

2008-2009 Health and Aging Policy Fellows  
Communications Workshop  
February 6-7, 2009

Hyatt Regency Washington on Capitol Hill  
400 New Jersey Ave, NW  
Washington, DC 20001

**Friday, February 6<sup>th</sup>**

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**7:30 AM–8:30 AM**

Bryce Room

**Breakfast**

**8:30 AM–9:30 AM**

Yosemite Room

**Welcome, Introductions & Check-in**

**9:30 AM–11 AM**

**You and Your Message: The Basics and Beyond**

Having a strong message—and being able to convey it—is essential. This session will help participants understand how to use one's own story effectively and develop powerful, "sticky" messages around their issue(s). The session will incorporate interactive exercises to help Fellows practice creating effective messages for a policy environment.

**John Beilenson**, President  
Strategic Communications & Planning/SCP  
Wayne, PA

**11 AM–11:15 AM**

**Break**

**11:15 AM–12:45 PM**

**Framing/Reframing Your Issue for a Policy Audience**

This presentation and workshop will introduce participants to the concept of framing and how framing and reframing an issue can influence public policy and social change.

**Bob Berenson**, MD, Senior Fellow  
Urban Institute, Washington, DC

**Susan Reinhard**, Senior Vice President for Public Policy  
AARP, Washington, DC

**12:45 PM–1:45 PM**

Bryce Room

**Lunch**

Bandwidth Presentation—Introduction to resources available from the John A. Hartford Foundation

**2 PM–3:30 PM**

**Messaging and the Media**

This session will present best practices on getting messages to the media and discuss the changing nature of media outreach. It will also include a role play with a leading media representative covering aging policy to fully engage participants in learning.

**Bob Rosenblatt**, Senior Fellow, National Academy of Social Insurance; Editorial Board Chair, *Aging Today*

**3:30 PM–3:45 PM**

**Break**

**3:45 PM–5:15 PM**

**Messaging and Policy Tools:  
Talking Points, Briefs, Memos and Testimony**

This session will focus on the basics of preparing various policy tools. It will describe a strategic communications approach to developing these foundational materials and explain the key elements in each.

**Alison Bonebrake**, Director  
The Glover Park Group  
Washington, DC

**Ashley Ridlon**, Legislative Assistant  
Senator Blanche Lincoln (D-Arkansas)

**Kaja Snell**, Legislative Representative  
Alliance for Retired Americans

**6:30 PM–8 PM**

The Monocle Restaurant  
107 D Street, NE

**Dinner & Policy Roundtable Discussion**

**Saturday, February 7<sup>th</sup>**

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**8 AM–9 AM**

Bryce Room

**Breakfast**

**9 AM–9:30 AM**

Yosemite Room

**Debrief and Discussion**

What did we learn?

What else do we want/need to learn about these topics?

**9:30 AM–11:45 PM**

**Consultancy**

Each participant will present a communications challenge related to his or her Fellowship/research and receive structured and constructive feedback on this issue. We will follow a very strict timetable so that each person will be able to present, answer clarifying questions, receive feedback and advice from the group (including invited program staff and mentors), and then have a chance to respond to the ideas presented.

Facilitator: **John Beilenson**, President  
Strategic Communications & Planning/SCP  
Wayne, PA

**12 PM**

**Final Thoughts/HAPF Business  
Adjourn**