

Oregon Pop-Up Institute: Day 2
Communicating for Public Health Impact

Thursday, June 28, 2018

8:30-4:30pm

Oregon Health Authority
800 NE Oregon St.
Portland, OR 97232
Satellite locations: Corvallis, Medford

Learning Outcomes:

- Describe the role of communication in expanding public health impact
- Critically assess key features of effective message framing
- Apply communication best practices to message development

8:30 – 8:45	Coffee and Settling into group tables
8:45- 9:30 am	Welcome and Background
9:30 - 10:30	Framing and Strategy
10:30-10:45	Break (15 minutes)
10:45-12:00	Framing Tips & Techniques
12:00-1:00	Lunch (Please note that we will start promptly at 1pm)
1:00 - 2:35 pm	Application and Practice
2:35– 2:45	Break (10 minutes)
2:45 – 4:15pm	Application and Practice: Infographics
4:15 - 4:30pm	Wrap-Up