



AGENTS OF CHANGE

SUMMIT 2023

MARCH 6-7, 2023 / SAN DIEGO, CA

AGENDA



VISIONARY
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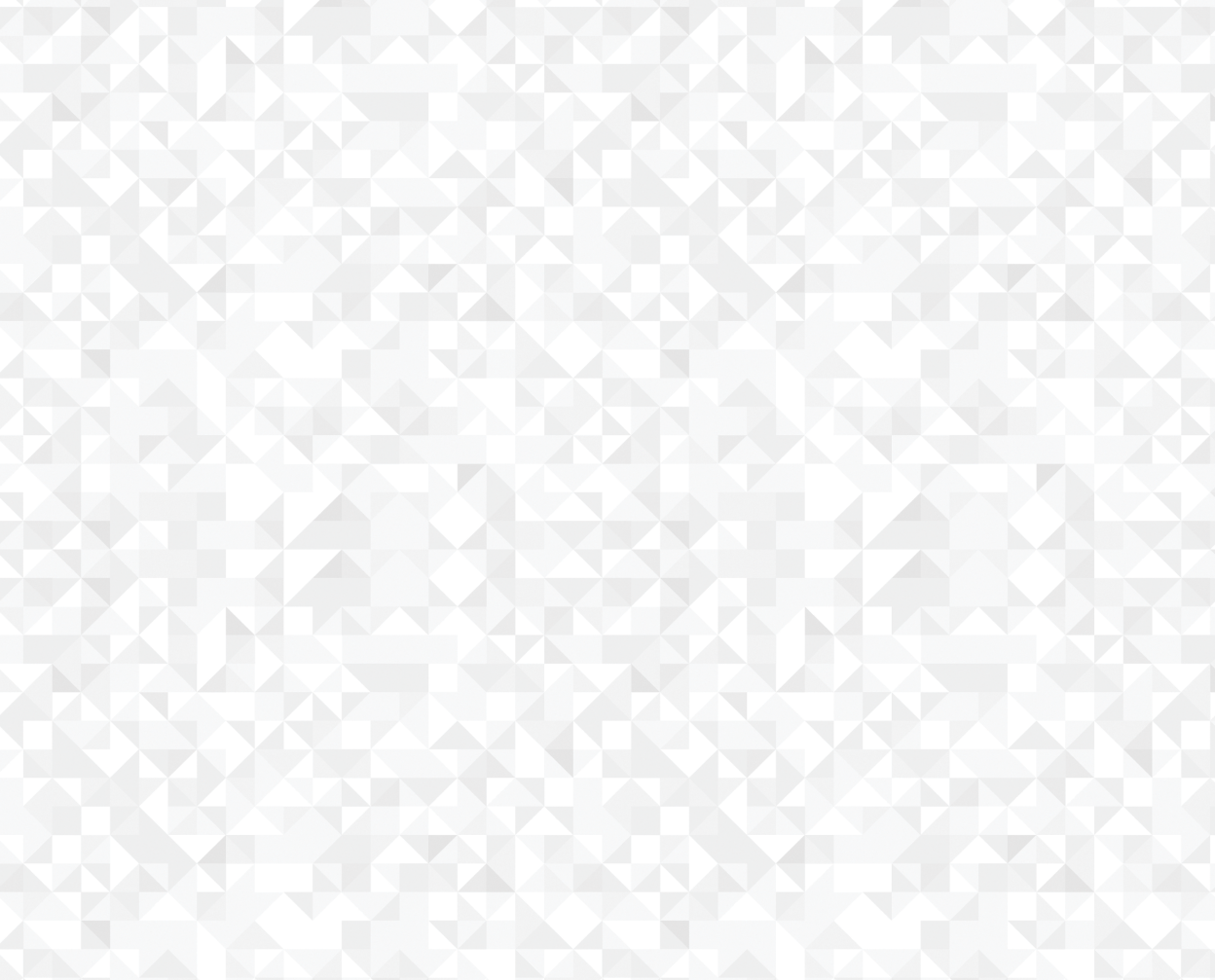
RESCUE
The Behavior Change Agency[®]

THE SCIENCE AND TECHNOLOGY OF
BEHAVIOR CHANGE

#AOCS23



@AOCSUMMIT / AgentsOfChangeSummit.org





— WELCOME —

CHANGE AGENTS

WELCOME TO THE



Welcome to the Agents of Change Summit.

The last time we were all together was in February 2020. Since then, the role of public health in our society and local communities has been thrust into the spotlight. As a profession and as individuals, we have endured the most significant health crisis in our lifetimes, with some tremendous successes and difficult challenges. Our work has never been more important.

We are so honored that you have joined us for our fourth Summit despite the interruption in our biennial schedule. We are here together to learn, grow, and share insights, best practices, innovations, and honest conversations about how we can unify and expand the community using marketing and technology to drive positive behavior change.

Over the next two days together, we will be exploring our field in a way that builds bridges, provokes new thinking, and inspires us to do better with an eye towards creating intentionally equitable programs that make healthy living possible for everyone.

Day One is focused on the Science of Change and exploring health equity in practice, trust in our institutions, the intersectionality of health issues, and our mental health emergency. We'll face the reality of an urgent drug crisis. We'll examine how we can better connect public health, the private sector, and health care and how inclusive communication can improve our impact.

Day Two will showcase the Technology of Change, starting with ways to make progress within challenging organizational structures. We'll dive deep into the evolving media landscape and how we can effectively connect with diverse and often hard-to-reach audiences. We'll hear about unexpected collaborations and campaigns. And we'll learn about new platforms that offer promise to scaling public health interventions more effectively in a measurable way.

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 successes and setbacks, openly engage with those around you, and imagine how you can apply new ideas back home.

You being here is special. We have curated a group of true leaders. 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, MA
Conference Co-Chair
Founder & President
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 4th Agents of Change Summit.

COMMITTEE CO-CHAIRS



Jeffrey Jordan, MA
Founder & President
Rescue Agency



Kristin Carroll
Chief Executive Officer
Rescue Agency



Danielle Ramo, PhD
Chief Clinical Officer
BeMe Health



Danny McGoldrick
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Campaign for
Tobacco-Free Kids



Fred Muench, PhD
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Partnership to
End Addiction



Jacqueline Wong
Executive Director
First 5 California



Jeff French
Chief Executive Officer
Strategic Social Marketing
Brighton University
Business School



Kyu Rhee, MD
Aetna Chief Medical Officer
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**Lipi Roy, MSc, MD,
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Professor, Editor in Chief
Griffith University, Journal of Social Marketing

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Director of Health Communication and Marketing
Tobacco Settlement Endowment Trust (TSET)

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Clinical Director of Health Initiatives Programs
National Jewish Health

W. Douglas Evans, PhD

Professor of Prevention and Community Health & Global Health
The George Washington University



