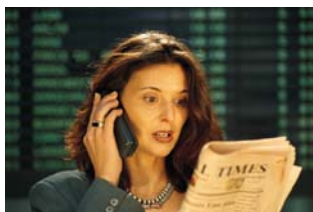


6th Annual Maine-Harvard Prevention Research Center Workshop

When You're Not Preaching to the Choir

Getting your message across to reduce obesity!



Tuesday November 28th, 2006
Augusta Civic Center 8AM—3PM

A G E N D A

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|------------------------|---|
| 8:00—8:30 | Registration |
| 8:30—8:45 | Welcome
Charles Deutsch—Maine Harvard Prevention Research Center
Dora Mills—Maine Center for Disease Control & Prevention |
| 8:45—9:50 | “Getting Prepared”
Joy Johanson—Center for Science in the Public Interest |
| 9:50—10:05 | “Take Time” then—Break |
| 10:05—11:10 | “Organizing & Delivering Your Message”
Steve Pecukonis—HRD Associates |
| 11:10—11:30 | Reality TV (A Look at Dos & Don'ts) |
| 11:30—Noon | “How to make policy change happen in Maine” MCOSH |
| Noon—1:00 | Lunch & Walk Break |
| 1:00—2:00 | Breakout Sessions |
| <u>Room Assignment</u> | |
| Piscataquis | A—Making the Case: how to give testimony at public hearings & school boards |
| Washington | B—Power of the Written Word: letters to the editor, editorial boards, op-ed pieces |
| Sagadahoc | C—You're On: interview skills |
| York | D—Don't Eat Your Words: when a reporter calls |
| 2:00—2:45 | Something to Chew On—Putting the messages to work! |
| 2:45—3:00 | Final Critique by the Experts |