

Join us for our
newest training
for health
communicators!

Social Media for Public Health Communications & Marketing



Captivate Your Audiences,
Advance Your Agenda & Do
More On a Limited Budget

March 11-14, 2013
Washington, DC

REGISTER BY FEBRUARY 1ST TO SAVE \$400!

WHAT YOU WILL LEARN

Attend this training to hear practical advice from organizations who are using a combination of new and traditional media tools to improve the reach of their messages, increase awareness, and engage with the public anytime, anywhere. You'll leave with tools, tips and strategies for:

- **Minimizing** communication barriers on public health messages
- **Communicating** effectively and efficiently with hard to reach audiences
- **Delivering** the information that the public wants, when they want it, via the channel they prefer
- **Implementing** successful health communication campaigns amidst shrinking budgets
- **Developing** metrics to ensure that your information is being received
- **Maximizing** awareness of your agency's mission to the public
- **Enabling** conversation and collaboration
- **Measuring** your successes and ROI for your social media efforts
- **Providing** clear, concise communication to patients, caregivers, families, and clients
- **Assessing** the public's health literacy and creating understandable campaigns
- **Developing** a new media (blogging, Twitter, podcasting, social networks, mobile applications, etc.) strategy to reach underserved communities
- **Utilizing** social networking tools including mobile as sources of information that the public can use and trust

Why This Is A Must-Attend Event:

- ✓ 15 Innovative speakers sharing strategies and experiences in public health communications
- ✓ Digest sessions turning you from attendee to participant by sharing your own challenges and lessons learned
- ✓ Optional hands on workshops that take your training experience to the next level
- ✓ Gain continuing education hours

SUPPORTING ORGANIZATIONS



SPEAKING ORGANIZATIONS:

Hear practical advice, firsthand, on how to engage the public by using a variety of social media channels from leading government agencies and organizations, including:

**U.S. Food and Drug Administration,
Center for Tobacco Products**

**Division of Unintentional Injury
Prevention, Centers for Disease Control
and Prevention**

National Institutes of Health

**National Center for Chronic Disease
Prevention & Health Promotion, Centers
for Disease Control and Prevention**

**Agency for Healthcare
Research and Quality**

Westat

Global Healthy Living Foundation

**National Institute for Occupational Safety
and Health**

Sapient

**The National Campaign to Prevent Teen
and Unplanned Pregnancy**

National Cancer Institute

Winthrop Morgan & Associates

AboutFace Media, Inc.

Campaign for Tobacco-Free Kids

**National Center for Complementary
and Alternative Medicine**

Presented by:



The **Advanced Learning Institute**
*Your Government &
Communications
Training Partner Since 1997*

Join the conversation on Twitter
#publichealthcomm

Register by February 1st to Save \$400! • Bring a Team and Save – Register 3, Send a 4th for FREE!
To Register, Call (888) 362-7400 or (773) 695-9400 or online at www.aliconferences.com

Strategic Public Health Communications - January 28-31, 2013

WHO WILL ATTEND:

This training has been researched with and designed for Public Health Managers, Directors, Analysts, Leaders, Officers, Administrators, Specialists, Advisors, Coordinators, Staff, Assistants & Consultants involved in:

Public Affairs

Social Media/Web 2.0

Public Relations

Public Information

Internal & External Communications

Marketing

Community Affairs & Outreach

Executive Communications
& Consulting

Change Management

Publication & Web Content

Electronic & Web Communications

New/Interactive Media

Community Relations

Technology & Digital Strategy

Training & Development

Strategic Communications

Information Services & Systems

Administration

Program Management

Customer Service & Satisfaction

Communications Research
& Management

And all those interested in enhancing the public's health information knowledge within their agencies.

WHY IS THIS EVENT THE ONE YOU CAN'T MISS? —

Several agencies are making dramatic strides in developing approaches and systems that work for them in their public engagement efforts. Social media has opened up new ways for organizations to interact with the public and the periodic sharing of these experiences and "best practices" is an important element of this new media evolution. That is why this forum, presented by the Advanced Learning Institute, is such a valuable opportunity to hear perspectives and share experiences of other professionals engaged in the "journey."

BENEFITS OF ATTENDING THIS CRITICAL TRAINING

This training is a must-attend event for all those who are serious about improving the public's knowledge of health by using a combination of new and traditional media to provide clear, concise communication, increase awareness, and engage with the public. You will benefit from:

- **15 innovative speakers** at your disposal to share their strategies and experiences in public health communications fundamentals that are already proven to work
- **Over 20 hours of intense, interactive learning** - we guarantee you will recoup your money spent by implementing just a few of the strategies shared during the training
- **The opportunity to customize your learning** by participating in unique and interactive workshop sessions (Jan. 28 &/or Jan. 31) that will enable you to practice and apply your skills in peer groups -- you will walk away with strategies and tactics that you can begin to implement in your own organization
- **An abundance of networking opportunities** – you will make many new contacts so be sure to bring plenty of business cards to exchange with your fellow attendees
- **A comprehensive overview of engagement strategies and processes** from leading practitioners like the **Centers for Disease Control and Prevention, National Institutes of Health, Global Healthy Living Foundation,** and many more
- **Acquiring new knowledge** to lead your organization through the imperative, yet sometimes extremely difficult, responsibility of ensuring that the right information gets to the right people, efficiently and effectively
- **Digest sessions** allowing you to process the information presented and plan how you will integrate the tools and techniques into your own communication strategies upon your return to the office
- **A complimentary packet of research materials** that will serve as a helpful resource long after you have attended this training
- **A formal Certificate of Completion** which documents your training achievement and commitment to continuing professional development
- **Optional networking lunches** that give you the opportunity to brainstorm and benchmark solutions with your fellow attendees
- **The opportunity to learn how to reach the public** by using a combination of new and traditional media from leading agencies and organizations
- **Access to the training wiki** – you'll have the opportunity to collaborate and keep in touch with your colleagues after the event using this social media communication tool

Register by February 1st to Save \$400! • Bring a Team and Save – Register 3, Send a 4th for FREE!
To Register, Call (888) 362-7400 or (773) 695-9400 or online at www.aliconferences.com

Dear Public Health Communications Professionals:

We would like to invite you to join us for the inaugural Social Media for Public Health Communications & Marketing training to be held in Washington, DC on March 11-14, 2013. This is an exciting time for the field of Public Health Communications as the application and study of health communications has rapidly developed over the past few years and is only continuing to grow in importance. The health communications offices of today continue to occupy a more central and critical role within agencies' operations, and it is imperative for health communications professionals to understand the new landscape of participation.

