



## Maryland's 7th Annual Statewide Minority Health Disparities Conference

### ***The Maryland Health Disparities Bazaar*** ***A Unique Event to Promote the Exchange of Health Marketing Strategies***

Wednesday, June 16, 2010  
9:00 am – 4:00 pm

## **A G E N D A**

- 8:30 AM     **Registration and Breakfast** (Location: Main Lobby)
- 9:00 AM     **Opening** (Location: Main Lobby)
- **Carlessia A. Hussein**, RN, DrPH, Director, Minority Health and Health Disparities, Maryland Department of Health & Mental Hygiene
  - **Keith Colston**, Administrator, Maryland Commission on Indian Affairs  
Guest Performers, Native America's People (NAP)
- 9:15 AM     **Greetings & Welcome** (Location: Main Lobby)
- **The Honorable Joseline A. Peña-Melnyk**, JD, House of Delegates, District 21, Maryland General Assembly
  - **John M. Colmers**, MPH, Secretary, Maryland Department of Health and Mental Hygiene
- 9:30 AM     **H1N1: A Team Approach to Effective Health Messaging** (Location: Main Lobby)
- **Frances Phillips**, RN, Deputy Secretary for Public Health, Maryland Department of Health and Mental Hygiene
- H1N1 Vaccinations** – Baltimore City Health Department (Location: Main Lobby)  
**Blood Pressure Checks** – St. Agnes Hospital (Location: Main Lobby)
- 9:45 AM     **MORNING CONCURRENT SESSIONS** (will repeat at 11:00)
- Strategies for Working with the Media** (Location: L3)
- Moderator:
- **Michael D. Golden**, Director of External Affairs, Maryland State Retirement and Pension System, Former PIO, Department of Health and Mental Hygiene
- Discussants:
- **Lt. Col. (ret.) Quentin W. Banks, Jr.**, Director of Public Affairs, Maryland Military Department
  - **Monique Lyle**, Health Media Advisor, Public Information Officer, Baltimore County Health Department

**Morning Sessions Continue on Other Side**

**Roundtable Discussion: Health Reform and Minority Communities** (Location: L1)

Moderator:

- **The Honorable Shirley Nathan-Pulliam**, RN, BS, MAS, House of Delegates, District 10, Maryland General Assembly

Discussants:

- **Fredette West**, MGA, Director, African American Health Alliance
- **Russell Davis**, DPA, MAPT, President, Summit Health Institute for Research and Education (SHIRE)
- **Joyce M. Hunter**, CEO, Vulcan Enterprises, LLC
- **Tracee Bryant**, MPH, CHES, Executive Director, Black Mental Health Alliance
- **Renee Cohen**, Maryland's Senator Ben Cardin Field Representative, Health Care and Senior Citizen Affairs Specialist

**Tabletop Discussions** (Location: Main Lobby)

See packet insert for full listing and descriptions of tabletop presenters

10:45 AM **BREAK and TRANSITION**

11:00 AM **MORNING CONCURRENT SESSIONS** (recurrence from 9:45)

**Strategies for Working with the Media Roundtable** (Location: L3)

**Roundtable Discussion: Health Reform and Minority Communities** (Location: L1)

**Tabletop Discussion** (Location: Main Lobby)

12:00 PM **LUNCH**

**Networking** (Location: Lobby & Courtyard)

**Video Viewing** (Location: L3)

1:00 PM **AFTERNOON CONCURRENT SESSIONS** (will repeat at 2:15 pm)

**An Introduction to Social Media** (Location: L3)

- **Todd Scott**, Director of Media, Himmelrich PR
- **Dan Wiznitzer**, Social Media Associate, Himmelrich PR

**Health Literacy: What You Say May Be What You Get--Or Not?** – (Location: L1)

- **Bonnie Braun**, PhD, Director, Herschel S. Horowitz Center for Health Literacy, School of Public Health, University of Maryland, College Park

**Tabletop Discussions** (Location: Main Lobby)

See packet insert for full listing and descriptions of tabletop presenters

2:00 PM **BREAK AND TRANSITION**

2:15 PM **AFTERNOON CONCURRENT SESSIONS** (recurrence from 1:00 pm)

**An Introduction to Social Media** (Location: L3)

**Health Literacy: What You Say May Be What You Get--Or Not?** (Location: L1)

**Tabletop Discussions** (Location: Main Lobby)

3:15 PM **CONFERENCE WRAP-UP AND EVALUATIONS** (Location: Main Lobby)

4:00 PM **CONFERENCE ENDS**