The University of Texas Conference Center
J.J. Pickle Research Campus
Austin, Texas
10100 Burnet Road, Building #136
Austin, Texas 78759
The 2016 International Symposium, “Defining a Roadmap for Implementation of Social Media in Population and Community Health Initiatives” will bring together public health professionals and content experts to develop a better understanding of the current state of best practices for using social media in population and community health. The end goal of the symposium will be a white paper describing a comprehensive Roadmap for implementation and evaluation for the use of social media in population health initiatives.

Who Attends the Conference?
- Public health professionals
- Policy makers
- Informaticists
- Healthcare communications specialists
- Healthcare education professionals
- Academic researchers
- Clinicians
- Students
- Others interested in implementing social media

Venue

UT Conference Center
J.J. Pickle Research Campus
10100 Burnet Road, Building #137
Austin, TX 78758
512-471-1534

Sponsorship Inquiries:

Dr. Susan McBride
806–319-6440
susan.mcbride@ttuhsc.edu
## Participant Registration
### 2016 International Symposium of Social Media in Population and Community Health

<table>
<thead>
<tr>
<th>Participant Information</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Public Health Professional</td>
<td>$100</td>
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<tr>
<td>University Faculty /Staff</td>
<td>$100</td>
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<tr>
<td>Student</td>
<td>$75</td>
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<td>Vendor</td>
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**Please make checks payable to:**

**TTUHSC**

**Mail to:** Attention: Linda Lane  
3601 4th Street, STOP 6264  
Lubbock, Texas  79430
AGENDA:
Schedule, Speakers, Principal Topics, and Questions to be addressed:

7:30-8:00  Registration

8:00-8:15  Welcome and introduce the logistics for the day (Michael Evans/Leanne Field)

8:15-9:05  Plenary Session — Digital Health Departments: Using Media for Greater Engagement and Impact. Speaker: Jay M. Bernhardt: Professor and Founding Director of the Center for Health Communication and the Everett D. Collier Centennial Chair in Communication, University of Texas

9:15-10:30 U.S. Panel: State of the Science—Implementing Social Media in Population and Community Health Settings in the U.S. Invited speakers presenting the State of the Science: Jenine Harris Washington University in St. Louis; Sun-moo Yoon, RN, PhD, Postdoctoral Research Scientist, Columbia University School of Nursing; Umair Shah, MD, MPH Harris County Public Health; Nancy Lee, MD, Health and Human Services

10:30-10:45 Break

10:45-12:00 Canadian Panel: Successful Use of Social Media to Effect Change North of the Border:
Richard Booth, Lori Donnell and other Canadian participants

12:00-12:15 Box lunch pick up time

12:15-1:05 Lunch Keynote: Engaging Patients in Managing their Health through Social Networking: The success story of Patientslikeme. Speaker: Sally Okun, Vice President for Advocacy, Policy and Patient Safety at PatientsLikeMe in Cambridge, MA

1:15-2:00 Innovative Technologies: Inventory of Tools and Best Practices:
Rob Fraser and Charles Boicey: Overview/Choices (45 minutes)

2:00-2:45 Addressing Global and Minority Health Concerns: Jenine Harris, Annette Sobel, James Dickens, Lori Donnell, Richard Booth and Jodie Hall

2:45-3:00 Break

3:00-5:00 Breakout Sessions (1 hour sessions for opportunity to attend 2 of the 6 options). Tracks will be round table discussions to generate consensus on areas of focus noted below:
TRACK I: Presenters & Facilitators: McBride/Sobel/Dickens/Fraser:
A. Best Practices for Implementation of Social Media in Population and Community Health Settings (Lori Donnell/Lisa Campbell)
B. Scientific Methods for Assessment and Evaluation (Richard Booth/Susan McBride)
C. Barriers and Challenges to Using Social Media in Population and Community Health Initiatives (Umair Shah/Leanne Field)

TRACK II: Presenters & Facilitators: McBride/Sobel/Dickens/Fraser/Daniel/Boicey
A. Successful Use of Social Media for Disaster Preparedness and Epidemic Responses (Annette Sobel/James Dickens)
C. Addressing Health Disparities through Use of Social Media in Population and Community Health Initiatives (James Dickens)
2016 International Symposium: Social Media in Population and Community Health

PRESENTERS AND FACILITATORS

JAY BERNHARDT, PHD: Dr. Bernhardt is a professor and founding director of the Center for Health Communication and the Everett D. Collier Centennial Chair in Communication at UT Austin. He is recognized internationally as a visionary leader, respected scholar, and innovative scientist in the application of communication, marketing and media to public health, healthcare and medicine.

SUSAN MCBRIDE, PHD, RN-BC, CPHIMS: Dr. McBride is a professor at TTUHSC with research focus on methods development for implementing, evaluating and utilizing Health IT to examine patient safety, quality and population health. Currently research efforts are focused on incorporating EHRs into the simulation centers for developing and evaluating informatics competencies of clinicians.

