayer**  
Chief Program Officer  
Code for America

# PLANNING COMMITTEE

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## Ana Bolaños

Chief, Nutrition Education & CalFresh Outreach Section  
California Department of Social Services

## Andra Nicoli

Program and Evaluation Analyst  
UC CalFresh Nutrition Education Program

## April Brubach

Deputy Director, Health Communication and Education  
Food and Drug Administration (FDA)

## Ben Birks Ang

National Youth Services Adviser  
Odyssey Trust

## Candice Marti

Director of Marketing and Customer Experience  
Transdev

## Carrie Clyne

Director of Marketing  
Rescue Agency

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Senior Health Improvement Project Manager  
Blue Cross and Blue Shield of Minnesota

## Darshana Panchal

Event Coordinator  
Agents of Change Summit

## Doug Evans

Professor of Prevention and Community Health  
The George Washington University

## Lawrence Swiader

Director of Digital Strategy  
Civil War Trust

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Founder and Managing Director  
Marketing for Change

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Deputy Director  
Virginia Foundation for Healthy Youth

## Maria Azzarelli

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Southern Nevada Health District

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Agents of Change Summit

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Drug Demand Reduction Programme Manager  
NZ Drug Foundation

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## Rebecca Brookes

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Vermont Department of Health

## Rebekah Russell-Bennett

Professor  
QUT Business School

## Robin Scala

Office on Smoking and Health  
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## Rowena Merritt

Head of Research  
National Social Marketing Centre

## Shannon Hartley

Chief Marketing Officer  
Shatterproof: Stronger Than Addiction

## Sharyn Rundle-Thiele

Professor / Editor-in-Chief  
Griffith University / Journal of Social Marketing

## Sjonna Paulson

Director of Health Communication  
Oklahoma Tobacco Settlement Endowment Trust

## Stephanie Ryan

Senior Associate  
B Corps

## Susan D. Kirby

President  
Kirby Marketing Solutions

## Suzi Gates

Team Lead, Health Communication  
Centers for Disease Control and Prevention (CDC)

## Tesfa Alexander

Health Communications Director  
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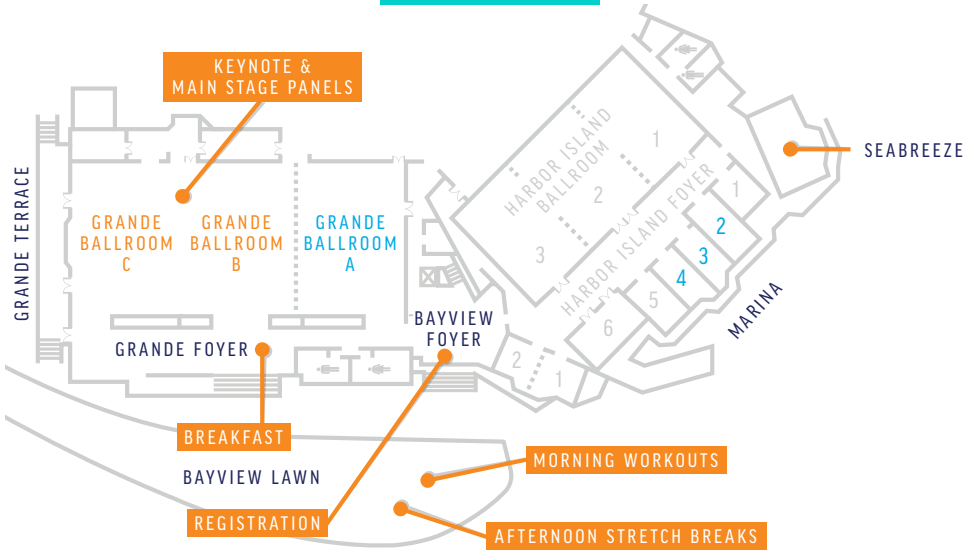
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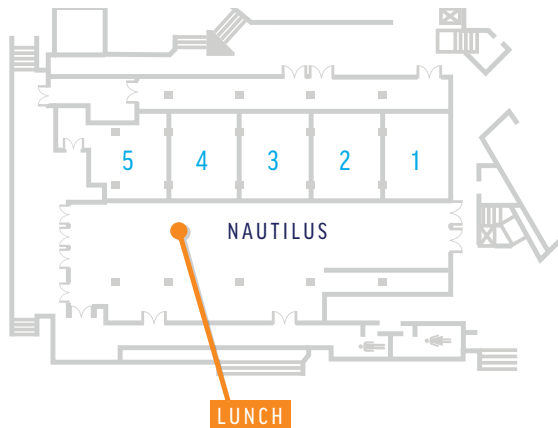
# MAP

■ CONCURRENT BREAKOUT ROOMS   ■ MAINSTAGE SESSIONS

## LOBBY LEVEL



## LOWER LEVEL



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# AGENDA / DAY 1

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# CHANGING BEHAVIORS SINCE 2001