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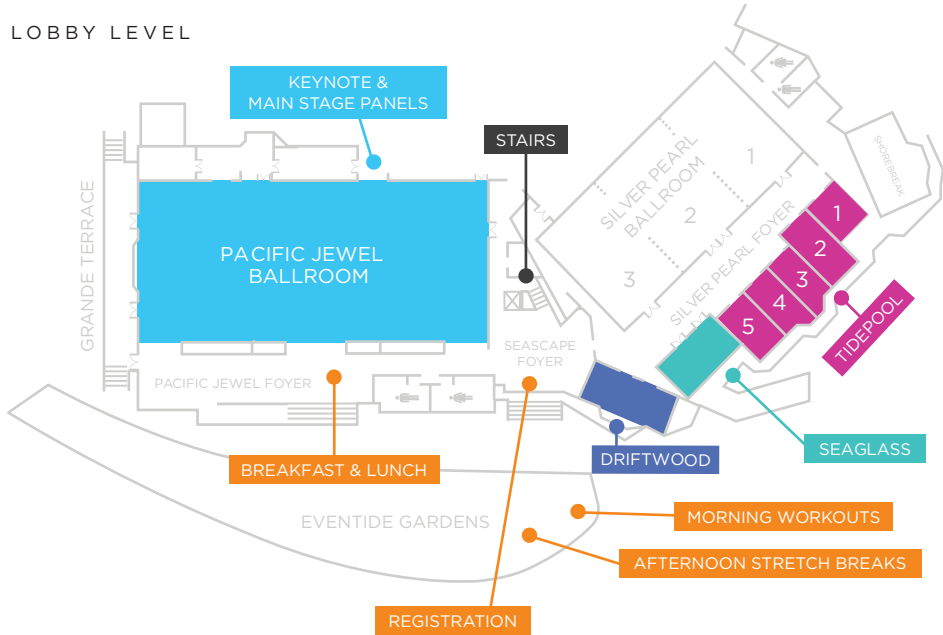
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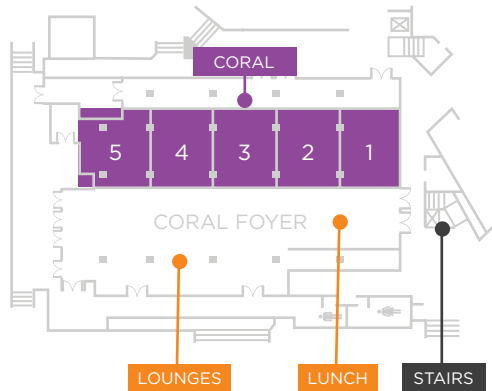
MAP

- MAIN STAGE SESSIONS
- CONCURRENT BREAKOUT ROOMS
 - CORAL
 - DRIFTWOOD
- BREAKS & NETWORKING
 - TIDEPOOL
 - SEAGLASS

LOBBY LEVEL



LOWER LEVEL








— AGENDA —

DAY ONE

AGENDA / DAY 1

■ GENERAL SESSIONS ■ BREAKOUT SESSIONS ■ BREAKS & NETWORKING


WIFI: MarriottBonvoy_Conference PASSWORD: AOCS2023

TIME	SESSION	LOCATION
7:00AM	REGISTRATION OPENS	SEASCAPE FOYER
7:00AM	MORNING FITNESS Details at Registration	EVENTIDE GARDENS
7:30AM	GRAB & GO BREAKFAST	PACIFIC JEWEL FOYER
DAY 1 / OPENING SESSION: THE SCIENCE OF BEHAVIOR CHANGE		
8:30AM	<p>WELCOME KEYNOTE INTENTIONAL EQUITY IN PUBLIC HEALTH COMMUNICATIONS</p>  <p>Jeffrey Jordan, MA Founder & President Rescue Agency</p> <p>KEYNOTE WELCOME & OVERVIEW FROM LIVE WELL SAN DIEGO</p>  <p>Nick Macchione, FACHE Director and Deputy Chief Administrative Officer San Diego Health and Human Services Agency</p> <p>KEYNOTE ENGAGING HEARTS & MINDS TO BUILD TRUST & ACCOUNTABILITY IN PUBLIC HEALTH</p>  <p>Paul Kuehnert, DNP, RN, FAAN President and CEO Public Health Accreditation Board</p>	MAIN STAGE PACIFIC JEWEL BALLROOM

BREAKOUT / WORKSHOP LEGEND

-  TOBACCO & VAPING PREVENTION & CESSATION
-  NUTRITION, PHYSICAL ACTIVITY, & WELLNESS
-  CANNABIS & SUBSTANCE USE
-  MENTAL HEALTH & SUICIDE PREVENTION
-  HEALTH COMMUNICATION FUNDAMENTALS
-  EARLY CHILDHOOD DEVELOPMENT & MATERNAL HEALTH
-  SEXUAL HEALTH

CONCURRENT BREAKOUT SESSIONS

10:00AM	<p>TEEN VAPING CESSATION STRATEGIES</p> <p>A Breakup Story: How to Successfully Help Gen Z Quit Vaping Elizabeth Kenny Truth Initiative</p>	CORAL 1 
10:25AM	<p>Promoting Cessation to Teens: My Life My Quit Success Stories Krysten Isaac Rescue Agency</p>	

AGENDA / DAY 1

■ GENERAL SESSIONS ■ BREAKOUT SESSIONS ■ BREAKS & NETWORKING

TIME	SESSION	LOCATION
CONCURRENT BREAKOUT SESSIONS CONTINUED		
	DIGITAL TOOLS IN TOBACCO CONTROL	<i>DRIFTWOOD</i>
10:00AM	<p>Digital Media for Behavior Change: Evidence & Case Studies</p> <p>Doug Evans, PhD The George Washington University</p>	
10:25AM	<p>Informed Choices, the ROI of a Tobacco Literate Generation: Impacting Youth Tobacco Use Behaviors Through a New FDA/CTP Digital Educational Resource Hub</p> <p>Ashley Roberts FDA</p>	
	NEW DATA TO INFORM TOBACCO PREVENTION PROGRAMS	<i>TIDEPOOL 5</i>
10:00AM	<p>ENDS Tracker Public-Private Partnership: A Novel Web-Based Surveillance Tool for Nicotine Products With a Focus on Ends</p> <p>Jaron King SC DHEC Division of Tobacco Prevention & Control</p>	
10:25AM	<p>Research Learnings & Opportunities for Education on Blunts</p> <p>Emily McDonald FDA Megan Vigorita FDA</p>	
	CASE STUDIES TO PREVENT OVERDOSE	<i>CORAL 2</i>
10:00AM	<p>Stop Overdose Initiative: Education Campaigns Making an Impact</p> <p>Brittany Curtis CDC</p>	
10:25AM	<p>Unmasking Meth: Understanding the Impact of Mental Health & Social Bias to Prevent Use & Escalation</p> <p>Michele Sok Rescue Agency Laura Grover Rescue Agency</p>	
	COMMUNICATIONS IN A POST-LEGALIZATION WORLD	<i>SEAGLASS</i>
10:00AM	<p>So, It's Legal. Now What? Adult Cannabis Communications</p> <p>Christina Malave Rescue Agency</p>	
10:25AM	<p>The Evolving Public Health Response to Legalized Commercial Cannabis</p> <p>Robb Hutson Rede Group Jill Hutson Rede Group</p>	



RESCUE
The Behavior Change Agency.

CHANGING BEHAVIORS SINCE 2001

Rescue provides behavior change marketing services to nonprofits and local, state, and federal government agencies to make healthy behaviors easier and more appealing for everyone. With over 200 change agents across North America, Rescue can help you develop and implement behavior change programs to equitably reach the audiences who need your messages the most.

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

MONDAY



SEAGLASS / 10:05AM

So, It's Legal. Now What? Adult Cannabis Communications



CORAL 3 / 10:05AM

Communicating on Teen Mental Health in a Post-COVID World



CORAL 4 / 10:05AM

Modernizing Government Services: How Relevant Communications Help Recruit & Retain Eligible Audiences



TIDEPOOL 2 / 10:30AM

Understanding How Adversity Predicts Health: Data & Insights From First 5 CA's Newest Campaign



CORAL 1 / 10:30AM

Promoting Cessation to Teens: My Life My Quit Success Stories



CORAL 2 / 10:30AM

Unmasking Meth: Understanding the Impact of Mental Health & Social Bias to Prevent Use & Escalation



DRIFTWOOD / 1:30PM

Out of the Haze & Into Your DMs: A Social Media-Based Vaping Cessation Program



CORAL 4 / 1:55PM

Addressing Health Disparities Among Individuals With Intellectual Disabilities Through Health Communications



SEAGLASS / 1:55PM

Rethinking Recovery: Exploring the Potential of Medication Assisted Treatment (MAT) for Individuals With Opioid Use Disorder (OUD)

