



NATIONAL COALITION FOR SEXUAL HEALTH

Agenda for Communications Action Group Call

May 8, 2015

12:00 p.m. – 1:30 p.m. (Eastern Time)

Call-in 877-939-9724, Passcode is 3833060

Objectives:

- To provide overview of African American media campaign and seek feedback
- To provide update on CAG activities, including content development/media placements, media standards and practices, and action steps
- To provide update on Health Care Action Group

Agenda:

12:00 – 12:05 **Welcome and roll call** (Tri-Chairs)

12:05 – 12:20 **Overview of African American media campaign** (Susan, Lisa, Deb)

- Goals, audiences, media outlets
- Expert consultations
- Tone and approach
- Spokespeople
- Timeline
- CAG support

12:20 – 1:00 **Overview and discussion of message strategy** (Susan, Lisa)

- The media pitch
- Public-facing messages
- Comments/suggestions

1:00 – 1:20 **Update on other CAG activities**

- Content development/media placements (Amber, Susan, Jenelle)
- Media standards and practices (Amber, Tom)
- Action steps (Susan)

1:20 – 1:25 **HCAG update** (Alyson)

1:25 – 1:30 **Wrap-up/next steps** (Susan)