

**INVESTING IN TOBACCO CONTROL:  
 A GUIDE FOR STATE DECISIONMAKERS  
 SATELLITE CONFERENCE  
 THURSDAY, FEBRUARY 15, 2001**

**SITE FACILITATORS' GUIDE**

**KEY INFORMATION**

<b>Preconference Telephone Conference: Date and Time</b>	<b>Call-In Numbers</b>
Thursday, January 25, 2001 3:00–4:30 p.m. E.S.T.	1 (800) 311-3437 (Non-Federal Participants) (404) 639-3277 (Atlanta Participants) Conference Code: 365200

<b>Day of Conference</b>	<b>Times</b>
Test color bars and tone Live broadcast of conference	12:30–1:00 p.m. E.S.T. 1:00–3:00 p.m. E.S.T.

Satellite Conference Trouble Line:      **800-728-8232**

Satellite Conference Call-In Questions: **800-793-8598**  
**[International callers, dial 404-639-0180]**

Satellite Conference Fax-In Questions: **800-553-6323**  
**[International callers, dial 404-639-0181]**

TTY Questions:      **800-815-8152**  
**[International callers, dial 404-639-0182]**

Viewing Site Contact:      Name: \_\_\_\_\_

Viewing Site:      Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Technical Contact:      Name: \_\_\_\_\_

Phone: \_\_\_\_\_

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## **THE ROLE OF THE SITE FACILITATOR**

Thank you for serving as a Site Facilitator for the broadcast of Investing in Tobacco Control: A Guide for State Decisionmakers. You are very important to the success of this satellite conference. Your commitment to ensuring the program runs smoothly is essential to this kind of presentation. You serve the same role as the coordinator of a meeting, conference, or training session.

### **OVERVIEW OF RESPONSIBILITIES**

Details for these tasks follow on the next few pages:

1. Market the program: Add your name and phone number to the fact sheet, and post it on bulletin boards.
2. If necessary, find a downlink site in your area.
3. Register your site and yourself as facilitator at <http://www.cdc.gov/phtn/tobacco> or through 800-CDC-FAXX (input code 130026). Keep track of the total number of participants so the correct number of print materials can be sent for the downlink site.
4. Visit the viewing site.
5. Participate in the optional telephone conference training for Site Facilitators on January 25, 2001. This will cover facilitator responsibilities and the technology being used. There will also be a question-and-answer session. If you have been through this before and feel comfortable with the process, then the telephone training is optional. Have this guide with you during the telephone training.
6. Make copies of the items in the Appendix.
7. Bring and distribute the handouts and other materials at the downlink site on program day.
8. Remind participants to fill out forms.
9. At the end of the program, complete the Site Facilitator's Evaluation (to improve future conferences).

## **SCHEDULE AND AGENDA FOR THE SATELLITE CONFERENCE**

### **SCHEDULE**

Satellite Test Signal	Wednesday, February 14, 2001 1:00–2:00 p.m. E.S.T.
Satellite Conference	Thursday, February 15, 2001 1:00–3:00 p.m. E.S.T.

### **AGENDA: THURSDAY, FEBRUARY 15, 2001**

- Introductions and Welcome to Participants
- The Opportunity
- The Challenge
- Comprehensive Programs
- Return on Your Investment
- Summary and Conclusions

Participants will be able to call or fax in their questions after each of these sections: The Opportunity, The Challenge, Comprehensive Programs, and Return on Your Investment.

## **SUGGESTIONS FOR PREPARING FOR THE CONFERENCE**

### **1 MONTH BEFORE THE CONFERENCE**

1. Copy the Fact Sheet and/or Mark Your Calendar flier in the Appendices, and post them in various locations to promote the conference (even if you have not yet secured a viewing site). Distribute to interested persons.
2. Reserve the site for a time that starts a half-hour before test signal time on the conference date. Ensure that the site can accommodate the expected number of attendees. Reserve a room with tables and chairs, TV monitor(s), a telephone for call-ins during the conference, and a fax machine. If possible, the telephone should be located outside the viewing room. (Phones and faxes are not needed for a rebroadcast.)
3. Identify a technical contact at the viewing site for possible assistance before and during the conference.
4. Tell the site and technical contact that you would like to make a site visit 2-3 weeks before the conference.

### **3 WEEKS BEFORE THE CONFERENCE**

1. Call your viewing site contact and make an appointment to visit the site.
2. During your site visit, do the following:
  - Meet the technical contact who will be available during the conference. Explain the conference agenda and provide/confirm satellite specifications.
  - Verify the availability of a telephone for use during the course to call in questions (preferably outside the viewing room). (Phone not needed for rebroadcast.)
  - Verify the availability of a fax machine (optional) and be familiar with its operation. (Fax not needed for rebroadcast.)
  - Know the location of restrooms, snack bar, emergency phone, etc.
  - Know the procedure should any emergency arise during the conference (technical contact, fire exits, etc.).
  - Know any facility rules you need to observe (smoking, food).
  - Find out where you can post classroom location signs (samples of these are included in the Appendices).
  - Obtain permission to post these signs.
  - Make arrangements for comfortable tables and chairs.
  - Note parking arrangements/availability.

