

National Coalition for Sexual Health
Agenda for CAG Call

February 6, 2014
11 a.m. – 1 p.m. (Eastern Time)
Call-in 1-877-939-9724, pass code 3833060

Objectives: The primary goal is to secure feedback from CAG members on the draft media-centric message box. We will also provide an overview of national media outreach activities and seek your input, along with an update on the Health Care Action Group.

Agenda:

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|---------------------------|---|
| 11:00 – 11:05 | Welcome and Roll Call (Susan Gilbert) |
| 11:05 – 11:15 | Overview of Media-Centric Message Box (Kellie Mullen) <ul style="list-style-type: none">• Purpose and audience• Key elements to attract media coverage• Present central messages and four core content areas |
| 11:15 – 11:35 | Discussion: Central Messages <ul style="list-style-type: none">• Discuss four options• Everyone casts a vote for top choice and group selects one option. |
| 11:35 – 11:55 | Discussion: The Problem |
| 11:55 – 12:15 | Discussion: The Solution |
| 12:15 – 12:30 | Discussion: The Benefits |
| 12:30 – 12:40 | Discussion: Call-to-Action |
| 12:40 – 12:55
Feedback | Update on National Media Outreach Activities and CAG <ul style="list-style-type: none">• Plans for national media push around “guide”• Policies and Standards Initiative• Recent media placements• Spokesperson update |

12:55 – 1:00

Wrap-up and next steps