Advancing Effective Obesity Solutions: A Workshop
Communications

• Know what you are trying to accomplish
• Align communications approaches with goals:
  – Why are you communicating
  – What are you trying to communicate
  – Who are you trying to reach
This Workshop

- Explore the goal & the “what, why, who”
- Focus: obesity solutions
- Audience:
  - Publics
  - Decision makers
  - Policy makers
What is Communications?

Session 1:
• Define communications
• Explore the current communications (and obesity communications) environment

Focus: obesity solutions
Unique Challenges

• Session 2: Explore complexity of communicating solutions to obesity; where do we start?

Audience:
• Publics
• Decision makers
• Policy makers
Future Obesity Solutions Communications Efforts

Session 3 & 4

• Best practices, model successes, lessons, gaps, metrics
• Challenges for different audiences
• Defining objectives and developing messages
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