



## **2013 NABJ Media Institute on Health: Health Policy and Health Inequities**

**April 4 - 6, 2013**

Barbara Jordan Conference Center

The Kaiser Family Foundation

Washington, D.C.

Join us for the 5th Annual Media Institute on Health: Health Policy and Health Inequities. There has never been a more compelling time to cover the health landscape. 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 stronger stories.

Each session is designed to not only unveil data and information, but will 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.

On **Thursday, April 4<sup>th</sup>**, registered attendees will participate in a **White House Briefing on Consumer Health** from Administration officials. Each registrant who wishes to attend this portion of the program should call NABJ Membership Manager Veronique Dodson at (301) 405-0554 with their **Social Security number, date of birth, full name and current address** as listed on a valid government-issued identification by **March 27, 2013** to be added to the security clearance list.

**(NOTE: You will not be able to attend the briefing if you are not registered for the Health Conference, if you miss the security clearance deadline, if you are not approved by the White House, or if the government-issued ID presented on April 4<sup>th</sup> has expired.)**

**Preliminary Program** *(subject to change)*

**THURSDAY, April 4, 2013**

**8:00 a.m. Continental Breakfast**

**8:15 a.m. Opening Remarks**  
**Cindy George**, Health Reporter, *The Houston Chronicle*, NABJ Media Institute Chair and Parliamentarian

**8:20 a.m. Penny Duckham**, Executive Director, Kaiser Media Fellowships and Internships Program for Health Policy Media

**8:30 a.m. – 9:30 a.m. WORKSHOP I**  
**Primer on the Affordable Care Act**

The Kaiser Family Foundation & *CQ HealthBeat* provides a primer on lesser known parts of this influential piece of legislation, including Medicaid expansion and state health exchanges, particularly the different ways these changes will play out geographically and demographically.

**Moderator:** **Dena Bunis**, Managing Editor, *CQ HealthBeat*  
**Panelists:** **Samantha Artiga**, Associate Director, Kaiser Commission on Medicaid and the Uninsured, and Director, Disparities Policy Project  
**Karen Pollitz**, Senior Fellow, Kaiser Initiative on Health Reform and Private Insurance and Project Director of Georgetown University Health Policy Institute

**9:45 a.m. – 11:15 a.m. WORKSHOP II**

**Social Determinants of Health** – *Powered by Kaiser Permanente of the Mid-Atlantic States*  
This session will present journalists with insight into the work of communities across the country that are deepening their capacity to eliminate health disparities. PLACE MATTERS, Community Transformation Grants, and Kaiser Permanente’s Community Health Initiatives are national resources that are helping communities engage in comprehensive interventions that target social determinants of health through policy and systems change. Journalists will hear a case study of the Port Towns, a DC Metro area community involved in a replicable initiative targeting obesity and related conditions linked to inequitable access to healthy food and physical activity.

**Moderator:** **Craig Melvin**, News Correspondent, NBC and Anchor, MSNBC  
**Panelists:** **Celeste James**, Director of Community Health Initiatives, Kaiser Permanente of the Mid-Atlantic States  
**Vincent Lafronza, Ed.D.**, President & CEO, National Network of Public Health Institutes

## THURSDAY, April 4, 2013 Continued

**David Harrington**, President & CEO, Prince George's County Chamber of Commerce

**Margaret Morgan-Hubbard**, President & CEO, ECO City Farms, Inc.

**Suzanne Randolph, Ph.D.**, Chief Science Officer, MayaTech

### 11:30 a.m. – 1:15 p.m. LUNCHEON

#### **Mental Health in the Headlines: What's the Story?** – *Powered by Janssen Pharmaceuticals*

Now more than ever, the topic of mental health is rising to the forefront of America's conscience. Recent tragic events have called on each of us to take a more in-depth look at our nation's complicated mental health care system, and to focus on early intervention, diagnosis, and treatment for those living with a serious mental illness. A diverse panel will discuss the gaps characteristic of a fragmented mental health care system and the challenges faced by patients, including access to care and treatment, recidivism, and issues specific to the African American community.

**Moderator:**

**Randall Pinkston**, News Correspondent, CBS News

**Panelists:**

**Rahn K. Bailey, M.D., F.A.P.A.**, Chairman, Department of Psychiatry at Meharry Medical College and President, National Medical Association

**Lynn Goodloe, M.D., A.B.I.H.M.**, National Alliance on Mental Illness (NAMI) Urban Los Angeles

**Hon. Robert T. Russell, Jr.**, Associate Judge, Buffalo City Court and Acting Erie County Court Judge

**Fredrico James, R.N.**, Certified Crisis Intervention and Prevention Advocate, Clinical Assistant to the Medical Director, Jefferson-Blount-St. Clair Mental Health Authority

**Justin McKinley**, diagnosed with schizophrenia in 2009

1:30 p.m.

