



# 13th Annual Meeting

## "Tools for a Healthier Tomorrow: Innovative Ways to Use Technology"

September 10, 2009  
8:00 am - 3:30 pm  
At Maple Hill Farm in Hallowell



### AGENDA

- 8:00**      **Registration**
- 8:30**      **Welcome** - Lori Kaley, Muskie School of Public Service; David Crawford, ME CDC, Physical Activity, Nutrition and Healthy Weight Program
- 9:00**      **Social Media Strategies and Tools to Improve Nutrition and Physical Activity** — R. Craig Lefebvre, George Washington University
- 10:00**     **Break**
- 10:15**     **How Social Media Changed the Community Health Campaign (And Saved the Budget)** — Kate Lilja, Salt Lake Valley (Utah) Health Department
- 11:15**     **Maximizing the Message: Putting USDA's Core Messages into Practice**  
Chris Sady, Muskie School of Public Service
- 12:00**     **Lunch and Networking**
- 1:15**      **Embracing Social Media: Let's Face It**— Interactive Discussion
- 2:15**      **Break**
- 2:30**      **Maine Nutrition Network 2.0** — Matt L'Italien and Jamar Croom, Muskie School of Public Service
- 3:15**      **Turning Point** — Meeting evaluation
- 3:30**      **Adjourn**

## DIRECTIONS TO MAPLE HILL FARM

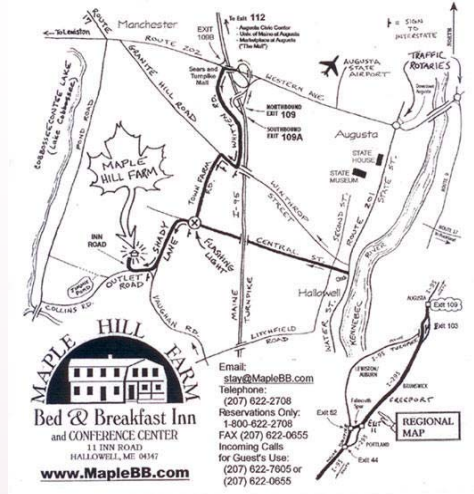
### From the South:

Take I-95 North. You will then need to take an exit just south of Portland onto I-295 north at Exit 44, or north of Portland at Exit 52 onto the Falmouth Spur over to I-295 north. Continue taking I-295 north, which reconnects with I-95 north just south of Augusta, and continue on I-95 north. Take Exit 109, the first Augusta Exit, off I-95.

### From the North:

Take Exit 109A, the last Augusta Exit, off I-95. (Don't take Exit 109B, since this just misses the next turn!) Then, from either direction: Stay in the left lane on the exit ramp for Route 202 West (toward Winthrop), then as soon as you get onto Route 202 West, scoot right over into the left turn lane and take a left turn onto Whitten Road (at the first traffic light only a few hundred feet from the end of the exit ramp). Then just watch carefully for our blue and white signs directing you through a series of turns during the next 4 miles to Maple Hill Farm Bed and Breakfast on the Inn Road (our driveway) off the Outlet Road in Hallowell.

[www.maplebb.com](http://www.maplebb.com)



To register\*: go to our website at [www.maine-nutrition.org/annual2009.htm](http://www.maine-nutrition.org/annual2009.htm)

If you have questions, please contact: Lorana Laliberte at: [llaliberte@usm.maine.edu](mailto:llaliberte@usm.maine.edu)

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