



New Jersey Society for Public Health Education (NJ SOPHE)
Presents the 2018 Annual Program:

Health Communication: Strategies for Maximum Impact, Connections, and Self-Awareness

Friday, December 7, 2018
9:00am – 3:15pm

Rutgers University, Livingston Campus Student Center
84 Joyce Kilmer Ave, Piscataway Township, NJ 08854

*Free parking is included with advanced registration. To register your vehicle, visit
<https://rudots.nupark.com/events/Events/Register/48be09f8-ee12-4903-b784-e37d692b8813>

Program Objectives:

By the end of the program,

1. Program participants will be able to define health equity.
2. Program participants will be able to identify strategies to advance health equity personally and professionally.
3. Program participants will understand the process of pilot testing materials and images in community health education work.
4. Program participants will be able to identify strategies to improve communication with communities.

Registration:

Register online at www.NJSOPHE.org or using paper registration.

Registration Deadline is November 30, 2018

Members: \$60

Non-Members: \$70

Students: \$25

Registration Fees include all conference materials, breakfast, lunch and CHES credits.

An application has been submitted to award Certified Health Education Specialists (CHES) and / or Master Certified Health Education Specialists (MCHES) up to 3.5 total Category I Continuing Education Contact Hours (CECH). The Rutgers School of Public Health, Center for Public Health Workforce Development is a designated multiple event provider of CECHs by the National Commission for Health Education Credentialing.

Communication in Health Education: Strategies to Maximize Impact, Connections and Self-Awareness

Agenda:

- 8:30 **Registration**
9:00 **NJ SOPHE Board Meeting**
9:50 **Program Welcome**
10:00 **Keynote Address- "Got Health Equity?"**
Tanya Bass, MS, MEd, CHES
Cultural and Community Health Initiatives Program Supervisor
North Carolina Office of Minority Health and Health Disparities
- 11:15 **Activity Break**
Karin Weinstein, E-RYT500, YACEP, CPT
- 11:30 **Poster Promenade**
12:00 **Lunch and Awards & Scholarships Presentation**
1:30 **Breakout Session 1**
2:25 **Breakout Session 2**
3:15 **Evaluations and Conclusion**



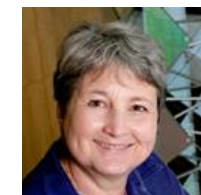
Tanya Bass



Karin Weinstein



Orville Morales



Dr. Jane Lewis

Breakout Session Options (please select 2):

- 1. Socialization: Understanding Self to Achieve Health Equity**
Tanya Bass, MS, MEd, CHES
Cultural and Community Health Initiatives Program Supervisor
North Carolina Office of Minority Health and Health Disparities
- 2. Design, Execution & Evaluation of a Health Behavior Change Campaign in NJ: A Sweet Case Study**
Orville Morales
Community Campaign Manager, Public Goods Project
- 3. Understanding How People Think: Strategies to Maximize Message Effectiveness**
Dr. Jane Lewis, DrPH
Associate Professor of Health Education & Behavioral Science
School of Public Health, Rutgers University

Annual NJ SOPHE Poster Session

Do you have a health education program or project that you would like to showcase?

Please consider presenting a poster depicting your health education program, special project, needs assessment, evaluation results, strategic planning process, theoretical perspective, research findings, or other health education efforts. This is a great opportunity for both professionals and undergraduate/graduate students to display and receive feedback about their work. Please note that all persons who wish to display a poster at the annual conference must register and pay to attend the NJ SOPHE meeting.

All health educators and health education students are invited to apply to participate in the 2018 NJ SOPHE Poster Session by completing a simple online application found at: <https://www.surveymonkey.com/r/NDS6GMT>

Submission Deadline is Friday, November 23, 2018.

Registration Form:

Please complete this form and make checks/ Purchase Orders payable to NJ SOPHE and mail to:

Kaitlin Cartoccio—NJ SOPHE
Bernards Township Health Dept.
262 South Finley Ave
Basking Ridge, NJ 07920

Or Fax #: (908) 204-3075
Or scan: linda.paquette@gmail.com

Registration Fee:

- NJ SOPHE Member—\$60
- Non-Member— \$70
- Student—\$25

Other:

- NJ SOPHE t-shirt—\$20.18
- Make a donation—\$ _____

Total Amount: \$ _____

PO/Check #: _____

Please contact Linda Brown,
linda.paquette@gmail.com with any
questions.

Participant Info:

Name: _____

Title: _____

Affiliation: _____

Address: _____

Phone: _____

Email: _____

Do you have any dietary restrictions?

Yes _____ No _____

If Yes, please indicate specific restriction:

Please Select 2 Breakout session:

_____ **Socialization: Understanding Self to Achieve Health Equity** (Tanya Bass)

_____ **Design, Execution & Evaluation of a Health Behavior Change Campaign in NJ: A Sweet Case Study** (Orville Morales)

_____ **Understanding How People Think: Strategies to Maximize Message Effectiveness**
(Dr. Jane Lewis)

