

**Heart Disease and Stroke Prevention  
Program Management and Evaluation Training  
CDC Global Communications Center – Atlanta, Georgia  
June 20-22, 2006**

**FULL AGENDA**

<b>Tuesday, June 20</b>			
<b>TIME</b>	<b>LOCATION</b>	<b>SESSION</b>	<b>SPEAKER</b>
7:00 am		Buses depart from Crowne Plaza Hotel to Global Communications Center	
7:30 – 9:00 am	Room 256/257	Security Check-in Registration Continental Breakfast	
9:00 – 10:00 am	Auditorium B3	<b>Plenary 1</b> Division Changes and Public Health Action Plan; HDSP Program Priorities	<i>Nancy Watkins, CDC (moderator)</i> <i>Darwin Labarthe, CDC</i> <i>Judy Hannan, CDC</i> <i>Michael Schooley, CDC</i> <i>Janet Croft, CDC</i>
10:00 – 10:30 am	Room 256/257	<b>Break</b>	
10:30 – 12 noon	Room 245	<b>Workshop 1</b> Building Capacity for HDSP Program Priorities Addressing Disparities	<i>Sara McNary, CDC (moderator)</i> <i>Lovetta Brown, MS Office of Health Disparity</i> <i>Tennille Howard, MS</i>
	Room 248	<b>Workshop 2</b> Building Capacity with Partners to Address Policy and Systems Change for HDSP Program Priorities	<i>Linda Redman, CDC (moderator)</i> <i>Brian Boisseau, KY</i>
	Room 247	<b>Workshop 3</b> Using Data to Define the Burden and Evaluate Impact	<i>Jan Jernigan, Northrop Grumman (moderator)</i> <i>Jeff Armitage, NE</i> <i>Michele Casper, CDC</i>

**Tuesday, June 20 - continued**

<b>TIME</b>	<b>LOCATION</b>	<b>SESSION</b>	<b>SPEAKER</b>
10:30 – 12 noon	Auditorium B3	<b>Workshop 4</b> A Fresh Look at HDSP Assessments – Your Guide to Program Planning	<i>Susan Ladd</i> , Northrop Grumman (moderator) <i>Lazette Lawton</i> , CDC <i>Bernadette Ford Lattimore</i> , CDC
	Room 246	<b>Workshop 5</b> (repeated – Workshop 16) Developing and Utilizing the HDSP State Plan with Partners	<i>Tim LaPier</i> , CDC (moderator) <i>Margaret Casey</i> , NACDD <i>Kathy Foell</i> , MA
Noon-1:00 pm	Room 256/257	<b>Lunch</b>	
1:00 – 2:00 pm	Auditorium B3	<b>Plenary 2</b> Generating New Partnerships: Health Education Campaigns to Promote Policy and Systems Change (Mission Possible and Moving Into Action)	<i>Margaret Casey</i> , NACDD (moderator) <i>Nancy Watkins</i> , CDC <i>Ellen Sommer</i> , NHLBI  Panel: <i>Elizabeth Gardner</i> , MN <i>Hilary Wall</i> , MA <i>Debra Wigand</i> , ME
2:00 – 3:00 pm	Auditorium B3	<b>Plenary 3</b> Emergency Medical Services Systems	<i>Lazette Lawton</i> , CDC (moderator) <i>Drew Dawson</i> , NHTSA
3:00 – 3:30 pm	Room 256/257	<b>Break</b>	
3:30 – 5:00 pm	Auditorium B3	<b>Workshop 6</b> Focus Group: States Using Mission Possible Resources (Group A)	<i>Margaret Casey</i> , NACDD (moderator) <i>Ellen Sommer</i> , NHLBI <i>A.M. Lindsey</i> , ORISE <i>Mary Jean Brewer</i> , ORISE
	Room 245	<b>Workshop 7</b> Building an Evaluation Plan Based on a Logic Model	<i>Jan Jernigan</i> , Northrop Grumman (moderator) <i>Marilyn Sitaker</i> , WA

