



AGENTS OF CHANGE

SUMMIT 2020

FEBRUARY 10 & 11, 2020 / SAN DIEGO, CA

AGENDA



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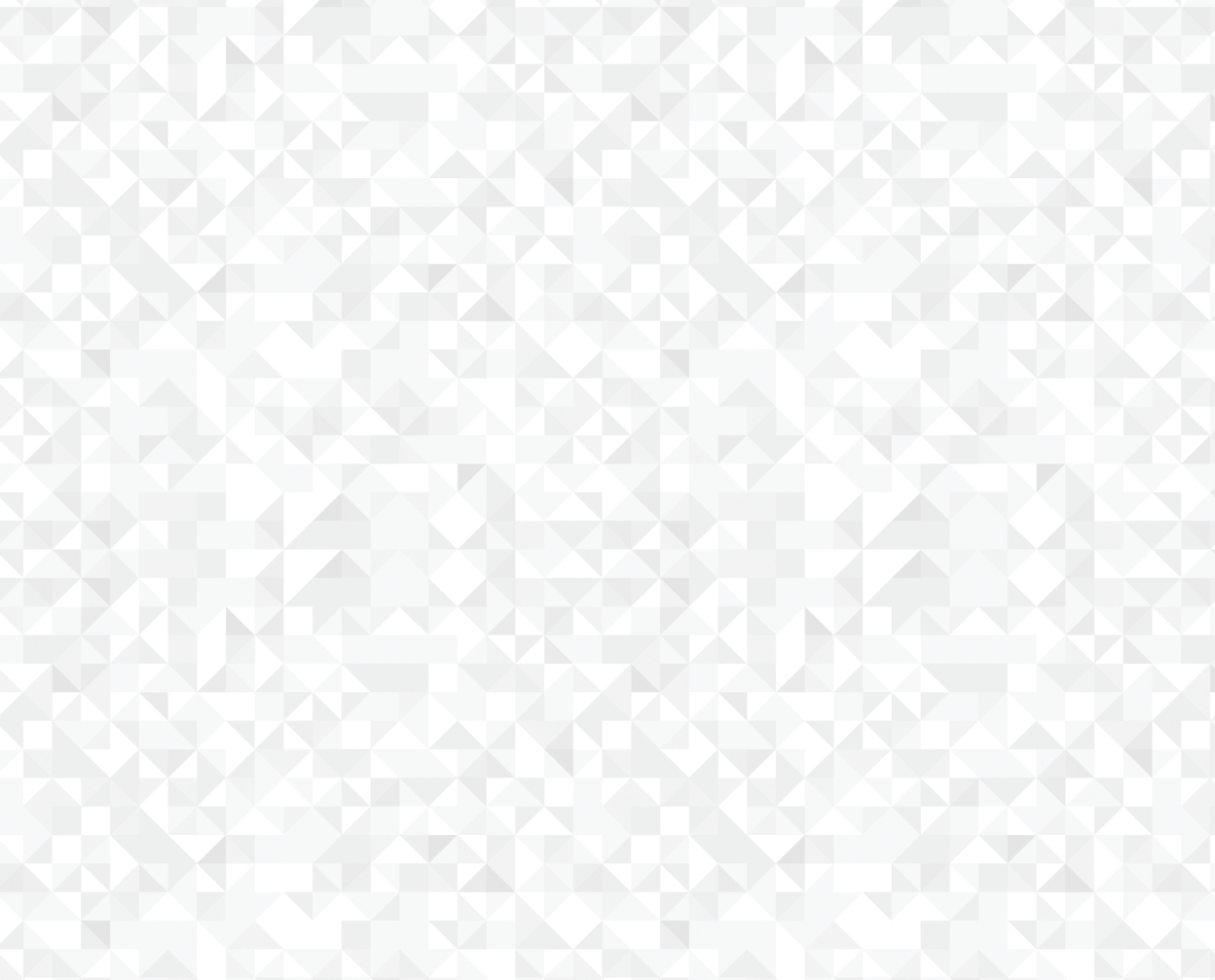
RESCUE
The Behavior Change Agency.

THE SCIENCE AND TECHNOLOGY OF
BEHAVIOR CHANGE

#AOCS20



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— WELCOME —

CHANGE AGENTS

WELCOME TO THE



Welcome to the Agents of Change Summit 2020!

We are so honored that you have joined us for our third biennial Summit as we kick off a new decade. Our goal for these Summits has been to unify and expand the community that is using marketing and technology to drive positive behavior change. Your attendance proves our collective progress so far.

Over the next two days, we will break down silos between behaviors, strategies, and funders, so that together, we can learn beyond a single health topic and discover ways to connect dots across different areas. We'll explore programs that consider the whole person and we'll look at how mental health connects to the physical health improvements we hope to realize.

Day One is focused on the Science of Change and we'll explore themes around empathy, equity, ACES, resilience and mindfulness. We'll speak to behavioral health experts. We'll learn about designing programs for and evaluating complex behaviors. And, we'll hear from multiple best-selling authors whose observations and ideas analyze our culture and reflect the state of our nation.

Day Two will shine a spotlight on the Technology of Change starting with updates from the world's leading tech platforms about how they view public health. We'll learn from CEOs who have designed businesses and technological tools to improve health outcomes. And, we'll learn about online strategies that nurture audience engagement and how governments and health systems can build around the customer's experience - an emerging area for public health.

This experience is designed to be unlike any other public health gathering. This is a Summit requiring your participation and energy. We urge you to share your experiences and challenges, engage in discussions with new colleagues, and think about how you can apply new ideas back home.

You being here is special. We have curated a group of true leaders and rebels who seek continuous improvement for our field. Being here is a sign that you are committed to groundbreaking, positive change; and that you are part of the solution.

Thank you for being an Agent of Change and we hope you enjoy the Summit.

A handwritten signature in black ink, appearing to read "Kristin Carroll".

Kristin Carroll
Conference Co-Chair
Chief Executive Officer
Rescue | The Behavior Change Agency

A handwritten signature in black ink, appearing to read "Jeffrey Jordan".

Jeffrey Jordan
Conference Co-Chair
President & Executive Creative Director
Rescue | The Behavior Change Agency



STEERING COMMITTEE

We would like to thank the following individuals for their contributions to the planning and execution of the 3rd Agents of Change Summit.

COMMITTEE CO-CHAIRS



Jeffrey Jordan
President and
Executive Creative Director
Rescue Agency



Kristin Carroll
Chief Executive Officer
Rescue Agency



Brooks Aukamp
Sales Manager
Twitter



Danny McGoldrick
Vice President
Campaign for
Tobacco-Free Kids



David Sleet
Associate Director for Science
(Ret) Division of Unintentional Injury
Centers for Disease Control
and Prevention



Dio Favonatas
Managing Director of Marketing
The Truth Initiative



Jeff French
Chief Executive Officer
Strategic Social Marketing



Kyu Rhee
Vice President and
Chief Health Officer
IBM Watson Health



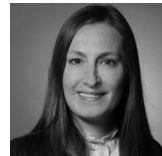
Dr. Lipi Roy, MD, MPH
Addiction Medicine
Physician and Speaker
NYU Langone Health



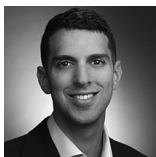
Melanie Bell-Mayada
Partner and Managing Director
IDEO



Meredith Horowski
Senior Director, Brigade Network
Code for America



Rain Henderson
Advisor
Clinton Foundation



Roy Dalany
Head of Industry, Public Health,
Military and Government
Google



Tom Chapel
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Centers for Disease Control
and Prevention



Tony Foleno
Senior Vice President, Research
Ad Council

PLANNING COMMITTEE

Ana Bolaños

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California Department of Social Services

Ben Birks Ang

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Vermont Department of Health

