

Community Engagement Ambassador Institute:

Empowering Communities for Health Equity and Advocacy



Day 1: Friday, June 27, 2025

8:30 AM - 9:00 AM

Registration, Continental Networking Breakfast, Community Engagement Expo

9:00 AM - 9:30 AM

Opening Session

- **Welcome:** Gwendolyn Devins, MPH, CCHW and Charlene Whitaker-Brown, DNP, MSN, FNP-C, PMHNP-BC, CHFN, RN
- **Greetings:** Kimberly N. Scott, DrPH, MPH, CHES / Judy Ford, MPH, MHS
- **Keynote:** Kendra Jason, PhD

9:30 AM - 10:30 AM

Session 1: Understanding Public Health and Health Equity

- **Speakers:** Kateesha Blount, DHSc, MPH, CPH / Brittany Weatherall, MHA, CCHW
- **Objective:** Define public health, explore health disparities, and understand the social determinants of health

10:30 AM - 10:50 AM

Wellness Break, Networking, Community Engagement Expo

11:00 AM - 12:00 PM

Session 2: Community Engagement Strategies for Public Health Advocacy

- **Speakers:** Quaneka Falls, MHA / Jaramial Lee, MPA, CCHW
- **Objective:** Teach effective methods for engaging communities in health initiatives

12:00 PM - 1:00 PM

Lunch and Community Voices Panel

- **Moderator:** Charlene Whitaker-Brown, DNP, MSN, FNP-C, PMHNP-BC, CHFN, RN
- **Panelists:** Jada Jackson, MEd, Mamie Floyd, PhD, Patrick Crockett, Arkevious Armstrong, Isis Bey, LCSW, CCTP II, TTS, Devondia Anthony
- **Discussion:** Voices from the Field – Success Stories in Public Health Engagement

1:00 PM - 2:00 PM

Session 3: Effective Communication and Storytelling for Change

- **Speakers:** Michelle Partridge-Doer, MS, MPH / Amore' McCullough, CCHW
- **Objective:** Teach participants how to craft compelling messages to influence public health outcomes

2:00 PM - 2:15 PM

Wellness Break

2:15 PM - 3:15 PM

Session 4: Public Health Policy and Community Advocacy

- **Speakers:** Kimberly Bayha, NCNTT / Aubrielle Wallace, MPH, CCHW
- **Objective:** Provide an overview of health policies and empower participants to advocate for change

3:20 PM - 4:00 PM

The Harvest

4:00 PM

Adjourn





Day 2: Saturday, June 28, 2025

8:30 AM - 9:00 AM

Registration, Continental Networking Breakfast, Community Engagement Expo

9:00 AM - 9:30 AM

Seeds of Today

9:30 AM - 10:30 AM

Session 5: Action Planning – Developing a Community Health Project or Initiative

- **Speakers:** Chantel Lowery, DrPH, CHES, CPSTI / Amore' McCullough, CCHW
- **Objective:** Equip participants with tools to develop an actionable community health project or initiative

10:30 AM - 10:50 AM

Wellness Break, Networking, Community Engagement Expo

11:00 AM - 12:00 PM

Session 6: Mobilizing Communities for Health Action

- **Speakers:** Michael Eby, MHA / Jaramial Lee, MPA, CCHW
- **Objective:** Teach effective mobilization techniques

12:00 PM - 1:00 PM

Lunch and Fireside Chat

- **Moderator:** Charlene Whitaker-Brown, DNP, MSN, FNP-C, PMHNP-BC, CHFN, RN
- **Featured Guests:** Ra'Shawn D. Flournoy, D.MIN, Irini McCarthy, Ricardo Ivan Torres
- **Discussion:** Navigating Challenges in Community Health Advocacy

1:00 PM - 2:00 PM

Session 7: Data Collection and Measuring Impact

- **Speakers:** Lauren Cook / Brittany Weatherall, MHA, CCHW
- **Objective:** Introduce community-based data collection and evaluation methods

2:00 PM - 2:15 PM

Wellness Break

2:15 PM - 3:15 PM

Session 8: Crisis Communication and Addressing Misinformation

- **Speakers:** Kayla Earley, MPH, PMP / Aubrielle Wallace, MPH, CCHW
- **Objective:** Equip participants with skills to respond to public health crises and misinformation

3:20 PM - 4:00 PM

Your Planting Season

Commitment to Action and Closing

4:00 PM

Adjourn

