



MEHA Educational Seminar

Monday, January 11, 2010 and
Tuesday, January 12, 2010
Seaport World Trade Center Boston
200 Seaport Boulevard, Boston, MA 02210

COMMUNICATING YOUR H1N1 MESSAGE TO THE PUBLIC AND THE MEDIA

Day 1: Learn how to develop and communicate a targeted set of Single Overriding Communication Objectives (SOCOs). Review and discuss the most current data relative to H1N1 flu and the issues with the vaccine and distribution protocols that pose challenges for public health professionals. Develop communication strategies to deliver to the media.

Day 2: Develop and enhance personal communication skills. This will be an interactive opportunity for senior public health staff, to hone skills in settings to include community talks, peer group meetings, media interest and school or educational outreach.

Please take advantage of this opportunity to learn from former CDC communications director, Robert (Bob) Howard, President, Howard & Associates, what is happening with H1N1 and how each of us can come together in helping each other to deliver intelligent, targeted, and effective health care responses to all of our communities. Every interaction we have with our public counts!

DAY 1 - H1N1: Communication Challenges & Getting Ready For Primetime

- 8:30 **Registration and Continental Breakfast (included)**
- 9:00 **Welcome . Larry Ramdin, President, MEHA:** Course introduction. Overview of **H1N1** (Swine Flu) and challenges at the local and state level in dealing with **H1N1** issues.
- 9:30 **Robert (Bob) Howard, Ph.D, MPH, E.MB S, President, Howard & Associates:** Overview of **H1N1** in the U.S. and emerging issues associated with the disease and the immunization efforts in various locales. Discussion of laboratory findings in the evolution of the virus and new efforts on the part of the **CDC** and **HHS** in dealing with **H1N1** in the U.S. and MA.
- 10:45 **Break**
- 11:00 **H1N1, the virus, continued:** Immunization challenges, access to resources and challenges in delivering services to all parts of the community.
- 11:45 **Working Lunch (included):** Viewing of the film **The Pandemic**+ a National Geographic production of the 1918 influenza pandemic and its application to what we are facing now.
- 1:00 **Getting Ready for Primetime:** How to develop communication strategies and use the media and available resources for message delivery to explain to our communities why this campaign is important to them.
- 2:15 **Break**
- 2:30 **Getting Ready for Primetime, continued...** A review of specific video and print examples of prominent health care professionals in situations where they are attempting to deliver targeted messages. This component stresses the concept of determining a **SOCO**.
- 3:30 **Close of Business for Day One**

DAY 2 - Communication Challenges of H1N1: Getting Ready For Primetime

- 8:30 **Registration and Continental Breakfast (included)**
- 9:00 **Welcome – Larry Ramdin, President, MEHA:** Review of Day One Lessons Learned and overview of **H1N1** issues that senior public health personnel will have to deal with and challenges of delivering targeted, coherent messages to our community in the MTV/Cable/Satellite Age.
- 9:30 **Single Overriding Communication Objectives (SOCOs):** Presentation and discussion of actions necessary to develop, target, manage and deliver **SOCOs** to staff and colleagues on issues associated with **H1N1**. Making sure our SOCOs drive people to action, are smart, crisp and understood and are repeated by fellow public health professionals and those who matter.
- 10:45 **Break**
- 11:00 **Continuation of SOCO preparation and discussion for afternoon exercise:** Breakout into groups and continue to prepare for delivery of messages of critical importance on **H1N1** to our community, especially those groups most at risk. Review importance of spokesperson assignment and creation of depth in our staff in the ability to deliver **SOCOs** to our public.
- 11:45 **Working Lunch (included):** Viewing of PBS Video Documentary Special Outbreak concerning the actions taken locally and globally, with the evolution of SARS in the early 2004 timeframe.
- 1:00 **H1N1 SOCO Delivery:** Each group will deliver their **SOCOs** and explain how and why they choose those ideas and concepts for reaching into their target audience.
- 2:00 **Break**
- 2:15 **H1N1 SOCO Delivery Critique:** Critique SOCO deliveries with the goal of identifying new and specific ideas that may aide or bolster the efficacy of messages put together by each group.
- 3:45 **Review**
- 4:00 **End of Day Two - Conclusion of Course**

COMMUNICATING YOUR H1N1 MESSAGE TO THE PUBLIC AND THE MEDIA Monday Jan. 11 and Tues Jan. 12, 2010			
Agency Name: _____			
Address: _____			
E-mail: _____		Phone: _____	
Please Choose Day 1 <u>OR</u> Day 1 and 2 Continental Breakfast and Lunch Served Each Day			
Name(s) of Person(s) Attending	Cost - Day 1 Only	Cost - Day 1 and Day 2	Total
	___ \$45 MEHA member ___ \$75 non-member	___ \$95 MEHA member ___ \$150 non-member	
	___ \$45 MEHA member ___ \$75 non-member	___ \$95 MEHA member ___ \$150 non-member	
GRAND TOTAL =			

Please return this form with check by **Monday, January 4, 2010** to: **MEHA, PO Box 1147, Groton, MA 01450**
E-mail: registration@mehaonline.net Contact person: Mike Moore (508)-816-6630.

Several area parking lots are available on Seaport Boulevard at an \$11.00 parking rate. The Seaport garage has daily parking as well for \$19.00 for the day.

A small block of Hotel Rooms is reserved at the Seaport Hotel for Sunday Jan. 10, 2010 and Monday, Jan. 11, 2010. The rate is \$149 per night plus applicable taxes. To make a reservation, contact the Seaport Hotel at (8800) 262-0680 and mention this seminar.

REGISTRATION INFORMATION

CEUs: 7.2 contact hours for day 1 and 7.8 contact hours for day 2 for RS, CHO, and CEHT
Deadline: January 4, 2010. No orders for lunch will be accepted after that date.
Walk-ins: \$10 extra at the door, if space is available. No lunch for walk-ins.
Refunds: No refunds unless event is cancelled due to weather.