



October 20, 2000

State Coordinators:

Thank you for agreeing to be the State Coordinator for the Centers for Disease Control and Prevention's Office on Smoking and Health (CDC-OSH) national satellite conference for policymakers, scheduled for February 15, 2001, from 1:00–3:00 p.m. E.S.T. (We suggest scheduling an additional 30 minutes before and after the broadcast for preconference activity and postconference discussion.)

This letter provides preliminary information about the satellite conference. In addition, please participate in a conference call on **Thursday, October 26, from 3:00–4:30 p.m. E.D.T.** to hear additional details about planning the satellite conference and to ask questions. To participate, **call (800) 311-3437** and enter the conference pass code of 330200. This is the biweekly State Technical Assistance call, so other topics may also be discussed.

Satellite Conference

The satellite conference is intended to address the need expressed by State Program Managers to develop support and realistic expectations for State tobacco control programs. This program, *“Investing in Tobacco Control: A Guide for State Decision-Makers”*, will focus on two messages: (1) Why a long-term commitment for State tobacco control programs is necessary and beneficial, and (2) what are reasonable expectations for State tobacco control programs.

The audience for this satellite conference will be people responsible for making policy decisions about State funding for tobacco control. The primary audience will be State health officials, State health department staff, board members and staff of State tobacco control foundations, officials involved in State budget issues, Gubernatorial staff, and legislators and legislative staff. The secondary audience will be partner organizations and community participants.

As the local coordinator for the broadcast, you will be responsible for a number of tasks specific to your State or tribal program. These tasks consist of

- ▼ Arranging for the downlink site(s)
- ▼ Marketing the program and inviting the audience
- ▼ Identifying any tobacco control videos or other representations of best practices produced by your State program
- ▼ Choosing a facilitator for each downlink site

For now, we're asking you to please focus on arranging for downlink sites and marketing the program. A time line for all State Coordinator tasks is included with this letter.

Downlink Sites

The first task is to locate and reserve a downlink site in or near the State capitol building. You may want to have additional downlink sites, but the primary audience for the broadcast will most likely be in or near the capitol.

You will need to determine

- The location for the downlink site
- The availability of the site (determine this with your State Distance Learning Coordinator [SDLC]). We will be working with the Public Health Training Network (PHTN) to produce this broadcast. PHTN works with volunteers in each health department (DLC's) who have experience with satellite conferences. These DLC's will contact you to help you locate and reserve downlink sites in their network of locations.

Tribal and State programs may want to collaborate on their downlink site selections. More information on finding downlink sites will be forthcoming. This broadcast will also be available to territories via a live Webcast that can be viewed on personal computers. CDC-OSH will provide you with a downlink information sheet that you will need to complete and fax or e-mail to ROW/FDC by November 3. If you have not heard from your DLC by October 27, please contact **Carrie Dudley** (cdudley@feddata.com).

Marketing

The next task CDC-OSH would like you to do is disseminate information about this broadcast. CDC-OSH will provide you with marketing materials, and we strongly encourage you to start marketing the program as soon as possible. We will provide you with a hard and an electronic copy of the first marketing piece, a "Mark Your Calendar" flier. This piece will also be available on the CDC's Web site at www.cdc.gov/phtn. Please feel free to copy and distribute the "Mark Your Calendar" flier. You might want to ask partners outside your State health department to distribute the flier.

Other Marketing Activities

To generate interest, please consider additional promotional activities. To increase attendance, CDC-OSH suggests that you plan an event that would take place with the broadcast. State Coordinators may want to involve other local and community partner organizations in the planning of this event. CDC-OSH will provide you with a list of suggested activities and a time line for these activities.

If you are not the person who will be serving as the local coordinator, please contact Carrie Dudley with the name of the person who will be filling this role. Also, please feel free to contact Carrie Dudley with any questions or problems. You can contact **Carrie Dudley** (phone [301] 294-5475, fax [301] 294-5776, or [cdudley@ feddata.com](mailto:cdudley@feddata.com)).

Sincerely,

Deborah Houston McCall, M.S.P.H.
Training Coordinator
ROW/FDC

State Coordinators' Logistics Time Line for CDC-OSH Satellite Conference

☞ The starred and italicized activities below have been suggested by CDC-OSH in addition to other activities your program determines will enhance this event.

Time Line for Satellite Conference	Due Date
October 2000	
Start identifying and compiling a mailing list of who should attend this broadcast.	10/24
Distribute a personalized letter and the "Mark Your Calendar" flier to partner organizations to assist with marketing. (CDC-OSH will provide templates.)	Begin 10/24
Locate downlink sites. (A downlink site must be established at the State capitol.)	10/27
Identify the maximum number of participants that each downlink site will accommodate.	10/27
Develop means of inviting participants. (CDC-OSH will provide suggestions.)	10/27
November 2000	
Complete and submit a downlink site information sheet to ROW/FDC. (CDC-OSH will provide a template.)	11/3
Identify a facilitator for each downlink site.	11/3
Complete and submit a facilitator information sheet to ROW/FDC. (CDC-OSH will provide a template.)	11/3
Send out a letter to facilitators describing responsibilities, information about forthcoming materials, and the date and time of a training via conference call. (CDC-OSH will provide the template for this letter.)	11/10
Identify and submit videotapes illustrating key points of best practices from your State to ROW/FDC.	11/17
☞ <i>Identify and contact coordinators to help market to mailing list. (Coordinators can be outside the State health departments. Sponsoring and partner organizations may provide assistance.)</i>	<i>Early November</i>

