



South Carolina Association of
Prevention Professionals and Advocates

SCAPPA **SPRING** TRAINING

May 18, 2017

Agenda

9:00 am - 9:30 am	Registration
9:30 am - 9:45 am	Welcome/Opening Remarks Introduction of Speakers
9:45 am - 10:45 am	Legislative Advocacy Tips: 10 Tips for Contacting Your Legislators Joel Lourie Lourie Life & Health
10:45 am - 11:00 am	Break
11:00 am - 12:00 pm	Media Advocacy and Social Media Marketing Kelly J. Davis Davis Public Relations and Marketing
12:00 pm - 1:00 pm	Lunch
1:00 pm - 2:00 pm	Media Advocacy and Social Media Marketing Kelly J. Davis Davis Public Relations and Marketing
2:00 pm - 2:15 pm	Introduction of newly certified SCAPPA Members Break
2:15 pm - 3:15 pm	Media Advocacy and Social Media Marketing Kelly J. Davis Davis Public Relations and Marketing
3:15 pm - 3:30 pm	Closing Remarks

Training objectives

- Examples of how to advocate for an issue that is important to you
- Increase participants' confidence in being able to advocate to legislators (how to approach policymakers)
- Learn how to use media advocacy to frame messages; cultivate the media; and generate news
- Increase awareness of developing low cost materials based on social marketing principles

<http://www.scappaonline.org/>

<https://www.facebook.com/pages/South-Carolina-Association-for-Prevention-Professionals-Advocates/>



Kelly J. Davis

Kelly Jackson Davis, APR has more than twenty years of experience in public relations, marketing and communications management. She is an independent public relations consultant in Columbia, South Carolina, focusing on strategic communications planning, brand development, issues management, and media and grassroots advocacy.

Kelly has an extensive background in the fields of public health and substance abuse prevention. Before opening her consulting practice, she served as Director of Media and Community Relations at DAODAS and as Director of Public Relations at LRADAC. On behalf of the South Carolina Tobacco-Free Collaborative, she managed the statewide campaign that led to South Carolina's cigarette tax increase in 2010, and she has worked to promote smoke-free communities. In addition, she is often invited to be a guest lecturer in the USC School of Public Health. Her direct knowledge and understanding of the 301 system and the issues we address bring additional insight and perspective to her communications training programs.

Kelly holds a Bachelor of Arts degree from Furman University in Greenville, South Carolina and a Master of Mass Communications degree from the University of South Carolina. In 2015, USC's School of Journalism and Mass Communications selected her as one of its Distinguished Alumni, and she was recently named to the School's new Professional Advisory Board.



Joel Lourie

Joel Lourie, like his father before him, has been serving the public for most of his adult life. Now, after 18 years of service, he's retiring from the South Carolina Legislature to devote himself full-time to his other calling – helping people of all ages and incomes find the affordable health insurance they need.

Outside of politics, Joel has a 30-year background as a business owner and consultant to improve the bottom line of small to medium sized business. His experience coordinating the sales and marketing for one of the largest national insurance brokers in the industry led to his creating Lourie Life and Health with partner Chris Johnson.

Joel has always believed in giving back to his community. Over the years, he has concentrated on issues that have a profound impact on the lives of all South Carolina's people, such as education, safety, child welfare and healthcare for all.

With Lourie Life and Health, he's continuing the mission.