



Agenda for Communications Action Group (CAG) Meeting At NCSH Meeting on September 20, 2013

Goals:

1. To present and discuss a proactive and reactive media outreach strategy for the coming year.
2. To present and discuss a potential CAG/NCSH initiative to influence media standards and practices relating to sexual health content. This could include social, digital, and traditional media, along with spam filters.
3. To brainstorm strategies to promote sexual health message testing results and new message framework, and to encourage widespread adoption of this new framework.
4. To define CAG priorities for the coming year.

Agenda:

- 2:00 – 2:10** Introductions and Quick Review of CAG Goals (Susan Gilbert)
- 2:10 – 2:35** Presentation and Discussion of Media Outreach Plan: Proactive and Reactive Strategies (Tom Beall and Lisa Guiterman, Ogilvy Public Relations)
- 2:35 – 2:50** Presentation and Discussion of Potential Media Standards and Practices Initiative (Deb Levine)
- 2:50 – 3:10** Brainstorm: Promoting the New Message Framework (Susan Gilbert)
(Audiences, tactics, and supporting materials for professionals and the public)
- 3:10 – 3:30** Prepare Summary for Large Group Discussion (Whole Group)