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QUT Business School

Sharon Briggers

Director
SC Department of Health and Environmental Control

Sharyn Rundle-Thiele

Professor, Editor in Chief
Griffith University, Journal of Social Marketing

Susan D. Kirby

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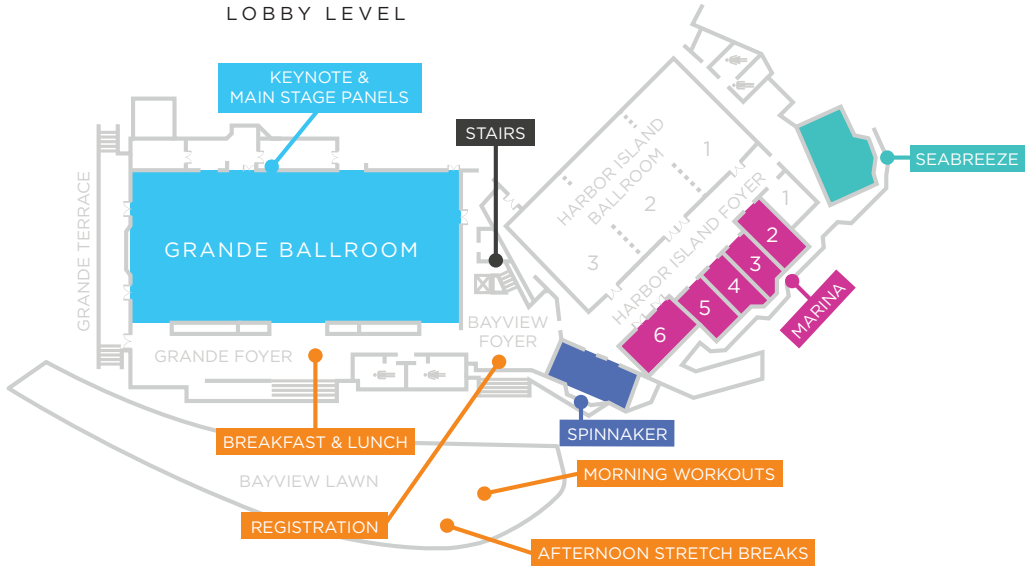


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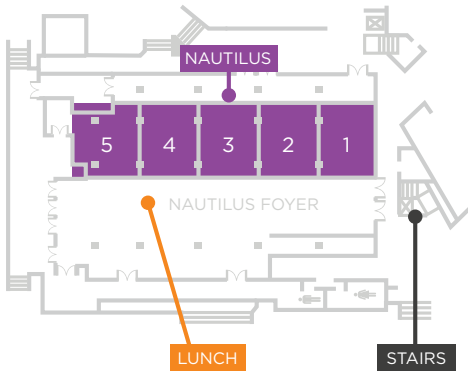
- MAIN STAGE SESSIONS
- CONCURRENT BREAKOUT ROOMS
 - NAUTILUS
 - SPINNAKER
 - MARINA
 - SEABREEZE
- BREAKS & NETWORKING

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LOBBY LEVEL



LOWER LEVEL








— AGENDA —

DAY ONE

AGENDA / DAY 1

■ GENERAL SESSIONS ■ BREAKOUT SESSIONS ■ BREAKS & NETWORKING


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	WELCOME KEYNOTE APPLIED EMPATHY IN HEALTH BEHAVIOR CHANGE  Jeffrey Jordan M.A. President & Executive Creative Director Rescue Agency	MAIN STAGE GRANDE BALLROOM
9:10AM	KEYNOTE PUBLIC HEALTH 3.0: RESHAPING SOCIAL DETERMINANTS OF HEALTH  Wendy Ellis, DRPH, MPH Founding Director Center for Community Resilience, George Washington University	
9:30AM	KEYNOTE USING YOUR BRAIN TO BREAK BAD HABITS: KNOW YOURSELF AND CHANGE PUBLIC HEALTH AT SCALE  Dr. Jud Brewer, MD, PhD Director of Research and Innovation Brown University Mindfulness Center	

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BREAKOUT / WORKSHOP LEGEND




-  TOBACCO PREVENTION & CESSATION
-  OBESITY PREVENTION
-  ALCOHOL, MARIJUANA & OTHER SUBSTANCES
-  OPIOID MISUSE & PREVENTION
-  BEHAVIOR CHANGE FUNDAMENTALS
-  MATERNAL HEALTH & EARLY CHILDHOOD DEVELOPMENT
-  SEXUAL HEALTH & FAMILY PLANNING

CONCURRENT BREAKOUT SESSIONS

10:05AM	<p>WHY ARE TEENS VAPING? FUNDAMENTALS OF A CRISIS</p> <p>THE VAPING TEENAGER: UNDERSTANDING THE PSYCHOGRAPHICS AND INTERESTS OF TEEN VAPE USERS TO INFORM EFFECTIVE PREVENTION CAMPAIGNS</p> <p>Carolyn Stalgaitis Rescue Agency</p> <p>THE IMPORTANCE OF SCHOOL NORMS AND THEIR RELATIONSHIP WITH E-CIGARETTE USE</p> <p>Mario Navarro, PhD U.S. Food & Drug Administration</p>	<p>NAUTILUS 1</p> 
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AGENDA / DAY 1

■ GENERAL SESSIONS ■ BREAKOUT SESSIONS ■ BREAKS & NETWORKING

TIME	SESSION	LOCATION
CONCURRENT BREAKOUT SESSIONS CONTINUED		
10:05AM	CHANGING HOW WE PROMOTE NUTRITION: THE CALIFORNIA EXPERIENCE	NAUTILUS 2 
	CALIFORNIA SNAP-ED: DEVELOPING VALUES-BASED MESSAGING TO PROMOTE HEALTHY LIVING Shiloh Beckerley, PhD Rescue Agency Ingrid Cordon Alexander, PhD California Department of Public Health	
	RETHINK YOUR DRINK DAY: HEALTH PROMOTION THROUGH DIGITAL TECHNOLOGY Asbury Jones, MPA California Department of Public Health	NAUTILUS 3 
	BEYOND URBAN CENTERS: COMPREHENSIVE YOUTH TOBACCO PREVENTION FOR RURAL/URBAN STATES	
PEER CROWD ANALYSIS OF THE 2019 SOUTH CAROLINA YOUTH TOBACCO SURVEY: IDENTIFYING HIGHER RISK TEENS Mayo Djakaria, MPH Rescue Agency	NAUTILUS 4 	
“DOWN AND DIRTY” - AN EVIDENCE-BASED CAMPAIGN TO REDUCE RURAL TEEN VAPING, CHEW, AND CIGARETTE USE Krysten Issac Rescue Agency		
AFTER LEGALIZATION: REDUCING THE RISKS OF MARIJUANA USE	NAUTILUS 5 	
MARIJUANA USE AMONG PREGNANT AND BREASTFEEDING WOMEN: USING SEGMENTATION TO CREATE TAILORED MARIJUANA PREVENTION MESSAGING Priscilla Fernandez, PhD Rescue Agency		
DRIVING WHILE HIGH: MOTIVATING BEHAVIOR CHANGE WITH A SKEPTICAL AUDIENCE Regan Hill Ad Council		
BEYOND MESSAGING: INNOVATIVE STRATEGIES TO CHANGE EATING HABITS		
DIGITAL THERAPEUTICS TO HELP WITH HABIT CHANGE: TOOLS TO ADDRESS ANXIETY, SMOKING CESSATION AND HEALTHY EATING Dr. Jud Brewer, MD, PhD Brown University Mindfulness Center		
BRIGHTSIDE PRODUCE DISTRIBUTION TO STORES IN UNDERSERVED COMMUNITIES Iana A. Castro, PhD San Diego State University		

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.

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MONDAY



NAUTILUS 1 / 10:05AM

Reducing At-Risk Teen Smoking: The Vaping Teenager: Understanding the Psychographics and Interests of Teen Vape Users to Inform Effective Prevention Campaigns



NAUTILUS 2 / 10:05AM

California SNAP-Ed: Developing Values-Based Messaging to Promote Healthy Living



NAUTILUS 3 / 10:05AM

Beyond Urban Centers: Comprehensive Youth Tobacco Prevention for Rural/Urban States



NAUTILUS 4 / 1:30PM

Addressing Multi-Substance Use Among Teens: Interventions from Vermont & Virginia



NAUTILUS 1 / 1:30PM

Outside the Mainstream: How to Address Disparities in Multicultural Youth Tobacco Use



NAUTILUS 2 / 1:30PM

Be SAVI: How Specific, Acceptable, Viable, and Impactful Nutrition Messages Cut Through the Clutter



NAUTILUS 3 / 1:30PM

Innovative Strategies to Address Young Adult Tobacco Use



SPINNAKER / 1:30PM

Reducing Stigma to Promote Treatment and Recovery With the People's Opioid Project

