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 4th, 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 4th 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
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?

**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

**FRIDAY, April 5, 2013 Continued**

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.