

Join us for Wisconsin's Fall 2011 webinar series...

# *Empowering Coalitions for Community Change*

*for coalitions and communities  
working on prevention initiatives*

All webinars start at 1PM CST and can be accessed at [healthinpractice.org](http://healthinpractice.org). Access info for individual webinars will be shared before each event.



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## ***SEPTEMBER: COMMUNICATION***

**9/8**

Get the Message Out: Practical Communication Planning  
Spencer Straub, Tobacco Prevention and Control Program

**9/22**

Messaging Principles That Work  
Sarah Apple, UW Clearinghouse for Prevention Resources

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## ***OCTOBER: COALITION BUILDING***

**10/6**

Planning for Sustainability: Building Agility, Community  
Leverage and Strategic Learning  
Mary Michaud, Health Forward Consulting

**10/20**

Engaging Community and Mobilizing Supporters  
Steve Elliott, HealthFirst Wisconsin

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## ***NOVEMBER: ADVOCACY***

**11/3**

Obesity Prevention Policy in Wisconsin: Key Priorities  
and Coordination of State and Local Efforts  
Melissa Horn, American Heart Association  
Kyle Pfister, UW Clearinghouse for Prevention Resources

**11/17**

Impacting Health Policy by Building Relationships with  
Your Policymakers  
Steve Elliott, HealthFirst Wisconsin

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## ***DECEMBER: EVIDENCE-BASED STRATEGIES AND EVALUATION***

**12/1**

Using Evidence-based Practices and Evaluation in Prevention  
Mary Michaud, Health Forward Consulting

**12/15**

Logic Modeling for Strong Evaluation and Funding Success