



NJ SOPHE 2018 Mid-Year Program

**Why is Behavior Change So Hard?**

*Examining Motivation and Skills to Improve Outcomes*

June 7, 2018

Rutgers University

College Avenue Student Center

- 8:30**            **Registration**
- 9:00**            **NJ SOPHE Board Meeting**
- 9:45**            **Program Welcome & Behavior Activity**  
*Kiameesha Evans, MPH, MCHES, DrPH, Monmouth University*
- 9:45**            **Keynote Address- “Driving Motivation”**  
*George Wright, President, WrightOne Consulting*
- 11:30**           **Networking Walk & Lunch**
- 12:30**           **Motivational Interviewing**  
*Phillip McCabe, CSW, CAS, CDVC, DRCC*  
*Health Educator, Rutgers University School of Public Health*
- 2:10**            **Lightning Round- “Motivational Interviewing in Practice”**  
*Tiffany Neal, Health Education Consultant*  
*Tara Rice, Health Promotion and Patient Engagement Strategist*
- 2:45**            **When Theory Meets Practice**  
*Phillip McCabe, CSW, CAS, CDVC, DRCC*  
*Health Educator, Rutgers University School of Public Health*
- 3:30**            **Evaluation and Conclusion**