

HEALTH COMMUNICATIONS PANEL OF NATIONAL EXPERTS

May 28, 2008

Maple Hill Farm

Hallowell, Maine

Purpose

To provide an opportunity for the Partnership For A Tobacco-Free Maine and its partners to engage a panel of national health communications experts with an intent to recognize successes and enhance future efforts using best practices and lessons learned from other states.

Learning Objectives

1. Learn how using a synergistic approach has helped other states and organizations work better together to produce more effective campaigns.
2. Learn about better processes for planning, developing, implementing, evaluating and disseminating results of health communications campaigns.
3. Identify what is working well and what might be discussed in future planning efforts

Agenda

8:30 – 9:00 Registration & Breakfast

9:00 – 9:30 Introduction by **Carol Kelly**

- Purpose & Objectives
- Process to date
- Engaging Stakeholders
- Expectations
- Room structure (primary participants and audience)
- Overview of flipcharts/note-taking process
- Review agenda
- Brief intro of each expert
- Plan for next steps

9:30 – 9:45 Overview by **Rebecca Murphy**

- Present CDC Framework for Program Evaluation as a framework or “Roadmap” for today
- Highlight focus on Program Planning, Managing and Implementation, and Evaluation and structure for those sessions

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9:45 – 11:15 Session 1: Program Planning by **Rebecca Murphy**

- Overview of best practices, lessons learned
- Discuss what is working well in Maine in relation to best practices and what is not working well
- Identify action items or steps for follow-up based on discussion
- Open floor to Q&A from audience

11:15 – 12:30 Session 2: Managing & Implementation by **Andrea Mowery**

- Overview of best practices, lessons learned
- Discuss what is working well in Maine in relation to best practices and what is not working well
- Identify action items or steps for follow-up based on discussion
- Open floor to Q&A from audience

12:30 – 1:30 Working Lunch: Informal Discussion

- Activity: Have audience identify products they would use (for Session 4: Dissemination)

1:30 – 3:00 Session 3: Evaluation by **David Sly**

- Overview of best practices, lessons learned
- Discuss what is working well in Maine in relation to best practices and what is not working well
- Identify action items or steps for follow-up based on discussion
- Open floor to Q&A from audience

3:00 – 3:15 Break with refreshments

3:15 – 4:30 Session 4: Sharing Maine's Lessons Learned by **Expert Panel**

- Reasons for dissemination
- Overview of best practices, lessons learned
- Follow-up on audience activity from lunchtime

4:30 – 5:00 Closing

- Next steps