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**Public Health Leaders’ Conference Draft Agenda**

**March 13-14, 2025**

**Embassy Suites Raleigh/Durham/Research Triangle**

**Breakfast 7:30 am**

**Thursday, March 13, Opening Session** – **9:00 am – 12:00 pm**

John Auerbach, ICF International – Topic - AI

Dr. James Johnson, Kenan-Flagler School of Business, UNC-CH – *Leading in Certain Uncertainly*

**Lunch Buffett – 12:00 – 1:30 pm**

**Thursday Breakout Topics** **– 1:30 – 4:45 pm**

**Policy Tract** –

1. Starting with Policy – Mecklenburg County Public Health Office of Chronic Disease Policy and Prevention
2. T21 and Cannabis Panel
3. Impact of SL2024-49 on Local Environmental Health Practice

**Community Partnership and Preparedness Tract** –

1. Carolinas Poison Control and PHPR

2. Leveraging Outreach for Emergency Preparedness

3. Use of Human Skills and Technology to Access Private Well Owners After   
 Hurricane Helene

**Surveillance and Assessment Tract** –

1. Incarceration and Health: Managing Communicable Diseases and Outbreaks
2. What We Know Works: Firearm Violence Prevention Panel
3. Public Health Actions to Address Extreme Heat in NC

**Organizational Competencies and Workforce –**  
 1. Utilizing Quality Improvement Methods to Address Immunization Health Equity

2. Data Modernization (ETOR) SLPH Preview

3. Agreement Addenda QI Project: Creating Procedure out of Practice

**Equity in Practice Tract –**

1. Increasing Access: ECBI Public Health Vending Machines

2. Outside the Doctor’s Office: Using AI to Uncover Social Drivers of Health   
 Disparities

3. Equity Data: A Practical Guided Tour

4. Firearm Safety Test Teams: American Foundation for Suicide Prevention

**Communications Tract –**

1. Earning Trust in Public Health
2. Your Elevator Pitch: Telling Your Story
3. Frameworks in Review: Messaging Public Health
4. Multimedia Strategies: Beyond the Press Release – Lessons Learned from the Helene Response

**Friday, March 14 – Closing Session – 9:00 am – 12:00 pm**

**Breakfast 7:30 – 9:00 am**

Ryan Jenkins, *Connectable – Age of Isolation*

Climate Change Panel