This training will bring together individuals representing public health researchers and practitioners from government, non-profits and the private sector and will provide a forum intended to facilitate the exchange of information and the translation of public health communication research to practice. This is an excellent opportunity to meet with colleagues and to play a role in helping to shape the future of health communications.

How Will This Training Help You And Your Organization?

During the course of two days of workshops and two days of case study presentations, you will hear proven strategies and practical experiences, firsthand, from leading practitioners and public health organizations, on how they are engaging with the public to make sure their message is being heard. The sessions will focus on providing you with concrete, real-world examples that can help you improve the communications initiatives and practices at your organization today, including how the:

- **U.S. Food and Drug Administration, Center for Tobacco Products** has used a variety of digital tools to engage and inform – tools that can be used to share information and encourage change
- **The National Campaign to Prevent Teen and Unplanned Pregnancy** has successfully taken a familiar topic and re-branded it to increase message delivery
- **National Cancer Institute** is expanding the reach of their message across multicultural, hard-to-reach audiences

Equally as important, this training will have a number of networking events, where you can talk with your colleagues about the challenges you are facing—and the creative solutions they are developing—to meet the growing demands amidst shrinking budgets and hard to reach audiences.

Register today online or call the conference hotline at 888-362-7400 to attend A.L.I.'s newest training on "Social Media for Public Health Communications & Marketing," this coming March in Washington, DC. This is your opportunity to hear from leading communicators and organizations that are already using a vast array of communication tools and strategies to change the way their organizations operate and how they engage the public. With the agility and speed of today's Web 2.0, you can guarantee the presentations will be timely and relevant.

I look forward to seeing you at this information-packed event.

Sincerely,

David Blackburn, Director Federal Health Solutions

SAPIENT

@davidbburn

Training Chairperson

P.S. Reserve your spot today to learn how you and your team can better your public health communications efforts to enhance increase your reach and enhance your message. Register 3 people and get the 4th for FREE! For more information, go to www.aliconferences.com or call (773) 695-9400.

Social Media for Public Health Communications & Marketing - March 11-14, 2013

Interactive Pre-Training Workshops - March 11, 2013

Monday, March 11, 2013

Jump-start your training experience by attending these interactive and practical workshops. These information-packed sessions are a great opportunity to network with fellow attendees while taking a hands-on, common sense approach to public health communications that will enhance your understanding of the informative, case study presentations throughout the training.

.... Choose A or B or BOTH Workshops for Maximum Value and Learning

8:30 a.m. to 11:30 a.m. – PRE-TRAINING MORNING WORKSHOP **A**

Registration and continental breakfast will begin at 8:00 a.m. for the morning workshop attendees.

How To Design A Practical And Strategic Health Communications Strategy: A Step-by-Step Approach

Creating a viable communication strategy takes a lot of work. In this workshop, we will review a set of practical steps and tools with those in the field to help ensure that behavior change communication efforts are developed strategically— with clear goals, segmented audiences, and effective messages based on sound research and credible theory.

In addition, we will review many real-world examples and case studies to assist you in designing a strategy to fit within your organization's mission.

In this hands-on, interactive workshop, we will work on creating:

- 4 steps to a well-segmented audience
- 5 steps to behavior change objectives
- 4 steps to developing the strategic approach
- 7 steps to creating a useful message brief
- 3 steps to selecting the right channels and tools
- 6 steps to an evaluation plan

You will leave this informative workshop with the following tools to help you implement your new learnings right when you get back into your office:

- Strategy Review Checklist
- Situation Analysis Template
- Persona Worksheet
- Behavior Change Objectives Worksheet
- Strategic Approach Considerations Checklist
- Message Brief Template
- Channels and Tools Evaluation Worksheet
- Tactical Plan Template
- Strategy Summary Outline

WORKSHOP LEADER: Winthrop (Win) Morgan, MPH, CeM, has more than 25 years of professional experience in the field of public health communication. He spent ten years at the Johns Hopkins Center for Communication Programs as a Senior Program Officer and the Director of Marketing for the National Institutes of Health National Heart, Lung, & Blood Institutes of Health Information Project and Center. @WinM & @isma_org

11:30 a.m. to 12:30 p.m. – Afternoon break/lunch on your own

12:30 p.m. to 3:30 p.m. – PRE-TRAINING AFTERNOON WORKSHOP **B**

Refreshments will be provided during this session.

How To Integrate Digital Communications Into Your Public Health Outreach Initiatives And Evaluate Their Impact

At FDA's Center for Tobacco Products (CTP), it is important that messages aren't just heard, but are acted on. More than 3,800 American youth smoke their first cigarette every day (CDC, 2012). To counteract this trend, the Center is creating numerous ways to engage and inform the public, especially youth, encouraging tobacco users to quit and non-users to never start. Evaluating the effectiveness of these efforts is vital to changing attitudes and ultimately reducing the rates of tobacco-related death and disease.

Join us in this informative workshop to learn how to integrate and evaluate digital communications (social media, widgets, tools, content, etc.) into your own public health outreach initiatives.

Through real world examples, we will discuss effective integration of digital communications with media relations, partnerships, paid media, and additional outreach tactics. In addition, you will learn how to evaluate these tactics strategically to determine their impact /our desired public health outcomes.