- Ensure that the TV monitor is an appropriate size for the audience or that there are multiple TVs in the viewing room.
- Get maps or directions to the site and become familiar with them. (You may want to have this information available to distribute.)

### **1 WEEK BEFORE THE CONFERENCE**

1. Receive the conference materials.
2. Make a final check on phone availability for call-ins. (Phones not needed for rebroadcast.) Remind the site contact of any special arrangements, such as tables for participants.
3. Review the conference's agenda on page 2.

### **1 DAY BEFORE THE CONFERENCE**

Assemble the following to bring to your viewing site:

- Participant materials
- Site Facilitator's Guide
- Extra directional signs, depending on the number of entrances to your viewing site
- Masking tape to post classroom directional signs
- Name and phone number of your site's technical contact
- Your list of participants (ROW/FDC will provide a sign-in sheet of preregistered participants with your participant materials)

## THE DAY OF THE CONFERENCE

- Bring a generous supply of humor and patience to deal with any surprises that may arise.
- Arrive an hour early to post signs, check the room, materials, etc.
- Turn on the TV monitor at the designated test time to see color bars and the conference title. If you do not see the color bars, ask your viewing site technical contact for immediate assistance.
- When participants arrive, welcome them and provide instructions on filling out evaluation forms.
- Instruct participants on the use of the fax and phone so that they can contribute questions (see the section below for more details.)

### 30 MINUTES BEFORE THE CONFERENCE

Shortly before the program begins, Site Facilitators may want to make the following announcements to the participants:

- ☞ Welcome, my name is \_\_\_\_\_. I represent the \_\_\_\_\_ (agency). I will be your Site Facilitator. We will shortly join our program.
- ☞ The restrooms/snack bar are located \_\_\_\_\_.
- ☞ If any of you have parked in the \_\_\_\_\_ zone, you may want to move your car. This is the only parking place where you might get a ticket or be towed. You can find plenty of parking in the \_\_\_\_\_ zone.
- ☞ **For the live broadcast only, not a rebroadcast:** This is an interactive satellite conference, and you are encouraged to call or fax in questions. The moderator will let you know when to call. In your packet of information there is a Telephone Call-In Sheet and a Fax-In Sheet for you to write down your questions. Please fill these in and have them ready. **Keep questions short.** We will fax or phone in questions to the satellite conference's origination site. If you phone in questions, you will be able to hear the conference over the phone. The phone is located \_\_\_\_\_. If you want to fax in questions, the fax is located \_\_\_\_\_.

☞ *About 10 minutes before the conference starts and/or when most participants seem to have arrived, conduct the Participant Tally on the Site Facilitator Evaluation Form. (See the form for more instructions.)*

☞ *Alert the group when you have 5 minutes until the conference begins: The satellite conference should be about ready to start.*

### **DURING THE CONFERENCE**

☞ When the moderator tells participants to call or fax in questions, encourage participants at your site to call or fax in their questions.

### **AT THE END OF THE CONFERENCE**

☞ Remind participants to please answer evaluation questions. (ROW/FDC will enclose with the participant materials preaddressed return envelopes for the evaluations.)

☞ Thank participants for attending.

☞ Remove signs from around the building.

☞ Thank viewing and technical site contacts.

☞ Fax a completed Site Facilitator Evaluation to ROW/FDC.

**THANK YOU FOR ALL OF YOUR EFFORT IN MAKING THIS CONFERENCE A SUCCESS! YOUR HARD WORK AND PREPARATION ARE MOST APPRECIATED!**

## **APPENDICES**

INVESTING IN TOBACCO CONTROL:  
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**TELEPHONE CALL-IN INSTRUCTIONS**

**PHONE NUMBER: 800-793-8598**

**PLEASE PRINT**

Name (Optional): \_\_\_\_\_

*Operator: "Please tell me the site, city and state from where you are calling."*

Site: \_\_\_\_\_

Site City: \_\_\_\_\_ Site State: \_\_\_\_\_

*"What is your question?"*

**Prepared Question:** \_\_\_\_\_

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INVESTING IN TOBACCO CONTROL:  
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**FAX INSTRUCTIONS**

**FAX NUMBER: 800-553-6323**

**PLEASE PRINT**

Name (Optional): \_\_\_\_\_

Site from Where You Are Faxing: \_\_\_\_\_

Site City: \_\_\_\_\_ Site State: \_\_\_\_\_

**Prepared Question:** \_\_\_\_\_

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# **Investing in Tobacco Control: A Guide for State Decisionmakers**

**SATELLITE CONFERENCE**

**ROOM # \_\_\_\_\_**

