

Prevention Extension Workshop Series



CPI Prevention Extension No-Cost Training Media Advocacy Basics Facilitated by: Dana Goodrow

When:

Wednesday, August 30, 2017
9:00 AM - 4:00 PM
Registration begins at 8:30 AM

Where:

Contra Costa Behavioral Health
1220 Morello Ave
Second Floor Large Conference Room
Martinez, CA 94553

[Driving Directions](#)

Please click on the link below to register now.

<http://tinyurl.com/MediaAdvocacy2017>

Continued Education Hours:

6 Hours per day of Continuing Education Credit are available for onsite trainings. Course meets the qualifications for 6 hours continuing education credits for LMFTs, LCSWs, LPCCs and/or LEPs as required by the California Board of Behavioral Sciences.

C.E. Hours are offered by CARS for \$25.00 and **must be paid in advance during the online registration process**. No payment will be accepted onsite. Cancellation charges depend on when the written cancellation notice is received. A full refund will be given only if more than 2 weeks' notice is given of a cancellation, see below for refund rates.

-2 weeks' cancellation notice: Full refund

-Less than 14 days' cancellation notice: No refund unless in exceptional circumstances, for which a medical certificate may be requested.

CARS is an approved provider for:

CCAPP # 4N-08-923-0718
CA Board of Registered Nurses # 16303
CAMFT # 131736

You are invited to attend the [Community Prevention Initiative \(CPI\)](#) Prevention Extension No Cost Workshop, "Prevention Theories and Frameworks."

Training Description:

This practical, participatory workshop will teach you how to use a wide variety of media more effectively in environmental prevention campaigns. Special emphasis is placed on interactive Web-based strategies that are rapidly gaining influence, such as dynamic websites, blogging, Facebook, and Twitter.

Presenter: Dana Goodrow

A former nonprofit director, Dana Goodrow has Masters degrees in social work and public health, as well as an undergraduate degree and eight years' experience in journalism. She has served as a consultant to organizations around the state of California on projects ranging from strategic planning to evaluation. Dana has provided consulting on behalf of the CARS Mentoring Technical Assistance Project, CPI, Grant Writing Specialists, and CalPartners. She was also a trained consultant for the "It's Up To Me" media campaign funded by the California Office of Family Planning. She has planned and implemented statewide conferences, regional workshops, and online webinars; disseminated information about related issues and innovative practices to the field; and participated in national and state groups designed to improve collaboration among youth-serving agencies. Her areas of expertise include organizational capacity building, board development, strategic planning, social media, advocacy, evaluation, mentoring, and adolescent health.

Questions? Contact Us!

Registration Information: Kari DeCelle
kdecelle@cars-rp.org

Center for Applied Research Solutions
www.ca-cpi.org or (707) 568-3800 x 204

