



HEALTH PROMOTION AND CHRONIC DISEASE PREVENTION

Grantee In-Person Trainings 2015-2016

Communications Strategy

October 27, 2015

Baker City, Oregon – Best Western Sunridge

9:00	Welcome: Introductions, Expectations, and Opening
9:15	Policy Goals vs Communications Goals
9:45	The Communications Continuum
10:15	Break (15 minutes)
10:30	The Communications Continuum (continued)
11:00	Case Study
12:00	Working lunch [presentation or table topics for discussion]
1:00	Statewide Media
1:30	Creating Your Message
2:30	Physical Activity Break (30 minutes)
3:00	Sharing the Messages
3:45	Your Outreach Action Plan
4:15	Wrap-up (and refer to online evaluation)
4:30	End of Day