

WORDS CAN WORK®

Knowing the issues, talking with kids.

A Step-By-Step Guide to Organizing a *Lunch and Learn* Featuring Blake Works DVDs and *Words Can Work* Booklets.

You can host a well-attended *Lunch and Learn* on any topics addressed in our DVDs by following this step-by-step guides for planning a workshop. You can help your employees' families talk about the public health challenges kids face growing up. **(We recommend beginning to plan four months ahead of your scheduled event. A successful forum can be planned in a shorter period of time if necessary. Simply follow the same steps.)**

Three months before the workshop

- Schedule a time and reserve a room for the workshop.
- Form a planning committee. (It may include colleagues from your medical department, human resources, work/life, EAP, marketing, and employee or union representatives.)
- View and discuss the DVD to be featured. It's important that your committee is familiar with the content and discusses questions that may be raised by workshop attendees. This helps your facilitator anticipate questions and prepare responses. Note: The discussion guide embedded on the DVD provides questions for discussion. A trained knowledgeable facilitator, will enhance the quality of the discussion. Blake Works can provide a workshop facilitator or can train yours. Due to copyright restrictions, facilitators from outside your company may not be paid to facilitate *Lunch and Learn* events with Blake Works' materials. For information, e-mail info@wordscanwork.com or call 978.282.1663.
- Create a budget. (Expenses may include *Words Can Work* DVDs and booklets, *Tip Cards for Effective Communication*, and additional handouts for participants. You may also want to provide refreshments.)
- Discuss how you can promote the *Lunch and Learn* workshop through your intranet, fliers, and internal newsletters. (You may request free templates by contacting us at info@wordscanwork.com.)

Two months

- Plan *Lunch and Learn* workshop promotion. (You may request free templates by contacting us at info@wordscanwork.com.) Providing *Words Can Work* booklets, *Tip Cards for Effective Communication* and DVDs/videos attract employees to the *Lunch and Learn* workshop. In your promotional materials, mention the *Words Can Work* products attendees will receive.
- Order *Words Can Work* booklets, *Tip Cards for Effective Communication*, take home activity packets, and DVDs to be distributed at the workshop.
- Reserve audiovisual equipment for viewing the film. (DVD player, large screen TV or projector, and sound system, including microphone.)

One month

- Promote *Lunch and Learn* via intranet, e-mail, and fliers. Encourage pre-registration for the workshop.
- Select the menu of refreshments.
- Confirm that *Words Can Work* booklets, *Tip Cards for Effective Communication* and DVDs are ordered from Blake Works.

One week

- Check in with the facilitator.
- Confirm room availability, audio-visual equipment, and refreshments.

- Confirm that *Words Can Work* booklets, *Tip Cards for Effective Communication*, take home activity packets, and DVDs have arrived.

Day of the event

- Set up and test the audio-visual equipment. Cue up the video or DVD. In a large room, test the sound from different locations.
- Set up semi-circular seating to facilitate discussion among participants.
- If some attendees will be eating lunch, also provide seating at tables.
- Set up sign-in tables. Have handouts available. (We recommend giving attendees handouts as they leave the workshop. If given earlier, they can be a distraction during the workshop.)
- Deliver refreshments.

After the event

- Meet with your committee to debrief and to evaluate your success.
- Set a date for your next *Lunch and Learn*.

Blake Works evidence-based booklets, DVDs, and workshops present consistent messages to support family conversations about the public health challenges kids face growing up. With the support of Blake Works, your employees can learn how to raise healthy kids who make good choices. Remember: repetition is a learning technique. We recommend that you offer the workshops and materials to your employees quarterly.

**If you have questions about planning a *Lunch and Learn*, we can help.
Call Blake Works at 978.282.1663 or e-mail info@wordscanwork.com.**