**Shuttle to White House**

3:00 p.m. – 5:00 p.m.

**Press Briefing on Consumer Health**

6:00 p.m.

**Reception** (*Transportation will be provided*)

AARP

601 E Street, NW  
Washington, DC

**FRIDAY, April 5, 2013**

**8:00 a.m. Continental Breakfast**

**8:30 a.m. – 10:00 a.m. WORKSHOP III**  
**We are *Empowered*: New Strategies for an AIDS-free Generation**

**Moderator:** Teresa Wiltz, Deputy News Editor, *Essence*  
**Presenters:** Alicia Carbaugh, M.H.S., Associate Director of Global Health & HIV Policy, Henry J. Kaiser Family Foundation  
Leisha McKinley-Beach, Director of Technical Assistance and Stakeholder Engagement, Black AIDS Institute  
Monika Daftary, Pharm.D., AAHIVE, Associate Professor and HIV Clinical Pharmacist, Howard University Hospital  
Stephanie Brown, HIV Activist and *Empowered* Campaign Ambassador

**10:10 a.m. – 10:30 a.m. KEYNOTE SPEAKER**  
**Regina M. Benjamin, M.D., M.B.A.**  
Surgeon General of the United States

**10:45 a.m. – 12:15 p.m. WORKSHOP IV**

**Using Social Media for Fair and Balanced Reporting – Powered by Lilly**

The use of social media for health education is becoming an increasingly important customer service tool. Sites such as Facebook and Twitter can be beneficial to both a health education consumer and a health care professional because they provide an immediate opportunity for dialogue. Even though specific details should be kept offline, health care providers can respond in public so that others can see action being taken. The role social media will play in health care education will likely continue to grow. Therefore, health journalists can benefit from. This session will help journalists understanding the role of social media in health education and provide tips for using social media responsibly when covering sensitive health topics.

**Moderator:** Joe Davidson, Columnist, *The Washington Post*  
**Panelists:** Daniel Lathrop, Staff Writer and Projects Data Editor, Dallas Morning News  
Michael Christopher Gibbons, M.D., M.P.H., Associate Director, Johns Hopkins Urban Health Institute  
Cindy George, Health Reporter, *The Houston Chronicle*, NABJ Media Institute Chair and Parliamentarian

**12:30 p.m. – 2:00 p.m. LUNCHEON**

**Violence in Our Communities – Powered by the California Wellness Foundation**

While the impetus for recent public debate on gun-related deaths emerged from December's tragic shooting at Sandy Hook Elementary School in Newtown, Conn., it is

important to note that deadly gun violence targeting children and teens is a daily occurrence in this country — especially in communities of color. This panel will try to answer the following questions: Is there a nexus with improved educational opportunities and accessible after-school programs to preventing violence? How can strategies to close the wealth gap promote safer communities? Do gun control policies really work?

**FRIDAY, April 5, 2013 Continued**

**Moderator:** **Danielle Nottingham**, Reporter for CBS Newspath, CBS News  
**Panelists:** **Andrea Lowe, M.P.H., C.P.H.** Policy and Practice Manager, American College of Preventive Medicine  
**Josh Sugarmann**, Executive Director, Violence Policy Center

**2:30 p.m. – 3:45 p.m.      WORKSHOP V**

**Caregiving – Powered by AARP**

From having difficult discussions about end of life care with a loved one to dealing with added emotional stress on top of an already busy schedule, caring for family members in a rapidly growing senior population is a delicate balance that is proving difficult for many. This session will discuss this balance and provide resources to help decide on the best options for care.

**Moderator:** **Lisa Sylvester**, News Anchor and Correspondent, CNN  
**Panelists:** **Goldie Byrd, Ph.D.**, Dean, College of Arts & Sciences, North Carolina A&T State University and Alzheimer’s Researcher  
**Edna Kane-Williams**, Vice President of Multicultural Markets, AARP  
**Cherrel A. Christian, RN**, Diabetes Educator  
**Edwin L. Walker, J.D.**, Deputy Assistant Secretary for Program Operations, U.S. Department of Health and Human Services

**4:00 p.m. – 5:00 p.m.      Wrap Up**

**SATURDAY, April 6, 2013**

**National Press Club**

**Zenger Room**

529 14th Street, NW

Washington, DC 20045

\*Breakfast will be served

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

Health advocates offer story ideas and resources to journalists.

**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.