WORKSHOP LEADERS: Michael Murray is the Senior Social Media Strategist at FDA's Center for Tobacco Products. His focus is on building their team, developing their social media strategy, and implementing a number of initiatives including widgets, apps, and web technologies like content syndication. Previous to his work at the FDA, He was a Strategic Communications Consultant at Booz Allen Hamilton, helping government clients form strategies to engage stakeholders and develop internal and external communications plans. @MurrayComm



Tesfa Alexander is the Health Communications Specialist at FDA's Center for Tobacco Products. In addition to his work with the FDA, Tesfa is an Adjunct Professor in Health Communication at the University of Memphis.

8:00 a.m.

Registration & Continental Breakfast

8:30 a.m. **CHAIRPERSON'S WELCOME & SPEED NETWORKING**

Chairperson's Welcome & Speed Networking

Become acquainted with your fellow training attendees in this fun and fast-paced forum!



David Blackburn, Director Federal Health Solutions

SAPIENT

Training Chairperson

@davidbburn

9:15 a.m. **CHAIRPERSON'S ADDRESS**

Cutting Through The Clutter: Public Health Communications In A Digital World

Reaching the health consumer of today (Patient, Researcher, Practitioner, Veteran, Caregiver) is more challenging than ever. We live in a digital world and we learn, live, consume, challenge and share in ways that were not imaginable just a few short years ago. The public is inundated on a daily basis with branded messages and deciding which messages are trustworthy is a major challenge. People are constantly on the go and to connect with them, you need to meet them where, when and how they so desire.

This session will focus on how leading commercial, public and not-for-profit organizations are able to cut through the clutter to achieve their objectives in this increasingly fragmented marketplace. You will leave this session knowing how to:

- Develop and use digital platforms to analyze, respond and be more efficient in reaching the public
- Use digital and multi-channel strategies and approaches to deliver results
- Incorporate behavior-based theory and approaches to meet your intended objectives

David Blackburn, Director – Federal Health

SAPIENT

@davidbburn

9:45 a.m. **Q & A SESSION**

Your Opportunity To Ask Questions

9:50 a.m. **CASE STUDY**

Using Digital Tools To Inspire Action

From Twitter to texting, digital technology offers countless opportunities engage audiences in new and innovative ways. In this session, you will learn how FDA's Center for Tobacco Products (CTP) uses a variety of digital tools to motivate action—tools you can also use to inspire your stakeholders about your cause, your brand, your product, or even a project.

Using the successes at CTP as an example, you will learn how to:

- Establish an integrated digital outreach strategy, including web, social media and tools like widgets, content syndication and more
- Design these digital tools in ways that captivate and encourage action
- Evaluate these channels using metrics that matter – getting beyond the 'like'



Michael Murray, Senior Social Media Strategist

U.S. FOOD AND DRUG ADMINISTRATION, CENTER FOR TOBACCO PRODUCTS

@MurrayComm

10:20 a.m. **Q & A SESSION**
Your Opportunity To Ask Questions

10:25 a.m. 
Morning Refreshment & Networking Break

*"Very good speakers and presentations.
Well run."*

PAST TRAINING ATTENDEE

10:45 a.m. **GROUP EXERCISE**
Digest Session: Your Training Goals

This is your chance to discuss with your fellow attendees and speakers what your most pressing communication concerns are and what solutions you hope to gain during the training.

11:15 a.m. **CASE STUDY**
Utilizing Social Media Tools To Increase Your Reach Without Increasing Your Costs

Injuries are the leading cause of death for young people from birth to age 19 in the United States. The Division of Unintentional Injury Prevention (DUIP) at the Centers for Disease Control and Prevention (CDC) is intent on raising awareness of this fact, as well as letting as many people as possible know what we can all do to protect the children we care about.

CDC staff set out to generate media coverage about this issue and what can be done to help keep more children safe. In addition to media outreach, which included a press release and a media telebriefing by CDC leadership, social and digital media were central to the communication plan. This outreach included:

- Three podcasts, syndicated through iTunes, and several posts and tweets from CDC's Facebook and Twitter profile that helped get messages out to several thousand subscribers, fans and followers.
- A button that highlighted the issue was made available for everyone to use and post to their own blogs and websites
- Google ads helped get the message out with more than 6,300 people clicking through for more information
- Mommy blogger outreach helped successfully encourage posts from prominent bloggers who have more than 10,000 Twitter followers

You will leave this session with evidence and a clear understanding that social and digital media can effectively increase your reach without increasing your costs, including how to:

- Incorporate social media into your communication plans and strategies
- Reinforce print messages and broaden your reach by using Twitter, Facebook, Google ads, buttons, badges, and blogger outreach
- Use internal resources to accomplish increased reach without increased costs
- Use metrics to track your social media return-on-investment

Shelley Sheremata Hammond, MMC, Health Communications Specialist

**DIVISION OF UNINTENTIONAL INJURY PREVENTION,
CENTERS FOR DISEASE CONTROL AND PREVENTION**

@CDCinjury

11:45 a.m. **Q & A SESSION**
Your Opportunity To Ask Questions

11:50 a.m. **CASE STUDY**

How To Use Wikipedia To Deliver, Motivate And Move Your Agenda

At the National Institute for Occupational Safety and Health (NIOSH), the use of Wikipedia has been particularly helpful in reaching non-professional audiences, expanding stakeholder engagement on topical issues of importance, expanding reach, assisting search engine optimization and opening the long tail of information dissemination to important but less obvious findings of health and safety research.

This session will highlight key factors (the good, bad and the ugly) that should be understood and considered when using Wikipedia in your own communication strategy, including the:

- Steps to maintain an enterprise agile and motivated enough to engage and manage information dissemination in the public space
- Level and application of appropriate human and fiscal resources
- Appropriate ways to measure the success of your Wikipedia initiatives
- Initiatives to assure you can protect the science and still expand the conversation

In addition, you will hear about NIOSH's progress using qualitative comparison data, click- thru metrics, content analysis and focus group information on the use of Wikipedia to deliver and measure the dissemination of occupational safety and health information, and expand engagement with both professional and public audiences.

