Advocacy in Action:
Shaping Public Health Policy in Indiana

2022 Policy & Advocacy Forum
Thursday, February 3 | 10 a.m. - 2 p.m. EST

Opening Remarks
Kim Irwin, Administrator, Indiana Public Health Association

Governor’s Public Health Commission Update
Shane Hatchett, Chief of Staff, Indiana Department of Health

Federal Policy & Advocacy
Susan L. Polan, Associate Executive Director of Public Affairs and Advocacy, American Public Health Association

Hoosier Action
Tracey Hutchings-Goetz, Communications Director, Hoosier Action

Break

Keynote Presentation: The Power of Storytelling for Public Health
Sally Perkins

Advocacy in Action
Sarah Strawbridge, Associate Director of US Public Policy and Government Affairs, Merck

Closing Remarks
Presenters:

Shane Hatchett, Chief of Staff, Indiana Department of Health
Shane Hatchett was appointed Chief of Staff at the Indiana Department of Health by State Health Commissioner Kris Box, MD, FACOG. Prior to this appointment, Shane served as the Deputy Medicaid Director at the Indiana Family and Social Services Administration. At the Indiana Department of Health, he is responsible for implementing the Commissioner’s strategic agenda and managing the day-to-day affairs of the agency and directly oversees the operational areas that support the work of the department. Most recently he has been helped set the agency’s legislative agenda and staffed the Governor’s Public Health Commission.

Susan L. Polan PhD, Associate Executive Director of Public Affairs and Advocacy, American Public Health Association
Susan oversees the Association’s departments of government relations and affiliate affairs, communications and membership. She is responsible for planning and directing APHA’s legislative, regulatory and legal activities, communicating those initiatives and Association news to members and the public, and overseeing membership recruitment and retention and Affiliate, Caucus and Section relations. She has almost three decades of experience in public health, government relations and associations.

Tracey Hutchings-Goetz, Communications Director, Hoosier Action
Tracey first joined Hoosier Action in 2017 as a member leader, and joined the staff as a Healthcare Organizer in 2019. In 2020, she took over Hoosier Action’s strategic communications and began building relationships with other organizations across the state. She believes deeply in the possibility of transformative change and the right of all people to have a say in the decisions which affect our lives and future.
Presenters:

Sally Perkins, PhD
As a trainer and consultant, Sally Perkins helps clients discover, craft, and effectively tell their stories in ways that are compelling (orally and/or in writing) to their target audiences for the purposes of advocacy, fundraising, volunteer recruitment, marketing, or conveying complex data. She also serves as a data insights storyteller at Authenticx, an Indianapolis company that studies call center conversations so businesses can hear the authentic voices of their customers.

As a performer, Sally performs stories of all sorts—historical, wisdom, personal, and ghoulish—to audiences of all ages. She has performed for the National Storytelling Network, the Indianapolis Spirit & Place Festival, the Tennessee Haunting in the Hills Festival, the Crown Hill Cemetery Festival of Ghost Stories, and the Indy Fringe Theatre Festival.

Sarah Strawbridge, MS, Associate Director of US Public Policy and Government Affairs, Merck
Sarah Strawbridge is a longtime member and former employee of IPHA. She currently works for Merck on their U.S. Public Policy and Government Relations team. As a regional associate director, she covers nine states total in the Midwest. In her role, Sarah provides legislative analysis on vaccine-related legislation and policy, supports organizational development, and does her best to grow grassroots advocacy for public health. Prior to joining Merck, Sarah has an extensive background in public health practice. As noted earlier, she has worked for IPHA, the Indiana Dept of Health, March of Dimes, and has worked for a Federally Qualified Health Center...just to name a few. She is most proud of serving as the Executive Director of the Indiana Immunization Coalition, which is a statewide nonprofit.