AGENDA / DAY 1

■ GENERAL SESSIONS
 ■ BREAKOUT SESSIONS
 ■ BREAKS & NETWORKING

TIME	SESSION	LOCATION
CONCURRENT BREAKOUT SESSIONS CONTINUED		
10:00AM	AUTHENTICALLY ADDRESSING TEEN MENTAL HEALTH Communicating on Teen Mental Health in a Post-COVID World Danny Azucar, PhD Rescue Agency	CORAL 3 
10:25AM	imi: Making and Testing a Digital Safe Space for LGBTQ+ Teens Fred Dillon Hopelab	
MODERNIZING GOVERNMENT COMMUNICATIONS & SERVICES		
10:00AM	Modernizing Government Services: How Relevant Communications Help Recruit and Retain Eligible Audiences Dina Weldin Rescue Agency	CORAL 4 
10:25AM	Modernizing Services & Communications to Expand WIC's Public Health Impact Heidi M Hoffman Colorado Department of Public Health and Environment	
STRATEGIES FOR IMPROVING WORKPLACE WELLNESS		
10:00AM	San Diego County Healthy Workplace Accelerator Program: A Digital Approach to Implementing Worksite Health Promotion Spencer Stein County of San Diego	TIDEPOOL 3 
10:25AM	Are You Ready to Go? Increasing Rates of Breakfast Consumption in Australian Institutional Workplaces Sharyn Rundle-Thiele Social Marketing @ Griffith University	
ADVANCED STRATEGIES FOR EARLY CHILDHOOD PROGRAMS		
10:00AM	Why Babies: Transforming Pediatrics & the Importance of Child Welfare Matthew Melmed Zero to Three Chris McGurn Zero to Three	TIDEPOOL 2 
10:25AM	Understanding How Adversity Predicts Health: Data & Insights From First 5 CA's Newest Campaign Pamela Buchwald Rescue Agency	

VIEW THE AGENDA
ON OUR WEBSITE



AGENDA / DAY 1

■ GENERAL SESSIONS
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WiFi: MarriottBonvoy_Conference PASSWORD: AOCS2023

TIME	SESSION	LOCATION
CONCURRENT BREAKOUT SESSIONS CONTINUED		
10:00AM	SEX EDUCATION IN OUR MODERN WORLD Building Theory-Informed Digital Sex Education Julia Bennett Planned Parenthood Federation of America	TIDEPOOL 1 
	10:25AM Implementing Youth-Led Social Marketing Campaigns to Improve Teen Access to Sexual Health Services Danielle Lewald Healthy Start Coalition of Hillsborough County	
10:00AM	LESSONS IN EFFECTIVE DIGITAL COMMUNICATIONS Engage Like a Human, Not a Robot: Creating Safe & Effective Conversations on Social Media Johnathan Thompson Rescue Agency	CORAL 5 
	1025AM Think. Test. Treat TB: CDC's Tuberculosis (TB) Prevention Campaign John Parmer, PhD Centers for Disease Control and Prevention	
10:00AM	ENGAGING INFLUENCERS & COMMUNITY MEMBERS IN PROGRAMS Identifying & Leveraging Community Influencers for Behavior Change Campaigns Jennifer Savino KW2	TIDEPOOL 4 
	10:25AM CHW Model: A Pathway to Equity Janet Barragan County of San Diego Health and Human Services	
10:55AM	MORNING NETWORKING BREAK	PACIFIC JEWEL FOYER
GENERAL SESSION		
11:15AM	PANEL 1 / HEALTH EQUITY IN PRACTICE—WHAT DOES IT LOOK LIKE? STRATEGIES TO IMPLEMENT PANELIST 1 Strategies to Implement Trauma Informed Research Practices: Principles of Intentional Equity  Dr. Gray Abarca Research Scientist Rescue Agency	MAIN STAGE PACIFIC JEWEL BALLROOM

AGENDA / DAY 1

■ GENERAL SESSIONS ■ BREAKOUT SESSIONS ■ BREAKS & NETWORKING

TIME	SESSION	LOCATION
GENERAL SESSION CONTINUED		
	<p>PANELIST 2 COMMUNITY CENTERED SYSTEMS OF CARE: DECOLONIZING DATA & TELLING OUR OWN STORIES</p>  <p>Esther Lucero CEO Seattle Indian Health Board</p> <p>PANELIST 3 HEALTH EQUITY FROM THE INSIDE OUT</p>  <p>Elise James-DeCruise Chief Equity Officer Ad Council</p> <p>PANEL DISCUSSION</p>	<p>MAIN STAGE PACIFIC JEWEL BALLROOM</p>
12:05PM	<p>KEYNOTE LEARNING FROM YOUNG PEOPLE ABOUT THE MENTAL HEALTH CRISES</p>  <p>Erik Ewers Editor and Filmmaker Hiding in Plain Sight</p>	
12:30PM	<p>INTERACTIVE NETWORKING LUNCH Meet our Speakers and Committee Members. Check the signs for room locations.</p>	<p>CORAL FOYER & PACIFIC JEWEL FOYER</p>
CONCURRENT BREAKOUT SESSIONS		
1:30PM	<p>ADVANCED ADULT CESSATION PROMOTIONAL STRATEGIES</p> <p>Tips in Between “Tips”: Effective Cessation Messaging for Mental Health & Substance Use Disorders</p> <p>Krysten Isaac Rescue Agency Michelle Lynch North American of Quitline Consortium</p>	<p>CORAL 1</p> 
1:30PM	<p>CESSATION FOR TODAY’S TEEN AUDIENCE</p> <p>Out of the Haze & Into Your DMs: A Social Media-Based Vaping Cessation Program</p> <p>Allyson Cavaliere Rescue Agency</p>	<p>DRIFTWOOD</p> 
1:55PM	<p>A Case Study: Crafting Social Media Messages to Support Youth & Young Adult Cessation</p> <p>Katelyn Mazman California Youth Advocacy Network (CYAN)</p>	

AGENDA / DAY 1

■ GENERAL SESSIONS
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WIFI: MarriottBonvoy_Conference PASSWORD: AOCS2023

TIME	SESSION	LOCATION
CONCURRENT BREAKOUT SESSIONS CONTINUED		
1:30PM	COMPREHENSIVE STRATEGIES FOR TOBACCO CONTROL	TIDEPOOL 5 
	Community Level Efforts for Statewide Change: A Comprehensive Approach to Making Delaware Tobacco & Nicotine-Free Matt Coyle American Lung Association	
1:55PM	Tobacco Use Prevention in Education: A Comprehensive Approach to Policy, Curriculum, Student Engagement, & Cessation Sharon Rubalcava San Diego Unified School District	
1:30PM	ADVANCED TOPICS IN CANNABIS & SUBSTANCE USE PREVENTION	CORAL 2 
	Cannabis, Pregnancy & Breastfeeding: Compelling Messaging on a Controversial Topic Christina Malave Rescue Agency	
1:55PM	Turning Stories Into Results: Effectively Using Advocacy to Create Legislative Change in Congress Ryan Greenstein Global Health Advocacy Incubator Libby Jones Global Health Advocacy Incubator	
1:30PM	MODERNIZING STRATEGIES FOR OPIOID OVERDOSE PREVENTION	SEAGLASS 
	Combatting the Opioid Crisis: The Impact of a Statewide Awareness Campaign Kaleigh Becker Texas HHSC - Texas Targeted Opioid Response	
1:55PM	Rethinking Recovery: Exploring the Potential of Medication-Assisted Treatment (MAT) for Individuals With Opioid Use Disorder (OUD) Laura Gover Rescue Agency	
1:30PM	ENGAGING VULNERABLE COMMUNITY MEMBERS IN MENTAL HEALTH	CORAL 3 
	Digital Strategies to Accelerate Help-Seeking in Youth With Psychiatric Concerns in New York State Chantel Garrett Strong365 Lab	
1:55PM	Building an Engagement Infrastructure to Promote Behavioral Health Literacy & Equity Kat Casabar Briggs County of San Diego Health and Human Services Agency	