Max Lum, Senior Consultant, Office of the Director, e-Communication & Research Translation

NATIONAL INSTITUTE FOR OCCUPATIONAL SAFETY AND HEALTH

12:20 p.m. **Q & A SESSION**

Your Opportunity To Ask Questions

"Very very helpful overall! Well done."

PAST TRAINING ATTENDEE

12:25 p.m.

Lunch On Your Own -- But Not Alone!

Join a group of your colleagues for a themed lunch with an informal discussion surrounding a public health communications hot topic! Take this opportunity to join others in a small, interactive group setting to network and brainstorm solutions to your most pressing public engagement concerns.

2:00 p.m. **GROUP EXERCISE**

Digest Session: Connect The Content

We've heard from a number of speakers, now we'd like to hear from you. Network and discuss with fellow training attendees and speakers what tools (New & Traditional Media) you're using to communicate with the public and where you have found the most success.

2:30 p.m. **CASE STUDY**

How To Plan And Implement A Cross-Channel Social Media Strategy

Social media is an important part of the National Cancer Institute's (NCI) digital strategy to accomplish its information dissemination mission. Using multiple channels, NCI is not only able to ensure that its messages reach a variety of audiences but also to engage with audiences wherever they are.

You will hear how the NCI is leveraging social media by developing and implementing a cross-channel social media strategy that includes Facebook, Twitter, YouTube, and communities of practice. You will also learn about how NCI accomplishes its goal through editorial strategy, message framing and coordination, and effective community management. By the end of this session, you will be able to apply these same practices within your own agency.



Lakshmi Grama, Senior Digital Content Strategist

NATIONAL CANCER INSTITUTE

@lgrama

3:00 p.m. **Q & A SESSION**
Your Opportunity To Ask Questions

3:05 p.m. 
Afternoon Refreshment & Networking Break

3:25 p.m. **CASE STUDY**
How To Create An Agency-Wide Social Media Policy

Social media is an important part of the Agency for Healthcare Research and Quality's (AHRQ) communications strategy. Realizing that they needed a strategy that incorporated today's technology to increase their scope within dissemination, they brainstormed to develop a social media policy that was built on HHS's comprehensive guidelines but tailored enough to meet the needs of their agency.

In this session, you will hear how AHRQ developed a comprehensive social media policy that included Facebook, Twitter, YouTube, and blogs as well as learn how to:

- Receive buy-in from key staff members
- Distribute key information for a roll-out within your agency
- Ensure contractor compliance

At the end of this session, you will be able to take AHRQ's lessons learned and apply them to your own practices to help you develop/refine your agency's own social media policy.

Alison Hunt, Health Communications Specialist
AGENCY FOR HEALTHCARE RESEARCH AND QUALITY

3:55 p.m. **Q & A SESSION**
Your Opportunity To Ask Questions

4:00 p.m. **GROUP EXERCISE**
Digest Session: Your Experience With New Media

Thinking back to the presentations you've heard, and your personal experience, discuss with your fellow attendees and speakers an example of the most successful engagement you've experienced with releasing new communications.

4:30 p.m.
Day One Wrap Up



David Blackburn, Director Federal Health Solutions
SAPIENT
Training Chairperson
@davidbburn

4:45 p.m. 

Networking Reception: Please Join Us!

We invite you to join us for a drink as you relax with your peers. All training attendees and speakers are welcome to join us for this special opportunity to continue networking. Don't miss this chance to benchmark new ideas over complimentary drinks!

6:30 p.m. 

Dine Around

Sign up during the day for dinner with a group. Take advantage of Washington, DC's fine dining while you continue to network with your colleagues.

RAVE REVIEWS FROM PAST TRAINING ATTENDEES:

*"Excellent conference. Lots of valuable information to challenge you as you use social media.
We will definitely be back!"*

J.Suiter

KIPDA

"Very pleased. I got something valuable from every session. Thank you!!"

S. Eyshner, Supervisor

TEXAS WORKFORCE COMMISSION

*"I appreciated speakers who acknowledged continued value of traditional media
and how to mesh them together."*

C. Heck, Public Affairs Officer

U.S. FOREST SERVICE

8:00 a.m.

Continental Breakfast & Networking

8:30 a.m.

Chairperson's Opening Of Day Two



David Blackburn, Director Federal Health Solutions

SAPIENT

Training Chairperson

@davidbburn

8:35 a.m.

CASE STUDY

How To Go Viral With Your Messages On An Extremely Limited Budget

CDC and zombies?! Millions asked this question last spring when the CDC launched a mini campaign that came to be known as the CDC Zombie Apocalypse. The campaign took the popularity of zombies and combined it with important information about emergency preparedness, boosting visits to CDC websites for the start of hurricane season to an estimated 3.6 billion impressions. The idea was, if you're prepared for a zombie apocalypse, you're prepared for any emergency (including real ones like hurricanes, tornados, or wildfires). The campaign went viral and succeeded in driving traffic to CDC's emergency webpage, where people were able to learn more about how to protect their families and homes during a disaster.

Using an extremely small budget (only \$87!), you will hear how CDC took a daring step to make sure their message was heard. In this creative session, you will hear how you too can apply the same tactics in your campaigns as you learn how to:

- Reach your audiences using non-traditional subject matter
- Create a successful campaign on a very limited budget
- Use multiple channels to filter the message through to your audience



Catherine Jamal, MS HCI, Web and Social Media Lead

**NATIONAL CENTER FOR CHRONIC DISEASE PREVENTION & HEALTH PROMOTION,
CENTERS FOR DISEASE CONTROL & PREVENTION (CDC)**

9:05 a.m.

Q & A SESSION

Your Opportunity To Ask Questions

9:10 a.m.

CASE STUDY

How To Utilize New Tools And Strategies To Expand The Reach Of Your Health Messages And Increase The Desired Results Of Your Campaigns

Tobacco use is the single largest preventable cause of death on the planet. In this country, the tobacco industry is now subject to regulation by the U.S. Food & Drug Administration (FDA). With that public health oversight and declining rates of tobacco use, many Americans may believe that the "problem is solved," and that policy and funding priorities can move in other directions. But many in the public health field know the battle over tobacco addiction is not even close to over: it's just moving in other directions. In the U.S., that includes new tobacco products and strategies. Globally, it means other nations are suffering the consequences of massive marketing campaigns driving people to start using tobacco.

