



## OUTREACH PLANNING EVENTS

Yuma: 8/14 – Tucson: 8/16 – Flagstaff: 8/17 – Phoenix: 8/18

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8:00-9:00	Registration and Breakfast
9:00-9:05	Welcome and Introductions
9:05-9:25	<b>Open Remarks:</b> The Significance of Navigators and Assisters
9:25-9:45	<b>Ice-Breaker Activity</b>
9:45-10:45	<b>Health Insurance Literacy:</b> How to Get Your Message to Stick
10:45-11:00	<b>Break</b>
11:00-12:00	<b>From Coverage to Care:</b> Following-Up w/Consumers to Ensure Access to Care
12:00-12:45	<b>Lunch</b>
12:45-1:45	<b>Using Data to Inform Outreach Strategy</b>
1:45-2:45	<b>Media Training:</b> Partnering w/the Media to Spread Your Message
2:45-3:00	<b>Break</b>
3:00-5:00	<b>Outreach Planning Workshop:</b> Working Together to Optimize Outreach in OE5