



NATIONAL PROFESSIONAL DEVELOPMENT

NPD EVENT #1 – Strengthening Our Practice: *Refining Our Aim*

AGENDA

Purpose

To facilitate the delivery of content material and skill-building exercises to assist DASH funded partners in refining program efforts to:

- Improve the quality of HIV prevention education and Coordinated School Health programs at the state and local level
- Reach youth at greatest risk for HIV infection, physical inactivity, unhealthy dietary behaviors, and tobacco use

Objectives

Through participation in this event, participants will:

- Increase knowledge and skills to support successful implementation of HIV and Coordinated School Health programs at the state and local level
- Increase capacity to identify at-risk populations and develop concrete strategies to improve program effectiveness to reduce HIV infection, physical inactivity, unhealthy dietary behaviors, and tobacco use
- Define short, mid, and long term benchmarks for on-going program improvement through completion of a team action plan in alignment with their existing 801 workplan

NATIONAL PROFESSIONAL DEVELOPMENT

Day One – NPD Strengthening Our Practice: *Refining Our Aim*

By the end of day one, participants will have:

- Identified personal and team expectations for this event
- Learned skills related to marketing, youth involvement and engagement, and/or cultural competency related to urban youth
- Gained an increased awareness of the root causes of health disparities

Time	What	Room
7:30-8:15am	Registration and Breakfast	Foyer - Ocean Tower – Salon A Palm Terrace
8:15-9:30am	NPD Welcome and Overview <ul style="list-style-type: none"> • Icebreaker • CDC/DASH Professional Development Expectations – It’s a New Day <i>Melissa Fahrenbruch, M.Ed</i> <i>Professional Development Team Lead, CDC/DASH/PDSB</i> 	Ocean Tower – Salon A
9:30-10:45am	Keynote Speaker – Addressing Root Causes of Health Disparities: Promoting Positive Health & Academic Achievement among Youth <i>Shawn Ginwright, PhD;</i> <i>San Francisco State University, Cesar Chavez Institute for Public Policy</i>	Ocean Tower – Salon A
10:45-11:00am	Break	Foyer - Ocean Tower – Salon A
11:00am-12:00pm	Team Planning: Part I Announcements	Ocean Tower – Salon A
12:00-1:15pm	Lunch	Palm Terrace
Please Turn Over		

Time	What	Room
<p>1:15-4:15pm</p> <p>(Please allow for break between 2:45-3:00pm)</p>	<p>Skill Building Breakout Session: Please attend the Skill Building Breakout Session you have pre-selected.</p> <p>Breakout #1: Turning Success into Stories: <i>If a program falls in the woods and nobody hears it, did it really fall?</i> <i>Ira Sachnoff, MA;</i> <i>Consultant, San Francisco Unified School District and Peer Resource Training and Consulting</i></p> <p><i>Bill Baynes, BA</i> <i>ProSocial Communication</i></p> <p>Through this hands-on experience, participants will work together to practice techniques for publically promoting and marketing their successes.</p> <p>Breakout #2: Youth Involvement and Engagement <i>Laurie Jo Wallace, MA,</i> <i>Director, Training and Capacity Building, Health Resources in Action</i></p> <p>This session will explore youth development theory and strategies for youth involvement</p> <p>Breakout #3: Cultural Competency Related to Urban Youth <i>Shawn Ginwright, PhD</i> <i>San Francisco State University, Cesar Chavez Institute for Public Policy</i></p> <p>Develop an understanding of innovative strategies, which facilitate positive health and academic achievement among urban youth.</p>	<p>Ocean Tower – Salon B</p> <p>Watson</p> <p>Lapidus</p>
<p>4:15-4:45</p>	<p>Breakout Session Sharing</p>	<p>Ocean Tower – Salon A</p>
<p>4:45-5:00</p>	<p>Day One Evaluation Closing</p>	<p>Ocean Tower – Salon A</p>

Day Two – NPD Strengthening Our Practice: *Refining Our Aim*

By the end of day two, participants will have:

- Increased their capacity to use data to inform programmatic decisions in strengthening their practice
- Identified two new ideas to improve 801 program activities which will provide an increased capacity to positively impact measures on School Health Profiles and SLIMs, regardless of their individual SLIM selection

