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