



# Texas Public Health Summit

## Fostering Trust Through Effective Communication

Thursday, July 14, 2022

9:00 AM - 3:00 PM

The Cooley Center  
7440 Cambridge St,  
Houston, TX 77054

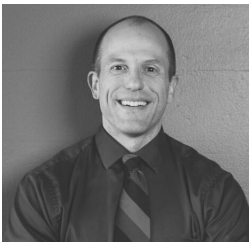


### Opening Remarks

**John William Hellerstedt, MD**

Commissioner, Texas Department of State Health Services

### Keynote Speakers:



**Michael Mackert, PhD**

The University of Texas at Austin

Professor, Department of Population Health,  
Director, Center for Health Communication,  
Dell Medical School

Professor, Advertising & Public Relations,  
Moody College of Communication



**Kimberly Baker, DrPH**

UTHealth School of Public Health

Assistant Professor, Health Promotion and Behavioral Sciences,  
Director, Office of Public Health Practice & Engagement



## PROGRAM

- 9:00 AM      **LIGHT BREAKFAST**
- 10:00 AM     **WELCOME**
- 10:05 AM     **OPENING REMARKS: John William Hellerstedt, MD**  
Commissioner, Texas Department of State Health Services

### **SESSION 1: The Importance of Adaptive Communications During a Public Health Emergency**

- 10:15 AM     **KEYNOTE: SUPPORTING PUBLIC HEALTH IN TEXAS WITH EVIDENCE-BASED HEALTH COMMUNICATION**  
**Michael Mackert, PhD**  
Director, Center for Health Communication  
The University of Texas at Austin Dell Medical School
- 11:00 AM     **PANEL DISCUSSION**  
Michael Mackert, PhD, *Moderator*
- Jason Embry, New West Communications
- Jennifer Shuford, MD, MPH, Chief State Epidemiologist,  
Texas Department of State Health Services
- Clint Pasche, Chief Marketing and Communications Officer,  
Greater Houston Partnership
- 12:00 PM     **LUNCH - BOX LUNCHES PROVIDED**

### **SESSION 2: One Message, Many Audiences**

- 1:00 PM      **KEYNOTE: INCLUSIVE MESSAGING IN A WORLD APART**  
**Kimberly Baker, DrPH**  
Director, Office of Public Health Practice and Engagement  
UTHealth School of Public Health
- 1:45 PM      **PANEL DISCUSSION**  
Kimberly Baker, DrPH, *Moderator*
- Katelyn Jetelina, PhD, Epidemiologist and Scientific Communicator,  
*Your Local Epidemiologist*
- Judge Trey Duhon, Judge, Waller County Texas
- Laura Garcia, Reporter, *San Antonio Express-News*
- Jacquelyn Johnson-Minter, MD, MBA, MPH,  
Director, Health and Human Services at Fort Bend County
- 2:45 PM      **CLOSING REMARKS**