



NATIONAL COALITION FOR SEXUAL HEALTH

Agenda for Communications Action Group Call

May 20, 2014

12 p.m.– 2 p.m. (Eastern Time)

Call-in 1-877-939-9724 Pass code 3833060

Objectives:

- Provide an update on national media outreach
- Seek CAG feedback on revised media message box and supporting proof points
- Provide an update on Health Care Action Group activities
- Brainstorm activities to be conducted over next four months

Agenda:

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| 12:00– 12:05 | Welcome and Roll Call |
| 12:05– 12:30 | Update on National Media Initiative <ul style="list-style-type: none">• Highlights of coverage, including social media• Google analytics of website views/usage• Relationship-building with media outlets |
| 12:30– 1:15 | CAG Feedback: Media Message Box and Proof Points <ul style="list-style-type: none">• Comments on final message box• Feedback on draft proof points |
| 1:15– 1:25 | Update on Health Care Action Group Activities |
| 1:25– 1:55 | Brainstorm: CAG activities for May– Sept.
Some ideas to consider: <ul style="list-style-type: none">• Ongoing media outreach to promote guide/related messages/brochure• Reactive media outreach – priority message areas• Promoting and encouraging use of CAG products, e.g. message research/definition, action steps, benefits; media message box and proof points; audience profile(s)• Finalize audience profile: young adults• Planning for new activities starting October 1st |
| 1:55– 2:00 | Next Steps <ul style="list-style-type: none">• Discuss summer brainstorming call |