

# Driving Long-Term Engagement: PAC and Grassroots Education Programs that Really Work

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A R I S T O T L E

Designing Your Training Curriculum

Selecting a Medium (High-Touch vs. Low-Touch)

Keeping People Engaged

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## **Content Should Support Your Goals**

What Are Your Policy Goals? What do you need out of your advocacy program to achieve these goals?

Content should support these objectives

## Match the medium with the message

High Touch for In-Person Tasks Low-Touch for refreshers and remote tasks

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### Media to consider

High Touch

In Person Trainings Webinars Videos

Email Blogs Social Media Manuals

Low Touch

#### **Training Media**

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## **High-Touch Formats**

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Traditional Seminars Works well for large groups	Workshops Interactive content	Ted-Style Talk Short, direct, works well on video	Bite-sized content Practical how-tos, Khan Academy

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#### **Reinforce Content with Practical Application**



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Week in Washington is written by the Teva Government and Public Affairs team for internal Teva use only. It is meant to provide a brief recap of major inside-the-beltway events of the week that could have an impact on Teva and the industry. You are encouraged to forward

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## Make feedback easy







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# Say thank you!

