Southern California HEAL Spring 2017
Network Leaders Learning Circle

March 22, 2017
California Endowment, Los Angeles

Understand best approaches to community-focused communications in the HEAL Zones.

Identify gaps in communications strategies targeting HEAL Zone residents.

Be prepared to draft (or revise) Phase 2 Communication Plans.
Southern California Kaiser Permanente HEAL Communities
Southern California Kaiser Permanente HEAL Teams

- Center for Community Health and Evaluation (Evaluation)
- Community Partners (Coordination of Learning and Technical Assistance)
- Technical Assistance Providers (Content Expertise)
- Kaiser Permanente Southern California Regional Office (Funder)
- Kaiser Permanente Medical Centers (Partner)
- HEAL Grantees
Agenda

10:30 am – 12:00 pm
Welcome, Introductions and Framing
Creating a Core Message for Your Community

12:00 – 12:45 pm
Networking Lunch

12:45 – 2:15 pm
Customizing Your Message for a Diverse Resident Base
How to Choose a Messenger

2:15 – 2:30 pm
Physical Activity Break

2:30 – 3:30 pm
How to Choose Social Media
Elements of an Effective Communications Plan
Networking Lunch
ENACT DAY
2017
MAY 1
SACRAMENTO, CA
JOIN THE MOVEMENT
#ENACT2017
Thank You for Participating

Please complete and return the surveys in your packet.