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

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

## MONDAY



**NAUTILUS 1 / 10:05AM**  
 Reducing At-Risk Teen Smoking: Evidence of Success from the SYKE "Alternative" Teen Campaign



**NAUTILUS 2 / 10:05AM**  
 Strategies Used to Develop "Fresh Empire"—the First National Multicultural Teen Tobacco Prevention Public Education Campaign



**NAUTILUS 5 / 10:05AM**  
 Mobilizing Virginians to Rev Their Bevs



**SEABREEZE / 10:05AM**  
 Research on Opioid Health Messages and Communications for Young Adults



**NAUTILUS 1 / 3:20PM**  
 Using Influencers and Interactive Digital Experiences to Change Beliefs About Tobacco Use Among LGBT Young Adults



**NAUTILUS 3 / 3:20PM**  
 Tailoring Social Media Content about Chewing Tobacco to Country Teens



**NAUTILUS 5 / 3:20PM**  
 Great Starts with Breakfast: Youth Advocacy in Obesity Prevention



**SEABREEZE / 3:20PM**  
 Understanding Marijuana Use and Reducing it's Risk

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# AGENDA / DAY 1

■ GENERAL SESSIONS ■ NETWORKING SESSIONS ■ BREAKOUT SESSIONS

TIME	SESSION	LOCATION
7:00AM	REGISTRATION OPENS	BAYVIEW FOYER
7:00AM	WORKOUT Check the app for more information	BAYVIEW LAWN
7:30AM	GRAB & GO BREAKFAST	GRANDE FOYER

## DAY 1 / OPENING SESSION: THE SCIENCE OF BEHAVIOR CHANGE

8:30AM	<p><b>OPENING KEYNOTE</b> CAN WE ELIMINATE THE BURDEN OF CHANGE?</p>  <p><b>Jeff Jordan</b> President &amp; Executive Creative Director Rescue Agency</p>	MAIN STAGE GRANDE B/C
9:05AM	<p><b>KEYNOTE 2</b> SURROUNDED BY CHANGE: THE CUMULATIVE EFFECT OF CHANGING ENVIRONMENTS, BUSINESSES, AND POLICIES</p>  <p><b>Nick Buettner</b> Community &amp; Corporate Program Director Blue Zones</p>	
9:30AM	<p><b>KEYNOTE 3</b> CREATING CHANGE THROUGH MOVEMENTS, NOT MANDATES</p>  <p><b>Melanie Bell-Mayeda</b> Partner &amp; Managing Director IDEO</p>	

### ..... BREAKOUT / WORKSHOP LEGEND .....



TOBACCO PREVENTION  
& CESSATION



SEXUAL HEALTH



BEHAVIOR CHANGE  
FUNDAMENTALS




OBESITY PREVENTION



SUBSTANCE ABUSE

## CONCURRENT BREAKOUT SESSIONS

10:05AM	<p><b>CREATING MESSAGES THAT DRIVE CESSATION</b></p> <p>TOBACCO FREE FLORIDA: DRIVING QUIT ATTEMPTS &amp; MEDIA IMPLEMENTATION Elizabeth McCarthy Alma DDB</p> <p>OKLAHOMA TOBACCO HELPLINE: CAPITALIZING ON LIFE MOMENTS THROUGH SOCIAL TO IMPACT BEHAVIOR Rachel Merritt VI Marketing and Branding</p>	GRANDE A 
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# AGENDA / DAY 1

■ GENERAL SESSIONS ■ NETWORKING SESSIONS ■ BREAKOUT SESSIONS

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

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# AGENDA / DAY 1

■ GENERAL SESSIONS ■ NETWORKING SESSIONS ■ BREAKOUT SESSIONS

TIME

SESSION

LOCATION

## CONCURRENT BREAKOUT SESSIONS CONTINUED

10:05AM

### INNOVATIVE COMMUNITY OUTREACH EFFORTS TO REDUCE OBESITY

#### MOBILIZING VIRGINIANS TO REV THEIR BEVS

Heidi Lail Hertz, M.S., R.D. Virginia Foundation for Healthy Youth

#### USE OF A 5K FITNESS CHALLENGE TO INCREASE THE PHYSICAL ACTIVITY OF SAN DIEGO COUNTY RESIDENTS AND HELP PREVENT OBESITY

Lana Findlay, M.S. County of San Diego Health & Human Services Agency

NAUTILUS 5



### CUTTING-EDGE STRATEGIES IN OBESITY PREVENTION

#### ONE MINUTE HUMOROUS VIDEO RISK TEST

John Patton  
National Association of  
Chronic Disease Directors

Rachelle Reeder  
Ad Council

#### LOOK, FEEL, DISCUSS, DO: USING FIELD- AND LAB-BASED TECHNOLOGIES TO UNDERSTAND THE DRIVERS OF IN-STORE CONSUMER DECISIONS

