



*Obesity Prevention Project
Media & Advocacy Training
Saturday, September 13, 2008*

Moderated by: Amanda Bloom, CA Center for Public Health Advocacy

<i>Continental Breakfast & Networking</i>	<i>9:00 - 9:30</i>
<i>Welcome and Introductions</i> <i>Brittany Ridley-CMA Foundation</i> <i>Amanda Bloom - CA Center for Public Health Advocacy</i>	<i>9:30 - 9:35</i>
<i>Local Government Panel</i> <i>Mayor Marty Blum - Santa Barbara</i> <i>Supervisor Nate Miley - Alameda County</i> <i>Shelly Masur-Redwood City ESD, School Board member</i>	<i>9:35 - 10:35</i>
<i>~ Break ~</i>	
<i>Advocacy</i> <i>Scott Gee, MD - Kaiser Permanente</i>	<i>10:40 - 11:20</i>
<i>Testifying in front of elected officials</i> <i>Interactive activity</i> <i>Scott Gee, MD- Kaiser Permanente</i>	<i>11:20 - 11:50</i>
<i>Comments from Panel</i>	<i>11:50 - 12:05</i>
<i>~ Lunch Break ~</i>	
<i>Keynote Address</i> <i>Senator Tom Torlakson</i>	<i>12:15-12:50</i>
<i>Policy</i> <i>Teresa Kline - CMA Government Relations</i>	<i>12:45 - 1:15</i>
<i>Media</i> <i>Anzio Williams - KCRA, Sacramento</i>	<i>1:15 - 1:30</i>
<i>Mock Interviews</i> <i>Interactive activity</i> <i>Anzio Williams-KCRA, Sacramento</i>	<i>1:35 - 2:20</i>
<i>Q&A</i>	<i>2:20 - 2:30</i>