

When You're Not Preaching to the Choir

Getting your message across to reduce obesity!



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

This is an invitation only hands-on workshop!

Only those individuals interested in becoming better advocates need attend.



Advocacy Organizations
Advocates for Nutrition & Physical Activity
Community Leaders
Corporate Wellness
Health Educators
Healthcare Providers
Healthy Community Coalitions
Healthy Maine Partnership Directors & Volunteers
School Based Health Centers
School Health Coordinators
School Staff

Corporate Boards
Legislators
Media / Editorial Boards
Planning Boards
PTOs / PTAs
School Administrators
School Boards
Selectpersons
Town Councils
Youth Service Organizations

Participants will have the opportunity to learn:

- **How to develop and frame policy messages & how to deliver those messages with confidence.**
- **How to look at related public health issues from your audience's point of view.**
- **How to turn complicated facts and figures into understandable key messages.**
- **How to respond to questions and deliver your message efficiently and effectively.**
- **To become more comfortable as a spokesperson to impact policy change.**
- **To better understand how the media works.**
 - **How reporters think and do their work**
 - **Basic rules for becoming a good source—speaking in sound bites, repeating the message, weaving in the name of the organization**
 - **Various mediums—print, TV, radio**

Co-Sponsored by Maine-Harvard Prevention Research Center, Maine Center for Disease Control & Prevention, Maine Coalition on Smoking or Health, Maine Assembly on School-Based Health Care, Muskie School—USM, Maine Department of Education, American Heart Association/American Stroke Association The Northeast Affiliate, and the Maine Public Health Association.

A G E N D A

- 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” Keynote: 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” Keynote: 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
A—Making the Case: how to give testimony at public hearings & school boards
B—Power of the Written Word: letters to the editor, editorial boards, op-ed pieces
C—You’re On: interview skills
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

Joy Johanson is the Senior Policy Associate at the Washington, DC-based Center for Science in the Public Interest (CSPI), a consumer advocacy organization that specializes in food, nutrition, and public health policy. She also has worked on domestic food policy issues at Bread for the World and for Congressman Tony Hall. She received her undergraduate degree in biology from Wheaton College and her master's degree in public health from Johns Hopkins University. At CSPI, Joy advocates for policy and environmental changes to promote healthful eating and to reduce the prevalence of obesity and other diet-related illnesses. The main focus of her work is improving the nutritional quality of school foods.

Stephen P. Pecukonis is Principal Consultant with HRD Associates, a human resource development training and consulting firm he founded in 1985. In this capacity, Steve provides training and consulting services to client organizations in the fields of Business and Industry, Government, Education, Healthcare, and Social Services. Steve is adjunct faculty at the University of Maine at Augusta (Division of Continuing Education), and at Central Maine Community College in Auburn (Office of Corporate and Community Services), leading semi-annual seminars in Supervisory Skills, Leadership Skills, Interpersonal Communication, Conflict Resolution, Train the Trainer, and Public Speaking.



MAINE CENTER
for Public Health

REGISTER by mail, fax or online:

Mail: 12 Church Street, Augusta ME 04330

Fax to Dani Kalian: 207-629-9277

Online: <http://www.mcph.org/PRC.06/prc112806reg.htm>

Fee is \$45

REGISTER EARLY—SPACE IS LIMITED to the first 100 people! Deadline Nov. 17th

**Advance Payment is Required &
No refunds after Nov. 17th**

FMI Contact Joan Orr at JOrr@mcph.org

Please print clearly!

First Name: _____ Last Name _____
(as you wish it to appear on name badge)

Job Title: _____ **Role with Media or Advocacy:** _____

Organization/Agency: _____

Mailing Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____ E-mail: (required) _____