The Campaign for Tobacco-Free Kids (named as such because more than 90 percent of tobacco users start using before the age of 20) has put together several targeted campaigns to help spread the message about the harmful

effects of tobacco use. In this session, you will learn about their successes and how you can apply them to your own organization, including finding out about:

- New campaign tools that are available to assist you in spreading your health messages to the public
- Strategies other organizations are using that you can apply to your messages
- Communications strategies that work for both young Americans as well as policymakers

Peter Hamm, Director of National Communications

CAMPAIGN FOR TOBACCO-FREE KIDS

9:40 a.m. Q & A SESSION

Your Opportunity To Ask Questions

9:45 a.m. 

Morning Refreshment & Networking Break

10:05 a.m.

GROUP EXERCISE

Group Exercise: Discuss And Brainstorm

Get your social media questions answered! Discuss with your fellow attendees and speakers your questions regarding social media, creating policies, and more.

10:35 a.m.

CASE STUDY

Audio Podcasting: An Easy, Cost Effective Way To Harness Social Media To Meet Your Communication Goals

While almost any 13-year-old may be able to produce and post a video on YouTube, does your agency's communications plan include showing a teenager wiping out on a skate-board? It takes more time, technology and know-how to do video right.

If you have a limited budget and even less time, audio podcasting can be an easy way to harness social media to meet your communications goals.

Learn how audio can be more cost effective than video by requiring less equipment, fewer hours and very little support – audio podcasting can even be a one-person show!

This session will reveal insider tips on:

- The key ingredients to successful audio podcasting: content, quality and cross-promotion
- A step-by-step production process from concept to posting, including the all important RSS feed
- What common mistakes to watch out for and how to make your material stand out in a crowded, new medium
- How to find the strength of the audio medium by understanding the similarities and differences of print, audio and video
- How much it costs to podcast – what are the investments in time and equipment that you may need to make
- Tips for measurement and tracking: how to set realistic expectations and get results

Joe Balintfy, Information Development Specialist, News Media Branch,
Office of Communications and Public Liaison, Office of the Director

NATIONAL INSTITUTES OF HEALTH

11:05 a.m. Q & A SESSION

Your Opportunity To Ask Questions

*"Exactly what I needed to get going!
Great job!"*

PAST TRAINING ATTENDEE

11:10 a.m.

CASE STUDY

70 percent of pregnancies among 18- to 29-year old single women in the United States are unplanned. Why? For most, sex education usually comes at the wrong time, in the wrong context, and in the wrong voice. The National Campaign to Prevent Teen and Unplanned Pregnancy recognized this and in partnership with the Ad Council, created Bedsider. Bedsider is built on the assumption that a different tone and new branding of contraception will encourage more 18- to 29-year-olds to use birth control.

This session will share how Bedsider, launched in late 2011, is helping to reframe the discussion about birth control and reduce the proportion of unplanned pregnancies by 20 percent by 2020 among young singles. We will examine the role of human-centered design in developing the program and the communication strategies being used to deliver Bedsider's powerful messages.



Lawrence Swiader, Senior Director, Digital Media

THE NATIONAL CAMPAIGN TO PREVENT TEEN AND UNPLANNED PREGNANCY

@lawrenceswiader

11:40 a.m.

Q & A SESSION

Your Opportunity To Ask Questions

11:45 a.m.

CASE STUDY

How To Use Twitter & TwitterChats To Successfully Reach Your Target Audiences In Quantifiable And Engaging Ways

A key goal of the National Center for Complementary and Alternative Medicine (NCCAM) at the National Institutes of Health (NIH) is to provide evidence-based information about complementary health approaches to consumers and health care providers.

Twitter and TwitterChats, specifically, offer a way to quantifiably engage a large audience in a conversation. Each chat is promoted heavily through social media, their website, and via their partner organizations and stakeholders. This tactic is an important part of a social media strategy to share evidence-based information and public health messages, garner insights, and test messaging. It can be used successfully to start a dialogue and reach target audiences in a way that is both quantifiable and engaging.

Christine Cotter, Digital/Social Media Associate

WESTAT

Karla Blaine, NCCAM Web Manager & Writer/Editor

NATIONAL CENTER FOR COMPLEMENTARY AND ALTERNATIVE MEDICINE

12:15 p.m.

Q & A SESSION

Your Opportunity To Ask Questions

12:20 p.m.



Lunch On Your Own -- But Not Alone!

Join a group of your colleagues for a themed lunch with an informal discussion surrounding a public health communications hot topic! Take this opportunity to join others in a small, interactive group setting to network and brainstorm solutions to your most pressing public engagement concerns.

1:50 p.m. **INTERACTIVE SESSION**

Group Exercise: Brainstorm Solutions And New Ideas You Can Use

You asked for it, you got it! Interact and discuss solutions to your public engagement challenges with your fellow attendees and our experienced speakers. You will leave with new tools and hands-on experience and ideas for more successfully applying best practices to your own engagement initiatives.

2:20 p.m. **CASE STUDY**

Life-Changing Communications: Using Social Media To Exponentially Expand Your Reach To Multicultural Audiences

Health disparities have been and continue to be a public health challenge. When it comes to cancer, these disparities are particularly pronounced as many members of special populations experience a greater cancer burden by some measures. In response to this, the National Cancer Institute (NCI) developed a special communications component to reach special populations with important news and information about cancer. In the past year, NCI's minority outreach effort has reached new heights through pioneering and embracing social media. Through principally Twitter and YouTube, NCI's multicultural media outreach function has expanded and enhanced its reach exponentially in 2009 and 2010.

For the Multicultural Media Outreach team, social media has actually served as an intermediary to the minority communities as the feedback through social media has helped NCI tailor its outreach approach to be more culturally relevant. The results from employing social media are promising, whether it be steady growth of followers on Twitter or hits for cultural cancer awareness ideas on YouTube.