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AGENDA / DAY 1

■ GENERAL SESSIONS ■ BREAKOUT SESSIONS ■ BREAKS & NETWORKING

TIME	SESSION	LOCATION
CONCURRENT BREAKOUT SESSIONS CONTINUED		
10:05AM	UNDERSTANDING THE OPIOID MISUSE EPIDEMIC REMOVE THE RISK: EMPOWERING INDIVIDUALS TO ADDRESS THE OPIOID CRISIS Morgan Jerrick U.S. Food and Drug Administration OPIOID MISUSE PREVENTION STRATEGIES: DELIVERING THE RIGHT MESSAGES TO CHANGE BEHAVIOR Katie McCabe, MPH Rescue Agency	SPINNAKER 
	INNOVATIONS IN ALCOHOL USE REDUCTIONS AMONG YOUTH AND ADULTS REDUCING TEEN ALCOHOL USE IN ORANGE COUNTY: "STRENGTH IN NUMBERS" AND "RAISING HEALTHY TEENS" Marci Mednic St. Joseph Health MINDFUL NOT MINDLESS ALCOHOL CONSUMPTION: UNDERPINNING POSITIVE BEHAVIOUR CHANGE ASSOCIATIONS Josephine Previte, PhD UQ Business School, The University of Queensland	MARINA 2 
	AUDIENCE ENGAGEMENT IN PROGRAM DESIGN AND EVALUATION USING PARTICIPATORY DESIGN TO DEVELOP A HEALTH PROMOTION INTERVENTION Yannick van Hierden Griffith University TRACKING SURVEYS: LEVERAGING THEIR EXPLANATORY POWER WHILE AVOIDING POTENTIAL PITFALLS Tony Foleno Ad Council	MARINA 3 
	ADVANCED APPROACHES TO PREVENTING CHILDHOOD INJURIES AND ABUSE USING MASS MEDIA TO SHIFT THE TIDE OF LAUNDRY DETERGENT PACKET INJURIES Tracy Mehan, MA Center for Injury Research and Policy at Nationwide Children's Hospital CHANGING THE WAY WE PREVENT CHILD SEXUAL ABUSE - LESSONS FROM THE LARGEST ADULT PREVENTION EDUCATOR IN THE US Gwendolyn S. Bouchie Darkness to Light	MARINA 4 



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AGENDA / DAY 1

■ GENERAL SESSIONS ■ BREAKOUT SESSIONS ■ BREAKS & NETWORKING

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TIME	SESSION	LOCATION
CONCURRENT BREAKOUT SESSIONS CONTINUED		
10:05AM	TECHNOLOGICAL ADVANCEMENTS IN CESSATION STRATEGIES FROM SANDPIT TO REALITY: INTERNATIONAL INNOVATION TO IMPROVE SMOKING CESSATION OUTCOMES AMONG INDIVIDUALS WITH DIABETES Sydney Martinez, PhD, MPH University of Oklahoma Health Sciences Center EXAMINING GRAPHIC HEALTH WARNINGS ON TOBACCO PRODUCTS: AN EXPOSURE EXPERIMENT Anna Kitunen Griffith University	MARINA 5 
	MASCULINITY IN PREVENTATIVE HEALTH "HE'S TOO MUCH OF A MAN TO DO THAT": MASCULINE IDENTITIES IN MEN'S HELP-SEEKING PREVENTATIVE HEALTH Jacquie McGraw, MBus Queensland University of Technology MILLENNIAL MACHISMO AND HEALTH SERVICE USE: CONFORMITY TO MASCULINE NORMS FOR YOUNGER GENERATIONS OF VULNERABLE MALE CONSUMERS Jacquie McGraw, MBus Queensland University of Technology	MARINA 6 
	YOUTH ENGAGEMENT IN PROMOTING SEXUAL HEALTH CHANGING THE TEEN HEALTH SCENE WITH POSITIVE YOUTH DEVELOPMENT PROGRAMMING: THE TRAIL RESEARCH PROJECT Melanie Grafals Cabarrus Health Alliance BUILDING A YOUTH-CENTERED SOCIAL MEDIA CAMPAIGN WITH CO-CREATION METHODOLOGY: A CASE STUDY Stephanie McInnis, MA RTI International	SEABREEZE 
11:00AM	MORNING NETWORKING BREAK	GRANDE FOYER
GENERAL SESSION		
11:20AM	PANEL 1 / PERSPECTIVES ON THE CONNECTION BETWEEN MENTAL AND PHYSICAL HEALTH PANELIST 1 BEHAVIORAL HEALTH SUPPORT WHERE AND WHEN PEOPLE NEED IT MOST  Reena Pande, MD, MSc Chief Medical Officer AbleTo	MAIN STAGE GRANDE BALLROOM





AGENDA / DAY 1

■ GENERAL SESSIONS
 ■ BREAKOUT SESSIONS
 ■ BREAKS & NETWORKING


TIME	SESSION	LOCATION	
GENERAL SESSION CONTINUED			
11:30AM	PANELIST 2 CREATING AN ECOSYSTEM FOR PREVENTION, TREATMENT, AND RECOVERY IN MENTAL HEALTH  Tyler Norris, MDiv Chief Executive Officer Well Being Trust	<i>MAIN STAGE GRANDE BALLROOM</i>	
11:40AM	PANELIST 3 AN INTEGRATED APPROACH TO HEALTH CARE FOR THE WHOLE PERSON  Dr. Cary Shames Chief Medical Officer Sharp Health Plan		
11:50AM	PANEL DISCUSSION  MODERATOR Leah Rosenberg Assistant Editor, Healthcare and Science Forbes		
12:05PM	KEYNOTE THE OPIOID EPIDEMIC AS A FORCE FOR CHANGE  Sam Quinones Former LA Times Reporter & Author of <i>Dreamland: The True Tale of America's Opiate Epidemic</i>		
12:30PM	INTERACTIVE NETWORKING LUNCH Meet our Speakers and Committee Members. Check the app for room locations.		<i>NAUTILUS FOYER & GRANDE FOYER</i>
CONCURRENT BREAKOUT SESSIONS			
1:30PM	TOBACCO PREVENTION STRATEGIES FOR A NEW GENERATION OF YOUTH	<i>NAUTILUS 1</i> 	
	OUTSIDE THE MAINSTREAM: HOW TO ADDRESS DISPARITIES IN MULTICULTURAL YOUTH TOBACCO USE Brandon Tate and Dana Wagner Rescue Agency		
	THE CHANGING GEN Z AUDIENCE: EVOLVING OUR APPROACH TO CHANGING MEDIA TRENDS AND TOBACCO LANDSCAPE Tia Taffer Truth Initiative		
	ADVANCED APPROACHES TO NUTRITION EDUCATION	<i>NAUTILUS 2</i> 	
BE SAVI: HOW SPECIFIC, ACCEPTABLE, VIABLE, AND IMPACTFUL NUTRITION MESSAGE CUT THROUGH THE CLUTTER Dina Weldin Rescue Agency	REACHING CALIFORNIA LATINOS USING SEGMENTED AND TRANS ADAPTED CREATIVE MATERIALS Ignacio Romero California Department of Public Health (NEOPB)		

AGENDA / DAY 1



■ GENERAL SESSIONS
 ■ BREAKOUT SESSIONS
 ■ BREAKS & NETWORKING

TIME	SESSION	LOCATION
CONCURRENT BREAKOUT SESSIONS CONTINUED		
1:30PM	INNOVATIVE STRATEGIES TO ADDRESS YOUNG ADULT TOBACCO USE “JOIN THE COMMUNE”: AN ARTIST AND MUSICIAN-DRIVEN INTERVENTION TO REDUCE HIPSTER SMOKING Jeffrey Jordan Rescue Agency THIS FREE LIFE CAMPAIGN: INVESTIGATING CAMPAIGN ENGAGEMENT AND INTENTIONS TO QUIT AMONG LGBTQ+ ADULT, YOUNG ADULT, AND NONDAILY SMOKERS IN MINNEAPOLIS Shiloh Beckerley, PhD Rescue Agency Chris Matters Blue Cross Blue Shield Minnesota	NAUTILUS 3 
	BREAKING THE YOUTH SUBSTANCE USE SILOS: ADDRESSING ALL SUBSTANCES FOR GREATER IMPACT ADDRESSING MULTI-SUBSTANCE USE AMONG TEENS: INTERVENTIONS FROM VERMONT AND VIRGINIA Pamela Buchwald Rescue Agency POWERED BY THE PEOPLE: HOW A GOVERNMENT AGENCY HARNESSSES THE POWER OF COMMUNITY ENGAGEMENT TO AFFECT YOUTH SUBSTANCE USE BEHAVIORS Brian D. Marquis National Institutes of Health/National Institute on Drug Abuse (NIDA)	NAUTILUS 4 
	GOING BEYOND EDUCATION TO IMPROVE NUTRITION COMMUNITY AS MEDICINE: THE OPEN SOURCE WELLNESS “BEHAVIORAL PHARMACY” MODEL Elizabeth Markle, PhD Open Source Wellness IMPACT OF THE “LIVED EXPERIENCE”: SOCIAL DETERMINANTS OF HEALTH Brisa Hernandez Atrium Health	NAUTILUS 5 
	MORE THAN WARNINGS: PROMOTING TREATMENT REDUCING STIGMA TO PROMOTE TREATMENT AND RECOVERY WITH THE PEOPLE’S OPIOID PROJECT Michelle Bellon Rescue Agency PUSHING BEYOND GENERAL AWARENESS RAISING: PRIORITIZING CONSUMER DEMAND FOR OPIOID USE DISORDER TREATMENT IN MEDIA CAMPAIGNS Amarachi Anakaonye RTI International	SPINNAKER 

