

Health Education Network– March 4, 2008 (8:30 - 4:00pm)
3530 Wilshire Blvd., LA 90010—8th Floor Conference Room C

Today's Meeting:
Communicating Effectively With Print Materials

Purpose of Health Education Network Meetings:

1. To provide a health education forum for countywide health educators to: collaborate on projects/activities, share resources, network, eliminate duplication of efforts, provide updates, and voice needs and concerns.
2. Address training and other health education needs based on health educators' professional and personal areas of interest.
3. Keep the health education staff abreast of internal and external topics, including trends and issues affecting the practice of health education.

Desired Outcomes of this Health Education Network Meeting:

1. Identify three methods to better understand the needs of your print material audience.
2. Simplify materials so they support one single over-riding communication health objective.
3. Identify two methods to tailor health communication materials for specific audiences.
4. Identify methods to pre-test print materials for readability and audience suitability.
5. Understand the best use of the Los Angeles County materials assessment procedure for the review of public print media materials.

Agenda			
Timeframe	What	How	Who
8:30 – 8:45	Welcome	Introductions and Q&A	<i>Health Education Administration</i>
8:45 – 9:30	Introduction to materials design. Understanding your audience and your single over-riding health message.	Presentation and Practice	<i>Dr. Tess Boley Cruz, University of Southern California</i>
9:30 – 10:00	Brochure design, language, techniques for involving your reader.	Presentation and Q&A	<i>Dr. Tess Boley Cruz</i>
10:00 - 10:30	Break		
10:45 – 11:30	Tailoring for diverse cultures and/or low literacy. Pretesting and readability testing.	Presentation, Practice, Discussion	<i>Dr. Tess Boley Cruz</i>
11:30 – 12:00	Recap and final discussion.	Discussion	<i>Dr. Tess Boley Cruz</i>
12:00 - 1:00	Lunch break		
1:00 – 1:45	County Updates & How to make Projects Newsworthy	Presentation, Discussion	<i>Rose Anne Rodriguez, LADPH Office of External Communications</i>
1:45 - 2:00	Break		
2:00 - 3:45	New Materials Review Process	Presentation	<i>Health Education Administration</i>
3:45 - 4:00	Evaluations and Closing Comments		<i>Dr. Tess Cruz and Girisha Colleary</i>

Announcements and Reminders:

1. Next meeting is March 25, 2008. Topic: Step by step guide on how to make our work publishable.
2. Visit the HEA website at <http://lapublichealth.org/hea> to be added to the Health Education Listserv and to view a calendar of health education events, including network meeting dates, themes and locations.
3. If you would like to post something to the Health Education Stakeholder Listserv (i.e. job announcements, health education related news), please send it to: healthed@listserv.ladhs.org