



# Empowering & Facilitating Community Spokespersons

## PART I: WEBINAR

Join the *Network for a Healthy California's Rethink Your Drink and Communities of Excellence (CX3)* teams as they present with Brown Miller Communications to discuss the value of engaging community spokespersons to affect healthy change.

### Webinar:

March 20<sup>th</sup>  
10:00-11:30am

[Register for Webinar](#)

### In-Person Training:

March 27 Sacramento  
-OR-  
April 16 Anaheim

[Register for an in-person training](#)

### Agenda

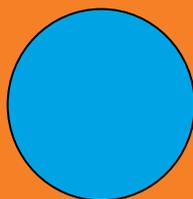
1. What kind of communication works to affect change?
2. CDPH and Local Health Department (LHD) government communications
3. How do LHDs work in this environment?
4. How to successfully build partnerships with community spokespersons
5. Getting started (In-person preview)

## PART II: IN-PERSON TRAININGS

Building on the overview provided in the webinar, these full-day trainings will provide more in-depth discussion and application of the foundations provided in the webinar as relevant to both the *Rethink Your Drink* and *Communities of Excellence (CX3)* campaign messages.

**Participation in the Part 1 Webinar is required before attending Part 2.**

- March 27<sup>th</sup> USC Training Center, Sacramento
- April 16<sup>th</sup> DoubleTree by Hilton Hotel, Anaheim



For More Information Please Contact:  
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## EMPOWERING & FACILITATING COMMUNITY SPOKESPERSONS

**WEBINAR - Empowering and Facilitating Community Spokespersons PART I:**

For CalFresh information, call 1-877-847-3663. Funded by USDA SNAP, an equal opportunity provider and employer. Visit [www.cachampionsforchange.net](http://www.cachampionsforchange.net) for healthy tips. \*Housekeeping: Department of Public Health

- 1) Who should be on this webinar (review of what is sent out via email invite)
- 2) Webinar prepares you for in-person (again, ditto above)