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AGENDA / DAY 1

■ GENERAL SESSIONS ■ BREAKOUT SESSIONS ■ BREAKS & NETWORKING

TIME	SESSION	LOCATION
CONCURRENT BREAKOUT SESSIONS CONTINUED		
1:30PM	INNOVATIONS IN YOUTH SUBSTANCE USE PREVENTION	<p>MARINA 2</p> <div style="display: flex; align-items: center; justify-content: space-between;"> <div style="width: 80%;"> <p>ADDRESSING ADOLESCENT SUBSTANCE USE: USING PEER CROWD SEGMENTATION TO IDENTIFY AUDIENCES FOR TAILORED INTERVENTION</p> <p>Carolyn Stalgaitis, MPH Rescue Agency</p> <p>BUILDING EMPATHY THROUGH IMMERSIVE EXPERIENCES</p> <p>Ben Birks Ang Odyssey and New Zealand Drug Foundation</p> </div> <div style="width: 15%; text-align: center;">  </div> </div>
	HERDING STAKEHOLDER CATS	<p>MARINA 3</p> <div style="display: flex; align-items: center; justify-content: space-between;"> <div style="width: 80%;"> <p>CREATING COLLECTIVE SOLUTIONS</p> <p>Sharyn Rundle-Thiele Griffith University</p> <p>IMPACT AFTER INTERVENTION: THE POWER OF A CROSS-SECTOR CONVENING FOR INTERPRETING RESULTS</p> <p>Allison Goldberg, PhD AB InBEV Foundation</p> </div> <div style="width: 15%; text-align: center;">   </div> </div>
	REDUCING PREVENTABLE INJURIES AMONG CHILDREN AND FAMILIES	<p>MARINA 4</p> <div style="display: flex; align-items: center; justify-content: space-between;"> <div style="width: 80%;"> <p>END FAMILY FIRE: BRADY, AD COUNCIL AND GUN SAFE STORAGE BEHAVIOR CHANGE CAMPAIGN</p> <p>Brady Plan Brady Campaign</p> <p>IMPACT OF A MOBILE TECHNOLOGY-BASED HEALTH BEHAVIOR CHANGE INTERVENTION-MAKE SAFE HAPPEN® APP</p> <p>Lara McKenzie, PhD, MA, FAAHB Nationwide Children's Hospital</p> </div> <div style="width: 15%; text-align: center;">  </div> </div>
	ENGAGING YOUTH IN CAMPAIGN DEVELOPMENT	<p>MARINA 5</p> <div style="display: flex; align-items: center; justify-content: space-between;"> <div style="width: 80%;"> <p>EMPOWERING YOUNG PEOPLE THROUGH A PEER-LED E-CIGARETTE PREVENTION PROGRAM</p> <p>Melinda Ickes University of Kentucky</p> <p>ENGAGING YOUTH TO DEVELOP CANNABIS PREVENTION MESSAGING</p> <p>Rachel A. Tyree, MPH LA County Department of Health</p> </div> <div style="width: 15%; text-align: center;">   </div> </div>
	IMPROVING SEXUAL HEALTH AMONG TEENS AND YOUNG ADULTS	<p>MARINA 6</p> <div style="display: flex; align-items: center; justify-content: space-between;"> <div style="width: 80%;"> <p>CRAFTING AN ENGAGING MESSAGE: FORMATIVE RESEARCH TO UNDERSTAND SEXUAL HEALTH MESSAGING FOR TEENS AND YOUNG PARENTS</p> <p>Priscilla Fernandez, PhD Rescue Agency</p> <p>FACTORS DETERMINING CONDOM USE, STI TESTING AND PILL MISATTRIBUTION FOR QUEENSLAND ADOLESCENTS AND YOUNG ADULTS</p> <p>George Zdanowicz Griffith University</p> </div> <div style="width: 15%; text-align: center;">  </div> </div>

AGENDA / DAY 1





■ GENERAL SESSIONS ■ BREAKOUT SESSIONS ■ BREAKS & NETWORKING

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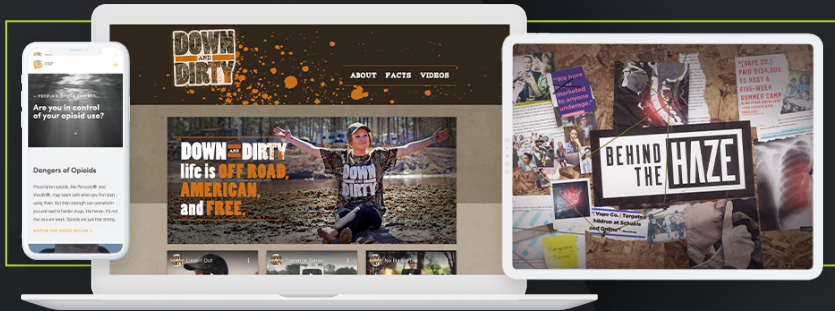
TIME	SESSION	LOCATION
CONCURRENT BREAKOUT SESSIONS CONTINUED		
1:30PM	<p>TECHNOLOGICAL INSIGHTS FOR STD PREVENTION AND TREATMENT</p> <p>UNDERSTANDING HOW HEALTH CARE PROVIDERS ARE USING A MOBILE APPLICATION FOR STD TREATMENT</p> <p>Steve L. Evener, MPH Oak Ridge Institute for Science and Education</p> <p>CUSTOMER JOURNEYS TO BEHAVIOR CHANGE: NEUROSCIENCE INSIGHTS INTO SEARCHING BEHAVIORS</p> <p>Helen Bocking Queensland University of Technology</p>	<p>SEABREEZE</p> 
GENERAL SESSION		
2:35PM	<p>KEYNOTE HOW CAN PARKS AND RECREATION BE YOUR PARTNER TO HELP SOLVE GLOBAL PUBLIC HEALTH CHALLENGES</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>Kristine Stratton Chief Executive Officer National Recreation and Parks Association</p> </div> <div style="text-align: center;">  <p>Neelay Bhatt Board Member National Recreation and Parks Association</p> </div> </div> <p>KEYNOTE IT'S COMPLICATED. DEALING WITH COMPLEX ENVIRONMENTS AND HOW EVALUATION CAN HELP</p> <div style="text-align: center;">  <p>Tom Chapel Chief Evaluator Centers for Disease Control and Prevention</p> </div>	<p>MAIN STAGE GRANDE BALLROOM</p>
3:20PM	AFTERNOON NETWORKING BREAK	<p>GRANDE FOYER</p>
3:50PM	<p>PANEL 2 / COMMUNICATING ABOUT COMPLEX BEHAVIORS</p> <p>PANELIST 1 SEGMENTING ADULTS TO CHANGE NUTRITION BEHAVIORS</p> <div style="text-align: center;">  <p>Shiloh Beckerley, Ph.D. Senior Research Scientist Rescue Agency</p> </div>	<p>MAIN STAGE GRANDE BALLROOM</p>
4:00PM	<p>PANELIST 2 HOW CLINICAL BEHAVIOR CHANGE EFFORTS HAVE CONTRIBUTED TO OPIOIDS COMMUNICATION STRATEGIES</p> <div style="text-align: center;">  <p>LeShaundra Cordier, MPH, CHES Associate Director for Communications Centers for Disease Control and Prevention Division of Overdose Prevention</p> </div>	

AGENDA / DAY 1

■ GENERAL SESSIONS ■ BREAKOUT SESSIONS ■ BREAKS & NETWORKING

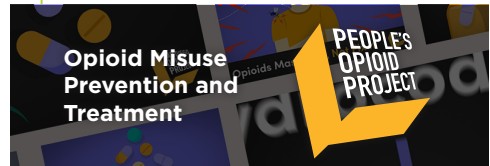
TIME	SESSION	LOCATION
GENERAL SESSION CONTINUED		
4:10PM	PANELIST 3 THE CASE FOR GLOBAL HEALTH IN SKEPTICAL TIMES  Sebastian Majewski Head of Creative and Brand Strategy Bill and Melinda Gates Foundation	MAIN STAGE GRANDE BALLROOM
4:20PM	PANEL DISCUSSION  MODERATOR Jenny Gold Senior Correspondent Kaiser Health News	
4:30PM	KEYNOTE UPSTREAM: THE QUEST TO SOLVE PROBLEMS BEFORE THEY HAPPEN  Dan Heath Author, Four-Time NY Times Best Seller: "Switch," "Made to Stick," "Decisive," and "The Power of Moments"	
5:00PM	KEYNOTE WRAPPING UP DAY 1 - THE SCIENCE OF BEHAVIOR CHANGE  Jeffrey Jordan President and Executive Creative Director Rescue Agency	
5:15PM	DAY 1 CONCLUDES	
7:00PM	CHANGE AGENT CELEBRATION DINNER Ticket required	MAIN STAGE GRANDE BALLROOM