**Tuesday, June 20 - continued**

<b>TIME</b>	<b>LOCATION</b>	<b>SESSION</b>	<b>SPEAKER</b>
3:30 – 5:00 p.m.	Room 246	<b>Workshop 8</b> Evaluation Strategies for Media Campaigns	<i>Susan Ladd</i> , Northrop Grumman (moderator) <i>Jennifer Duke</i> , American Legacy Foundation <i>Barbara Pryor</i> , OH
	Room 247	<b>Workshop 9</b> (repeated – Workshop 23) Work Plan Development Through Strategic Planning	<i>Ron Todd</i> , CDC (moderator) <i>Abha Varma</i> , NC
	Room 248	<b>Workshop 10</b> HDSP Program Guidance for Collaborating with EMS Systems	<i>Lazette Lawton</i> , CDC (moderator)  Panel: <i>Drew Dawson</i> , NHTSA <i>Dory Masters</i> , SC <i>Bonnie Barnard</i> , MT <i>Carrie Oser</i> , MT
5:00 pm	Level 1	Buses depart from Global Communications Center to Crowne Plaza Hotel	

**Wednesday, June 21**

<b>TIME</b>	<b>LOCATION</b>	<b>SESSION</b>	<b>SPEAKER</b>
7:00 am		Buses depart from Crowne Plaza Hotel to Global Communications Center	
7:30 – 9:00 am	Auditorium B1/B2 Pre-function area	Security Check-in Registration Continental Breakfast	
9:00 – 10:00 am	Auditorium B3	<b>Plenary 4</b> Reducing Fear and Loathing of Evaluation	<i>Jan Jernigan, Northrop Grumman (moderator)</i> <i>Tom Chapel, CDC</i>
10:00 – 10:30 am	Pre-function area	<b>Break</b>	
10:30 – 12 noon	Auditorium B1	<b>Workshop 11</b> Influencing Public Policy: Applying the Theory	<i>Linda Redman, CDC (moderator)</i> <i>Carolyn Crump, School of Public Health-UNC</i> <i>James Emery, School of Public Health-UNC</i>
	Auditorium B2	<b>Workshop 12</b> Qualitative Evaluation Methodologies	<i>Susan Ladd, Northrop Grumman (moderator)</i> <i>Amy Roussel, RTI</i>
	Room 246	<b>Workshop 13</b> Focus Group: States Using Mission Possible Resources (Group B)	<i>Margaret Casey, NACDD (moderator)</i> <i>Ellen Sommer, NHLBI</i> <i>A.M. Lindsey, ORISE</i> <i>Mary Jean Brewer, ORISE</i>
	Room 247	<b>Workshop 14</b> Building Evaluation Capacity for State HDSP Programs	<i>Jan Jernigan, Northrop Grumman (moderator)</i> <i>Tom Chapel, CDC</i>  Panel: <i>Patricia Hart, Hart Consulting</i> <i>Carrie Tutor, OK</i> <i>Jean Gearing, GA</i>

**Wednesday, June 21 - continued**

<b>TIME</b>	<b>LOCATION</b>	<b>SESSION</b>	<b>SPEAKER</b>
10:30 – 12 noon	Auditorium B3	<b>Workshop 15</b> Where Do I Begin? Developing Employer Partnerships and Influencing Cardiovascular Health Plan Benefits	<i>Sherene Brown, CDC</i> <i>Dyann Matson</i> <i>Koffman, CDC</i> (moderators) <i>Linda Powell, MO</i> <i>Misty Jimerson, KS</i> <i>Teresa Titus-Howard,</i> Mid-America Coalition on Health Care <i>Deborah Spicer, NY</i>
Noon – 1:00 pm	Auditorium B1/B2 Pre-function area	<b>Lunch</b>	
1:00 – 2:00 pm	Auditorium B3	<b>Plenary 5</b> Building, Maintaining and Evaluating State HDSP Partnerships	<i>Rosanne Farris, CDC</i> (moderator) <i>Frances Butterfoss,</i> Center for Pediatric Research, Eastern VA Medical School
2:00 – 3:00 pm	Auditorium B3	<b>Plenary 6</b> Collaborating with Managed Care to Control and Prevent Cardiovascular Disease	<i>Barbara Larsen, UT</i> (moderator) <i>Brooke Gardner, UT</i> <i>David Larsen,</i> SelectHealth
3:00 – 3:30 pm	Pre-function area	<b>Break</b>	
3:30 – 5:00 pm	Room 246	<b>Workshop 16</b> (repeat of Workshop 5) Developing and Utilizing the HDSP State Plan with Partners	<i>Tim LaPier, CDC</i> (moderator) <i>Margaret Casey,</i> NACDD <i>Kathy Foell, MA</i>
	Auditorium B2	<b>Workshop 17</b> (repeated – Workshop 24) Evaluating Policy and Systems Change Interventions	<i>Susan Ladd, Northrop</i> Grumman (moderator) <i>Alice Ammerman,</i> School of Public Health, UNC

