



NATIONAL COALITION FOR SEXUAL HEALTH

Agenda for Communications Action Group Call August 6, 2014 11 a.m.– 1 p.m. (Eastern Time) Call-in 1-877-939-9724 Pass code 3833060

Objectives:

- To provide an update on current CAG activities and opportunities
- To brainstorm and select areas of focus for CAG over next two years
- To briefly discuss CAG structure and governance

Agenda:

11:00 – 11:05 a.m. **Welcome and roll call** (Susan Gilbert)

11:05 – 11:25 a.m. **Update on current activities**

- Recent media placements and content partnerships (Lisa Guiterman)
- Update on media standards and practices initiative (Larry Swiader)
- Media training workshop to be held at NCSH meeting (Susan)
- Social/digital media plan (Jacky Fontanella)

11:25 – 12:30 p.m. **Brainstorm: future CAG priorities and activities** (Susan and Tom Beall)

- See attached discussion guide and draft ideas
- Do the original CAG goals still make sense? Which ones are most important?
- Which activities to date have been most effective?
- Over the next two years, what should our content focus be?
- What should our primary activities be?
- In which areas would CAG members like to participate?

12:30 – 12:45 p.m. **CAG structure and governance** (Susan)

- Appointing Chair/Co-Chairs
- Establish subcommittees, as needed

12:45 – 12:55 p.m. **HCAG and NCSH update** (Alyson Kristensen)

12:55 – 1:00 p.m. **Wrap-up and next steps** (Susan)