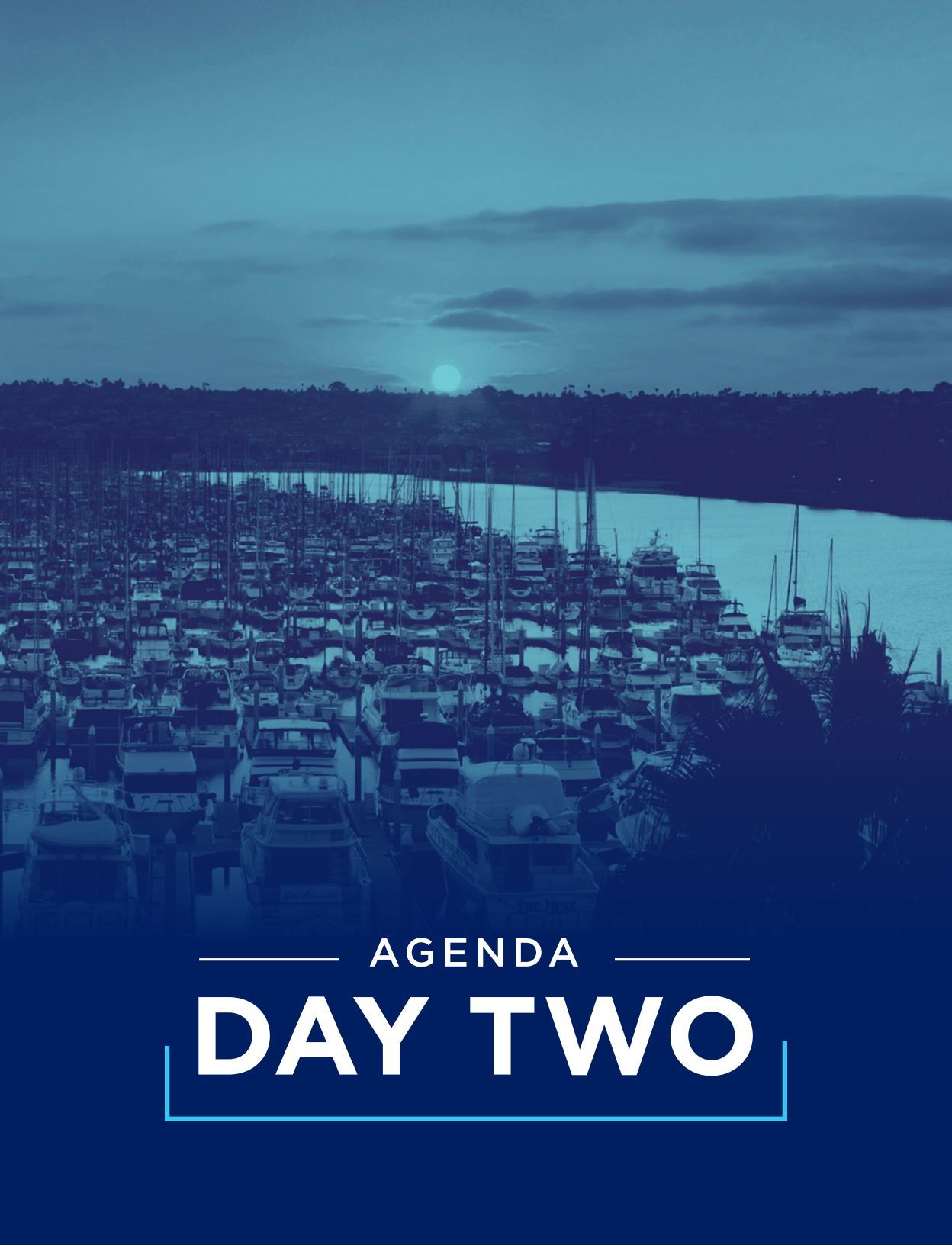
INTRODUCING READY-MADE MEDIA CAMPAIGNS



Developing a new public health campaign can take over 6 months and can cost more than \$100,000. This long and expensive process can be full of obstacles as campaigns work through formative research, stakeholder input, strategy development, message testing, creative development, and internal approvals. Organizations don't have to endure this risky process.

Rescue's Ready-Made Media Campaigns allow government agencies, healthcare companies, and other public health organizations to skip campaign development by licensing and adapting evidence-based and audience-tested media campaigns that can be implemented in as little as four weeks for a fraction of the cost of developing a campaign from scratch. Each campaign is based on formative research, uses best practices, and comes field-tested.





— AGENDA —





DAY TWO

AGENDA / DAY 2


■ GENERAL SESSIONS ■ BREAKOUT SESSIONS ■ BREAKS & NETWORKING

TIME	SESSION	LOCATION
7:00AM	REGISTRATION OPENS	BAYVIEW FOYER
7:00AM	MORNING FITNESS	BAYVIEW LAWN
7:30AM	GRAB & GO BREAKFAST	GRANDE FOYER

DAY 2 / GENERAL SESSION

8:30AM	OPENING KEYNOTE BREAKING DOWN SILOS TO BUILD COMMUNITY HEALTH  Kristin Carroll Chief Executive Officer Rescue Agency	MAIN STAGE GRANDE BALLROOM
9:00AM	KEYNOTE HOW TECH CAN THOUGHTFULLY SUPPORT AND INNOVATE PUBLIC HEALTH  Dr. Roni Zeiger Head of Health Strategy Facebook	
9:15AM	KEYNOTE LEVERAGING TWITTER FOR SOCIAL GOOD  Lauren Culbertson Public Policy Twitter	
9:30AM	KEYNOTE CONTENT TO TRANSFORM CONVERSATIONS WITH TEENS  Adam Yates Brand Partnerships Snapchat	

CONCURRENT BREAKOUT SESSIONS

10:00AM	ADVANCEMENTS IN SMOKING CESSATION STRATEGIES LEVERAGING VALUES AND MOTIVATIONS TO QUIT TOBACCO: A PSYCHOGRAPHIC SEGMENTATION APPROACH Mayo Djakaria, MPH and Krysten Isaac Rescue Agency SMOKE-FREE KP: KAISER PERMANENTE SOUTHERN CALIFORNIA'S TEXT MESSAGING PROGRAM FOR SMOKING CESSATION Yasmina Mohan Kaiser Permanente Southern California	NAUTILUS 1 
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WIFI PASS: aocs20



AGENDA / DAY 2

■ GENERAL SESSIONS
 ■ BREAKOUT SESSIONS
 ■ BREAKS & NETWORKING

TIME	SESSION	LOCATION
CONCURRENT BREAKOUT SESSIONS CONTINUED		
10:00AM	IMPROVING NUTRITION AMONG LOW INCOME POPULATIONS	NAUTILUS 2 
	THE "ONE CALFRESH" BRANDING INITIATIVE - DRIVING CHANGE ACROSS GOVERNMENT AGENCIES TO IMPROVE PROGRAM OUTCOMES Kristin Carroll Rescue Agency	
	FOOD FOR LIFE: INCREASING ACCESS TO HEALTHY, AFFORDABLE FOOD Pamela Schwartz Kaiser Permanente	
	POLICY CHANGE IN TOBACCO CONTROL	NAUTILUS 3 
	TOBACCO CONTROL POLICY: WE KNOW WHAT WORKS Michael Tynan Centers for Disease Control and Prevention	
WHEN YOUTH TALK, ADULTS LISTEN: ENGAGING YOUTH IN TOBACCO CONTROL POLICY Tabatha Magobet and Carlye Hausback Rescue Agency		
INNOVATIVE STRATEGIES TO ADDRESS SUBSTANCE USE	NAUTILUS 4 	
YOUNG ADULT SUBSTANCE USE: CRAFTING RELEVANT MESSAGES FOR HIGH-RISK YOUNG ADULTS IN VERMONT Hadley Scharer Rescue Agency Megan Trutor Vermont Department of Health, Division of Alcohol and Drug Abuse Programs		
IT'S LEGAL, NOW WHAT?! - MARIJUANA LEGAL COMMUNICATIONS Katie Weber Rescue Agency		
IMPROVING OBESITY PREVENTION STRATEGIES	NAUTILUS 5 	
SIMPLE MESSAGES STICK: BRINGING FOCUS TO COMPLEX HEALTH COMMUNICATIONS Nick Sugai, MBA Ad Council		
EAT SMART TO PLAY HARD: A SOCIAL MARKETING OBESITY PREVENTION CAMPAIGN FOR 8-10 YEAR OLD STUDENTS AND THEIR FAMILIES Jennifer A. Johnston University of New Mexico, Prevention Research Center		
THE PEOPLE'S OPIOID PROJECT	SPINNAKER 	
A COMPREHENSIVE APPROACH FOR OPIOID MISUSE PREVENTION, PROMOTING TREATMENT, AND REDUCING STIGMA Michelle Bellon Rescue Agency		

