



2014 NABJ Media Institute on Health: Health Policy and Health Inequities

April 10 – 12, 2014

Barbara Jordan Conference Center at
The Kaiser Family Foundation

&

The National Press Club

Washington, D.C.

#NABJhealth14

Meet us in DC for the **6th Annual Media Institute on Health: Health Policy and Health Inequities**. Since the passage of the Affordable Health Care Act, journalists are now required to cover the roll out of this historic healthcare initiative. Whether you are a dedicated health beat reporter or health issues arise in your coverage of business, economics, housing, education or politics, exposure to these hot topics will help you build and report stronger stories.

Each session is designed to not only unveil data and information, but will also help journalists build their contacts with powerhouse experts for future reporting. In addition, our Saturday journalists' roundtable sessions are dedicated to helping attendees digest what they have learned, formulate story ideas and discuss innovative ways to present the information to viewers, readers and listeners.

Preliminary Program (*subject to change*)

THURSDAY, April 10, 2014

9:00 a.m. – 5:00 p.m.

Registration

9:00 a.m.

Breakfast

9:10 a.m.

Opening Remarks

Cindy George, Consumer Journalist, *Houston Chronicle*; NABJ Media Institute Chair and Parliamentarian

Andrea King Collier, Author and Freelance Journalist

9:20 a.m.

Welcome

Penny Duckham, Executive Director, Kaiser Media Fellowships and Internships Program for Health Policy Media

9:30 a.m. – 11:00 a.m. Journalist Roundtable Covering the Affordable Care Act

This panel and audience discussion will cover the challenges and home runs in covering the Affordable Care Act. We'll be discussing covering the national story as well as insights into telling the regional and state story. We will also talk about how to narrow down the big sweeping national policy stories into people stories that resonate.

Moderator: **Andrea King Collier**, Author and Freelance Journalist

Panelists: **Bryan Monroe**, Editor, CNNPolitics.com

Sharon Boone, Health Editor, Essence,

Corey Dade, Contributing Editor, The Root; NPR Contributor

Diane Webber, Editor, Kaiser Health News

11:30 a.m. – 1:15 p.m. LUNCHEON – Living Up to the Promise of the Affordable Care Act

With the Affordable Care Act in full implementation, what will it really mean to communities of color in 2014 and beyond? Experts will discuss the real reach beyond signing consumers up for care and what needs to happen to ensure that it works to close disparities in communities of color.

Moderator: **Cindy George**, Consumer Journalist, *Houston Chronicle*, NABJ Media Institute Chair and Parliamentarian

Panelists: **Acacia Bamberg Salatti**, Acting Director of the Center for Faith-Based and Neighborhood Partnerships, U.S. Department of Health and Human Services

Brian D. Smedley, Ph.D., Vice President and Director of the Health Policy Institute, Joint Center for Political and Economic Studies

Michael LeNoir, M.D., President, National Medical Association

1:30 p.m. – 2:45 pm WORKSHOP I

Primer on the Affordable Care Act

The Kaiser Family Foundation will provide an overview of the legislation focusing on how these changes have played out demographically and geographically.

Panelists: **Jennifer Tolbert**, Director of State Health Reform, Kaiser Family Foundation

Samantha Artiga, Director of the Disparities Policy Project, Kaiser Family Foundation

Jessica Stephens, Policy Analyst, Kaiser Family Foundation

3:00p.m. – 4:45 p.m. WORKSHOP II

The Affordable Care Act from the Policy and Advocate Perspective

Moderator: **Corey Dade**, Contributing Editor, The Root; NPR Contributor
Panelists: **Jacqueline C. Ayers**, Director of Legislative Affairs, Planned Parenthood Federation of America
Courtney Christian, Director of Policy and Advocacy, Black Women's Health Imperative
Sinsi Hernandex-Cancio, Director of Health Equity at Families USA
Representative from the Unity Health Care, Inc

FRIDAY, April 11, 2014

8:00 a.m. Breakfast

8:30 a.m. – 10:00 a.m. WORKSHOP III
Minority Representation in Clinical Trials: Disease Does Not Discriminate, and Neither Should Its Treatment

Powered by Eli Lilly Corporation

Many issues contribute to the problem of providing minority and underserved populations with the best medical care. One of these is the lack of participation of minorities in clinical trials. As a result, important information about how medicines work in minority populations is not always available. The issue is critical because patients' response to medicines can vary by ethnicity, lifestyle and genetic background. The good news is that many organizations are working together to find solutions. A recent initiative is the first-ever training session for minority investigators. Our speakers will share key learnings from the event as well as other key initiatives.