Iana Castro, Ph.D. San Diego State University, Fowler College of Business

NAUTILUS 4



### USING DIGITAL TOOLS TO UNDERSTAND AND INCORPORATE RELATIONSHIPS IN HEALTH EDUCATION

#### DOMESTIC VIOLENCE IS NOT A DEAL BREAKER: AN ANALYSIS OF #WHYISTAYED MESSAGES ON TWITTER

Kelsey Caldwell, M.A. California State University, Chico

#### SUCCESSES & LESSONS LEARNED FROM CDC'S ZIKA PREVENTION CAMPAIGN FOR MALE TRAVELERS WITH FEMALE PARTNERS OF REPRODUCTIVE AGE

Allison Friedman Centers for Disease Control and Prevention, National Center for Emerging and Zoonotic Infectious Diseases

MARINA 4



### GETTING IN FRONT OF OPIOID ADDICTION

#### STRATEGIES FOR IMPLEMENTING ONLINE TRAINING: APPLYING CDC'S GUIDELINE FOR PRESCRIBING OPIOIDS

LeShaundra Cordier, M.P.H., CHES® Centers for Disease Control and Prevention, National Center for Injury Prevention, Division of Unintentional Injury

#### RESEARCH ON OPIOID HEALTH MESSAGES AND COMMUNICATIONS FOR YOUNG ADULTS

Sophia Lerdahl Rescue Agency

SEABREEZE



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# AGENDA / DAY 1

■ GENERAL SESSIONS ■ NETWORKING SESSIONS ■ BREAKOUT SESSIONS






TIME	SESSION	LOCATION
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## CONCURRENT BREAKOUT SESSIONS CONTINUED

	<p><b>INNOVATIVE SOCIAL MARKETING APPROACHES</b></p> <p>STIMULATING SOCIAL MEDIA ENGAGEMENT BEHAVIOR FOR SOCIAL MARKETING MESSAGES: IMPACT OF PERSONALITY, INCENTIVES AND MESSAGE APPEAL</p> <p>Cynthia Webster, Ph.D. Macquarie University</p> <p>USING MASS MEDIA COMMUNICATIONS TO PROMOTE SMOKING CESSATION IN TURKEY &amp; POST-TEST MEASUREMENT</p> <p>Muserref Pervin Tuba Durgut Turkish Green Crescent Society</p>	<p>MARINA 2</p>  
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10:55AM	MORNING BREAK	GRANDE FOYER
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## GENERAL SESSION

11:15AM	<p><b>PANEL / TAKING THE BURDEN OF CHANGE: HOW TO REMOVE OBSTACLES VAND EMPOWER CHANGE</b></p> <p><b>PANELIST 1 USING GAMIFICATION FOR BEHAVIOR CHANGE</b></p>  <p><b>Rebekah Russell-Bennet, B.Com.(Hons), Ph.D.</b> Professor of Marketing QUT Business School, Queensland University of Technology, Australia</p> <p><b>PANELIST 2 REMOVING BARRIERS: APPLYING CUTTING EDGE BEHAVIOR CHANGE TECHNIQUES TO PUBLIC HEALTH CHALLENGES</b></p>  <p><b>Lori Melichar, Ph.D.</b> Director of the Pioneer Portfolio Robert Wood Johnson Foundation</p> <p><b>PANELIST 3 DATA MAPPING FOR HEALTH</b></p>  <p><b>Patrick Sullivan, D.V.M., Ph.D.</b> Professor; Principal Scientist Emory University Rollins School of Public Health; AIDSvu</p> <p><b>PANELIST 4 EMPOWERING NUTRITION CHANGES THROUGH INNOVATION</b></p>  <p><b>Kim McCoy Wade</b> Chief of CalFresh and Nutrition Branch California Department of Social Services, CalFresh Program</p> <hr/>  <p><b>MODERATOR</b> <b>Allison Aubrey</b> Correspondent NPR</p>	<p>MAIN STAGE GRANDE B/C</p>
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# AGENDA / DAY 1

