**An opportunity to learn how to engage with the media about alcohol issues!**

ARPHS is hosting a media advocacy workshop for community members and organisations that are interested in engaging with the media around alcohol issues in their community.

We are lucky to have George Hulbert from The Clarity Business facilitating this workshop. George is a PR person with 19 years’ experience of media interaction in New Zealand and in the UK. He has experience in  community advocacy work and will bring a wealth of knowledge to this session.

The workshop will involve:

* Key messaging – key alcohol harm reduction messages, and common arguments against these messages and how to respond
* Engaging with the media – How to get media to take notice, effectively engaging with different types of media
* Sharing personal stories

The content will have a focus on the draft Local Alcohol Policy that is coming up for consultation. However, it  will also be relevant for people who want to speak out about other alcohol issues.

**Media Advocacy Workshop**

**Date: Wednesday 11 June, 2014**

**Time: 9.30am – 1pm**

**Venue: Wesley Community Centre, 740 Sandringham Road Extn., Mt Roskill**

A light lunch will be provided.

If you are interested in attending this workshop please let us know as soon as possible as numbers are limited.

**Please RSVP to Angela Culpin:** [**aculpin@adhb.govt.nz**](mailto:aculpin@adhb.govt.nz)

Please feel free to contact me if you have any questions.

Kind regards,

Angela Culpin.

**Angela Culpin**

Health Promoter

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