

Policy Training

Sonoma County Coalition

Wednesday, September 5, 2007
12:00 pm – 2:00 pm

3313 Chanate Rd
Santa Rosa, CA



AGENDA

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|----------|--|---|
| 12:00 pm | Welcome and Introductions | <i>Pam Granger & Kerry Andrade</i> |
| 12:15 pm | Introduction: Roadmap of a Campaign <ul style="list-style-type: none">• Phase 1– Preliminary Investigation and Assessment• Phase 2 – Strategy and Planning• Phase 3 – Recruitment• Phase 4 – The Campaign• Phase 5 – Evaluation | <i>Vanessa Marvin, Center for Tobacco Policy & Organizing</i> |
| 12:30 pm | The Phases in the Real World: Petaluma as a Campaign Example <ul style="list-style-type: none">• Use the secondhand smoke campaign in Petaluma as a case study to learn about key steps in a campaign. | <i>The Center</i> |
| 1:10 pm | Allies: Using the Circles of Influence <ul style="list-style-type: none">• Use the Circles of Influence is a tool to reach out to allies in any campaign. | <i>The Center</i> |
| 1:45 pm | Other Coalition Business | <i>Pam Granger & Kerry Andrade</i> |
| 2:00 pm | Adjourn | |