



Live Like Your Life Depends On It.

Training and Planning for Campaign Launch

Hosted by Missouri Department of Health and Senior Services in Cooperation with Live Well Message Alliance

July 12, 2007

Lenoir Community Center
Columbia, Missouri

Campaign Purpose

To implement a coordinated consumer education initiative that targets adults 45 years and older. The Alliance will orchestrate delivery of effective messages and prompts for actions to improve behaviors to prevent, detect early and manage chronic diseases.

At the end of this training session, you will:

- Understand and articulate key talking points regarding the purpose of the campaign and the health problems and behaviors the campaign addresses
- Identify common ground and benefits for coordinated campaign effort
- Understand the target audience and why this group was chosen
- Be familiar with campaign materials, how to use them and how to design elements that address audience needs
- Identify consultation and resources available to you for the campaign implementation
- Identify specific actions you will take and/or resources you will contribute to the campaign launch and execution
- Collaborate with alliance partners to coordinate activities to improve effectiveness and reach of the campaign
- Learn of media strategies and resources to augment the campaign materials
- Identify strategies and actions to generate excitement and support for the campaign launch
- Understand the evaluation methodology and information to report campaign outcomes

Schedule of Events:

9:30 AM Welcome & Overview for the day Introductions	1:15 PM How to stage “earned media” Media strategies that get the most attention Support available
10:00 AM Overview on the campaign purpose Common ground between risks and chronic diseases Target audience—why they were chosen Nature of the health problems the campaign addresses for the target audience How the formative research informed the campaign design Key talking points to “tell the story”	1:45 PM Outcome indicators and methods for evaluation Tracking activities and outcomes
10:45 AM Break	2:00 PM Open discussion on use of materials and coordination of events Partner action plan form Strategies to generate support and excitement for campaign launch
11:00 AM Review of materials available and ways that they can be used	3:00 PM Next steps Conference Call—July 30, 2007 Campaign Launch Date—August 1, 2007 Alliance Meeting—September 25, 2007 <i>(Life Sciences Center, University of Missouri-Columbia)</i>
11:45 AM Plot partners’ anticipated use of materials Coordinate efforts for maximum impact	
12:30 PM Lunch	3:30 PM Adjourn





Live Like Your Life Depends On It.

Training and Planning for Campaign Launch — Registration Form
Hosted by Missouri Department of Health and Senior Services in Cooperation with Live Well Message Alliance

July 12, 2007
Lenoir Community Center
Columbia, Missouri

Name: _____

Title: _____

Agency: _____

Phone: _____

Address: _____

E-mail: _____

Special Lunch Considerations:

- None
- Vegetarian
- Other, please specify _____

Please return by July 9, 2007

Bernis Tucker
Missouri Department of Health and Senior Services
PO Box 570
Jefferson City, MO 65102

Fax: 573-522-2898

E-mail: Bernis.Tucker@dhss.mo.gov.

For more information, contact Bernis Tucker or Deborah Markenson: 573-522-2806.

