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
UTH ealth 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