

Earn 1 CEU

Exclusive Webinar Presentation

Building Meaningful Community Partnerships

Presented by Felicia Porrazza, MDA, RDN, LDN, CPT
Thursday, August 1, 2019, 2–3 PM EDT

Date: Thursday, August 1, 2019

Time: 2-3 pm Eastern Time (ET)

Convert to your time zone at: <http://www.timeanddate.com/worldclock/converter.html>

Suggested CDR Learning Needs Codes: 4010, 4020, 4060, 7120

Performance Indicators: 3.3.5, 8.2.2, 8.2.4, 12.1.3

CPE Level: 1

CDR Activity Type 171

Community wellness programs are on the rise, with more consumers looking for healthy living solutions. This webinar, presented by **Felicia Porrazza, MDA, RDN, LDN, CPT, on Thursday, August 1, 2019, from 2–3 PM EDT**, will provide attendees with an overview of how to build successful community partnerships for wellness implementation.

In this webinar, Felicia will discuss the current research on the integration of community wellness initiatives and how to keep participants engaged throughout the process. She will also discuss key characteristics to look for and implement when identifying a potential partner, including alignment with your business's mission, making the first connection with a partner, and specific marketing strategies, tools, and tips for creating a successful wellness program.

Learning Objectives

1. Identify targeted marketing strategies to build partnerships that align with your business goals.
2. Integrate community wellness initiatives for partners using key findings from industry research.
3. Describe ways to effectively build partnerships with businesses for wellness program implementation, including how to create relevant informational materials and marketing pieces.

How to Join the Webinar

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Handouts

A copy of the presentation slideshow will be available to download during the webinar in the live presentation viewer under the “Event Resources” tab.

System Requirements

| Operating System | Internet Browser | Media Playback | Audio |
|--|--|---|---|
| PC-based attendees: Windows® 10, Windows 8.1+Pro, Windows 7 Macintosh®-based attendees: Mac OS® X 10.10+ Mobile attendees: Apple iOS 10+ or Android 4.4+ | Google Chrome 60+, Internet Explorer 11+, Firefox 55+, Safari 10+, Edge Browser | HTML5 streaming enabled browser Apple iOS http streaming enabled browser Android http streaming enabled browser | Audio must be streamed through computer speakers or mobile device. We recommend using Firefox or Google Chrome for optimal experience. |

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