Portland, Oregon
July 10th and 11th

Goals:
This one and a half day training will help front-line staff and project directors:

- Build skills that strengthen and expand their strategic communication capacities to further the mission of their projects, and

- Develop an integrated sustainability plan.

Communication Objectives
After the communications sessions, participants will be able to:

1. Describe the critical steps involved in developing a communications strategy.

2. Create persuasive messages targeted for different audiences.

3. Develop strategically targeted publications.

4. Identify mobile technology communication strategies, and how to use this technology effectively with young people.

Sustainability Objectives
After the sustainability sessions, participants will be able to:

1. Identify the factors/elements of sustainability,

2. Assess their project’s sustainability needs,

3. Develop a viable sustainability plan for their project.
### Day 1 - Tuesday, July 10th

<table>
<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
<th>Presenter(s)</th>
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<tbody>
<tr>
<td>8.00 – 8.30 a.m.</td>
<td>Registration &amp; Networking</td>
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<tr>
<td>8.30 – 8.35 a.m.</td>
<td>Welcome</td>
<td>Victor Medrano, OAH</td>
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<tr>
<td>8.35 – 9.00 a.m.</td>
<td>Introductions and Overview of Day</td>
<td>Marci McCoy-Roth and Amanda Berger, Ph.D., Child Trends</td>
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<tr>
<td>9.00 – 10.00 a.m.</td>
<td>Communications Part 1: Developing a communication strategy</td>
<td>Marci McCoy-Roth and Amanda Berger, Ph.D., Child Trends</td>
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<tr>
<td>10.00 – 10.30 a.m.</td>
<td>Break</td>
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<tr>
<td>10.30 a.m. – 12 p.m.</td>
<td>Communications Part 2: Crafting effective messages for different audiences</td>
<td>Marci McCoy-Roth and Amanda Berger, Ph.D., Child Trends</td>
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<tr>
<td>12 - 1 p.m.</td>
<td>Lunch</td>
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<td>1 – 2 p.m.</td>
<td>Communications Part 3: Communicating with stakeholders through events</td>
<td>Marci McCoy-Roth and Brigitte Gavin, Child Trends</td>
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<tr>
<td>2 – 3 p.m.</td>
<td>Part 1: Building Community Capacity through Sustaining Programs – What the Research Has Told Us</td>
<td>Lydia Marek, Ph.D. Virginia Polytechnic Institute and State University</td>
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<td>3 – 3.30 p.m.</td>
<td>Break</td>
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<tr>
<td>3.30 – 5.00 p.m.</td>
<td>Sustaining Programs Part 2: Charting your own project</td>
<td>Lydia Marek, Ph.D. Virginia Polytechnic Institute and State University</td>
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<td>5.00 – 5.30 p.m.</td>
<td>Reflection time</td>
<td>Marci McCoy-Roth, Child Trends</td>
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### Day 2 - Wednesday, July 11th

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<thead>
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<th>Time</th>
<th>Session Title</th>
<th>Presenter(s)</th>
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<tbody>
<tr>
<td>8.30 – 8.45 a.m.</td>
<td>Warm Up</td>
<td>Amanda Berger, Ph.D. Child Trends</td>
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<tr>
<td>8.45 – 10.15 a.m.</td>
<td>Communications Part 4: Reaching young people via mobile technology and social media</td>
<td>Marci McCoy-Roth and Brigitte Gavin, Child Trends</td>
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<tr>
<td>10.15 – 10.45 a.m.</td>
<td>Break</td>
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<tr>
<td>10.45 a.m. – 12.30 p.m.</td>
<td>Sustaining Programs Part 3: Developing your sustainability Plan</td>
<td>Lydia Marek, Ph.D. Virginia Polytechnic Institute and State University</td>
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<tr>
<td>12.30 – 12.45 p.m.</td>
<td>Reflection time</td>
<td>Amanda Berger, Child Trends</td>
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<tr>
<td>12.45 – 1 p.m.</td>
<td>Wrap-up</td>
<td>Victor Medrano, OAH</td>
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