You will leave this session with many valuable reasons why social media can't be ignored in your agency, including:

- When social media is presented in a culturally relevant way, it is more likely to be used by media outlets that serve minority populations
- How social media tools can enhance and increase the reach of traditional media tools, including the reach of special populations/communities
- YouTube, and how this tool provides a dynamic way to personalize the dissemination of communications; it can work especially well for tailoring information to minority populations
- How to point people in multicultural communities to government resources

James Alexander, Public Affairs Specialist, Office of Communications and Education

NATIONAL CANCER INSTITUTE

2:50 p.m. **Q & A SESSION**

Your Opportunity To Ask Questions

2:55 p.m. 

Afternoon Refreshment & Networking Break

3:05 p.m. **CASE STUDY**

New Media And Healthcare: How To Keep Stakeholders Informed And Engaged With Social Media

Having Facebook "Likes" is no longer adequate to meet the mission of most patient advocacy organizations. Improving awareness, overcoming barriers to care, and mobilizing communities of patients are all made easier thanks to social media. Amplifying engagement through social media in the highly regulated healthcare space is a challenge.

The Global Healthy Living Foundation (<http://www.GHLF.org>), a 501(c)3 patient advocacy organization, are leaders in engaging stakeholders using new media tools. For the past 2 years, the eAdvocacy Summit (<http://www.eAdvocacy.org>) convenes with more than 250 healthcare organizations to share best practices about using social media to engage with policymakers and regulators.

After this session, walk away with:

- Best practices for convening with multiple stakeholders about social media
- Ways to set and achieve realistic social media goals
- New media channels that are now available, including mobile technology

Seth Ginsberg, President

GLOBAL HEALTHY LIVING FOUNDATION

3:35 p.m. Q & A SESSION

Your Opportunity To Ask Questions

3:40 p.m. GROUP EXERCISE

Digest Session: Your Future In Public Health Communications

Discuss with fellow attendees and speakers what you would like to see be the future of public health communications if there were no barriers in reaching the public. Which specific tool would you like your organization to use?

4:10 p.m.

Chairperson's Recap: Key Takeaways And What To Do When You Get Back To The Office

We'll recap the highlights of the past two days and ask you to share key insights and next steps with the group.



David Blackburn, Director Federal Health Solutions

SAPIENT

Training Chairperson

@davidbburn

4:30 p.m.

Close Of General Sessions

RAVE REVIEWS FROM PAST TRAINING ATTENDEES:

"Good mix of information on how to integrate social media, both internally and externally, into your organization's technology communications plan."

T. Willson, IT Director

CITY OF OWASSO, OKLAHOMA

"I liked the way the content was presented by practitioners & not sales people."

Shannon Duplessis, Assistant IT Director

LOUISIANA DEPARTMENT OF CIVIL SERVICE

"What an amazing collection of forward-thinking information."

S. Shultz, Deputy Director, Public & Community Relations

SAN DIEGO AIRPORT, CALIFORNIA

Social Media for Public Health Communications & Marketing - March 11-14, 2013

Interactive Post-Training Workshops - March 14, 2013

Thursday, March 14, 2013

.... Choose C or D or BOTH Workshops for Maximum Value and Learning

8:30 a.m. to 11:30 a.m. – POST-TRAINING MORNING WORKSHOP **C**

Continental breakfast will be provided at 8:00 a.m. for the morning workshop attendees.

Using Video To Spread Your Messages:

Developing Engaging Content, Navigating YouTube And Defining Success

Online video content is exploding – over 72 hours of content are uploaded every minute. Everyone wants (and expects) their video to “go viral” – but what exactly does that mean and how realistic is such a demand?

In this workshop, you'll learn practical approaches and tips to developing content that engages your audience and shares your message, creating a personal connection that opens the door to further communication. Case studies will be presented to illustrate how video content was created, implemented, and promoted, demonstrating how in many cases, this content can serve double-duty across multiple distribution channels. You will also learn tips and best practices for utilizing YouTube and outline methods to help you define and measure your success.

In this hands-on workshop, you will learn the tools you need to successfully launch a video campaign, including:

- Key items to consider when developing an Online Video Content Strategy
- Best practices for developing compelling content that will engage your audience
- Developing cost effective video content for multiple distribution channels
- Best practices for setting up and maintaining a successful Youtube Channel
- Ways to build your community by turning Viewers into Subscribers
- Creating a phased strategy for developing content and measuring success
- How to increase the chances of making your content “go viral”
- Applying these approaches to your specific content needs

WORKSHOP LEADER: Denise McKee is COO at AboutFace Media Inc. AboutFace creates short-form, story-driven documentaries for online and social media marketing projects.

11:30 a.m. to 12:30 p.m. – Afternoon break/lunch on your own

12:30 p.m. to 3:30 p.m. – POST-TRAINING AFTERNOON WORKSHOP **D**

Refreshments will be provided during this session.

How To Create Relevant Public Health Messages Using Social Media

Public health communications is facing some big challenges right now - increased scrutiny on health programs, restrictions on printing, and overall budget cuts. Coupled with the new budget realities, there is the ever-changing communications space driven by the fast moving currents of social media and the constant innovation of technology. This begs the question, “How do public health communicators stay relevant in a world of competing dialogue and messages?”

There are a couple of key areas that hold promise for the future of public health communications relative to social media, including:

- Bridging the gap between public health prevention and the health consumer
- Creating digital extensions of traditional dissemination platforms like clearinghouses
- Measuring behavior change

Through the use of real life case studies that demonstrate the trends and opportunities in social media, this informative workshop will teach you how to:

- Use multiple types of social media tools in your public health campaigns on a daily basis (Facebook, Twitter, YouTube, and more)
- Evaluate your current social media programs to show successes
- Support your own public health objectives within your own agency
- Design your own public health messages and choose the appropriate tool to disseminate them

Also, make sure to bring with your own real-life situations to address during the workshop!