**VIEW THE AGENDA
ON OUR WEBSITE**



AGENDA / DAY 1

■ GENERAL SESSIONS ■ BREAKOUT SESSIONS ■ BREAKS & NETWORKING

TIME	SESSION	LOCATION
CONCURRENT BREAKOUT SESSIONS CONTINUED		
	ADVANCED TOPICS IN MENTAL HEALTH & SUICIDE PREVENTION	<i>TIDEPOOL 1</i>
1:30PM	Ending Family Fire: Saving Lives Through Safe Firearm Storage Colleen Creighton Brady United	
1:55PM	Hispanic Teens & Mental Health: How Culture & Ethnicity Have Impacted Identifying & Treating Mental Health Conditions of Hispanic Teens Kathy Whitlock TelevisaUnivision, Inc	
	PROMOTING SERVICES TO VULNERABLE AUDIENCES	<i>CORAL 4</i>
1:30PM	Countering Misperceptions & Stigma With Tailored Messaging: A Statewide Communications & Community Outreach Campaign for CalFresh SNAP Benefits Brian Kaiser California Department of Social Services (CDSS)	
1:55PM	Addressing Health Disparities Among Individuals With Intellectual Disabilities Through Health Communications Dina Weldin Rescue Agency	
	STRATEGIES TO INCREASE PHYSICAL ACTIVITY	<i>TIDEPOOL 3</i>
1:30PM	Fitness for All Ages, Abilities, & Incomes: 5K & Fitness Challenge Breaks Down Barriers to Physical Activity & Participation for an All-Inclusive Community Event Lana Findlay County of San Diego Tara Beeston County of San Diego	
1:55PM	IMPACTing Physical Education: Innovative Collaboration Between a Public Health Department & a Large Urban School District Samantha Sonnich County of San Diego Health and Human Services Agency	
	ADVANCED TOPICS IN EARLY CHILDHOOD EDUCATION	<i>TIDEPOOL 2</i>
1:30PM	Penis & Vagina Are Not Bad Words! How Behavior Change Can Help Pediatricians Protect Children Amy Nguyen Darkness to Light	
1:55PM	Strengthening California's Emergency Child Care Bridge Program Andria Zaverl Child Care Resource Center	
	TOOLS TO REACH AUDIENCES MORE EFFECTIVELY	<i>CORAL 5</i>
1:30PM	Using Mindset & Peer Crowd Segmentation to Understand & Address Teen Health Behaviors Shiloh Beckerley, PhD Rescue Agency Danny Saggese Virginia Foundation for Healthy Youth	
1:55PM	Developing Sustainable Community-Level Data Dashboards: A Case Study From CDC's Environmental Justice Dashboard Jena Losch Centers for Disease Control and Prevention	

AGENDA / DAY 1

■ GENERAL SESSIONS ■ BREAKOUT SESSIONS ■ BREAKS & NETWORKING





WIFI: MarriottBonvoy_Conference PASSWORD: AOCS2023

TIME	SESSION	LOCATION
CONCURRENT BREAKOUT SESSIONS CONTINUED		
1:30PM	<p>INCREASING COMMUNITY COLLABORATION & OUTREACH IN PROGRAMS</p> <p>Live Wow! Bringing Critical Services to Communities: Live Well on Wheels Jocelyn Nuñez County of San Diego</p>	<p>TIDEPOOL 4</p> 
1:55PM	<p>Centering Racial Justice in the Public Health Ecosystem: Lessons From COVID-19 Ruben Cantu Prevention Institute</p>	
GENERAL SESSION		
2:35PM	<p>KEYNOTE THE CASE FOR GREATER COLLABORATION BETWEEN HEALTH CARE, PRIVATE SECTOR & PUBLIC HEALTH</p>  <p>Dr. Kyu Rhee Aetna Chief Medical Officer CVS Health</p> <p>KEYNOTE HOW THIS DRUG CRISIS IS DIFFERENT & WHAT YOU CAN DO ABOUT IT</p>  <p>Ben Westhoff Investigative Journalist and Author Fentanyl Inc.</p> <p>TRAINING NALOXONE TRAINING & DISTRIBUTION San Diego Health and Human Services Department</p>	<p>MAIN STAGE: PACIFIC JEWEL BALLROOM</p>
3:20PM	AFTERNOON NETWORKING BREAK	<p>PACIFIC JEWEL FOYER</p>
GENERAL SESSION		
3:50PM	<p>PANEL 2 / INTERSECTIONALITY OF COMPLEX PUBLIC HEALTH PROBLEMS: FROM SUBSTANCE MISUSE & FOOD INSECURITY TO HOUSING, GUN VIOLENCE, & COVID</p> <p>PANELIST 1 FROM HEALTH CLINICS & HOMELESS SHELTERS TO MEDIA & THE MASSES: THE URGENT NEED FOR ACCURATE INTERSECTIONAL PUBLIC HEALTH MESSAGING</p>  <p>Dr. Lipi Roy Medical Director Housing Works MSNBC and Forbes Health Contributor</p> <p>PANELIST 2 STRATEGIES TO ADDRESS FOOD INSECURITY WITHIN COMMUNITY HEALTH</p>  <p>Kelleen Zubick Senior Director, Health Strategies Share Our Strength</p>	<p>MAIN STAGE: PACIFIC JEWEL BALLROOM</p>



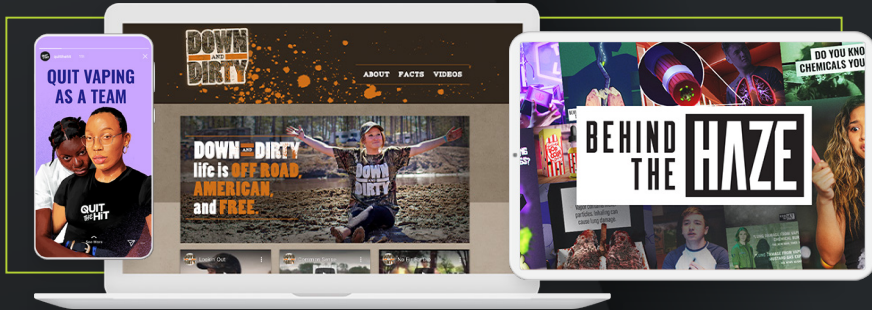
AGENDA / DAY 1

■ GENERAL SESSIONS
 ■ BREAKOUT SESSIONS
 ■ BREAKS & NETWORKING

TIME	SESSION	LOCATION
GENERAL SESSION CONTINUED		
4:45PM	<p>PANELIST 3 THE COLLISION OF YOUTH MENTAL HEALTH, SUBSTANCE USE, & THE POLICY LANDSCAPE: WHERE WE'RE GOING FROM HERE</p>  <p>Robin Christensen Chief, Substance and Addiction Prevention Branch California Department of Public Health</p>	<i>MAIN STAGE: PACIFIC JEWEL BALLROOM</i>
	<p>PANELIST 4 TACKLING GUN VIOLENCE AS A PUBLIC HEALTH ISSUE</p>  <p>Kris Brown President Brady United</p>	
	<p>PANEL DISCUSSION</p>	
	<p>KEYNOTE THE ART OF INCLUSIVE COMMUNICATION: CONNECTING WITH AUDIENCES, OUR COMMUNITIES, & EACH OTHER IN A MORE EFFECTIVE WAY</p>  <p>Steven Dinkin President National Conflict Resolution Center</p>	
	<p>KEYNOTE WRAPPING DAY 1: THE SCIENCE OF BEHAVIOR CHANGE</p>  <p>Jeffrey Jordan, MA Founder & President Rescue Agency</p>	
5:10PM	DAY 1 CONCLUDES	
6:00PM	<p style="text-align: center;">CHANGE AGENT CELEBRATION DINNER <i>Ticket required</i></p> <p style="text-align: center;">Coasterra 6 PM Happy Hour 7 PM Dinner</p>	

BEHAVIOR CHANGE CAMPAIGNS
YOU CAN IMPLEMENT IMMEDIATELY:

READY-MADE MEDIA CAMPAIGNS



Developing a new public health campaign can take over six 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, health care 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.