RICHARD BOOTH, PHD, MSCN, RN: Dr. Booth is an assistant professor at the Arthur Labatt Family School of Nursing (Western University, Canada) and Adjunct Professor at the Institute of Health Policy, Management and Evaluation (University of Toronto, Canada). His research and teaching interests include health informatics, social media technologies and psychiatric-mental health nursing. He practices clinically as a psychiatric-mental health nurse at St. Joseph’s Health Care London (Canada).

SALLY OKUN, RN, MMHS: Vice President for Advocacy, Policy and Patient Safety and PatientsLikeMe, one of the first social networks for health, reveals what has emerged from years of openly sharing data: the patients' lexicon. She is responsible for the company’s patient advocacy initiatives; she participates and contributes to health policy discussions at the national and global level; and she is the company’s liaison with government and regulatory agencies.

LEANNE FIELD, PHD, MS: Dr. Field is a Distinguished Senior Lecturer in the College of Natural Sciences and Director of the Public Health, Medical Laboratory Science and Health Informatics and Health IT Programs at UT. She teaches courses in public health research, human infectious diseases and emerging and re-emerging infectious diseases. Dr. Field’s research interests include public health and public health informatics research in partnership with the public health coordinator of the ONC for Health IT.

ANNETTE SOBEL, MD, MS, FAAFP, FASMA, PE: Dr. Sobel is an associate professor in the TTUHSC Department of Medical Education and a TTU Adjunct Professor of Electrical and Computer Engineering. She serves as the Executive for Critical Infrastructure Protection and Health Security Initiatives at TTU. She is trained in Family and Community Medicine, Aerospace Medicine and Human Factors and is a Hyperbaric Medicine Specialist certified by the US Navy.

LISA CAMPBELL, DNP, RN, APHN-BC: Dr. Campbell is the interim director of the Victoria County Public Health Department, Calhoun County Health Department and the Cuero Dewitt County Health Department. She leads public health nursing, environmental services, WIC, animal control, HIB/AIDS Resource Program and other special services.

LORIE DONELLE, PHD, RN: Dr. Donelle is a scientist with the Lawson Health Research Institute in London Ontario and an Associate Professor at the Health Sciences at Western University (Canada). Her primary focus is in the area of health promotion and her teaching and research is specific to issues of health literacy, social justice, and the use of information technology within healthcare.

JOSEPHINE MCMURRAY, PHD, MBA, MRT: Dr. McMurray is an assistant professor in the School of Business & Economics at Wilfrid Laurier University, Canada. Dr. McMurray’s research is focused on issues at the intersection of healthcare, technology & management. She is currently working on projects examining system interoperability in large multidisciplinary health teams, the measurement of patient experience in the rehabilitative and emergency care systems, smartphone technology and health care data collection. (virtual presence)

SANDRA REGAN, PHD, RN: Dr. Regan has over 10 years of experience as a policy consultant with responsibility for health and human resources, education, and advanced nursing practice policy. She is an Associate Professor at the Arthur Labatt Family School of Nursing at Western University, Canada. Her research program focuses on health and human resources policy and planning. She has conducted research and published in primary health care, home care, and public health. (virtual presence)

JAMES DANIEL, MPH: Public Health Coordinator: Office of the National Coordinator of Health IT

CAPTAIN JAMES LAVELLE DICKENS, DNP, RN, FNP-BC: Capt. Dickens serves in the US DHHS Regional Office, Region V1 as a Senior Public Health Advisor for the Office of Minority Health. Capt. Dickens is a Commissioned Officer in the US Public Health Service whose mission is to promote, protect and advance the health and safety of the nation.
Sponsorships

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Other Sponsorship levels are available. Please contact Dr. McBride to sponsor at a level not shown above.

Exhibitor Policies

Complete the application (see Payment Policies below) and mail with required payment by December 31, 2015 to:

Texas Tech University Health Sciences Center
ATTN: 2016 International Symposium
3601 4th Street, STOP 7110
Lubbock, TX 79430

Space assignment is determined by Social Media Roadmap staff using sponsorship level and date of receipt of application/payment among other criteria. TTUHSC reserves the right to relocate sponsor or modify the floor plan. Meals and refreshments are provided for up to two representatives. If more than two are planning to attend, please have them register.

Payment Policies

Payment in full of the total sponsorship cost is required upon submission of the application. Checks should be made payable to TTUHSC, unless sponsor is choosing the HIMSS Designation Add-On, in which case the check should be made payable to “Lubbock HIMSS Chapter”. No tables may be installed in the exhibit hall until payment in full has been received by TTUHSC. *To pay by credit card, go to https://secure.touchnet.net/C23499_ustores/web/product_detail.jsp?PRODUCTID=116.

Cancellation

All sponsor cancellations must be submitted to Susan McBride in writing. Cancellations received by Social Media Roadmap on or before December 1, 2015, will be assessed a fee of 25% of the total sponsorship cost. Cancellations received by after January 1, 2016 will be assessed a fee of 50% of the total sponsorship cost. No refunds will be given on cancellations received after January 15, 2016.