Day 1

Communication Fundamentals: Tools for Effective Message Development and Delivery

September 24, 2013
9 a.m. – 4 p.m.
Sierra Health Foundation
1321 Garden Highway, Sacramento, CA 95833

This training is being conducted by CDC Communications Consultants
(FHI 360 and Berkeley Media Studies Group (BMSG))

Training Objectives:
• Understand how local community health issues are being covered by the news media
• Learn the value of engaging the news strategically to advance goals
• Learn how to use messages that state your values and put the solution first
• Practice developing and delivering your messages

8:30 a.m. Check in

9 a.m. Welcome and Overview — FHI 360
Icebreaker: Coverage of Your Issue

Exploring News Coverage Activity

10:30 a.m. Setting the Course with Overall Strategy — BMSG
Case Study: Breast Cancer Fund to illustrate the importance of an overall strategy
An Exploration of Framing
Individual vs. Environmental Frames: Activity to help put the environment front and center in our messages

12 p.m. Lunch

1 p.m. Values Brainstorm — BMSG
Activity that helps infuse our messages with values that resonate with our target audiences

1:30 p.m. Message Development — BMSG
Activity to learn how to develop and deliver a message that conveys a problem, values, and a solution
Effective Message Delivery
Techniques to effectively talk about your work and why it matters

3:45 p.m. Review and Closing
(There will be two 10-minute breaks throughout the day.)