For more information, visit www.RescueAgency.com/ReadyMade



— AGENDA —

DAY TWO

AGENDA / DAY 2

■ GENERAL SESSIONS ■ BREAKOUT SESSIONS ■ BREAKS & NETWORKING

WIFI: MarriottBonvoy_Conference PASSWORD: AOCS2023

TIME	SESSION	LOCATION
7:00AM	REGISTRATION OPENS	SEASCAPE FOYER
7:00AM	MORNING FITNESS Details at Registration	EVENTIDE GARDENS
7:30AM	GRAB & GO BREAKFAST	PACIFIC JEWEL FOYER
DAY 2 / OPENING SESSION: THE TECHNOLOGY OF BEHAVIOR CHANGE		
8:30AM	<p>OPENING KEYNOTE RECENTERING PUBLIC HEALTH AROUND THE HUMAN PERSPECTIVE</p>  <p>Kristin Carroll Chief Executive Officer Rescue Agency</p> <p>KEYNOTE GET THINGS DONE NO MATTER WHAT YOUR ROLE ON ANY TEAM</p>  <p>Marina Nitze Co-Author Hack Your Bureaucracy</p> <p>KEYNOTE FROM SEARCH & BEYOND: HOW GOOGLE POSITIVELY IMPACTS PUBLIC HEALTH</p>  <p>Michelle Hinkes Lead, Public Health Google</p>	MAIN STAGE PACIFIC JEWEL BALLROOM
CONCURRENT BREAKOUT SESSIONS		
10:00AM	<p>MORE EFFECTIVELY REACHING TEENS FOR TOBACCO PREVENTION</p> <p>Chew, Dip, & Vaping: Reaching Rural Teens Effectively</p> <p>Anthony Garcia Rescue Agency</p>	CORAL 1 
10:25AM	<p>Influencers 101: Best Practices & Practical Approaches for Public Health Campaigns</p> <p>Merrybelle Guo FDA Carli Smith Rescue Agency</p>	



AGENDA / DAY 2


■ GENERAL SESSIONS
 ■ BREAKOUT SESSIONS
 ■ BREAKS & NETWORKING

TIME	SESSION	LOCATION
CONCURRENT BREAKOUT SESSIONS CONTINUED		
10:00AM	POLICY CHANGE FOR TOBACCO PREVENTION When Youth Talk, Adults Listen: Engaging Youth Influencers in Public Policy Advocacy Hannah Robbins Bruce Virginia Foundation for Healthy Youth Anita Hall, Haley Flores Y Street	DRIFTWOOD 
	Two for One: How Price Restrictions Impact Point-of-Sale Advertising Katie Engman Association for Nonsmokers - MN	
10:25AM	PARTNERSHIPS & COLLABORATION IN TOBACCO CONTROL The PSFG: A School-Based Program That Aims to Achieve Quebec's First Smoke-Free Generation Amélie Brunet Quebec Council on Tobacco and Health	TIDEPOOL 5 
	Building Community Trust With Law Enforcement for Tobacco Policy Efforts Shelly Brantley California Health Collaborative - RISE	
10:00AM	PREVENTING YOUTH CANNABIS USE Dazed & Dual Use Confused: What Teens Are Saying About Vaping Cannabis & How to Solve It Krysten Isaac Rescue Agency	CORAL 2 
	Youth Cannabis Prevention With the Lens of Health Equity & Social Justice Katherine Zavala Washington State Department of Health	
10:25AM	ADVANCED STRATEGIES IN SUBSTANCE USE PREVENTION Operation Prevention: Using Tech & Education to Bridge Public Safety & Public Health Sean Fearnas U.S. Drug Enforcement Agency	SEAGLASS 
	"You Just Get Hammered, & That's When the Crazy Snaps Start": Creating Relevant Harm Reduction Messages for Young Adults Who Binge Drink Laura Gover Rescue Agency	
10:00AM	DIGITAL STRATEGIES IN ALCOHOL & SUBSTANCE USE PREVENTION Leveraging Digital Media to Reduce Stigma Through a Scalable Contact-Based Strategy Asha Carroll Shatterproof	TIDEPOOL 2 
	Evaluation & Redesign of Alcoholscreening.org Michael Sobolev, PhD Cornell Tech	

AGENDA / DAY 2

■ GENERAL SESSIONS
 ■ BREAKOUT SESSIONS
 ■ BREAKS & NETWORKING

WIFI: MarriottBonvoy_Conference PASSWORD: AOCS2023

TIME	SESSION	LOCATION
CONCURRENT BREAKOUT SESSIONS CONTINUED		
10:00AM	DESTIGMATIZING MENTAL HEALTH Why Aren't We Prioritizing Mental Health? How to Craft Communications to Destigmatize Mental Health Challenges Dina Weldin Rescue Agency	CORAL 3 
10:25AM	Using a Human Centered Design Approach With 988 and Related Behavioral Health Websites James Wright SAMHSA and CMS (DSAC) Melissa Eggleston SAMHSA and CMS (DSAC)	
MOTIVATING TEENS TO EAT HEALTHIER		
10:00AM	Embracing Gen Z: How Strategic Youth-Led Programs Can Change School Wellness Policy Carlye Hausbeck Rescue Agency	CORAL 4 
10:25AM	A SAVI Approach to Teen Obesity Prevention Among Rural Teens Dana Wagner, PhD Rescue Agency	
COMMUNICATIONS FOR A HEALTHY HEART		
10:00AM	Health Equity Lens in Public Health Program Implementation Ndukaku Omelu, PhD California Department of Public Health	TIDEPOOL 3 
10:25AM	Bringing Heart Health Home Ramona Prado-Lyon County of San Diego	
PROMOTING HIV TESTING & TREATMENT		
10:00AM	Reducing Stigma to Promote Testing & Treatment With Rethink HIV Michelle Sok Rescue Agency	TIDEPOOL 1 
ADVANCED TOPICS IN HEALTH COMMUNICATIONS		
10:00AM	Narrative Counter-Conspiracies: A Novel Approach to COVID-19 Vaccine Messaging for Resistant Adults Samantha Jacobs Rescue Agency	CORAL 5 
10:25AM	What is CDC Telling Me Not to Eat This Time? Case Study on How CDC Improved Its Foodborne Outbreak Web Notices Mabel Sheau Fong Low CDC	



RESCUE
The Behavior Change Agency.

CREATING EVIDENCE-BASED BEHAVIOR CHANGE CAMPAIGNS

Rescue provides behavior change marketing services to nonprofits and local, state, and federal government agencies to make healthy behaviors easier and more appealing for everyone. With an in-house research team of social scientists, MPHs, and PhDs, we ensure that research findings are woven into every aspect of our interventions, from key messages to implementation tactics.

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

 = POWER SESSIONS

TUESDAY



CORAL 3 / 10:00AM

Why Aren't We Prioritizing Mental Health? How to Craft Communications to Destigmatize Mental Health Challenges



CORAL 1 / 10:00AM

Chew, Dip, & Vaping: Reaching Rural Teens Effectively



CORAL 4 / 10:25AM

A SAVI Approach to Teen Obesity Prevention Among Rural Teens



SEAGLASS / 10:25AM

"You Just Get Hammered, & That's When All the Crazy Snaps Start Happening": Creating Relevant Harm Reduction Messages for Young Adults Who Binge Drink



SEAGLASS / 2:35PM

Facing Fentanyl: Impactful Tactics to Reduce Youth's Risk of Overdose



CORAL 2 / 2:35PM

Crafting Effective Cannabis Communications in the Midst of the Youth Mental Health Crisis



CORAL 4 / 2:35PM

Serving Up a New Approach to SNAP-Ed Social Marketing Campaigns



CORAL 1 / 2:35PM

Tackling Teen Vaping in 2023: New Products, Mental Health, & an Industry That Won't Quit



TIDEPOOL 2 / 2:35PM

Interrupt the Consequences of Childhood Adversity: Learnings From First 5 CA's Newest Campaign

