

HMP Quarterly Media & Marketing Call Agenda January 21, 2010, 2:00 PM

Intro and Welcome

Healthy Maine Partnership

- HMP Grantees Sub-Site
- KeepMEWell & Chronic Disease Self Management Statewide Launch
- HMP Road Show
- HMP Q&A

Maine Cardiovascular Health

- MCVHP Website
- Stroke Awareness Initiative
- MCVHP Q&A

Physical Activity and Nutrition/Healthy Weight Awareness

- Upcoming Mailings
- DPR Project Update
- PANP/HWAC Q&A

Partnership For A Tobacco-Free Maine

- HelpLine Media Blitz/PR (January)
- Smokeless Tobacco Materials
- Pregnant Women Collateral
- HelpLine Testimonials – New Concept
- MTFCN/MTFHN Websites
- PTM Q&A

Wrap up

- Next call date
- General Media Q&A