



PSR-LA

Physicians for Social Responsibility
Los Angeles

Telling the Story of Toxics and Health

Friday, October 29, 2010 | 9am–5pm
A Media Training for Health Professionals and Advocates
PSR-LA Environmental Health Ambassador Program

How can I be more **effective** in communicating with policymakers and colleagues?

How should I speak on camera and to reporters about **prevention**?

How can I craft **my message** so that people understand and remember my cause? How do I tell my story better?

How does my story relate to **toxics and health**?

Please join PSR-LA for this unique speaker training

conducted by professional media and speaking coach, Allegory, leading state chemical policy experts, and local community leaders. Participants will include health professionals, environmental health and justice leaders and reproductive justice advocates.

The first part of the training will give an overview of local, state, and national chemicals policy and emerging science. The second part of the training will focus on advocacy and speaking skills. Specific instruction will include how to discuss chemical exposures and toxics policy through storytelling to media, policy makers, health professionals and community members.

LOCATION

Japanese American Cultural and
Community Center (JACCC)
244 S. San Pedro Street, Los Angeles, 90012

AGENDA IN-BRIEF

Time	Topic
9am-9:20	<i>Continental Breakfast</i> Welcome, Introductions
9:20-10:45	Science and Policy Landscape of Toxics & Health
10:50-11:00	<i>Break</i>
11:00-12:30	Allegory Speaker Training, Part I
12:30 -1:00	<i>Working Lunch</i>
1:00-4:45	Allegory Speaker Training, Part II
4:45-5:00	Wrap-up and Evaluations

For more information and to RSVP
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