

# AGENDA

## Positive Culture Framework (PCF) Training

### June 4, 2019 | 8:30 am – 4:00 pm

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8:30 am	-	9:00 am	Registration
9:00 am	-	10:30 am	Welcome, Introductions, Three Lessons from Prevention Research
10:30 am	-	10:45 am	Morning Break (15 min)
10:45 am	-	12:00 pm	Models for Engaging in Behavior Change
12:00 pm	-	12:30 pm	Lunch [provided]
12:30 pm	-	2:00 pm	The Challenge of Perceived Culture: Actual vs. Perceived Culture
2:00 pm	-	2:15 pm	Afternoon Break (15 min)
2:15 pm	-	4:00 pm	Positive Culture Framework Overview

### June 5, 2019 | 9:00 am – 4:00 pm

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9:00 am	-	10:45 am	PCF Communication 7 Step Model Overview
10:45 am	-	11:00 am	Morning Break (15 min)
11:00 am	-	12:00 am	PCF Communication Step 2 – Baseline Data, Step 3 – Message Development
12:00 am	-	12:30 pm	Lunch [provided]
12:30 pm	-	2:00 pm	PCF Communication Step 4 – Communication Plan, Step 5 – Pilot Testing
2:00 pm	-	2:15 pm	Afternoon Break (15 min)
2:15 pm	-	3:00 pm	PCF Communication Step 6 – Implementation, Step 7 - Evaluation
3:00 pm	-	3:30 pm	PCF Communication Step 1 – Plan and Advocate, Resources
3:30 pm	-	4:00 pm	Next Steps, Conclusion