

Join us in learning to

Tell It Like It Is

Speaking to the News Media On Tobacco Prevention and Control Issues

What: Sharing information about the Greenville-Spartanburg-Asheville Media Market;
Improving skills in talking with the news media;
Framing messages for tobacco prevention and control;
Learning best practices for interviewing with media

When: Friday, January 29, 2016 * 10:00 a.m. - 3:00 p.m.

Who: For those willing to speak to the media (or in other public venues) in support of tobacco control programs and policies that are known to work. Primary audience is Public Health Advocates, Health Educators, Health Directors and Community Members from Buncombe, Graham, Haywood, Henderson, Jackson, Macon, Madison, McDowell, Mitchell, Polk, Rutherford, Swain, and Transylvania Counties

Where: MAHEC Education Building
121 Hendersonville Rd.
Asheville, NC

Lunch: Lunch is \$10, a vegetarian option is available upon request
Catered by Urban Burrito



Presenter: Ann Houston Staples, M.A., M.C.H.E.S.,
Director of Public Education and Communication
NC Division of Public Health, Tobacco Prevention and Control Branch

Please RSVP by January 22, 2016 to:

Karen Caldwell at Karen.Caldwell@dhhs.nc.gov or Tobin Lee at Tobin@MountainWise.org