AGENDA / DAY 2

■ GENERAL SESSIONS
 ■ BREAKOUT SESSIONS
 ■ BREAKS & NETWORKING

TIME	SESSION	LOCATION
CONCURRENT BREAKOUT SESSIONS CONTINUED		
10:00AM	STRATEGIES TO INCREASE THE EFFECTIVENESS OF HEALTH COMMUNICATIONS How Can We Transform Our Public Health Programs Into Learning Powerhouses, Fueled by Our Evaluation Findings? Amanda McWhorter CDC	TIDEPOOL 4 
	10:25AM How to Develop Theory-Based Personas for Preventive Health Services Rebekah Russell-Bennett, PhD Queensland University of Technology, Australia	
10:50AM	MORNING NETWORKING BREAK	PACIFIC JEWEL FOYER
DAY 2 / GENERAL SESSION		
11:15AM	KEYNOTE COUNTERING INVISIBLE BIAS IN MARKETING CAMPAIGNS  Michelle Bellon Senior Vice President, Impact & Growth Rescue Agency KEYNOTE DIVERSITY & INCLUSION IN TODAY'S MEDIA LANDSCAPE  Stacie M. de Armas SVP, DEI, Diverse Insights, Intelligence & Initiatives Neilsen	MAIN STAGE PACIFIC JEWEL BALLROOM
11:55AM	<div style="background-color: #0070C0; color: white; padding: 5px; text-align: center;"> TALK SERIES / INNOVATIONS IN USING "MEDIA" TO CONNECT WITH HARD-TO-REACH AUDIENCES </div> TALK 1 HEALTH IN HD: BUILDING CTV CAMPAIGNS WITH YOUTUBE  Espan Fernandez Public Health Lead YouTube TALK 2 ALL ABOUT THE DIGITAL PLATFORM FOCUSED ON COMMUNITIES  Adam Yates Head of Government Campaigns Reddit TALK 3 HOW INFLUENCERS CAN AMPLIFY YOUR MEDIA REACH & CONNECT WITH REAL PEOPLE AT THE SAME TIME <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;">  Latarria Coy Head of Ethical Media Influential </div> <div style="width: 45%;">  Jessica Farber Vice President Influential </div> </div>	
	<div style="background-color: #ADD8E6; padding: 5px;"> SPONSORED FIRST 5 CALIFORNIA BREATHING BREAK  Jackie Wong Executive Director Children & Families Commission/First 5 California </div>	

WIFI: MarriottBonvoy_Conference PASSWORD: AOCS2023

AGENDA / DAY 2

■ GENERAL SESSIONS ■ BREAKOUT SESSIONS ■ BREAKS & NETWORKING

TIME	SESSION	LOCATION
12:35PM	INTERACTIVE NETWORKING LUNCH Meet our Speakers and Committee Members. Check the signs for room locations.	CORAL FOYER & PACIFIC JEWEL FOYER
GENERAL SESSION CONTINUED		
1:30PM	<p>TALK SERIES / COVID CAMPAIGN DEEP DIVE: HOW A LEADING ACADEMIC, NONPROFIT, & TECH PLATFORM JOINED FORCES TO CREATE IMPACT</p> <p>TALK 1</p>  <p>Nick Moran Associate Director of Audience Development Johns Hopkins Bloomberg School of Public Health</p> <p>TALK 2</p>  <p>Tina Hoff Senior Vice President and Executive Director of Social Impact Media Program KFF</p> <p>TALK 3</p>  <p>Lu'chen Foster Director of Health Partnerships Meta</p> <p>SPONSORED FIRST 5 CALIFORNIA BREATHING BREAK</p>  <p>Jackie Wong Executive Director Children & Families Commission/First 5 California</p> <p>KEYNOTE DISRUPTION INSIDE THE BOX: THE STOP OVERDOSE INITIATIVE</p>  <p>Robin Rinker Communication Chief, Division of Overdose Prevention CDC</p>	MAIN STAGE PACIFIC JEWEL BALLROOM
CONCURRENT POWER SESSIONS		
2:35PM	<p>TACKLING TEEN VAPING IN 2023: NEW PRODUCTS, MENTAL HEALTH, & AN INDUSTRY THAT WON'T QUIT</p> <p>Jeffrey Jordan Rescue Agency</p> <p>HOW THE CHANGING TOBACCO POLICY LANDSCAPE CAN ADD POWER TO YOUR PREVENTION & CESSATION COMMUNICATIONS</p> <p>Caroline Goncalves Jones Campaign for Tobacco-Free Kids</p>	<p>CORAL 1</p>  <p>DRIFTWOOD</p> 

AGENDA / DAY 2

■ GENERAL SESSIONS ■ BREAKOUT SESSIONS ■ BREAKS & NETWORKING

WIFI: MarriottBonvoy_Conference PASSWORD: AOCS2023

TIME	SESSION	LOCATION
CONCURRENT POWER SESSIONS CONTINUED		
2:35PM	CRAFTING EFFECTIVE CANNABIS COMMUNICATIONS IN THE MIDST OF THE YOUTH MENTAL HEALTH CRISIS Krysten Isaac Rescue Agency	CORAL 2 
	FACING FENTANYL: IMPACTFUL TACTICS TO REDUCE YOUTH'S RISK OF OVERDOSE Laura Gover Rescue Agency Penny Norman Rescue Agency	SEAGLASS 
	HIDING IN PLAIN SIGHT: THE MAKING OF THE FILM, THE YOUTH PERSPECTIVE, & THE NEXT PHASE OF THE PROJECT Erik Ewers Ewers Brothers Productions, LLC "Hiding in Plain Sight"	CORAL 3 
	SERVING UP A NEW APPROACH TO SNAP-ED SOCIAL MARKETING CAMPAIGNS Shiloh Beckerley, PhD Rescue Agency Dina Weldin Rescue Agency	CORAL 4 
	INTERRUPT THE CONSEQUENCES OF CHILDHOOD ADVERSITY: LEARNINGS FROM FIRST 5 CA'S NEWEST CAMPAIGN Brandon Tate Rescue Agency Jackie Wong First 5 California	TIDEPOOL 2 
	HOW TO CREATE HIGHLY IMPACTFUL GOOGLE AD CAMPAIGNS Cait Christian Google Esteban Fernandez Google	CORAL 5 
	THE CLIENT CONNECTION: MANAGING CHALLENGING CONVERSATIONS WITH THE COMMUNITY Ashley Virtue National Conflict Resolution Center	TIDEPOOL 3 
	BUREAUCRACY HACKING! STORIES & HANDS-ON PROBLEM SOLVING Marina Nitze Hack Your Bureaucracy	TIDEPOOL 4 
3:30PM	AFTERNOON NETWORKING BREAK	PACIFIC JEWEL FOYER

AGENDA / DAY 2

■ GENERAL SESSIONS ■ BREAKOUT SESSIONS ■ BREAKS & NETWORKING

TIME	SESSION	LOCATION
GENERAL SESSION		
	TALK SERIES / FROM WEBSITES & TEXTING & FROM APPS & SAAS TECHNOLOGY: PLATFORMS THAT CREATE POSITIVE HEALTH CHANGE	<i>MAIN STAGE PACIFIC JEWEL BALLROOM</i>
3:50PM	TALK 1 USING WEBSITES AS A REAL-TIME RESEARCH TOOL  Penny Norman Strategy Director Rescue Agency	
	TALK 2 INTEGRATING HUMAN EXPERIENCE INTO DIGITAL INTERVENTIONS  Danielle Ramo Chief Clinical Officer BeMe Health	
	TALK 3 CATALYTIC IMPACT IN THE PALM OF YOUR HAND  Dr. Bhupendra Sheoran Chief of Staff Cell-Ed	
	TALK 4 INCREASING HEALTH EQUITY THROUGH SAAS TECHNOLOGY  Jayson Ahlstrom Chief Product Officer / Co-Founder Healthy Together	
4:40PM	KEYNOTE THE ORIGIN STORY OF US DIGITAL CORPS: CREATING INNOVATION, INSPIRATION, & IMPACT WITHIN THE GOVERNMENT & HOW YOU CAN DO IT TOO  Christopher Kuang Co-Founder US Digital Corps	
	SUMMIT WRAP-UP  Kristin Carroll Chief Executive Officer Rescue Agency	 Jeffrey Jordan, MA Founder & President Rescue Agency
5:05PM	SUMMIT CONCLUSION	





CONNECT & COLLABORATE

WHO WILL I MEET AT AGENTS OF CHANGE?

