



Talk About It! Marketing Community-based Interventions Through Health Care Provider and Community Ambassador Outreach

Satellite Broadcast Agenda

12:00pm (Central)

Welcome

12:05pm

The 1.2.3 Approach to Provider Outreach

Marketing Chronic Disease Interventions to
Primary Care Practices

Teresa J. Brady, PhD
Senior Behavioral Scientist, Arthritis Program
National Center for Chronic Disease Prevention and Health Promotion
Centers for Disease Control and Prevention

Experiences from the field

Cora Plass, MSW, LISW
Arthritis Program Manager
South Carolina Department of Health and Environmental Control

Annemarie Hodges, MA
Public Health Consultant
Michigan Department of Community Health

1:00pm

Break

1:10pm

Spread the Word

Marketing Self-Management Education Through
Ambassador Outreach

Teresa J. Brady, PhD
Senior Behavioral Scientist, Arthritis Program
National Center for Chronic Disease Prevention and Health Promotion
Centers for Disease Control and Prevention

Experiences from the field

Cora Plass, MSW, LISW
Arthritis Program Manager
South Carolina Department of Health and Environmental Control

Lauren Josephs, PhD, LMHC, NCC
Vice President and Chief Operating Officer
Research and Behavioral Science
Visionary Vanguard Group, Inc.

2:05pm

Questions and Answers

2:25pm

Closing Remarks