■ GENERAL SESSIONS ■ NETWORKING SESSIONS ■ BREAKOUT SESSIONS

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

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# AGENDA / DAY 1

■ GENERAL SESSIONS ■ NETWORKING SESSIONS ■ BREAKOUT SESSIONS

TIME	SESSION	LOCATION
3:00PM	AFTERNOON BREAK & STRETCH	GRANDE FOYER & BAYVIEW LAWN

## CONCURRENT BREAKOUT SESSIONS

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

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# AGENDA / DAY 1

■ GENERAL SESSIONS ■ NETWORKING SESSIONS ■ BREAKOUT SESSIONS

TIME

SESSION

LOCATION

## CONCURRENT BREAKOUT SESSIONS CONTINUED

3:20PM

### PLANNED PARENTHOOD'S TECH REVOLUTION

#### CHAT/TEXT PROGRAM: EFFICACY TRIAL RESULTS

**Nicole Levitz, M.P.H.** Planned Parenthood Federation of America

#### SPOT ON: HACKING GROWTH & ENGAGEMENT WITH UNIFIED THEORY OF BEHAVIOR

**Hannah Pyper**  
Planned Parenthood Federation of America

**Julia Bennett**  
Planned Parenthood Federation of America

MARINA 3



### WORKING WITH SCHOOLS TO CHANGE YOUTH NUTRITION BEHAVIORS

#### GREAT STARTS WITH BREAKFAST: YOUTH ADVOCACY IN OBESITY PREVENTION

**Heidi Lail Hertz, M.S., R.D.**  
Virginia Foundation for Healthy Youth

**Megan Flynn**  
Rescue Agency

#### HOW "TEENS COOK WITH HEART" IS CREATING A GENERATION OF HEALTHY CHEFS

**Annarella Jordan**  
American Heart Association

**Gabriella Parker**  
American Heart Association

NAUTILUS 5



### WEIGHT MANAGEMENT IN PRIORITY POPULATIONS

#### E-HEALTH WEIGHT MANAGEMENT INTERVENTIONS: ARE THEY EFFECTIVE AMONG YOUNG ADULTS?

**Taylor Willmott** Griffith University

#### TRANSFORMING U - A TRANSDISCIPLINARY, MULTIMODAL SYSTEM TO ADDRESS THE CONTRIBUTION OF ATTENTION DEFICIT DISORDER TO THE OBESITY EPIDEMIC

**Craig Liden, M.D.** TRANSHHealth, Inc.

NAUTILUS 4



### UNDERSTANDING AND CHANGING NUTRITION BEHAVIORS

#### DELIVERING ENVIRONMENTS THAT ARE CONDUCIVE TO INDIVIDUAL BEHAVIOR CHANGE

**Sharyn Rundle-Thiele, Ph.D.** Griffith University and DST Group

#### NUTRITION IS FOR EVERYONE

**Adriane Griffen, DrPH, MPH, MCHES®**  
Association of University Centers on Disabilities

MARINA 4



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# AGENDA / DAY 1

■ GENERAL SESSIONS ■ NETWORKING SESSIONS ■ BREAKOUT SESSIONS

TIME	SESSION	LOCATION
CONCURRENT BREAKOUT SESSIONS CONTINUED		
	<p style="background-color: #00b09b; color: white; padding: 2px;"><b>TACKLING ADDICTION ACROSS POPULATION SEGMENTS</b></p> <p>A BEHAVIOR CHANGE TRAINING PLATFORM FOR PARENTS OF CHILDREN STRUGGLING WITH ADDICTION  <b>Frederick Muench, Ph.D.</b> Partnership for Drug-free Kids</p> <p>USING SOCIAL MEDIA AND PROSOCIAL ACTIVITIES TO REDUCE UNDERAGE DRINKING AND PRESCRIPTION DRUG ABUSE IN A TRIBAL COMMUNITY  <b>Miranda Willis</b> Chickasaw Nation</p>	<p>MARINA 2</p> 
	<p style="background-color: #00b09b; color: white; padding: 2px;"><b>UNDERSTANDING MARIJUANA USE AND REDUCING IT'S RISK</b></p> <p>TEEN MARIJUANA USE: WHICH TEENS ARE MOST AT-RISK?  <b>Shannon Blyth</b> Rescue Agency      <b>Pamela Buchwald</b> Rescue Agency</p> <p>CALIFORNIA CANNABIS: EXPLORING VULNERABLE POPULATIONS DURING THE LEGALIZATION OF RECREATIONAL MARIJUANA  <b>Shiloh Beckerley Ph.D.</b> Rescue Agency      <b>Tricia Blocher M.S.</b> California Department of Health</p>	<p>SEABREEZE</p> 
GENERAL SESSION		
4:20PM	<p><b>KEYNOTE 6</b> HOW TO USE HUMOR TO DRIVE BEHAVIOR CHANGE</p>  <p><b>Brad Jenkins</b>            Managing Director &amp; Executive Producer  <b>Funny or Die</b></p>	<p>MAIN STAGE GRANDE B/C</p>
4:35PM	<p><b>KEYNOTE 7</b> RECAP OF THE SCIENCE OF CHANGE</p>  <p><b>Jeff Jordan</b>            President &amp; Executive Creative Director  <b>Rescue Agency</b></p>	
4:50PM	<p><b>CLOSING KEYNOTE</b> UNITING THE SCIENCE &amp; TECHNOLOGY OF CHANGE</p>  <p><b>Kyu Rhee, M.D., M.P.P.</b>            Chief Health Officer  <b>IBM Watson Health</b></p>	
5:15PM	DAY 1 CONCLUDES	
5:45PM	30 MINUTE WALK & TALK	REGISTRATION
7:00PM	<p>CHANGE AGENT CELEBRATION DINNER</p> <p>Tickets required</p>	MAIN STAGE GRANDE B/C

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# AGENDA / DAY 2

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# CHANGING BEHAVIORS SINCE 2001