Time	What	Where
7:00-7:30am	WALK -optional	
7:30-8:00am	Registration and Breakfast	Foyer - Ocean Tower – Salon A Palm Terrace
8:00-8:30am	After Action Review	Ocean Tower – Salon A
8:30-11:00am	In Action: Addressing Health Disparities Using data to drive decisions and guide program improvement Part 1 – SEA Perspective Title: Identifying and Addressing Physical Activity and Nutrition Disparities: Dietary Patterns and Latino Youth <i>Carol Goodenow, PhD</i> <i>Director of Coordinated School Health, Massachusetts Department of Elementary and Secondary Education</i> Energizer Part 2 – LEA Perspective Title: That’s So Gay!: Combating Homophobia to Reduce LGBTQ Health Disparities <i>Kevin Gogin, MFT</i> <i>Secondary Programs, San Francisco Unified School District</i> <i>Ilsa Bertolini, MA</i> <i>School Climate Coordinator, San Francisco Unified School District</i>	Ocean Tower – Salon A
11:00-11:15am	Break	Foyer - Ocean Tower – Salon A
11:15-12:15am	Team Planning: Part 2	Ocean Tower – Salon A
12:15-1:30	Lunch	Palm Terrace
Please Turn Over		

Day Three – NPD Strengthening Our Practice: *Refining Our Aim*

By the end of day three, participants will have:

- Completed a team action plan that conveys short, mid and long term benchmarks for ongoing program improvement

Time	What	Where
7:30-8:00am	Walk – optional	
7:30-8:30am	Registration and Breakfast	Foyer - Ocean Tower – Salon A Palm Terrace
8:30-8:45am	Welcome and Announcements	Ocean Tower – Salon A
8:45-9:00am	After Action Review	Ocean Tower – Salon A
9:00-10:30am	Closing Keynote: Refining Our Aim <i>Alejandra (Alex) Vila, MA</i> <i>Development Associates Daraio Vila</i>	Ocean Tower – Salon A
10:30-11:30am	Team Planning: Part 3 – Complete Action Plan	
11:30am- 12:00pm	Team Share-Out (3 teams) – Each team will join with two other teams to share action plan items.	Ocean Tower – Salon A
12:00-12:30pm	Event Closing Acknowledgements Evaluation	Ocean Tower – Salon A
12:30pm	Boxed Lunch – To Go	

Day 1 Skill Building Breakout Sessions

Breakout #1:

How to Promote, Get Support and Market Your Programs: *If a program falls in the woods and nobody hears it, did it really fall, did it ever happen?*

Bill Baynes, BA; ProSocial Communication, and Ira Sachnoff, MA; Consultant, San Francisco Unified School District and Peer Resource Training and Consulting

Objectives: Participants will:

- Learn how to market successful programs and present their project achievements as compelling human stories
- Identify strategies to work with schools and school districts to develop and deliver powerful, positive communications to various publics: youth, parents, administrators, teachers, other adults in their communities and their peers
- Receive templates for message development and dissemination and critique examples from school programs across the country
- Identify strategies to involve youth in message creation work and pilot testing
- Learn how to develop and deliver messages in different ways, such as text trees, Twitter, Facebook, videos or graphics productions

Breakout #2:

Youth Involvement and Engagement

Laurie Jo Wallace, MA, Director, Training and Capacity Building, Health Resources in Action, Boston, MA

Objectives: Participants will:

- Define positive youth outcomes
- Identify strategies for youth engagement and participation in program development, implementation and promotion
- Identify strategies for youth/adult collaboration
- Define barriers to youth engagement in community and schools
- Highlight strategies for including and recruiting youth as partners

Breakout #3:

Cultural Competency Related to Urban Youth

Shawn Ginwright, PhD; San Francisco State University, Cesar Chavez Institute for Public Policy

Objectives: Participants will:

- Develop an understanding of innovative strategies which facilitate positive health and academic achievement among urban youth
- Review school district and community based organization program efforts to facilitate positive health and academic achievement among youth, including:
 - Social justice and ethnic studies
 - Youth participatory research
 - Youth grading the schools and teachers