

2018 GPHA

PRE-CONFERENCE WORKSHOP

8AM-12PM | APRIL 4, 2018 | JEKYLL ISLAND CONFERENCE CENTER



Mobilizing communities to engage in policy change to improve health outcomes

with

Anne-Marie Coleman, MPH, PhD | Past President of Georgia Society for Public Health Education
and Policy Analyst for the Georgia Department of Public Health

Jean O'Connor, JD, DrPH, FACHE | Chief Policy Officer for the Georgia Department of Public Health

Laura Colbert, MPH, MCHES | Executive Director for the Georgians for a Healthier Future

Jordan D Helms, MPH, CHES | Georgia Society for Public Health Education 2018 Advocacy Lead

Shana M. Scott, JD, MPH | Health Systems Project Manager for the Georgia Department of Public Health

During this pre-conference workshop, leaders from the Georgia Society for Public Health Education, the Georgia Department of Public Health and the Georgians for a Healthy Future will discuss how public health professionals can mobilize local communities to advocate for health in all policies (HiAP), disseminate health information, and build capacity for collaboration across communities and sectors.

Addressing population health through sustainable, evidence-based interventions is key to improving health outcomes. This pre-conference workshop will describe your role as a public health professional, why you should work towards policy change, how to identify key champions who will sponsor the policy and how to engage stakeholders.

Through four, one-hour segments with brief case studies and real-world examples, participants will gain knowledge and skills to engage the community and define the public health problem they are working to solve; policy types and how to develop policy language and draft model policies using evidence-based strategies to improve health outcomes; . frame messages and develop pre- and post-adoption campaigns; and evaluate the impact of the policies they promote. Participants will also learn about state and federal laws that limit lobbying. All public health professionals representing different public health sectors should attend this fast-paced workshop.



This workshop is hosted by The Georgia Society for Public Health Education, the Georgia Department of Public Health, Georgians for a Healthy Future and the Region IV Public Health Training Center.

For more information, please email Jordan Helms at gasophe@gmail.com. Please register by February 15th at gapha.org/annual-meeting-conference.