

## **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
7:30am	<b>Registration</b>  <b>and</b>  <b>Breakfast</b>	Foyer
8:15am	<b>NPD Welcome and Overview</b> <ul style="list-style-type: none"> <li>• Icebreaker: Shared and Unique</li> <li>• 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></li> <li>• Ask Us About</li> </ul>	Ballroom B & C
9:30am	<b>Keynote Speaker – Addressing Root Causes of Health Disparities: Promoting Positive Health &amp; Academic Achievement among Youth</b> <i>Shawn Ginwright, PhD</i> <i>San Francisco State University, Cesar Chavez Institute for Public Policy</i>	Ballroom B & C
10:45am	<b>Break</b>	Ballroom B & C
11:00am	Energizer Ask Us About <b>Team Planning: Part I</b>	Ballroom B & C
12:00	<b>Lunch</b>	Outdoors or Maritime Room
<b>Please Turn Over</b>		



## Day 1 Skill Building Breakout Sessions

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### **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



**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

<b>Time</b>	<b>What</b>	<b>Where</b>
7:00am	<b>WALK -optional</b>	Meet in the lobby of the Argonaut Hotel
7:15am	<b>Breakfast</b>	Foyer
8:00am	<b>After Action Review</b> Ask Us About	Ballroom B & C
8:30am	<b>In Action: Addressing Health Disparities</b> Using data to drive decisions and guide program improvement  <b>Part 1 – SEA Perspective</b>	Ballroom B & C
	<b>Identifying and Addressing Physical Activity and Nutrition Disparities: Dietary Patterns and Latino Youth</b> <i>Carol Goodenow, PhD</i> <i>Director of Coordinated School Health, Massachusetts Department of Elementary and Secondary Education</i>	
	Ask Us About	
9:30am	<b>Break</b>	
9:45am	<b>Part 2 – LEA Perspective</b>	
	<b>That’s So Gay!: Combating Homophobia to Reduce LGBTQ Health Disparities</b> <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>	
11:10am	Energizer Ask Us About <b>Team Planning: Part 2</b>	Ballroom B & C
12:15pm	<b>Lunch</b>	Outdoors or Maritime Room
<b>Please Turn Over</b>		



## 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 in alignment with their existing 801 workplan.

Time	What	Where
7:30am	<b>Breakfast</b>	Foyer
8:00am	<b>Walk – optional</b>	Meet in the lobby of the Argonaut Hotel
8:30am	<b>Welcome After Action Review</b>	Ballroom B & C
9:00am	<b>Closing Keynote: Refining Our Aim</b> <i>Alejandra (Alex) Vila, MA</i> <i>Daraio Vila Development Associates</i>	Ballroom B & C
10:20am	<b>Break</b>	
10:35am	Energizer <b>Team Planning: Part 3 – Complete Action Plan</b>	Ballroom B & C
11:40am	<b>Team Share-Out</b> – Each team will join with two other teams to share action plan items.	Ballroom B & C
12:00pm	<b>Evaluation</b> Acknowledgements	Ballroom B & C
12:30pm	<b>Boxed Lunch – To Go</b>	Foyer

**Thank you for your participation!**