AAPC Pollies Univision L2 Party ACCESS	CalFresh Healthy Living California Department of Public Health	Colorado Human Services Columbus Public Health Columbus Regional Health	Hack Your Bureaucracy HCH Enterprises Health Canada
Action for Healthy Kids Ad Council Advocacy & Communication Solutions	California Department of Social Services California Friday Night Live Partnership	Commonwealth Healthcare Corporation Community Advocates Copper River Native Association	Health Promotion Council Healthy Start Coalition of Hillsborough County Highnoon Hikma
Alaska Native Tribal Health Consortium Alcohol & Drug Services	California Health Collaborative California State University, San Bernardino	Corduroy Media County of Del Norte County of Monterey County of San Diego	Hillsborough County Public Schools Hopelab Housing Works
Aleutian Pribilof Islands Association American Diabetes Association	California Youth Advocacy Network Campaign for Tobacco- Free Kids	CSAC Finance Corporation Cudahy Health Department CVS Health Darkness to Light	Indiana Department of Health, Tobacco Prevention and Cessation Infinite Balance
American Lung Association Americans for Nonsmoker's Rights	Canadian Cancer Society CDC Foundation CDHS	Denver Public Schools Deschutes County Health Services Drug Enforcement Administration	Iowa Department of Health & Human Services IQ Solutions Johns Hopkins Bloomberg School of Public Health
AmeriCorps ASTHO NE DHHS DPH APIA	CDSS, CalFresh Cedars, Sinai Medical Center Center for Health Communication, The University of Texas at Austin	DuPage County Health Department Elemental Advisors Erie County Dept. of Health ESD112	Keres Community Health Keres Consulting KFF (Kaiser Family Foundation) Lane County Public Health
Arizona Department of Health Services Association for Nonsmokers, Minnesota	Centers for Disease Control & Prevention (CDC) Central Nebraska Council on Alcohol & Addiction	Elemtal Advisors Erie County Dept. of Health ESD112 ETR (Education, Training, and Research)	LEAD, California Health Collaborative Lincoln County Health & Human Services
Association of State and Territorial Health Officials Audacy Baltimore County Department of Health	Chicago Public Schools Child Care Resource Center (CCRC) Children & Families Commission, First 5 California	FDA/CTP/OHCE First 5 California Flavors For Life Florence County Human Services Food and Drug Administration	Lincoln Trail District Health Department Lincoln-Lancaster County Health Department Louisiana Department of Health
Be the Change 406 Coalition/DFC Beaverton School District	City of Milwaukee Health Department Cochise County Cochise County Health & Social Services	Fors Marsh Fulton County Health Department Global Health Advocacy Incubator Google	Louisiana Public Health Institute Martin County Board of County Commissioners Maryland Department of Health, Behavioral Health Administration
BeMe Health Bismarck Burleigh Public Health Blue Cross and Blue Shield of Minnesota	Colorado Consortium for Prescription Drug Abuse Prevention, Univ. of Colorado Colorado Dept. of Public Health and Environment, WIC Program	Greenfield Health Department Grove Atlantic	Mason County Public Health & Human Services Mayo Clinic
boncom Brady United Brown County Public Health Burlington Partnership for a Healthy Community (BPHC) CA Health Collaborative, RISE			



MCDPH	Prevention First	Snap Inc	United States Attorney's Office, Southern District of California
MCHC	Prevention Insights	Social Marketing @ Griffith	University of California, Irvine
Meta	Prevention Works!VT	South Central Public Health District	University of Illinois at Urbana, Champaign
Metropolitan Group	Public Health Idaho North Central	Southeastern Idaho Public Health	University of Maryland School of Pharmacy
Michigan Department of Health & Human Services	Public Health Sauk County	Southern Nevada Health District	University of South Florida
Mid-State Health Network	Pueblo of Santa Ana	Southwest District Health	University of West Florida
Minnesota Department of Health	Quebec Council on Tobacco & Health	Spitfire Strategies Ltd.	University of Wisconsin Madison
Misfit	Queensland University of Technology	Spokane Regional Health District	Univision
Mono County Health Department	Rede Group	Springfield-Greene County Health Department	UNM Prevention Research Center
Montana DPHHS	Refuel Agency	Stanislaus County Health Services Agency, Public Health Division	USET
Multnomah County	Rescue The Behavior Change Agency	Stanislaus County Office of Education	Vermont Department of Health
National Conflict Resolution Center	Research Narrative Inc.	Strong365 Lab	Virginia Foundation for Healthy Youth
Nationwide	Rhode Island Department of Health	TelevisaUnivision	Wake Forest Baptist Health
Navajo County Health Services District	Riverside County RUHS Dept. of Public Health	Tennessee Department of Health	Washington County Health & Human Services
NC Division of Mental Health, Developmental Disabilities, Substance Use Services	Riverside County RUHS, PH	Texas Department of State Health Services	Washington Poison Center
Nebraska DHHS	Riverside University Health System	Texas School Safety Center, Youth Tobacco Prevention	Washoe County Health District
Nevada County Public Health	Runyon Saltzman, Inc.	The George Washington University	Wisconsin Department of Health Services
New Jersey Department of Health	RVO Health	The Social Changery	Women, Infants and Children Program (WIC)
Nicotine Free Northwest PA	Sacramento Native American Health Center	Tobacco Education & Advocacy of the Midlands	World Voices Media
North American Quitline Consortium	Salt River Pima-Maricopa Indian Community	Tobacco Use Prevention Program (OCHCA)	Y Street
Northwest Strategies	SAMHSA	Tri-City Mental Health Authority	Your Social Marketer, Inc.
National Recreation & Park Association (NRPA)	San Benito County Public Health Services; SBC Tobacco Education Program	Trinity Church	Yuma County Public Health Services District
Oak Creek Health Department	San Diego County Office of Education	Truth Initiative	ZERO TO THREE
Olmsted County Public Health	San Joaquin County Public Health Services	Tulare County Health & Human Services	ZLR Ignition
Ontario Tech University	Sauk County Health Dept	Twitter	
OPTUM	SC Department of Health and Environmental Control	U.S. Digital Corps	
Pacific Clinics	SEARHC	UCSD Center for Community Health	
Partnership	Seattle Indian Health Board	UNCG / NC Preventing Underage Drinking Initiative	
Partnership Douglas County	Sedro, Woolley School District	Unified Partnerships (iHM Government)	
Peacemakers	Share	United South and Eastern Tribes	
Penna Powers	Share Our Strength		
Planned Parenthood Federation of America	Shatterproof		
Portable Practical Educational Preparation, Inc.	SIHB		

* Organizations registered at the time of print.



GROWING THE MOVEMENT OF CHANGE AGENTS

We've structured AOCS23 to provide plenty of opportunities to network and collaborate with fellow change agents. In each session, whether main stage, breakout, or meals, we encourage you to introduce yourself and share your story. We know that the sessions themselves will be an incredible learning experience, but we've also seen firsthand 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 ways we encourage you to meet your fellow change agents:

MORNING WORKOUT

Join one of our morning workouts on the Eventide Gardens on Monday and Tuesday from 7:00 a.m. to 7:30 a.m. Connect with your peers while getting a morning sweat in!

LUNCH TABLE DISCUSSIONS

Many of our speakers and committee members are 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 Coral breakout rooms.

DECORATE YOUR BADGE

Use stickers to tell everyone more about more background. We've noted AOCS alumni, health interest groups, and speaker callouts so you can spark a discussion with ease.