WORKSHOP LEADER: Amelia Burke is the Senior Director of Digital Media at Westat. She brings with her almost 10 years of experience in online and digital media having implemented hundreds of campaigns for both private and public sector clients.

TRAINING SUPPORTERS:



The National Association of Government Communicators (NAGC) is a national not-for-profit professional network of federal, state and local government employees who disseminate information within and outside government. Its members are editors, writers, graphic artists, video professionals, broadcasters, photographers, information specialists and agency spokespersons. The principal purpose of NAGC is the advancement of communications as an essential professional resource at every level of national, state and local government.

For more information, please go to: <http://www.nagc.com/>.



Brandchannel is dedicated to providing the world's leading online exchange about branding. Provoking the dialogue on brands, their free resources include original articles, a continuous news blog and weekly debates, industry expert white papers and global listings of jobs, agencies, and conferences for branding professionals. Join a community of practitioners, thought leaders, and brand enthusiasts from over 120 countries and visit <http://www.brandchannel.com/home/> to expand your view.

brandchannel. always branding. always on.



The Federal Communicators Network (FCN) formed in 1996 as a national organization for Federal communicators to help bring reinvention information to front-line Federal workers and "create an environment for reinvention to flourish."

FCN has more than 600 members, 75% of which are from Federal agencies, offices, and military establishments in Washington DC, across the country and around the world. The remaining 25% are from the legislative and judicial branches; interagency, international, nonprofit, and private groups; state and local organizations, and Federal unions. With this range of talent, expertise, and circulation, the FCN is a powerful agent for communicating the message of better government.

Membership to FCN is open to all Federal employees willing and able to promote better government that costs less and delivers results Americans care about. In addition, non-government persons engaged in communication or public relations whose professional activities enhance, further, or support the objectives of the FCN, are also welcome to join.

For more information, contact Kathleen Taylor at Kathleen.Taylor1@va.gov.



O'Dwyer's is the trusted source for those seeking the inside news of public relations. In fact, Jack O'Dwyer's Newsletter is recognized as "the bible of PR" by the New York Times. O'Dwyer's has been covering the field for 44 years through the weekly newsletter, monthly magazine, directories, guides and website. Fiercely independent, O'Dwyer's continue to provide news, analysis and commentary not found on any other PR website or in any other PR publication.

For more information: <http://www.odwyerpr.com>

SPONSORSHIP & EXHIBIT OPPORTUNITIES ARE AVAILABLE:

This training provides an excellent opportunity to market your products and services to a targeted public health communications audience. Space is limited, so please call Dallas at (773) 695-9400 x220 for more information.

ALL TRAINING SESSIONS WILL BE HELD AT THE:

Hilton Arlington Hotel

950 North Stafford Street

Arlington, VA 22203

T: 703-528-6000

<http://www3.hilton.com/en/hotels/virginia/hilton-arlington-DCAVAHF/index.html>

For the training, a limited number of rooms have been set aside at the government per diem rate of \$224/night. Please be sure to call the hotel no later than March 1, 2013 and mention group code "ALI." We recommend that reservations be made early, as the number of rooms at our rate is limited. You can also make your reservation online via this personalized group web page:

http://www.hilton.com/en/hi/groups/personalized/D/DCAVAHF-ALI-20130311/index.jhtml?WT.mc_id=POG

The hotel is located just minutes away from Washington, DC and its many sights such as the Kennedy Center, Georgetown, the White House, Capitol Hill, & Smithsonian Museums. The Ballston Metro Station on the Orange Line is conveniently located in the lower level of the hotel and makes access to several area attractions quick and easy. Cross the hotel's skywalk to enjoy a unique shopping experience at the Ballston Common Mall.

The hotel is located 6 miles/10 minutes from Reagan National Airport.



Photo courtesy of WCTC

Join us in Washington, DC, for A.L.I.'s training on "Social Media for Public Health Communications & Marketing: Captivate Your Audiences, Advance Your Agenda & Do More On a Limited Budget" and enjoy this wonderful city's restaurants, shopping, attractions and nightlife.

For more information, discounts and maps for your visit to Washington, DC, please go to: <http://washington.org/>.

REGISTRATION FEES:

The following are included in your training registration: attendance, a detailed training workbook and any additional meeting materials -- including access to the training wiki, continental breakfasts, morning & afternoon refreshments, and evening networking reception.

Group Discount: Register 3 colleagues and the 4th is FREE!	Earlybird Pricing: Register with payment by February 1st	Regular Pricing: Register with payment after February 1st
Training Only (March 12 & 13)	\$1,499	\$1,899
Training (March 12 & 13) Plus One Workshop (March 11 or 14)	\$1,899	\$2,299
Training (March 12 & 13) Plus Two Workshops (March 11 &/or 14)	\$2,199	\$2,599
Training (March 12 & 13) Plus Three Workshops (March 11 & 14)	\$2,399	\$2,799
Training (March 12 & 13) Plus All Four Workshops (March 11 & 14) -- ALL ACCESS PASS	\$2,499 BEST VALUE!	\$2,899
Training Workbook Only (if not attending)	\$199* + \$20 S&H	

*IL residents will be charged 9.75% sales tax on workbook orders.

Payment is due two weeks prior to the conference. If payment has not been received two weeks before the conference, a credit-card hold, training form or purchase order will be taken to ensure your space.

Use this training towards your continuing education hours!

SPONSORSHIP & EXHIBIT OPPORTUNITIES ARE AVAILABLE:

This training provides an excellent opportunity to market your products and services to a targeted public health communications audience. Space is limited, so please call Dallas at (773) 695-9400 ext. 220, for more information.

GROUP DISCOUNTS:

Four or more attendees, registering together, enjoy a savings of at least \$1,499! **Register three attendees and the fourth registrant is FREE! That's a 25% savings off each registration.** Note to small departments – register together with your colleagues from another agency and receive the same group discount. The free registrant must be of equal or lesser value.

A.L.I. FREQUENT ATTENDEE DISCOUNT:

Earn training attendance bonuses as you benchmark with other organizations. For every A.L.I. training attended, receive a **\$200 discount** off your next A.L.I. training. Also, you will receive special bonuses and perks reserved only for A.L.I. frequent attendees.