AGENDA / DAY 2

■ GENERAL SESSIONS ■ BREAKOUT SESSIONS ■ BREAKS & NETWORKING

WIFI PASS: aocs20

TIME	SESSION	LOCATION
CONCURRENT BREAKOUT SESSIONS CONTINUED		
10:00AM	CUTTING EDGE STRATEGIES IN SUBSTANCE USE PREVENTION USING NEUROMARKETING TO EVALUATE ANTI-DRINK DRIVING ADVERTISEMENTS Alexander Scodellaro Griffith University	MARINA 2 
	BEAUTIFUL BOY: FILMS AND THE POWER OF LONG-FORM STORYTELLING IN PUBLIC HEALTH EDUCATION Rain Henderson Elemental Advisors	
	LEVERAGING COALITIONS AND PROVIDERS IN OPIOID MISUSE PREVENTION DRIVING HOPE: SOCIAL MARKETING IN THE SHADOW OF A NATIONAL CRISIS Mallory Peak, PhD We Are DH	MARINA 3 
	HUMANITY 9-1-1: THE URGENT NEED FOR HARM REDUCTION IMPLEMENTATION Dr. Lipi Roy, MD, MPH NYU Langone Health	
	EFFECTIVELY DELIVERING INTERVENTIONS NUTRITION, PHYSICAL ACTIVITY, AND SCREEN TIME-RELATED ATTITUDES AND PERCEIVED BARRIERS OF FAMILY CHILDCARE PROVIDERS Qianxia Jiang, MA University of Connecticut	MARINA 4 
	JUST-IN-TIME INTERVENTION: WHY CONTEXT MATTERS Kat Houghton iLumivu	
	USING AUDIENCE FEEDBACK TO INFORM ANTI-TOBACCO CAMPAIGNS GENERATION FREE: CREATING A YOUTH INSPIRED E-CIGARETTE PREVENTION CAMPAIGN Edward Moak The Partnership for a Healthy Mississippi	MARINA 5 
	USING COMMUNITY MANAGEMENT TO CHANGE SENTIMENT Greta Anglin VI Marketing and Branding	
	NEXT LEVEL THINKING IN BEHAVIOR CHANGE OUTSIDE-IN THINKING: SOURCES OF INSPIRATION FOR BEHAVIOR CHANGE Rebekah Russell-Bennett Queensland University of Technology	MARINA 6 



RESCUE
The Behavior Change Agency.

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



NAUTILUS 1 / 10:00AM

Leveraging Values & Motivations To Quit Tobacco: A Psychographic Segmentation Approach



NAUTILUS 2 / 10:00AM

The "One CalFresh" Branding Initiative - Driving Change Across Government Agencies to Improve Program Outcomes



NAUTILUS 3 / 10:00AM

When Youth Talk, Adults Listen: Engaging Youth in Tobacco Control Policy



NAUTILUS 4 / 10:00AM

Young Adult Substance Use: Crafting Relevant Messages for High-Risk Young Adults in Vermont



NAUTILUS 4 / 10:00AM

It's Legal, Now What?! Marijuana Legal Communications



SPINNAKER / 10:00AM

A comprehensive Approach for Opioid Misuse Prevention, Promoting Treatment, and Reducing Stigma



NAUTILUS 1 / 2:20PM

Understanding & Tackling the Youth Vaping Epidemic

RESCUEAGENCY.COM



AGENDA / DAY 2

■ GENERAL SESSIONS
 ■ BREAKOUT SESSIONS
 ■ BREAKS & NETWORKING

TIME	SESSION	LOCATION
CONCURRENT BREAKOUT SESSIONS CONTINUED		
10:00AM	IMPROVING STRATEGIES FOR HIV AND STD PREVENTION PUMP-MPOWERING YOUNG GAY/BISEXUAL MEN OF COLOR TO REDUCE THEIR RISK OF HIV-INFECTION Rebecca Zipfel, MSs San Ysidro Health DOES THE USE OF HELATH COMMUNICATION + DIGITAL PLATFORMS = BEHAVIORAL CONVERSIONS AND RETURN ON INVESTMENT (ROI)? Dr. Leigh A. Willis, PhD, MPH Centers for Disease Control and Prevention	SEABREEZE 
10:50AM	MORNING NETWORKING BREAK	<i>GRANDE FOYER</i>
DAY 2 / GENERAL SESSION		
11:15AM	<p>KEYNOTE TRANSFORMING CITY WIDE WELLNESS THROUGH PARTNERSHIPS</p>  <p>Kristin Groos Richmond Chief Executive Officer and Chairman Revolution Foods</p> <p style="background-color: #0070C0; color: white; padding: 2px;">PANEL 3 / HOW ONLINE TOOLS CAN IMPROVE OFFLINE OUTCOMES</p> <p>PANELIST 1 A PRODUCT DESIGNED TO SUPPORT WELL BEING IN YOUNG PEOPLE DURING CHALLENGING CANCER TREATMENTS</p>  <p>Margaret Laws President and Chief Executive Officer Hopelab</p> <p>PANELIST 2 HOW A VIRTUAL INTERVENTION GIVES YOUTH CONFIDENCE, GRIT, AND GROWTH MINDSET SKILLS TO TACKLE LIFE</p>  <p>Pamela Buchwald Senior Director of Strategy Rescue Agency</p> <p>PANELIST 3 USING TECH TO ANSWER AWKWARD QUESTIONS ABOUT SEXUAL HEALTH, RELATIONSHIPS AND GROWING UP</p>  <p>Nicole Levitz Director of Digital Products Planned Parenthood Federation of America</p> <p>12:05PM PANEL DISCUSSION</p> <div style="display: flex; align-items: center;">  <div> <p>MODERATOR</p> <p>Eric Nee Editor in Chief Stanford Social Innovation Review</p> </div> </div>	<p><i>MAIN STAGE</i> <i>GRANDE</i> <i>BALLROOM</i></p>

WIFI PASS: aocs20

AGENDA / DAY 2

■ GENERAL SESSIONS ■ BREAKOUT SESSIONS ■ BREAKS & NETWORKING

TIME	SESSION	LOCATION
12:25PM	INTERACTIVE NETWORKING LUNCH Meet our Speakers and Committee Members. Check the app for room locations.	NAUTILUS FOYER & GRANDE FOYER
GENERAL SESSION CONTINUED		
1:25PM	KEYNOTE THE HEALTH TIPPING POINT: BE THERE, BE RELATABLE, BE NIMBLE  Christina Uribe Partner Lead - Health and Government Google	MAIN STAGE GRANDE BALLROOM
1:45PM	KEYNOTE THE YOUTH VAPING EPIDEMIC, WHERE DO WE GO FROM HERE?  Kathy Crosby Director Office of Health Communication and Education, U.S. Food and Drug Administration's Center for Tobacco Products	
CONCURRENT POWER SESSIONS		
2:20PM	UNDERSTANDING AND TACKLING THE YOUTH VAPING EPIDEMIC Michael Tynan Centers for Disease Control and Prevention Jeffrey Jordan Rescue Agency	NAUTILUS 1 
	YOUR ROADMAP TO CHANGE: CONNECTING STRATEGY TO GETTING AND EVALUATING IMPACT Tom Chapel Centers for Disease Control and Prevention	NAUTILUS 2 
	FIRESIDE CHAT: EXPLORING STATE-WIDE STRATEGIES TO NAVIGATE THE OPIOID CRISIS LeShaundra Cordier Centers for Disease Control and Prevention Katie Hokanson Indiana State Department of Health José Esquibel Colorado Consortium for Prescription Drug Abuse Prevention Dr. Lipi Roy, MD, MPH NYU Langone Health	NAUTILUS 3 
	FIRESIDE CHAT: EXPLORING STATE-WIDE STRATEGIES TO NAVIGATE THE OPIOID CRISIS Kunal Khanna Google	NAUTILUS 4 
	WE NEED TO TALK: ENCOURAGING CONVERSATIONS AMONG YOUNG PEOPLE WHEN THE TOPIC IS TRICKY Julia Blumenstyk and Catherine Chao Ad Council	SPINNAKER 

