



Maine Medical Center
MaineHealth

LIFELINE WORKPLACE WELLNESS PROGRAM
DIVISION OF COMMUNITY AND PREVENTIVE MEDICINE
www.mmc.org/lifelinewellness

Southern Maine Wellness Council WEBINAR Training Workshop

Using Organizational Social Networks to Promote Positive Change: Organizations of all sizes often struggle with disseminating information and engaging employees in wellness activities. This two part webinar series will outline a new framework for effectively mobilizing your own employees or encourage their colleagues to begin and sustain healthier behaviors. This framework will include a practical guide for implementing social networking strategies at your organization. The approach links key behavioral frameworks from thought leaders such as Christakis, Prochaska and Gladwell.

Part I: The first session will cover the theoretical components of social networking and how weak-tie influences can be leveraged to encourage healthier behaviors among fellow employees.

Part II: The second session will delve into the social media component and the effective uses of these channels within your health promotion communications

Workshop Objectives:

- Understand social networking theory and the important role of weak and strong ties in the work place.
- Discover how social media fits into the broader context of social networking.
- Leverage connections among employees to drive healthy behaviors.
- Learn key principles that can be expanded to engage dependents and broader targets.
- Review a case study that provides a roadmap for successful communication through social media.
- Obtain concrete lessons learned and next steps for engaging employees in your organization.

Presenter: Beth Austin, MA, principal of Crescendo Consulting Group, LLC, works with organizations of all sizes involving a variety of organizational communication challenges. Her unique combination of communications, research, and social marketing expertise has made her a leading expert on healthcare quality communications and consumer engagement. Beth has successfully led broad-scale communication campaigns utilizing social media, websites, and traditional media channels to successfully engage consumers in their health and assist them in making better choices about their health and healthcare. Her specialty interest is in utilizing social media and other technology to effect positive behavior change and has authored numerous papers on this topic. Beth graduated summa cum laude from the University of Maine with a BA in English/creative writing and an MA in communication.

Date: Wednesdays, February 1st and February 8th, 2012 from 12:00 to 1:00 pm

Fees: _____ Southern Maine Wellness Council or Wellness Council of Maine members - both sessions \$45.00
 One session 2/1/12 _____ or 2/8/12 _____ \$25.00
 _____ Non—members - both sessions \$60.00
 One session 2/1/12 _____ or 2/8/12 _____ \$35.00

Technology: The webinars are presented live via Internet using Power Point presentations for the visual aspect and audio (VoIP) through computer speakers. Participant interaction is highly encouraged, as you will be able to submit questions during each session

Contact: Tom Downing, Lifeline Director, Phone: 207-781-1545, Fax: 207-781-1550, Email downit@mmc.org

Registration Form

To register for **Using Organizational Social Networks to Promote Positive Change WEBINAR** please complete the following form and return to Lifeline Workplace Wellness Program, Maine Medical Center, 5 Bucknam Rd., Suite 1H, Falmouth, ME 04105 or fax with credit card information or PO# to (207) 781-1550 always include the registration form with all information filled in.

Name _____ Job Title: _____

Organization _____

Mailing Address _____ No of Employees _____

City/State _____ Zip _____

Work Phone _____ Fax _____

Email _____

Payment Options

Credit Card #(Visa, MasterCard, Discover) _____

Name on Card: _____ Expir.Date _____ Vcode _____

PO# _____

Registration Deadline: Friday January 27, 2012