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

AGENDA
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

Room Assignment
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