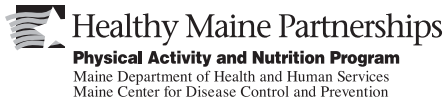


PAN TRAINING SERIES

Sharpen Your Skills for Effective Physical Activity and Nutrition Programming

You Can Do It! Translating Social Marketing Principles Into Practice

January 8, 2008 • Augusta Civic Center



Learning Objectives

- Participants will define social marketing.
- Participants will demonstrate knowledge of the social marketing process.
- Participants will identify how to implement social marketing on a budget.
- Participants will describe existing state PAN-related formative research and social marketing messages currently in use in Maine.
- Participants will identify social marketing resources and tools.

8:00-8:30 Registration/Continental Breakfast

8:30-9:00 Welcome

9:00-9:45 **A Powerful Tool for Behavior Change**

Jenny Kohr, Centers for Disease Control and Prevention

Mike Newton-Ward, Social Marketing Consultant

9:45-10:00 Break

10:00-11:30 **Skill-Building Session**

11:30-12:30 Lunch and Physical Activity Break

12:30-1:15 **Breakout One: Topic-Based**

1A. CDCynergy: A Tool for Planning, Implementing and Evaluating a Social Marketing Program

Mike Newton-Ward, Social Marketing Consultant

1B. Lessons Learned: Health Messaging to Adults

Bob Cott and Karen Barlow, CD&M Communications

1C. Oxford Hills Healthy Moms Project: A Real-Life Example of the Social Marketing Process

Jigna Dharod, University of Southern Maine Muskie School and Ken Morse, Healthy Oxford Hills

1D. Developing Focus Group Moderator Guides

Kate Perkins, Medical Care Development

1E. Separating the Apples from the Oranges: How to Effectively Segment Your Audiences

Jenny Kohr, Centers for Disease Control and Prevention

1:15-1:30 Break

1:30-2:15 **Breakout Two: Public Health District-Based**

2:15-2:30 Break

2:30-3:30 **Bringing It Home**

Jenny Kohr, Centers for Disease Control and Prevention

Mike Newton-Ward, Social Marketing Consultant

To Register (Deadline is December 31, 2007) Directions to Augusta Civic Center

Registration fee is \$45.

Register online at

www.healthymainepartnerships.org/panp

or contact USM Department of Conferences at 207-780-5951 with registration questions.

For more information on the program, please contact Rebecca Drewette-Card, Maine Physical Activity and Nutrition Program, at 207-287-5084 or Rebecca.DrewetteCard@maine.gov.

The Augusta Civic Center is located off I-95, exit 112. It is across the street from the Marketplace Shopping Center.

See <http://www.augustaciviccenter.org/Accdir.html> for more information.