

**NB Stakeholder Workgroup
Provider Communications Workgroup Agenda**
Tuesday, August 30th, 2022 – 2:00pm-4:00pm

Join Zoom Meeting

<https://us06web.zoom.us/j/88656553098?pwd=R1JEcnY5aU9XK25KOTJscUlkYjIMdz09>

Meeting ID: 886 5655 3098

Passcode: 834652

One tap mobile

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1. Phase 1 Messaging Needs
 - a. Top-Down
 - i. Content
 - ii. Audience
 - iii. Modalities
 - iv. Strategy
 - b. Bottom-Up
 - i. Content
 - ii. Audience
 - iii. Modalities
 - iv. Strategy
2. Phase 2 Messaging Needs
 - a. Top-Down
 - i. Content
 - ii. Audience
 - iii. Modalities
 - iv. Messaging
 - b. Bottom-Up
 - i. Content
 - ii. Audience
 - iii. Modalities
 - iv. Strategy
3. Gathering needed information from provider community (e.g. Success Stories, etc.)
4. Public comments