
















American Heart Association.





Voices for Healthy Kids' Preemption Convening







Hilton Cincinnati Netherland Plaza, Cincinnati, Ohio

Tuesday, November 19

- 8:00-8:45  **Breakfast** Location: Salon FG
- 8:30-8:55  **Registration** Location: Outside Salon HI
- 9:00-9:15  **Opening and Welcome**
Petra Morrison, they/she/elle/elles, National Senior Advocacy Consultant, Voices for Healthy Kids, AHA
- 9:15-10:15  **Introductions**
Shelby Pierce, she/her, Founder, Pierce Porter Facilitation
Attendees will have the opportunity to briefly introduce themselves, and their issue areas and share recent successes in their advocacy efforts.
- 10:15-10:30  Movement Break/Break  Technology Check-In
- 10:30-12:00  **Communications Strategies to Educate, Engage, and Expose**
Advocates and organizers will share their experiences in elevating their campaigns to a widespread audience through communications and media strategies.
Panelists:
 - Ida Eskamani, she/her, Senior Legislative Director, State Innovation Exchange
 - Knetta Adkins, she/her, Senior Coalition Program Manager, Georgians for a Healthy Future
 - Sarah Biehl, she/her, Policy Director, Ohio Mayors Alliance
 - Moderator: Shelly Hogan, she/her, National Advocacy Communications Director, State & Community, American Heart Association
- 12:00-1:00  **Lunch & Table Connections** Location: Salon FG
- 1:00-3:00  **Hattaway Messaging Workshop**
In this hands-on workshop, we will explore and solicit feedback on a framework for communicating with conservative decisionmakers and guidance for tailoring messages to specific Conservative Archetypes.
Facilitators:
 - Doug Hattaway, he/him, President, Hattaway Communications
 - Tiara Broome, she/her, Senior Associate, Hattaway Communications
 - Paige Rice, she/her, Research Director, Hattaway Communications
- 3:00-3:15  Movement Break/Break  Technology Check-In  Snack Available
- 3:15-4:45  **Navigating challenges through co-created solutions**
Shelby Pierce, she/her, Founder, Pierce Porter Facilitation
In this peer-supported workshop, preemption advocates will have an opportunity to share and explore challenges specific to media and messaging. Then, workshop solutions to shared challenges, leaving equipped with practical tools and identified actions they can take.

- 4:45-5:00 **Burness Spokesperson Training Preview**
Trainer introductions, overview and agenda sneak preview
- 5:00  **Wrap of Day & Evening Review**
Sarah Mann, she/her, Senior Policy Analyst, Voices for Healthy Kids, AHA
- 6:15  **Group Dinners**
Meet in lobby at 6:15 - ride share/Uber/Lyft to dinner locations. Reservations at 6:30.

Wednesday, November 20

- 7:00-7:45  **Breakfast** Location: Salon FG
- 8:00-8:10  **Welcome**
Katie Bishop Kendrick, she/her, National Senior Advocacy Consultant, Voices for Healthy Kids, AHA
- 8:10-12:10  **Media Spokesperson Training**
During this interactive training, participants will build on what they learned during Tuesday's messaging workshop to:
 - *Become comfortable talking about preemption to a wide spectrum of audiences*
 - *Practice weaving in stories and examples to support the messaging*
 - *Learn how to pivot from tough questions to stay on message**The session will include several opportunities for practice, including interviews at the end!*
Facilitators:
 - Elizabeth Wenk, she/her, Principal, Burness
 - Chuck Alexander, he/him, Principal and Managing Director, Burness
- 12:10-12:50  **Next Steps and Commitments**
Shelby Pierce, she/her, Founder, Pierce Porter Facilitation
- 12:50-1:00  **Wrap of Day**
Petra Morrison, they/she/elle/elles, National Senior Advocacy Consultant, Voices for Healthy Kids, AHA
- 1:00  **Boxed Lunch Available**



Please take the post event survey. Point your camera at the QR code for the survey

Please book your own travel (ride share/Uber/Lyft) to the airport after the meeting. You can be reimbursed for this amount, and other travel-related expenses, by submitting an expense report. Instructions provided on event site and follow-up emails.