



# 2007 UNC Health Policy Institute

## “Learning From Each Other: Advocacy and Leadership”

August 15 and 16, 2007

The William and Ida Friday Center for Continuing Education

Hosted by the UNC-Chapel Hill School of Dentistry’s Health Policy Institute Committee

### Day One

## DEFINING THE ISSUES

8:00 - 8:30

BREAKFAST SOCIAL

8:30 - 9:00

A DEAN’S PERSPECTIVE ON ADVOCACY

**Dean John N. Williams** UNC-Chapel Hill School of Dentistry

9:00 - 9:30

A CONGRESSIONAL PERSPECTIVE ON ADVOCACY

**Mr. Reginald Holley** Deputy State Director, Office of U.S. Senator Elizabeth Dole

9:30 - 10:30

ICE BREAKER

10:30 - 10:45

BREAK

10:45 - 12:30

INTERDISCIPLINARY WORKSHOP PART I: LEARNING FROM EACH OTHER

Guest Panelists:

**Mr. Jack Register** Director of Advocacy and Legislation, National Association of Social Workers’ North Carolina Chapter

**Dr. Linda Beeber** Professor, UNC-Chapel Hill School of Nursing

**Mr. Fred Eckel** Professor, UNC-Chapel Hill School of Pharmacy

**Dr. Horace Harris** Dental Director, Tri-County Family Dental Center (Sampson County)

**Dr. Felicia Mebane** Assistant Dean for Student Affairs, UNC-Chapel Hill School of Public Health

**Dr. Thomas Bacon** Director of the N.C. Area Health Education Centers Program

12:30 - 1:30

ASK THE EXPERTS AND LUNCH

The interdisciplinary workshop panelists will enjoy lunch with Health Policy Institute participants.

1:30 - 2:30

CONNECTING THE DOTS

2:30 - 2:45

BREAK

2:45 - 3:45

INTERDISCIPLINARY WORKSHOP PART II

3:45 - 4:00

REFLECTIONS OF THE DAY/DISMISSAL

Day Two

## PRESENTING THE ISSUES

7:45 - 8:15

BREAKFAST SOCIAL

8:15 - 9:00

DEFINING THE POLITICAL LANDSCAPE

**Mr. Jack Bresch** Associate Executive Director and Director of the Center for Public Policy and Advocacy, American Dental Education Association (ADEA)

**Ms. Monette McKinnon** Director of Grassroots Advocacy and State Issues, American Dental Education Association (ADEA)

9:00 - 10:00

UNDERSTANDING THE LEGISLATIVE PROCESS

**Mr. Jack Bresch** Associate Executive Director and Director of the Center for Public Policy and Advocacy, American Dental Education Association (ADEA)

10:00 - 11:00

FRAMING THE ADVOCACY MESSAGE PRESENTATION

**Ms. Monette McKinnon** Director of Grassroots Advocacy and State Issues, American Dental Education Association (ADEA)

11:00 - NOON

INGREDIENTS OF EFFECTIVE ADVOCACY MESSAGE

**Ms. Karen Regan** Director of the Office of Federal Affairs, UNC-Chapel Hill

NOON - 1:30

DEANS' LUNCHEON PANEL DISCUSSION

*Panelists:*

**Dean William L. Roper**, UNC-Chapel Hill School of Medicine

**Dean Linda R. Cronenwett**, UNC-Chapel Hill School of Nursing

**Dean Barbara K. Rimer**, UNC-Chapel Hill School of Public Health

**Dean John N. Williams**, UNC-Chapel Hill School of Dentistry

1:30 - 2:30

GROUP SESSION: PUTTING IT ALL TOGETHER

2:30 - 2:45

BREAK

2:45 - 4:15

INGREDIENTS OF EFFECTIVE ADVOCACY MESSAGE

Groups will create a simple statement or message for their issues of interest. Providing guidance and input:

**Mr. Jack Bresch** Associate Executive Director and Director of the Center for Public Policy and Advocacy, American Dental Education Association

**Dr. Jo Anne Earp** Professor of Health Behavior and Health Education, UNC-Chapel Hill School of Public Health

**Ms. Monette McKinnon** Director of Grassroots Advocacy and State Issues, American Dental Education Association

**Dr. Jessica Lee** Associate Professor, Department of Pediatric Dentistry, UNC-Chapel Hill School of Dentistry; and Assistant Professor, Department of Health Policy and Administration, UNC-Chapel Hill School of Public Health

**Dr. Lew Margolis** Associate Professor, Department of Maternal and Child Health, UNC-Chapel Hill School of Public Health

4:15 - 4:30

REFLECTIONS OF THE DAY/DISMISSAL

*The Health Policy Institute Committee gratefully acknowledges the support and funding provided by the N.C. Area Health Education Centers Program, and the UNC-Chapel Hill schools of Dentistry, Medicine, Nursing, Pharmacy, Public Health and Social Work.*