

Telling Your Story: Communicating Complex Health Data Symposium Agenda

Friday, November 4, 2022 (9 am to 3 pm)

University of North Carolina Friday Conference Center,
Chapel Hill, North Carolina

Sponsored by the North Carolina Partnership for Excellence in Applied Epidemiology*

Times	Topic	Speakers
9:00-9:10 am	Welcome & Introduction	<p>Andrew F. Olshan, Ph.D. Barbara S. Hulka Distinguished Professor Department of Epidemiology Gillings School of Global Public Health University of North Carolina at Chapel Hill</p> <p>Evelyn M. Foust, MPH, CPM Communicable Disease Branch Head Division of Public Health North Carolina Department of Health and Human Services</p>
9:10-9:30 am	Welcome from Gillings Associate Dean for Practice "What is on the horizon for practice engagement at Gillings?"	<p>John Wiesman, DrPH, MPH Associate Dean for Practice and Professor Gillings School of Global Public Health University of North Carolina at Chapel Hill</p>
9:30-9:50 am	Welcome from the NC Division of Public Health "Reciprocal Data Literacy: Perspective Matters! "	<p>ClarLynda Williams-DeVane, PhD Senior Deputy Division Director for the NC Division of Public Health NC State Registrar</p>
9:50 -10:45 am	Navigating today's information landscape "How I learned to love talking to reporters and stop worrying" "Epidemiology and the Rebuilding of Public Health Advocacy"	<p>Rose Hoban, RN, MPH Founder and editor, North Carolina Health News</p> <p>Gene W. Matthews, JD, Principal Investigator, The Network for Public Health Law - Southeastern Region UNC Gillings School of Global Public Health</p>
10:45-11:00 am	Break	Snacks provided by the Symposium in the main hallway.

11:00 am-12 noon	<p>NC Communicable Disease Branch Student Practicum Panel (Presentations followed by panel Q&A)</p> <p>Presentations:</p> <ul style="list-style-type: none"> • “An Assessment of the TakeMeHome HIV Testing Program” • “Examining Diabetes as a Contributing Factor to COVID-19 Deaths Among American and Alaskan Natives Residing in North Carolina” • “Using routine surveillance data to analyze STD trends: Automation of monthly STD reports and evaluation of the impact of COVID-19 on STD testing provider types” • “A Potpourri of Practicums: Communicable Disease Branch Student Projects, Summer 2022” 	<p>Student Speakers:</p> <p>Katherine Lucas (MPH Applied Epidemiology Concentration), Gillings School of Global Public Health</p> <p>Nicole L. Snyder, Ph.D. (MPH Applied Epidemiology concentration), Gillings School of Global Public Health</p> <p>Kano Amagai (MPH Applied Epidemiology concentration), Gillings School of Global Public Health</p> <p>Moderator/Presenter: Anna Cope, PhD, MPH Epidemiologist CDC, Division of STD Prevention, Behavioral Science & Epidemiology Branch North Carolina Division of Public Health, Communicable Disease Branch</p>
12 noon -1:00 pm	Lunch	Lunch provided by the Symposium in the main dining room of the Friday Center.
1:00 -2:00 pm	<p>Panel: Data Sharing: Dashboards, Fact Sheets, and More” (Presentations followed by panel Q&A)</p> <p>Presentations:</p> <ul style="list-style-type: none"> • “Data-Driven Communications: Lessons from the COVID-19 Response Trenches” • “CORVASEQ: A Network for Tracking SARS-CoV-2 Variants in North Carolina” • “What if you don’t have a dashboard yet? Equipping people to communicate your data” 	<p>Speakers:</p> <p>Hayley Young, MPH Data Office Director North Carolina Department of Health and Human Services</p> <p>Bethany DiPrete, PhD Research Assistant Professor, Department of Epidemiology, Gillings School of Global Public Health, University of North Carolina at Chapel Hill</p> <p>Erika Samoff PhD MPH HIV/STD/Hepatitis B and C Surveillance Manager, NC DPH Epidemiology Section Communicable Disease Branch, UNC Gillings School of Global Public Health Department of Epidemiology</p> <p>Moderator: Victoria Mobley, MD MPH STI/HIV Medical Director NC Division of Public Health, Communicable Disease Branch</p>

2:00-2:30 pm	“Visual Design to Increase the Effectiveness of Health Communication”	Allison J. Lazard, PhD Associate Professor, Hussman School of Journalism and Media Member, Lineberger Comprehensive Cancer Center University of North Carolina at Chapel Hill
2:30-3:00 pm	“It’s More Than Translation – Engaging Our Hispanic/ Latinx Population”	Tracy Zimmerman VP Policy and Communications Neimand Collaborative Jennifer Guzman Strategist Neimand Collaborative
3:00 pm	Wrap-up/summary.	Zack Moore, MD, MPH State Epidemiologist and Epidemiology Section Chief Division of Public Health, Epidemiology Section North Carolina Department of Health and Human Services



***The North Carolina Partnership for Excellence in Applied Epidemiology** is a collaboration between the North Carolina Division of Public Health, Communicable Disease Branch and the University of North Carolina at Chapel Hill (The Department of Epidemiology and the North Carolina Institute for Public Health in the Gillings School of Global Public Health and the School of Medicine).

<https://sph.unc.edu/epid/nc-partnership-applied-epidemiology>

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