Moderator: **Andrea King Collier**, Author and Freelance Journalist
Panelists: **Coleman Obasaju, M.D., Ph.D.**, Senior Medical Director, Lilly Oncology
Noel Manyindo, M.D., Senior Director, Health, National Urban League
Michael LeNoir, M.D., President, National Medical Association
Barbara J. Hatcher, Ph.D., RN, MPH, Principal, Hatcher, DuBois, Odrick Group

10:15 a.m. – 11:45 a.m. WORKSHOP IV
Technology Connecting Communities to Reduce Health Disparities?
Powered by the Aetna Foundation

These days, almost everyone is connected through social media, web content and text messages through smart phones. Add to that the growing numbers of people who are using technology to deliver health information to their physicians through devices like digital scales, food journals and activity trackers. But how do we tie them together to promote improved health status and the reduction of racial and ethnic health disparities in the African American community. Hear about innovative projects happening to improve health in the community now and what is on the horizon in the future. And how will these tools be accessible and affordable, without creating another layer of health disparities and a digital divide. Please bring your digital devices.

Moderator: **Sherri Williams**, Health and Multimedia Journalist; Ph.D. Candidate, Syracuse University
Panelists: **Gillian Barclay**, Vice President, Aetna Foundation
Angela Duncan Diop, ND, CHCIO, Vice President, Health Information Systems, Unity Health Care, Inc.
Silas Buchanan, CEO, Institute for E-Health Equity

12:15 p.m. – 2:00 p.m. LUNCHEON

Race and Place Matter

Funded by W.K. Kellogg Foundation

Dr. Gail Christopher will share key insights gleaned from the last five years of the W K Kellogg Foundation's America Healing funding to promote racial equity on behalf of our nation's vulnerable children. She will encourage journalists to help foster racial healing/racial equity by applying some of the emerging insights and understanding. The key note will emphasize how "geographic and perceived societal place matters" in determining health and resilience and describe innovative and effective change strategies.

Moderator: **Andrea King Collier**, Author and Freelance Journalist
Speaker: **Dr. Gail C. Christopher, DN**, Vice President of Program Strategy, W.K. Kellogg Foundation

2:30 p.m. – 3:45 p.m. WORKSHOP V

Black Women's Health 360

Whether it is their reproductive and maternal child health, issues around obesity and heart disease, cancer, HIV/AIDS or overall health, disparities and the policies that perpetuate them are real. Hear from the experts who are on the front lines of Black women's health.

Moderator: **Yanick Rice Lamb**, Author; Co-Founder, Fierce for Black Women
Panelists: **Linda Blount**, President, National Black Women's Health Imperative
Donna McCree, Ph.D., MPH, RPh, Associate Director for Health Equity, Division of HIV/AIDS Prevention, Centers for Disease Control
Vanessa Garrison, Co-Founder & Executive Director of Operations, GirlTrek
Vanessa Cullins, M.D., Vice President of External Medical Affairs Planned Parenthood Federation of America

SATURDAY, April 12, 2014

National Press Club

Zenger Room

529 14th Street, NW
Washington, DC 20045

8:00 a.m. – 9:00 a.m. Breakfast Buffet

9:00 a.m. to 10:30 a.m. Speed Pitch Roundtable

Health advocates offer story ideas and resources to journalists.

Moderator:

Cindy George, Consumer Journalist, *Houston Chronicle*; NABJ Media Institute Chair and Parliamentarian

10:30 a.m. to Noon

Journalists' Roundtable

A session dedicated to helping attendees understand the information they have learned, formulate story ideas and discuss innovative ways to present the information to viewers, readers and listeners.