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| Day 1: April 30, 2014 | | Delta Halifax | | | | |
| 0800-0900 (8 th floor) | Registration and sign up for Workshops and Story Sessions Light Breakfast will be available | | Posters Available | | | |
| 0900 Plenary Barronet Room (8 th floor) | Welcome to our 2014 Health Promotion Event Opening remarks from Injury Free Nova Scotia and Dr. Robert Strang, Chief Public Health Officer, Nova Scotia Department of Health and Wellness | | | | | |
| 0930-1100 Plenary Barronet Room (8 th floor) | <p><i>How They Lie: The Underhanded Tactics of the Food Industry</i> – Michele Simon</p> <p>From GMO labeling to soda taxes, the food industry is increasingly on the defensive against a growing food movement that is demanding more transparency and a healthier food system. Because the Big Food has neither the truth nor common sense on their side, marketers and lobbyists are resorting to various forms of deception and other underhanded tactics. Learn how Big Food uses emotional triggers to make their case and hires academic experts to do their bidding, and how to counter these and other dirty tricks.</p> <p>Michele Simon is a public health lawyer specializing in legal strategies to counter corporate tactics. She is president of Eat Drink Politics, a corporate watchdog consulting firm. She has been writing about the politics of food since 1996 and her book, <i>Appetite for Profit: How the Food Industry Undermines Our Health and How to Fight Back</i>, was published in 2006 by Nation Books. Her groundbreaking 2007 report on alcoholic energy drinks led to a federal ban. Simon has a master’s degree in public health from Yale University and received her law degree from the University of California, Hastings College of the Law.</p> | | | | | |
| 1100-1130 Plenary Barronet Room (8 th floor) | Celebrating: Our Nova Scotia Health Promotion Learnings | | | | | |
| 1130-1245 Lunch ; Posters Available 12-1230 (8 th Floor) | | | | | | |
| 1245- 1430 Workshops Choose 1 | <p>Workshop Round One</p> <table border="1"> <tr> <td> <p><i>7 Secrets of Top Marketers -- And How to Use Them to Power Your Advocacy Efforts</i> – Eleanor Beaton</p> <p>Room A – 8th floor</p> </td> <td> <p><i>Working Together: Public Health and Municipal Planners Collaborating for Healthy Communities</i> – Ali Shaver & Leticia Smillie</p> <p>Room B – 8th floor</p> </td> <td> <p><i>How to Counter Industry Tactics – An interactive workshop</i> with Michele Simon. Hosted by Nancy Hoddinott</p> <p>Room C; Mayflower Room (1st Floor)</p> </td> </tr> </table> | | | <p><i>7 Secrets of Top Marketers -- And How to Use Them to Power Your Advocacy Efforts</i> – Eleanor Beaton</p> <p>Room A – 8th floor</p> | <p><i>Working Together: Public Health and Municipal Planners Collaborating for Healthy Communities</i> – Ali Shaver & Leticia Smillie</p> <p>Room B – 8th floor</p> | <p><i>How to Counter Industry Tactics – An interactive workshop</i> with Michele Simon. Hosted by Nancy Hoddinott</p> <p>Room C; Mayflower Room (1st Floor)</p> |
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| Nutrition Break 1430-1445 (8 th Floor) | | | | | | |
| 1445- 1630 Workshops Choose 1 | <p>Workshop Round Two</p> <table border="1"> <tr> <td> <p><i>What does DISTILLATION mean to successful communication?</i> – Catherine Hebb</p> <p>Room A- 8th floor</p> </td> <td> <p><i>Wisdom to Action: How to Make the Most of Health Promotion Networks</i> – Lisa Lachance, Nichelle Hubley & Emily Zinck</p> <p>Room B- 8th floor</p> </td> <td> <p><i>Health Promotion and Social Media: leveraging Social Media to achieve health promotion success</i>– Ross Simmonds, Jenna Hopson & Dan Steeves</p> <p>Room C; Mayflower Room (1st Floor)</p> </td> </tr> </table> | | | <p><i>What does DISTILLATION mean to successful communication?</i> – Catherine Hebb</p> <p>Room A- 8th floor</p> | <p><i>Wisdom to Action: How to Make the Most of Health Promotion Networks</i> – Lisa Lachance, Nichelle Hubley & Emily Zinck</p> <p>Room B- 8th floor</p> | <p><i>Health Promotion and Social Media: leveraging Social Media to achieve health promotion success</i>– Ross Simmonds, Jenna Hopson & Dan Steeves</p> <p>Room C; Mayflower Room (1st Floor)</p> |
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See you on day 2!

Questions about the program? Contact Program Co-Chairs
 Melanie Welch (mwelch@avdha.nshealth.ca or 902-542-6322)
 Holly Gillis (holly.gillis@cdha.nshealth.ca or 902-223-5227)

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| Day 2; May 1, 2014 Delta Halifax | | | |
| 0800-0900 (8 th floor) | Registration Desk Open – 8 th floor Light Breakfast will be available | | |
| 0830 Barronet Room (8 th floor) | Welcome to day 2! Why stories; the story technology, what to be listening for, why it matters | | |
| 0915-1000 <i>Story Sessions</i> <i>Choose 1</i> | Story Sessions Round One | | |
| | <i>ATVs and Advocacy, Lessons Learned –</i> Dr. Natalie Yanchar & Shirley Ann Burdock Room A- 8 th floor | <i>Chamber Secrets: The Inside Scoop on High Impact Municipal Advocacy -</i> Deputy Warden Stephen Paquette Room B- 8 th floor | <i>CBDHA Baby Friendly Journey: Creating Healthier Communities through Supportive Policies-</i> Kim Shebib and Erin Forsey Room C; Mayflower Room (1 st Floor) |
| 1015-1100 <i>Story Sessions</i> <i>Choose 1</i> | Story Sessions Round two | | |
| | <i>Food Matters: Building a Food Strategy in HRM–</i> Valerie Blair & Marla MacLeod Room A- 8 th floor | <i>Re-building a breastfeeding supportive culture –</i> Annick Arseneau & Leah Poirier Room B- 8 th floor | <i>Stepping Back? Examining the Health Promotion Losses in Tobacco Control –</i> Eleanor Beaton & Dan Steeves Room C; Mayflower Room (1 st Floor) |
| 1115- 1200 <i>Story Sessions</i> <i>Choose 1</i> | Story Sessions Round three | | |
| | <i>Global Tour: Exploring the Hearts of Our Communities –</i> Anna Jacobs & Angela Simmonds Room A; 8 th floor | <i>Evidence to Action- Capital Health, Public Health's Evidence Gathering and Analysis Process –</i> Nicole Druhan McGinn Room B; 8 th floor | <i>A Community Responds to Violence Against Women & Girls-</i> Sue Bookchin & Helen Lanthier Room C; Mayflower Room (1 st Floor) |
| 1200-1300 Lunch (8 th floor) | | | |
| 1300-1500 <i>Plenary</i> Barronet Room (8 th floor) | <i>Progress and Policy: getting the job done to advance healthy public policy</i> Hosted by Steve Machat, Nova Scotia Department of Health and Wellness <i>Panelists include</i> Joshua Bates, Senior Policy Advisor (Mayor's Office), Halifax Regional Municipality Chris Power, CEO Capital Health Emma VanRooyen, Municipal Councillor, Kings County Stephen Paquette, Deputy Warden, Municipality of the District of Yarmouth | | |
| 1500-1530 <i>Plenary</i> Barronet Room (8 th floor) | What's next? Evaluation, wrap up and thank you! Closing remarks, Nancy McBay, Director Health Programs, Annapolis Valley Health | | |

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