**Wednesday, June 21 - continued**

<b>TIME</b>	<b>LOCATION</b>	<b>SESSION</b>	<b>SPEAKER</b>
3:30 – 5:00 pm	Room 247	<b>Workshop 18</b> Health Care Quality Improvement Interventions	<i>Belinda Minta, CDC (moderator)</i> <i>Ron Todd, CDC</i>
	Auditorium B1	<b>Workshop 19</b> Influencing Organizational Systems and Policies: Applying the Theory	<i>Linda Redman, CDC (moderator)</i> <i>Carolyn Crump, School of Public Health, UNC</i> <i>James Emery, School of Public Health, UNC</i>
	Auditorium B3	<b>Workshop 20</b> Evaluating the Quality of State Partnerships	<i>Jan Jernigan, Northrop Grumman (moderator)</i> <i>Frances Butterfoss, Center for Pediatric Research, Eastern VA Medical School</i> <i>Namvar Zohoori, AR</i>
5:00 pm	Level 1	Buses depart from Global Communications Center to Crowne Plaza Hotel	
6:30 p.m.	Crowne Plaza Hotel, Noble Ballroom II/III	CVH Council All State Meeting and Social	

**Thursday, June 22**

<b>TIME</b>	<b>LOCATION</b>	<b>SESSION</b>	<b>SPEAKER</b>
7:00 am		Buses depart from Crowne Plaza Hotel to Global Communications Center	
7:30 – 9:00 am	Auditorium B1, pre-function area	Security Check-in Registration Continental Breakfast	
9:00 – 10:30 am	Auditorium B3	<b>Workshop 21</b> WISEWOMAN and HDSP Working Together: Reflections on Program Integration	<i>Chris Stockmyer, CDC (moderator)</i> <i>Carol White, AK</i> <i>Nancy Knapp, AK</i> WISEWOMAN Program
	Auditorium B2	<b>Workshop 22</b> Evaluators Corner: Roundtable Discussion <ul style="list-style-type: none"> <li>• Economic Evaluation</li> <li>• Evaluating Healthcare Interventions</li> <li>• Evaluating EMS Interventions</li> </ul>	<i>Nell Brownstein, CDC (moderator)</i> <i>Phaedra Corso, CDC</i> <i>Diane Orenstein, CDC</i> <i>Ish Williams, CDC</i> <i>Michael Schooley, CDC</i> <i>Jan Jernigan, Northrop Grumman</i> <i>Belinda Minta, CDC</i>
	Room 245	<b>Workshop 23</b> (repeat of Workshop 9) Work Plan Development Through Strategic Planning	<i>Ron Todd, CDC (moderator)</i> <i>Abha Varma, NC</i>
	Room 248	<b>Workshop 24</b> (repeat of Workshop 17) Evaluating Policy and Systems Change Interventions	<i>Susan Ladd, Northrop Grumman (moderator)</i> <i>Alice Ammerman, School of Public Health-UNC</i>
	Room 246	<b>Workshop 25</b> Blood Pressure Control and Compliance: What Can We Achieve and How?	<i>Shonta Chambers, GA</i> <i>William Cushman, VA Medical Center, Memphis</i>

**Thursday, June 22 - continued**

<b>TIME</b>	<b>LOCATION</b>	<b>SESSION</b>	<b>SPEAKER</b>
10:30 – 10:45 am	Pre-function area	<b>Break</b>	
10:45 – 11:45 am	Auditorium B3	<b>Plenary 7</b> CDC Chronic Disease Program Integration: Developing a Vision and Framework	<i>Nancy Watkins, CDC (moderator)</i> <i>Frank Vinicor, CDC</i>
11:45 – Noon	Auditorium B3	<b>Closing</b> Closing Remarks	<i>Darwin Labarthe, CDC</i>
12:30 pm	Level 1	Buses depart from Global Communications Center	