

SIMPLY THE BEST - New York State ATFC Coordinator Camp 2024

Monday September 16 (Travel) - Wednesday September 18

Holiday Inn Saratoga Springs

Address: 232 Broadway, Saratoga Springs, NY 12866 | Phone: (518) 584-4550



MONDAY

3:30 pm Arrival – Check-in, Networking

TUESDAY

8:00 Breakfast (On Your Own)

9:00 **Sign in, get settled, network (Coffee & Tea available)**
Resource Sharing (bring your “Best Practice” Resource examples)

9:30 **Welcome, Introductions, Overview & Expectations**

10:00 **Best of the Best - Best Practices - Community Education & Mobilization**
Retail, TFO, SFH, SFM, Earned Media
Exploring Our Best Practices - Share, Connect, Reflect, Record

Noon 30 min Break (*Refreshments will be served*)

1:00 **Best of the Best - Best Practices - Government Policy Maker Education**
- Retail, TFO, SFH, SFM, Earned Media, Utilizing the Public Health Law Center
Exploring Our Best Practices - Share, Connect, Reflect, Record

3:00 **Reflect, Summarize, & Take Aways - Action Steps- Close/Appreciations**

4:00 **Dinner (on your own)**

WEDNESDAY

8:00 Breakfast (On Your Own)

8:30 **Sign in, get settled, network (Coffee & Tea available)**
Resource Sharing (bring your “Best Practice” Resource examples)

9:00 **Quick Review of Tuesday, Overview & Expectations for Today**

9:15 **Best of the Best - Best Practice - Advocating with Organizational Decision Makers**
MUH, TFO-Businesses, SFM, Earned Media, Utilizing the Public Health Law Center
Exploring Our Best Practices - Share, Connect, Reflect, Record

10:45 **Best of the Best - Best Practices - Recruitment, Retention, & Continued Connections**
Youth Infrastructure, Community Champions, Sustainability, Earned Media
Exploring Our Best Practices - Share, Connect, Reflect, Record, Repeat

Noon *Refreshments will be served*

12:30 **Reflect, Summarize, & Take Aways - Action Steps- Close/Appreciations**

1:00 Depart (Safe Travels)