



U.S. DEPARTMENT OF HEALTH
AND HUMAN SERVICES



OAH PAF REGIONAL TRAINING

STRENGTHENING COMMUNICATIONS AND SUSTAINING PROGRAMS

Portland, Oregon
July 10th and 11th

Goals:

This one and a half day training will help front-line staff and project directors:

- Build skills that strengthen and expand their strategic communication capacities to further the mission of their projects, and
- Develop an integrated sustainability plan.

Communication Objectives

After the communications sessions, participants will be able to:

1. Describe the critical steps involved in developing a communications strategy.
2. Create persuasive messages targeted for different audiences.
3. Develop strategically targeted publications.
4. Identify mobile technology communication strategies, and how to use this technology effectively with young people.

Sustainability Objectives

After the sustainability sessions, participants will be able to:

1. Identify the factors/elements of sustainability,
2. Assess their project's sustainability needs,
3. Develop a viable sustainability plan for their project.

Day 1 - Tuesday, July 10th

Time	Session Title	Presenter(s)
8.00 – 8.30 a.m.	Registration & Networking	
8.30 – 8.35 a.m.	Welcome	Victor Medrano, OAH
8.35 – 9.00 a.m.	Introductions and Overview of Day	Marci McCoy-Roth and Amanda Berger, Ph.D., Child Trends
9.00 – 10.00 a.m.	Communications Part 1: Developing a communication strategy	Marci McCoy-Roth and Amanda Berger, Ph.D., Child Trends
10.00 – 10.30 a.m.	Break	
10.30 a.m. – 12 p.m.	Communications Part 2: Crafting effective messages for different audiences	Marci McCoy-Roth and Amanda Berger, Ph.D., Child Trends
12 - 1 p.m.	Lunch	
1 – 2 p.m.	Communications Part 3: Communicating with stakeholders through events	Marci McCoy-Roth and Brigitte Gavin, Child Trends
2 – 3 p.m.	Part 1: Building Community Capacity through Sustaining Programs – What the Research Has Told Us	Lydia Marek, Ph.D. Virginia Polytechnic Institute and State University
3 – 3.30 p.m.	Break	
3.30 – 5.00 p.m.	Sustaining Programs Part 2: Charting your own project	Lydia Marek, Ph.D. Virginia Polytechnic Institute and State University
5.00 – 5.30 p.m.	Reflection time	Marci McCoy-Roth, Child Trends

Day 2 - Wednesday, July 11th

Time	Session Title	Presenter(s)
8.30 – 8.45 a.m.	Warm Up	Amanda Berger, Ph.D. Child Trends
8.45 – 10.15 a.m.	Communications Part 4: Reaching young people via mobile technology and social media	Marci McCoy-Roth and Brigitte Gavin, Child Trends
10.15 – 10.45 a.m.	Break	
10.45 a.m. – 12.30 p.m.	Sustaining Programs Part 3: Developing your sustainability Plan	Lydia Marek, Ph.D. Virginia Polytechnic Institute and State University
12.30 – 12.45 p.m.	Reflection time	Amanda Berger, Child Trends
12.45 – 1 p.m.	Wrap-up	Victor Medrano, OAH