<i>☞ Start developing an “event” that will be associated with the broadcast. (CDC-OSH will provide suggestions and templates.)</i>	<i>Early November</i>
<i>☞ Reserve ad space in policymaker publications (e.g., Governing Magazine), and begin preparing ad copy.</i>	<i>Early November</i>
<i>☞ Arrange conference calls with sponsoring organizations and national partners to develop list of participants.</i>	<i>Early November</i>
<i>☞ Secure facility to host an “event” on February 15.</i>	<i>Mid November</i>
<i>☞ Create a press event or press release surrounding the conference.</i>	<i>End of November</i>
<i>☞ Identify a community resource speaker to speak after or before broadcast.</i>	<i>End of November</i>
December 2000	
Distribute second marketing piece to conference attendees. (CDC-OSH will provide a template.)	12/1
Define what statistics need to be developed or identified for distribution during the broadcast. (Submit request to ROW/FDC.)	12/1
Collect registration forms and submit estimated number of participants at each downlink site to ROW/FDC so that CDC-OSH can produce a sufficient number of participant materials.	12/8
<i>☞ Prepare quick summary of key financial data on tobacco control programs for State budget directors.</i>	<i>Mid December</i>
January 2001	
Distribute second letter to facilitators with a date, number to call, and materials needed for a training via conference call. (CDC-OSH will provide a template.)	1/5
Distribute facilitators’ materials. (CDC-OSH will provide materials.)	1/5
Distribute a satellite coordinators’ information sheet to facilitators and downlink sites. (CDC-OSH will provide sheet.)	1/12

Receive packages of information for the broadcast, including audience materials, evaluation forms, and pre-addressed stamped envelopes for return of evaluation forms. (CDC-OSH will provide packages.)	1/22–1/26
February 2001	
Notify ROW/FDC if you have <i>not</i> received your package of information and materials.	2/8
Organize pre- and post conference activities. (CDC-OSH will provide guidelines.)	2/8
Broadcast presentation	2/15
Collect evaluation forms. (CDC-OSH will provide forms.)	2/15

Tips for State Coordinators
for the Satellite Broadcast, February 15, 2001 1:00-3:00 pm EST
“Investing in Tobacco Control: A Guide for State Decision-Makers”

Resources

- ☎ You can have a fax of "Downlink Site Tips" sent to you by calling 1-888-232-3299 and entering the code 130017.
- ☎ You can access "Helpful Guidance for Downlinking CDC Programs" on this Web site:
<http://www.cdc.gov/phtn/guide/satellitecodes.htm>.
- ☎ You can access further information on PHTN on this Web site:
<http://www.cdc.gov/phtn/overview.htm>.
- ☎ You can access further information on the satellite broadcast conference on this Web site:
<http://www.cdc.gov/phtn/calendar.htm>.

Facilitators' Skills and Competencies

The following guidelines may help you choose an appropriate facilitator. Keep in mind that each downlink site must have a facilitator. Each facilitator should be able to

- ▼ Lead discussions
- ▼ Follow a guide for discussion topics that will be provided to facilitators before the conference
- ▼ Help keep the group focused on CDC-OSH topics
- ▼ Provide segues between the satellite conference, discussion topics, and specific points raised during the discussion

Specific Facilitator Skills Include

- ☎ *Group Process Skill:* Influencing groups to both accomplish tasks and fulfill the needs of their members
- ☎ *Presentation Skill:* Verbally and visually presenting information so that the intended purpose is achieved
- ☎ *Questioning Skill:* Gathering information from and stimulating insight in individuals and groups
- ☎ *Feedback Skill:* Communicating information, opinions, observations, and conclusions so that they are understood and can be acted on
- ☎ *Facilities Skill:* Planning and coordinating logistics in an efficient and cost-effective manner



**National Organizations Publication Deadline's Time Line
for CDC-OSH Satellite Conference**

Time Line for Publication Deadlines	Due Date
November 2000	
NALBOH newsletter (CDC-OSH will provide a flier)	11/3
NACCHO monthly newsletter (CDC-OSH will provide a flier)	11/10
December 2000	
NACCHO bimonthly news magazine (CDC-OSH will provide ads or content articles)	12/4
January/February ASTHO Report (CDC-OSH will provide flier or Ad)	12/8
NACCHO monthly a newsletter (CDC-OSH will provide a flier)	12/10
January 2001	
NACCHO monthly newsletter (CDC-OSH will provide a flier)	1/10
February 2001	
NCSL publication (CDC-OSH will provide an ad)	2/7
NACCHO monthly newsletter (CDC-OSH will provide a flier)	2/10
Broadcast presentation	2/15

Downlink Site Registration Form
for Investing in Tobacco Control: A Guide for State Decisionmakers
Satellite Broadcast Conference, February 15, 2001

State Coordinator

Your Name	
City, State	

Downlink Site That This Person Will Facilitate

Name of Site	
Street Address	
City, State, ZIP Code	
Phone	
Open to the Public? Y/N Restricted access? Y/N Seating Capacity?	
Phone/Fax available? Y/N C-band? Y/N Ku-band? Y/N Both? Y/N	

Downlink Site Facilitator (Materials will be shipped to this address)

Name	
Building and Room #	
Street Address (UPS will not deliver to a P.O. box)	
City, State, ZIP Code	
Phone	
Fax	
E-mail	

Will this site accept and store packages of materials shipped before the satellite broadcast?
 ___ Yes ___ No

If No, please indicate below where the materials for this downlink site should be sent.

Address to ship Materials

Name	
Street Address (UPS will not deliver to a P.O. box)	
City, State, ZIP Code	
Phone	

Please return this form to:

Carrie Dudley
 ROW/FDC
 Fax 301-294-5776
cdudley@feddata.com