PROGRAM CHANGES:

A.L.I. reserves the right to make changes in programs and speakers, or to cancel programs if enrollment criteria are not met or when conditions beyond its control prevail. Every effort will be made to contact each enrollee if a program is canceled. If a program is not held for any reason, A.L.I.'s liability is limited to the refund of the program fee only.

CANCELLATION POLICY:

You may make substitutions at any time; please notify us as soon as possible. If you cancel (in writing) more than two weeks prior to the training (before February 25th) a refund will be provided less a \$295 administration fee. Registered delegates who do not attend or who cancel two weeks prior to the training or less (on or after February 25th) will be issued a credit memo. Credit memos will be valid for one year from date of issuance and can be used by anyone in your organization.

RAVE REVIEWS FROM PAST TRAINING ATTENDEES:

"Overall, the training was excellent."

M. McCaskill, Public Affairs Specialist
ARMY MATERIEL COMMAND

"I learned so much - and the speakers showed me the possibilities to improve our Internet and Intranet sites."

P. Rodemoyer, Senior Program Analyst
U.S. OFFICE OF PERSONNEL MANAGEMENT

ABOUT THE ADVANCED LEARNING INSTITUTE:

The Advanced Learning Institute's mission is to help executives build strong personal relationships, expand their business knowledge of cutting-edge trends, and find proven solutions to a wide range of strategic management problems.

Our forums bring together industry leaders and experts to share valuable, real-world experiences, and best practices on how to meet tomorrow's management challenges.

The Advanced Learning Institute's focus is on delivering high-quality programs, which consistently meet the needs of our customers. Our conferences serve a broad range of specialized industries and functions, including:

**Government · Communications · Health Care · Strategic Planning
Human Resources · Performance Measurement · Brand Management · Marketing · Biometrics · Social Media · Technology**

WE GUARANTEE RESULTS:

The Advanced Learning Institute has been successfully providing senior executives with forums to share practical experiences and solutions to a variety of organizational challenges. We are so confident you'll benefit from the innovative strategies shared during this training that we'll guarantee it! If you follow the advice of our speakers, and you don't improve efficiency valued at the cost of your registration fee, then we'll send you a full credit to be used for another event.

A Few Of Our Past Attendees Include Representatives From These Leading Organizations:

- U.S. Postal Service
- FDA
- Department of Labor
- District of Columbia
- Central Intelligence Agency
- Office of Naval Intelligence
- Department of State
- Marine Corps
- Office of Personnel Management
- U.S. Mint
- City of Atlanta, GA
- Department of the Interior
- General Services Administration
- Fairfax County Government
- Department of Transportation
- CDC
- Forest Service
- Sarasota County, FL
- Environmental Protection Agency
- Army
- IRS
- Census Bureau
- Patent and Trademark Office
- FAA
- City of Las Vegas, NV
- City of Chicago, IL
- Department of Justice
- FBI
- U.S. Government Printing Office
- Commonwealth of Virginia
- Smithsonian Institution
- Department of Energy
- Social Security Administration
- Department of Defense
- NASA
- City of Scottsdale, Arizona
- House of Representatives
- State of Iowa
- NIST
- Washington State
- Maricopa County, AZ
- Department of Health and Human Services
- National Academy of Public Administration
- Department of Education
- Department of Agriculture
- City of Overland Park, Kansas
- Louisiana Department of State and Civil Service
- Department of the Treasury
- Homeland Security
- San Diego Airport, California
- Air Force
- Nashville and Davidson County, TN
- Court Services and Offender Supervision Agency
- Peace Corps
- FEMA
- City of Minneapolis, Minnesota
- Bureau of Reclamation
- Pentagon Renovation
- Office of the Governor, Washington
- American Institutes for Research
- USAID
- NOAA
- American Society for Microbiology
- Department of Housing and Urban Development
- Department of Veterans Affairs
- FDIC
- Small Business Administration

Thousands of satisfied alumni can't be wrong - register today for the opportunity to learn from our platform of proven experts!

Event #0313B1 ©2013 A.L.I., Inc. All rights reserved.



Social Media for Public Health Communications & Marketing



Captivate Your Audiences,
Advance Your Agenda & Do
More On a Limited Budget

March 11-14, 2013
Washington, DC

Registration Form

Please photocopy for group members.

Yes, register me for the March '13 Strategic Public Health Communications Training in Washington, DC

Please check:

E-mail Priority Code: _____ Amount Due: _____

Training Only

Training Plus Workshop(s):

Pre-Training Morning Workshop A: How To Design A Practical And Strategic Health Communications Strategy: A Step-by-Step Approach

Pre-Training Afternoon Workshop B: How To Integrate Digital Communications Into Your Public Health Outreach Initiatives And Evaluate Their Impact

Post-Training Morning Workshop C: Using Video To Spread Your Messages: Developing Engaging Content, Navigating YouTube And Defining Success

Post-Training Afternoon Workshop D: How To Create Relevant Public Health Messages Using Social Media

I would like to order a conference workbook only

Please add me to your mailing list to receive future conference notifications

Name: _____

Title: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____ Country: _____

Phone: _____ Fax: _____

Registrant's E-mail: _____

Credit Card Holder's Phone: _____

Credit Card Holder's Email: _____

Payment by: Visa MasterCard Amex Diner's Club Discover
 Check/Training Form (payable to Advanced Learning Institute, Inc.)

Card #: _____ Exp. Date: _____

Extra 3-4 digits on front/back of card: _____

Credit Card Billing Address: _____

Signature/Name on credit card: _____

Event #0313B1 • ©2013 A.L.I., Inc. All rights reserved.

REGISTER TODAY! • www.aliconferences.com

Call TOLL FREE: (888) 362-7400 • Phone: (773) 695-9400 • Fax: (630) 568-3956

Mail to: Advanced Learning Institute, 1301 W. 22nd Street, Suite 809 Oak Brook, IL 60523