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

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

## TUESDAY



### GRANDE BALLROOM A / 9:55AM

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



### NAUTILUS 1 / 9:55AM

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



### NAUTILUS 2 / 9:55AM

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



### NAUTILUS 5 / 9:55AM

Understanding the Barriers to Healthy Eating Among Low Income Californians



### NAUTILUS 2 / 2:30PM

Policy 360: Designing Effective Grassroots Policy Campaigns



### MARINA 4 / 2:30PM

Maximizing Online Engagement



### GRANDE A / 2:30PM

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



### NAUTILUS 4 / 2:30PM

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

[RESCUEAGENCY.COM](http://RESCUEAGENCY.COM)

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# AGENDA / DAY 2

■ GENERAL SESSIONS ■ NETWORKING SESSIONS ■ BREAKOUT SESSIONS

TIME	SESSION	LOCATION
7:00AM	WORKOUT	BAYVIEW LAWN
7:30AM	GRAB & GO BREAKFAST	GRANDE FOYER

## DAY 2 / OPENING SESSION: THE TECHNOLOGY OF INFLUENCE






8:30AM	<p><b>OPENING KEYNOTE</b> HOW TECHNOLOGY BRINGS US CLOSER TO OUR AUDIENCE EVERYDAY</p>  <p><b>Kristin Carroll</b> Chief Executive Officer Rescue Agency</p>	MAIN STAGE GRANDE B/C
8:55AM	<p><b>KEYNOTE 2</b> TECH AND THE SOCIAL DETERMINANTS OF HEALTH</p>  <p><b>Antwi Akom Ph.D</b> SFSU CEO &amp; Co-Founder; Founding Director of Social Innovation Lab Streetwyze; UCSF</p>	
9:20AM	<p><b>KEYNOTE 3</b> ACTIVATING DATA AND TARGETED MEDIA FOR BEHAVIOR CHANGE</p>  <p><b>Roy Daiany</b> Head of Industry, Public Sector Google</p>	

## CONCURRENT BREAKOUT SESSIONS

9:55AM	<p><b>BEYOND CIGARETTES: UNDERSTANDING AND ADDRESSING OTHER TOBACCO PRODUCTS</b></p> <p>HOW THE ANTI E-CIGARETTE CAMPAIGN CHANGED CALIFORNIA'S TOBACCO CONTROL MEDIA CAMPAIGNS <b>Julie Lautsch</b> California Department of Public Health</p> <p>IDENTIFYING OTHER TOBACCO PRODUCTS: PEER CROWD SEGMENTATION AND TOBACCO USE BEHAVIORS FROM A STATEWIDE REPRESENTATIVE SURVEY <b>Jeff Jordan</b> Rescue Agency</p>	GRANDE A 
	<p><b>RE-THINKING HOW WE MOTIVATE ADULT POPULATIONS IN TOBACCO CONTROL</b></p> <p>WHEN YOUTH TALK, ADULTS LISTEN: ENGAGING YOUTH IN POLICY CHANGE <b>Marge White</b> Virginia Foundation for Healthy Youth <b>Megan Flynn</b> Rescue Agency</p> <p>INSPIRING BEHAVIOR CHANGE AND SAVING LIVES THROUGH THE PROMOTION OF A GROUNDBREAKING SCREENING METHOD <b>Catherine Chao</b> Ad Council</p>	NAUTILUS 1 

# AGENDA / DAY 2

■ GENERAL SESSIONS ■ NETWORKING SESSIONS ■ BREAKOUT SESSIONS

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

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# AGENDA / DAY 2

■ GENERAL SESSIONS ■ NETWORKING SESSIONS ■ BREAKOUT SESSIONS

TIME

SESSION

LOCATION

## CONCURRENT BREAKOUT SESSIONS CONTINUED

9:55AM

### EVOLVING OUR BEHAVIOR CHANGE PERSPECTIVE

#### STATE ACTION RESEARCH-ACHIEVEMENTS AND LESSONS LEARNED

**Adriane K. Griffen, DrPH, MPH, MCHES®**  
Association of University Centers on Disabilities

#### WHICH FACTORS DELIVER BEHAVIOR CHANGE?

**Patricia David** Griffith University

MARINA 4



### INNOVATIVE APPROACHES & PARTNERSHIPS FOR REACHING VULNERABLE POPULATIONS

#### COLLECTIVE IMPACT: CROSS-SECTOR PARTNERSHIPS FOR HEALTH

**Abigail Ridgway Stevenson** FSG

#### OUR PITCH AT THE OPIOID HACKATHON: MODELING DISPARATE DATA TO IDENTIFY HIGH RISK COUNTIES FOR TARGETED POLICY INTERVENTION

