



# NATIONAL COALITION FOR SEXUAL HEALTH

## Agenda for Communications Action Group Call June 20, 2013

### Objectives:

1. Discuss overall goals of media outreach (objectives, content areas, audiences, and channels)
2. Define primary strategies for media outreach, with limited resources available
3. Brainstorm story ideas, which support our positive health promotion approach
4. Brainstorm our assets and potential role(s) of coalition members

### Agenda and Discussion Guide:

#### 12:00 pm Overall Goals of Media Outreach

- What should our goals be? Comments on the draft goals (see “Background Paper”)?
- What should our priority content areas be? Should we promote stories that support the key elements of our sexual health approach?
- Who are the target audiences? Can we prioritize for year one?
- What are the best channels for reaching consumers (across the lifespan) with sexual health information (traditional media, social media, and websites)?

#### 12:30 p.m. Primary Strategies for Media Outreach

- With limited resources, where should we focus our attention? Can we identify core activities and optional activities, if additional funding becomes available?
- What do you think of the possible strategies described in the “Background Paper?”
- Explore possible roles of NCSH as “content provider,” proactive media push (one or two annually), NCSH as Media Resource Center, reactive

outreach, and convener.

**12:45 p.m.     Brainstorming Story Ideas**

- What makes a story media-worthy? A quick review of key attributes.
- Brainstorm ideas across five topic areas (information about sexuality/sexual health; choosing partners who treat you well; building good relationships; communicating effectively about sexuality/sexual health; and seeking sexual health care services).
- See “Background Paper” for starter ideas.
- In terms of reactive media, which issues should we respond to/not respond to?

**1:45 p.m.     Assets/Tools**

- Speaker’s Bureau (across topics, audiences) with designated coalition spokespeople and subject matter experts, and consumers with personal stories
- Comfort level of coalition members with fulfilling this role? Identifying as member of NCSH?
- Existing or emerging studies/data?
- Hot topics? Trends?
- Based on your experience, what other tools could be helpful?