AGENDA / DAY 2

■ GENERAL SESSIONS ■ BREAKOUT SESSIONS ■ BREAKS & NETWORKING

WIFI PASS: aocs20

TIME	SESSION	LOCATION
CONCURRENT POWER SESSIONS CONTINUED		
2:20PM	FUSING SCIENCE AND DESIGN TO CREATE EFFECTIVE BEHAVIOR CHANGE PRODUCTS Denise Ho, Fred Dillon, Arianna Taboada, & Patricia Merino Price Hopelab	NAUTILUS 4 
	ACT LOCALLY! NEW RESEARCH IN POLICY CHANGE PROCESSES Jill Thompson Hutson Rede Group	MARINA 3 
	THE PLANNED PARENTHOOD DIGITAL ECOSYSTEM IN ACTION Hannah Pyper Planned Parenthood	MARINA 4 
	BRINGING WIC INTO THE 21ST CENTURY: USING TECHNOLOGY TO RETAIN, RE-ENGAGE, AND RECRUIT FAMILIES Susan Sabatier California Department of Public Health, WIC Division Kiran Saluja PHFE WIC Program Andrea Weiss Community Medical Centers, Inc WIC Karen Farley California WIC Association	SEABREEZE 
3:10PM	AFTERNOON NETWORKING BREAK	GRANDE FOYER
GENERAL SESSION		
3:35PM	PANEL 4 / NURTURING CUSTOMER EXPERIENCE TO DRIVE BEHAVIOR CHANGE PANELIST 1 MEASURING ENGAGEMENT IN THE CHANGING DIGITAL WORLD  Dr. Sherry Emery Senior Fellow and Director Social Data Collaboratory, NORC at the University of Chicago	MAIN STAGE GRANDE BALLROOM
	PANELIST 2 INCORPORATING CUSTOMER EXPERIENCE TO IMPROVE OUTCOMES  Elizabeth ErkenBrack, PhD Linguistic Anthropologist and Senior Scientist Qualtrics XM	
	PANELIST 3 UI/UX TO IMPROVE PEOPLE'S LIVES AT SCALE  Lou Moore Chief Technology Officer Code for America	

AGENDA / DAY 2

■ GENERAL SESSIONS ■ BREAKOUT SESSIONS ■ BREAKS & NETWORKING

TIME	SESSION	LOCATION
CONCURRENT POWER SESSIONS CONTINUED		
4:05PM	PANEL DISCUSSION  MODERATOR Ruth Reader Tech Writer Fast Company	MAIN STAGE GRANDE BALLROOM
4:25PM	KEYNOTE PROMOTING HEALTH THROUGH CITIZEN FOCUSED VALUE CREATION  Jeff French Chief Executive Officer Strategic Social Marketing Strategic Social Marketing Professor Brighton Business School UK	
4:50PM	SUMMIT WRAP-UP - WHAT HAPPENS NEXT?  Kristin Carroll Chief Executive Officer Rescue Agency	
SUMMIT CONCLUSION		





**CONNECT &
COLLABORATE**

GROWING THE MOVEMENT OF CHANGE AGENTS

We've structured AOCS20 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've also seen first-hand the immense value of peer-to-peer knowledge sharing.

Join a morning workout, a lunch conversation or meet us on the dance floor of the Change Agents Celebration Dinner.

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. Look for a topic area on the tables in any of the Nautilus Breakout Rooms.

DECORATE YOUR BADGE

Use stickers to tell everyone more about your background. We've 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 Dinner Celebration Instagram Story.

CHANGE AGENT CELEBRATION DINNER

SOLD OUT

Praised as one of our most fun and engaging events, after a packed day, attendees come to enjoy dinner, live music and the company of other fellow change agents in celebrating the success of behavior change programs and campaigns.

Join us Monday night at 7 pm in the Grande Ballroom. Party attire welcome. Tickets required.

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



WHO WILL I MEET AT AGENTS OF CHANGE?

WIFI PASS: aocs20

AARP	Cabarrus Health Alliance	Denver Health	Idaho Dept of Health and Welfare
AB InBev Foundation	Cal Poly San Luis Obispo	Dexcom	Idaho Office of Drug Policy
Abigail Wexner Research Institute at Nationwide Children's Hospital	California Consortium for Urban Indian Health	DH Communications	IDEO
ACCESS	California Department of Public Health	Do. Co. Health Dept.	ilumivu
Ad Council	Canadian Cancer Society	Downers Grove South High School	Inter Tribal Council of Arizona
African American Tobacco Control Leadership Council	Catamount Institute	Drug Free Highlands	Inter-Tribal Council of MI
Alaska Native Tribal Health Consortium	Center for Community Resilience	Elemental Advisors	IQ Solutions
Aleutian Pribilof Islands Association, Inc.	Center for Injury Research and Policy at Nationwide Children's Hospital	Enhance Research	JLABS
AltaMed Health Services	Centers for Disease Control and Prevention	Entercom Communications	Johnson County Department of Health and Environment
Alteristic	Chickasaw Nation	ETR	Kaiser Permanente
American Lung Association	Chronic Disease Prevention Council	Exygy	Kansas Department of Health and Environment
American Samoa Dept. of Health	City of New Orleans	Eye to Eye National	Kentucky Department for Public Health
Americorps	ClearWay Minnesota	Fargo Cass Public Health	Kentucky Tobacco Prevention and Cessation Program
Amplify	Code for America	FHI 360	Keres
ANTHC	Columbus Public Health	First 5 Del Norte	Lincoln-Lancaster County Health Department
Arizona Department of Health Services	Commonwealth Healthcare Corporation	Flavors For Life	Louisiana Cancer Prevention
Arizona Department of Health Services	Community Advocates, Inc.	Fulton County Health Department	Louisiana Department of Health
Association for Nonsmokers-Minnesota	County of Los Angeles Dept of Public Health	Geelo Wellness	Lower Sioux Indian Community
Atrium Health	County of San Diego Health & Human Services Agency	Google	Macoupin County Maple Street Clinic FQHC
Augustine	Cowlitz County Health Department	Grand Forks Public Health	Macquarie University
Best Work People LLC	CT Department of Public Health	Griffith University	Mason County Public Health
Bismarck Burleigh Public Health	Curative	GSK Consumer Healthcare	Mayo Clinic
BJC HealthCare	Day One	Hawaii Department of Health	MCDPH
Blue Cross and Blue Shield of Minnesota	Del Norte Health and Human Services	Health & Human Services Agency	Michigan Emergency Department Improvement Collaborative
Brady		Health Quality Partners	
Brigham Young University-Idaho		Heartland Rural Health Network	
		Higher Education Center for Alcohol and Drug Misuse Prevention and Recovery	
		Hopelab	
		ICF Next	



Minnesota Department of Health	Palladian Partners	Sharp HealthPlan	UC Merced
MOBE	Penn State Extension	Shasta County Health and Human Services	UCLA Center for Cancer Prevention and Control
Modoc County Office of Education	Pennsylvania Department of Health	SHL Group Medical	UCLA/Wise Entertainment
National Center for Missing & Exploited Children	Pennyrile Children's Advocacy Center	Snapchat	United General District 304
National Recreation and Park Association	Planned Parenthood Federation of America	Social Marketing @ Griffith	United Indian Health Services Inc.
NC Tobacco Prevention and Control Branch	Power to Decide	SouthEast Alaska Regional Health Consortium	United Way Metropolitan Dallas
Nevada County Superintendent of Schools	Prevention First	Southern Nevada Health District	United Way of Mat-Su
New Mexico Allied Council on Tobacco / Keres	Prevention Insights	Southern Plains Tribal Health Board	University of Arizona
New York University College of Dentistry	Project Harmony Child Advocacy Center	Spokane Regional Health District	University of California, Irvine
New Zealand Drug Foundation	Qualtrics	Stand to Protect	University of Connecticut
North Central District Health Department	Queensland University of Technology	Stanford Social Innovation Review	University of Kansas
NYU College of Global Public Health	QuiO	Stanislaus County Office of Education	University of Oklahoma Health Sciences Center
NYU Dentistry Global Outreach	R&R Partners	Stanislaus County Sheriff	University of Puerto Rico
NYU Langone Health	Rede Group	Stanislaus County Tobacco Prevention Program	University of Southern California
NZ Drug Foundation	RTI International	Strategic Social Marketing	Univision Communications Inc.
ODMHSAS	Runyon Saltzman, Inc.	Summit County Public Health	Uplift Family Services
Odyssey and New Zealand Drug Foundation	Sacramento Native American Health Center	Summit County Public Health	Vermont Department of Health
Odyssey Trust	Safe Routes Partnership	Tahoe Forest Hospital	VI Marketing and Branding
OH Partners	San Diego American Indian Health Center	Texas Department of State Health Services	Virginia Foundation for Healthy Youth
Omni Youth Programs	San Diego Housing Commission	The George Washington University	VIVA Social Impact Partners
Open Door Community Health Cebnter	San Diego State University	The Social Changery	Wamberg Genomic Advisors
Open Source Wellness	San Diego Unified School District	The University of Queensland	Well Being Trust
Orutsararniut Native Council Qasgiq	San Ysidro Health	Truth Initiative	Wells House Inc
PA Department of Health	Santa Barbara County Public Health Department	Twitter	Your Social Marketer, Inc.
Pact Coalition	Sauk County Health Dept SE2	U.S. Food & Drug Administration Center for Tobacco Products	
	Sedgwick County Health Department		
	SEIU 775 Benefits Group		

* Organizations registered at the time of print.