PHOTO STATION

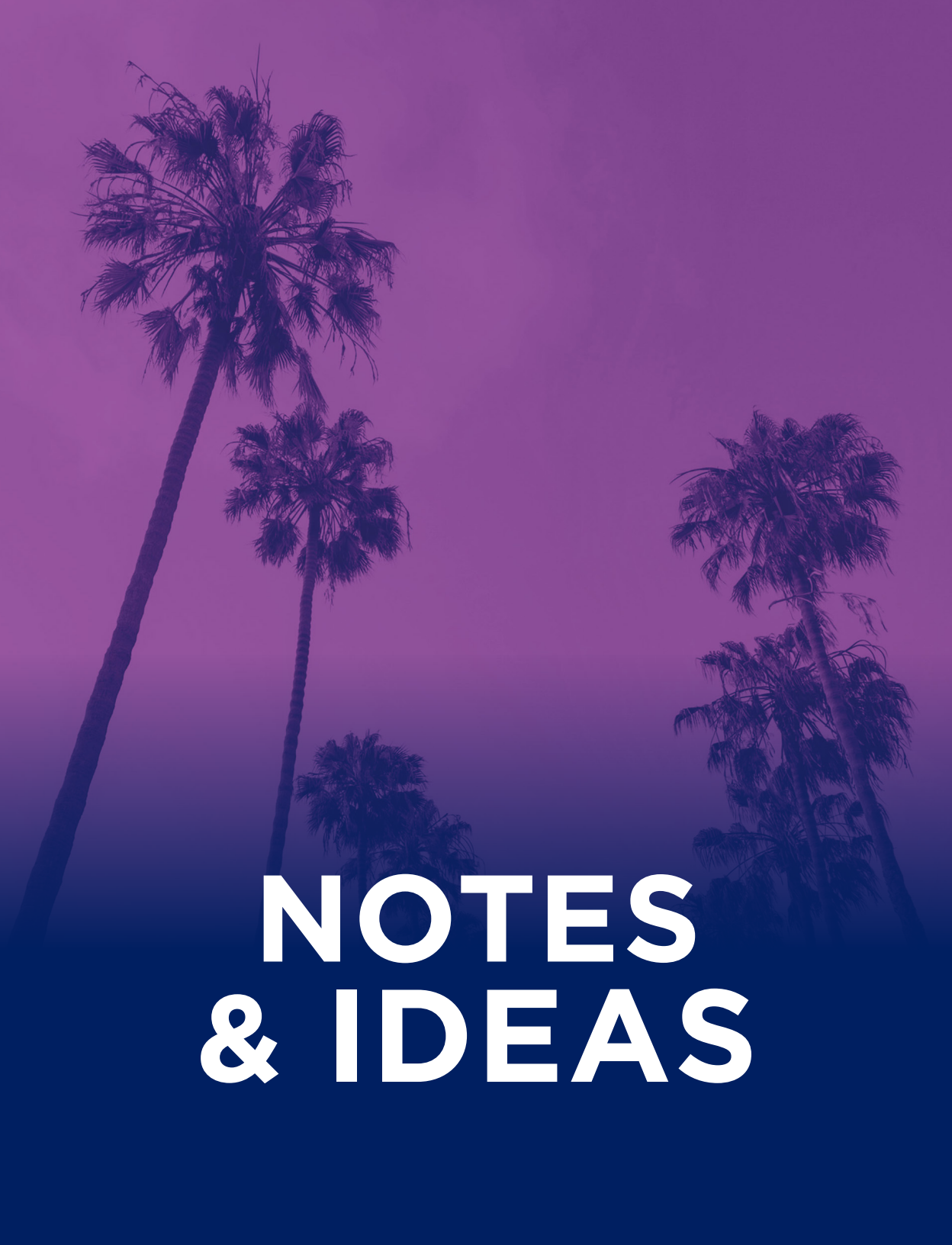
Snap a photo in front of our photo wall in the Pacific Jewel Foyer. Share your story with the AOCS social media team so we can feature you on our Instagram story.

CHANGE AGENT CELEBRATION DINNER

We are thrilled to invite all Agents of Change Summit attendees to a celebration happy hour and dinner. Join us at Coasterra, where you can take in a one-of-a-kind view of the San Diego bayfront skyline.

Enjoy entertainment, a hosted meal and bar, mingling with fellow attendees, and a celebration of successful behavior change programs and campaigns.

SOLD OUT



NOTES & IDEAS

AOCS TEAM

ALEX GAGGIOLI

Marketing, Communications,
and Event Manager

KELLY MANTICK

Associate Director,
Marketing & Education

ERIN KIM

Events Producer

KAYLA CALDWELL

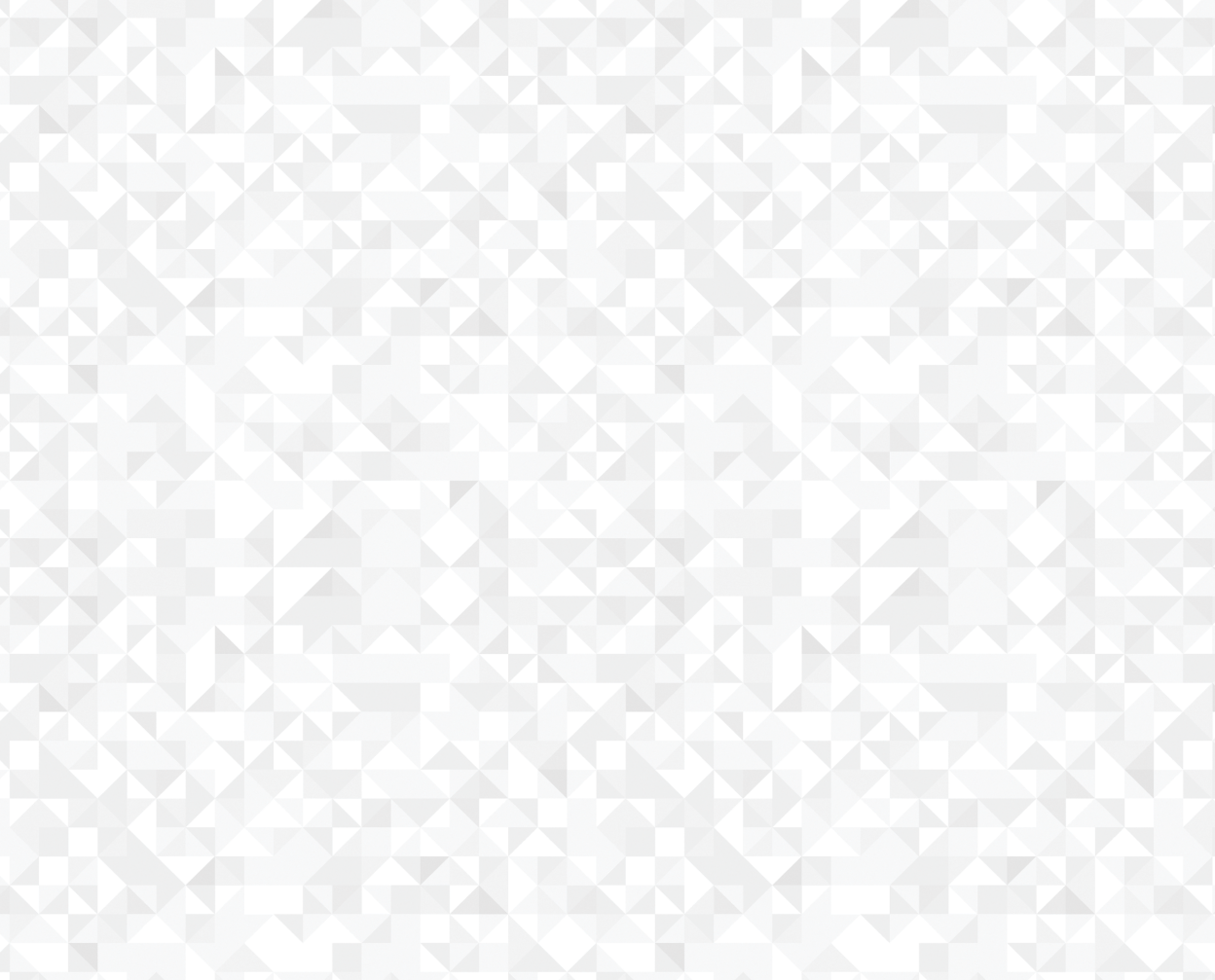
Event Support Specialist



VISIONARY
SPONSOR:



RESCUE
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

