



MONTHLY MEETING
Agenda for Monday, January 23, 2006
 2:00 - 4:00pm, City Hall, Room – 278
 1 Dr. Carlton B. Goodlett Place, SF CA 94102

Welcome (1 minute)	Chair/Secretary
Determine if a quorum is present/ Appoint timekeeper	
Housekeeping Items (4 minutes)	All
➤ Approval of minutes	
➤ Modifications to today's agenda?	
➤ Necessary change of dates for upcoming meetings?	
➤ Next ATF Meeting February 27, 2006	
Guest: Linda Civitello-Joy, President & CEO, American Lung Association (ALA) of San Francisco and San Mateo Counties (15 minutes)	Guest
Update on the reorganization of the National ALA and implications for the local affiliate serving San Francisco.	
Communications Plan Development (1 hour 15 mins)	Anjali
The ATF will develop a communications plan that will forward the ATF workplan.	
<i>Goal:</i> To attach a communications objective to each ATF workplan objective	
<i>Purpose of today's activity:</i> Use an objective from each committee as outlined in the ATF workplan and identify some possible communications objectives for each. Aim to answer three questions per idea:	
1. Who are you targeting?	
2. What action do you want them to do?	
3. What do you need to tell them to get them to take that action?	
<i>To do in Committees before Feb mtg:</i> Take each objective in your section of ATF workplan and articulate possible communications objectives for each. Prioritize top ideas.	
<i>Next step:</i> PMC (Public Media Center) will work with us to figure out the best tactics and strategies to get the right message to our target audience.	
Evaluation (20 mins)	Kate Lorenzen, RAMP
Discussion	
How to incorporate evaluation into all ATF activities	
Public Comment (3 minutes)	Public
Announcements (3 minutes)	All
Adjourn	All



Copies of all documents referred to in the agenda are available at the meeting, and during working hours c/o DPH Children's Environmental Health Promotion, 1390 Market Street, Suite 230, attn. Tirtza Rosenberg.