2012 Joint Meeting Keynote Speakers

Keynote Sessions:

- "Federal Partnerships to Win the Winnable Battle of Motor Vehicle Injuries"
- "Storytelling as Best Practice"
- "20 Years of Progress: A Panel Discussion among the CDC Injury Center’s Current and Former Directors"
- "Future Directions and Opportunities for Injury and Violence Prevention"

"Federal Partnerships to Win the Winnable Battle of Motor Vehicle Injuries"

Featured Speakers

Grant Baldwin
Director, Division of Unintentional Injury Prevention, Centers for Disease Control and Prevention (CDC)

Brian McLaughlin
Senior Associate Administrator, National Highway Traffic Safety Administration (NHTSA)

Session Description

Under the leadership of CDC Director Dr. Tom Frieden, the CDC identified “winnable battles” or public health priorities with large-scale impact on health and with known, effective strategies to intervene and quickly achieve measurable impact. The charge under Winnable Battles is to identify optimal strategies and to rally resources and partnerships to accelerate a measurable impact on health. One such partnership is the CDC – NHTSA Memorandum of Understanding and partnership to prevent motor vehicle injuries. Leaders from CDC and NHTSA will discuss the U.S. burden of motor vehicle injuries, describe areas where CDC and NHTSA are partnering to achieve greater impact, and what each agency sees as opportunities for the future.
"Storytelling as Best Practice"

Featured Speaker

Andy Goodman
The Goodman Group

Session Description

Ever since we began talking to each other, telling stories has been the most powerful way to capture attention, engage an audience, and motivate them to act. Steadily advancing technology keeps handing us shiny new tools to communicate faster and farther – think iPads and Twitter to name just two – but in our fervor to remain current (and appear professional) we often ignore our natural inclination to tell a good story. In “Storytelling as Best Practice,” Andy Goodman will explain why he believes storytelling remains the single most powerful communication tool you possess, and he will offer specific ways your organization can use stories to advance your mission. By using these storytelling strategies, you can learn how to develop compelling and moving messages that show how prevention programs and data systems – such data from the National Violent Death Reporting System (NVDRS) – are used each day to ensure that children and adults can live to their fullest potential.

"20 Years of Progress: A Panel Discussion among the CDC Injury Center’s Current and Former Directors"

Featured Speakers

Dr. Ileana Arias
Principal Deputy Director, Centers for Disease Control and Prevention

Dr. Sue Binder
Consultant, Sue Binder Consulting, Inc.
Dr. Linda Degutis  
Director, National Center for Injury Prevention and Control, CDC

Dr. Mark Rosenberg  
President and CEO, The Task Forcee for Global Health, CDC

Dr. Stephen Thacker  
Director for Office of Surveillance, Epidemiology and Laboratory Service, CDC

Session Description

This special session will bring the current and former CDC Injury Directors together to share their experiences during their time as the Director including describing what the field was like at the time, key issues and concerns during that time and a memorable moment. Then each Director will share their thoughts on challenges and opportunities facing the injury and violence prevention field over the next twenty years.

"Future Directions and Opportunities for Injury and Violence Prevention"

Featured Speakers

Larry Cohen  
Founder and Executive Director, Prevention Institute

Robin Ikeda  
Director, Office of Non-communicable Diseases, Injury and Environmental Health
Nicole Kunko
Chief, Public Policy, Association of State and Territorial Health Officials

Session Description

Panelists during this session will describe the current fiscal and political environment for public health and discuss challenges and opportunities for injury and violence prevention (IVP) programs. Panelists will also discuss specific opportunities for IVP programs to leverage and integrate efforts into new national investments in public health such as Community Transformation Grants, Home Visitation Grants, Coordinated Chronic Disease Grants, and Health Impact Assessments.