**Catherine Ordun** Booz Allen Hamilton

SEABREEZE



### DRIVING SYSTEMS CHANGE & GOVERNMENT INNOVATIONS

#### OVERCOMING THE CHALLENGES OF INTRODUCING INNOVATION IN GOVERNMENT HEALTH PROGRAMS

**Olivia Burrus** RTI International

#### DRIVING SYSTEMS CHANGE & CREATING PARTNERSHIPS FOR IMPACT: SOCIAL FINANCE'S FRAMEWORK

**Jeff Shumway** Social Finance

MARINA 2



10:45AM

MORNING BREAK

GRANDE FOYER

## GENERAL SESSION

11:05AM

### KEYNOTE 4 HOW CAN WEARABLES HELP PUBLIC HEALTH DRIVE CHANGE?



**Alexis Normand**  
Head of B2B  
Nokia Digital Health

MAIN STAGE  
GRANDE B/C

11:27AM

### KEYNOTE 5 LIVING ON THE EDGE OF ONLINE TECHNOLOGIES TO REACH DIVERSE TEEN AUDIENCES



**Kathy Crosby**  
Director of Office of Health Communication and Education  
Federal Drug Administration, Center for Tobacco Prevention






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# AGENDA / DAY 2

■ GENERAL SESSIONS ■ NETWORKING SESSIONS ■ BREAKOUT SESSIONS

TIME	SESSION	LOCATION
11:50AM	<b>LUNCH &amp; TABLE DISCUSSIONS</b> Meet our Speakers and Committee Members. Check the app for room locations.	NAUTILUS FOYER

## GENERAL SESSION

1:00PM	<p><b>PANEL / MEASURING THE IMPACT OF ONLINE BEHAVIOR CHANGE EFFORTS</b></p> <p><b>PANELIST 1 FROM PAIN TO PURPOSE: UNDERSTANDING THE ROOTS OF ADDICTION AND STRATEGIES TO REMEDY IT</b></p>  <p><b>Sherry Emery, M.B.A., Ph.D.</b> Senior Fellow NORC, University of Chicago</p> <p><b>PANELIST 2 THE TOOLS OF DIGITAL BEHAVIOR CHANGE</b></p>  <p><b>Danielle Bartolo, M.P.H.</b> Vice President, Analytics (Digital &amp; Social) Ad Council</p> <p><b>PANELIST 3 OMNI-CHANNEL MESSAGES: RECONSTRUCTING METRICS FOR MEASURING IMPACT</b></p>  <p><b>Dionisios "Dio" Favatas</b> Managing Director of Digital Marketing Truth Initiative</p> <div style="border: 1px solid #ccc; padding: 5px; margin-top: 10px;">  <p><b>MODERATOR</b> <b>Katie Wudel</b> Deputy Editor GOOD Magazine / Upworthy</p> </div>	MAIN STAGE GRANDE B/C
1:57PM	<p><b>KEYNOTE 6 CREATING CHANGE: HARNESSING THE POWER OF TWITTER</b></p>  <p><b>Jennifer Prince</b> Partner Twitter inc.</p>	

<b>CONCURRENT POWER WORKSHOPS</b>		
2:30PM	<b>YOUR ROADMAP TO CHANGE: EVALUATING IMPACT</b> Tom Chapel, M.A., M.B.A. Centers for Disease Control and Prevention	NAUTILUS 1 