IN MEMORIAM
Susan D. Kirby



On December 27, 2019, the social marketing and public health community lost a trailblazing leader, patient teacher, and dear friend. Susan D. Kirby, Dr.PH, MPH. Susan was a founding committee member of the first Agents of Change Summit in 2016 and contributed greatly to the planning of this year's Summit.

The Agents of Change committees and the Rescue Agency team extend our deepest sympathy to the family, friends, and colleagues of Susan Kirby, a trailblazer and leader within the health communications and social marketing communities.

Susan's leadership and vision will be greatly missed.





OPEN Space Radio

A podcast for and about *agents of change* creating a better quality of life for all through parks and recreation.

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SMQ

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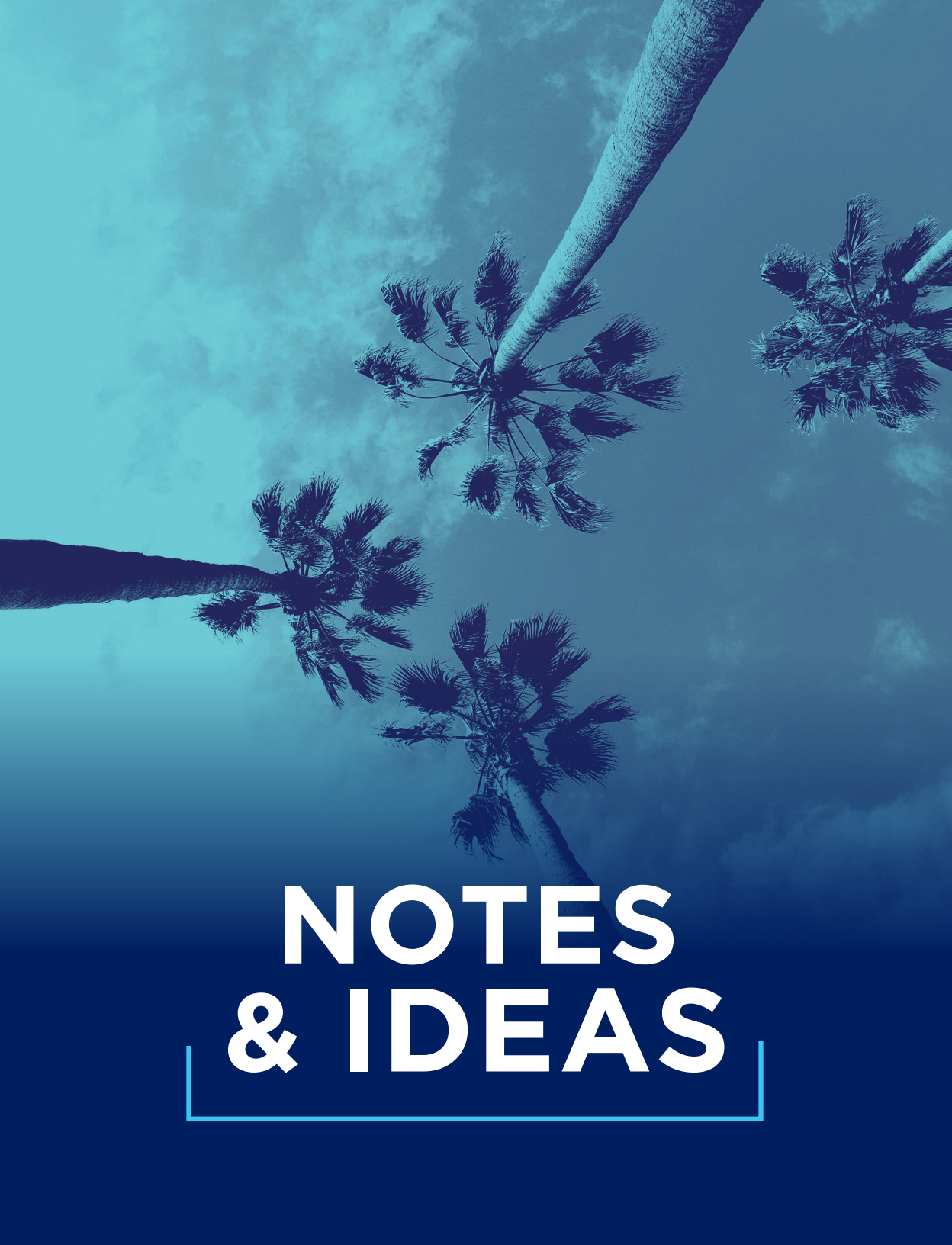
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- **Popular** – SMQ reaches more than 8,000 institutions in more than 80 countries.
- **Prompt Publishing** – SMQ accepts submissions on a rolling deadline and publishes promptly through OnlineFirst.

Now accepting **Case Study** and **Research & Evaluation** submissions from the Agents of Change Summit.

journals.sagepub.com/home/smq





NOTES & IDEAS



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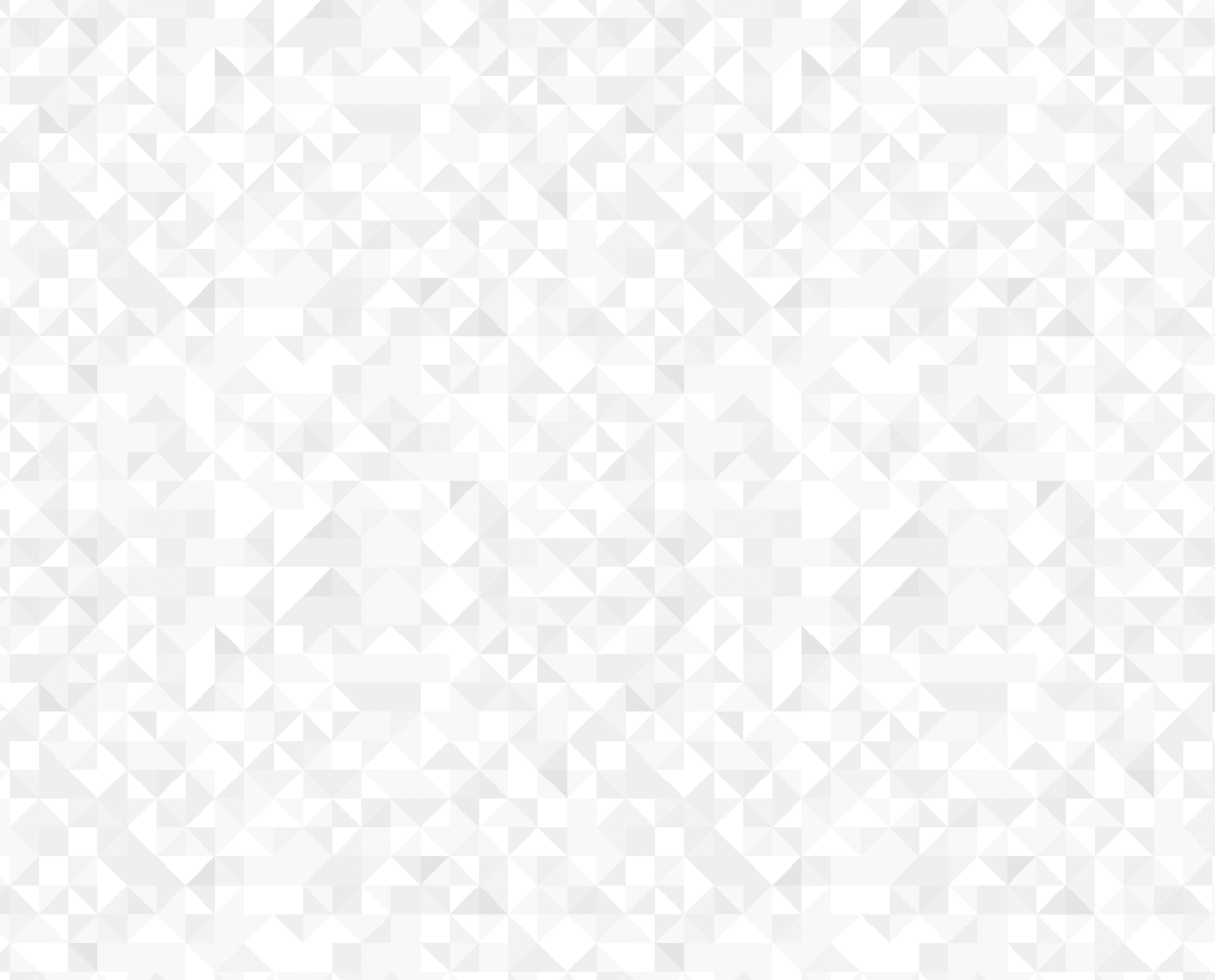
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The Behavior Change Agency.



WHAT IS CHANGE?

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

