



Engaging Your Elected Officials in the Fair Health Movement

Joint Center
PLACE MATTERS

***PLACE MATTERS* Webinar #1**
Wednesday, April 15, 2009
1:30 pm – 2:30 pm EST



AGENDA

- Welcome and Introduction of the Webinar Series [Nehanda Lindsey, *CommonHealth ACTION*]
- Brief overview of the Place Matters Elected Officials Outreach Information Kit [Judith Burrell, *Burrell Project Consult, LLC*]
- Introduction of Presenters [Judith Burrell]
- Thoughts from a former local elected official [Dr. Theresa Córdova]
- Experiences of a state senator [Senator David Harrington]
- Questions and Answers [Judith Burrell]
- Closing Remarks [Nehanda Lindsey]
- ADJOURN



Housekeeping Notes

- If you have technical difficulties call **1-866-229-3239** for assistance
- Use the “Q&A” function to submit questions or any technical issues
- Participate in the Web polls
- Complete the Post-Webinar online evaluation. **We need your feedback!**
- Webinar will be posted online... check the Place Matters Web site for more details.



PLACE MATTERS

Webinar Series

- 1. Engaging Your Elected Officials in the Fair Health Movement**
2. Strategic Fundraising and Resource Development
3. Local Public Health Agencies: Emerging Practices
4. Community Engagement and Mobilization: Leveraging New Technologies to Achieve Equity



The Moderator



Judith Burrell

Burrell Project Consult

- ***PLACE MATTERS*** Consultant
- Worked with elected officials for over 20 years
- Spearheaded the development of the Elected Officials Toolkit



Toolkit Overview

Preface

Intended use of this kit

Remember ...

- About Elected Officials
- About Yourself

Connecting With Your Elected Officials

- Checklist
- Steps One Through Four



Toolkit Overview (cont'd)

Overview

- What is *PLACE MATTERS*?
- Elevator Speech
- History

Basic Templates

- General Letter of Introduction
- Talking Points
- Key Messages
- One-Page Description of *PLACE MATTERS*



Our Presenters



Dr. Teresa Córdova

Former County Commissioner
Bernalillo County, NM



Sen. David Harrington

District 47, Prince George's County, MD



Questions & Answers

- Remember to use the “Q&A” function
- Don’t forget to answer the poll!

Closing Notes

- Unanswered questions will be responded to after the Webinar; responses will be posted online.
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THANK YOU
(See you in Baltimore!)

Engaging Your
Elected Officials
in the Fair Health
Movement

Email Webinar Questions to:



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Catalyst for health

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