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# AGENDA / DAY 2

■ GENERAL SESSIONS ■ NETWORKING SESSIONS ■ BREAKOUT SESSIONS

TIME

SESSION

LOCATION

## CONCURRENT POWER WORKSHOPS CONTINUED

2:30PM

### POLICY 360: DESIGNING EFFECTIVE GRASSROOTS POLICY CAMPAIGNS

**Megan Flynn**  
Rescue Agency

**Nicky Besser**  
Rescue Agency

NAUTILUS 2



### GOOGLE TRENDS: SEARCHING FOR INSIGHTS IN BIG DATA

**Jon Fraser** Google

NAUTILUS 3



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

**Jeffrey Jordan, M.A.** Rescue Agency

NAUTILUS 4



### FOOD AND JUSTICE THROUGH ADVOCACY

**Dwayne Wharton** Food Trust

NAUTILUS 5



### MARIJUANA LEGALIZATION: LESSONS FROM TOBACCO WE SHOULD HAVE IMPLEMENTED YESTERDAY

**Andrew Freedman** Freedman & Koski

SEABREEZE



### THINKING LIKE A COMMERCIAL MARKETER

**Sharyn Rundle-Thiele** Griffith University

MARINA 2



### HOW TO CREATE DATA MAPS AND APPLY THEM TO COMMUNITY INTERVENTIONS

**Cory Woodyatt**  
AIDSVu.org

**Elizabeth Pembleton**  
AIDSVu.org

MARINA 3



### MAXIMIZING ONLINE ENGAGEMENT

**Michelle Bellon** Rescue Agency

MARINA 4



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

**Emily Muñoz**  
Facebook

**Carli Smith**  
Rescue Agency

GRANDE A



3:20PM

AFTERNOON BREAK & STRETCH

GRANDE FOYER  
BAYVIEW LAWN

WIFI PASS: aocs18



# AGENDA / DAY 2

■ GENERAL SESSIONS ■ NETWORKING SESSIONS ■ BREAKOUT SESSIONS

TIME	SESSION	LOCATION
<b>GENERAL SESSION</b>		
3:40PM	<p><b>KEYNOTE 7</b> LEADING CHANGE IN DRUG POLICY WHEN SCIENCE IS NOT ENOUGH</p>  <p><b>Michael Botticelli, M.Ed.</b> Executive Director Grayken Center for Addiction, Boston Medical Center</p>	MAIN STAGE GRANDE B/C
4:00PM	<p style="background-color: #0070C0; color: white; text-align: center; padding: 5px;"><b>PANEL / TACKLING EMERGING PUBLIC HEALTH ISSUES</b></p> <p><b>PANELIST 1</b> PUBLIC HEALTH IN THE AGE OF LEGALIZATION</p>  <p><b>Andrew Freedman</b> Founder Freedman &amp; Koski</p> <p><b>PANELIST 2</b> ADDRESSING VAPING AND E-CIGARETTES</p>  <p><b>Michelle Bellon</b> Vice President of Media &amp; Strategy Rescue Agency</p> <p><b>PANELIST 3</b> DESIGNING FOR PREVENTION: ADDRESSING OPIOIDS THROUGH HUMAN-CENTERED DESIGN</p>  <p><b>Ann Kim</b> Director, Former Creative Director, Office of the U.S. Surgeon General <b>IDEO</b></p> <div style="text-align: center; margin-top: 20px;">  <p><b>MODERATOR</b> <b>James Hamblin, M.D.</b> Writer, Editor The Atlantic</p> </div>	
4:55PM	<p><b>KEYNOTE 7</b> REDUCING FEAR AND LOATHING OF EVALUATION: DEEP THOUGHTS ABOUT YOUR ROLE IN CAMPAIGNS WITH IMPACT</p>  <p><b>Tom Chapel, M.A., M.B.A.</b> Chief Evaluation Officer Centers for Disease Control and Prevention</p>	
5:20PM	<p><b>CLOSING KEYNOTE</b> WHAT HAPPENS NEXT?</p>  <p><b>Kristin Carroll</b> Chief Executive Officer Rescue Agency</p>	

#AOCST18



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**CONNECT & COLLABORATE**

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# GROWING THE MOVEMENT OF CHANGE AGENTS

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

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

## MORNING WORKOUT

Join one of our morning workouts on the Bayview Lawn on Monday and Tuesday from 7-7:30am. Nothing connects people like sweating together.

## LUNCH TABLE DISCUSSIONS

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

## WALK AND TALK

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

## DECORATE YOUR BADGE

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

## PHOTO STATION

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

## CHANGE AGENT CELEBRATION DINNER

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

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

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



# WHO WILL I MEET AT AGENTS OF CHANGE?

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

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

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\* Organizations registered at the time of print.



THE 2018 INTERNATIONAL SOCIAL AND BEHAVIOR  
CHANGE COMMUNICATION (SBCC) SUMMIT  
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▶ **What works in behavior change?**

▶ **Who drives change?**

▶ **What role does communication play?**

Join the largest international gathering of behavior change professionals at the **2018 International Social and Behavior Change Communication Summit** featuring **Entertainment-Education** and be at the center of the conversation.

**Nusa Dua, Indonesia**  
**April 16-20**

**Register by March 1**  
**[SBCCSummit.org/AOC](http://SBCCSummit.org/AOC)**



**AGENTS OF  
CHANGE**  
SUMMIT 2018

WATCH THE AOC16 & AOC18 MAIN STAGE  
PRESENTATIONS ON **YOUTUBE**



[YouTube.com/RescueAgency](https://www.youtube.com/RescueAgency)



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# NOTES & IDEAS

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WiFi PASS: aocs18

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## AOCS TEAM

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Keynote & Panel Speaker Concierge

