

**Communication Plan Introduction for RPC-SPFSIG Subrecipients  
January 15-16, 2013  
Embassy Suites Norman**

**Agenda**

|                  |   |
|------------------|---|
| 8:30 – 9:00 am   | Registration                                |
| 9:00 – 10:30am   | Media Strategies – Definitions and Guidance |
| 10:30 – 10:45am  | Break                                       |
| 10:45 – 11:30am  | Marketing RPC Services                      |
| 11:30am – 12noon | Introduction to Communication Plan Template |
| 12noon-1:30pm    | Lunch on Own                                |
| 1:30 – 3:00pm    | Communication Plan Development              |
| 3:00 – 3:15pm    | Break                                       |
| 3:15-4:30pm      | Orientation to Adult Rx Drug Survey Results |