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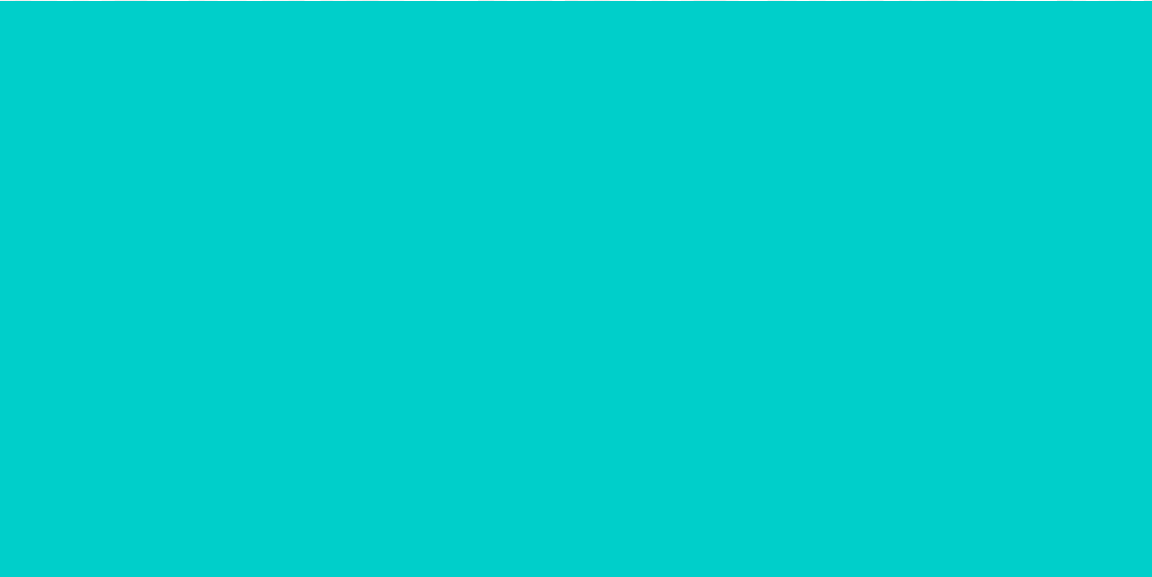
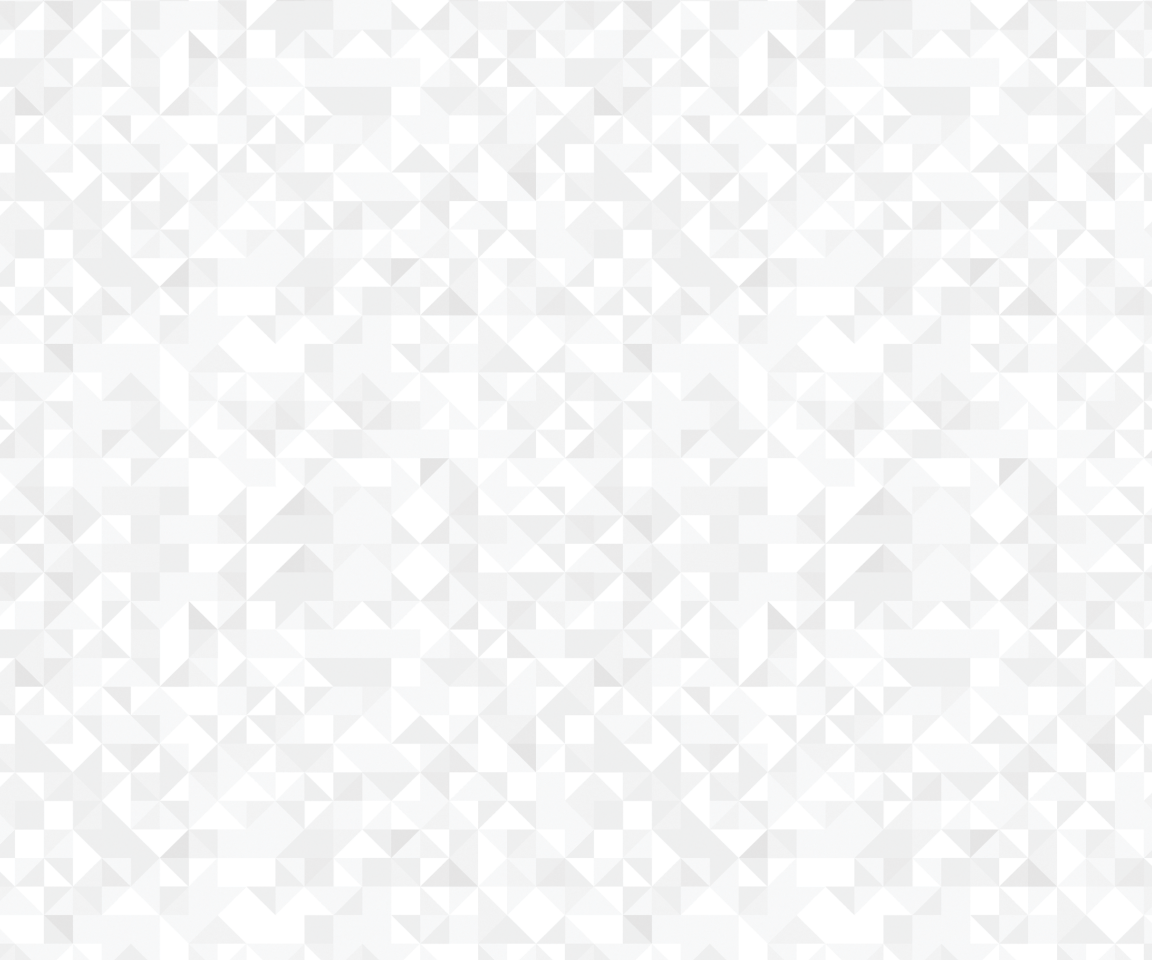
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# WHAT IS CHANGE?

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CHANGE CAN BE SMALL.

CHANGE CAN BE BIG.

CHANGE CAN PREVENT PAIN.

CHANGE CAN INCREASE HAPPINESS.

CHANGE CAN EXTEND A LIFE.

CHANGING BEHAVIOR IS FUNDAMENTAL TO OUR HEALTH.

THIS GUIDE BELONGS TO

