Topic / Month	Corporate Partnership	Health Access Coverage	*Kit for New Parents*	Obesity/Nutrition	School Readiness	Special Needs	Hispanic Heritage Month	Leading Ladies	APIA Outreach
October	Announcing Westfield as First 5 F.A.N. Club member at Sugar Consumption Press Conference		Kit Long-lead pitching	Sugar Consumption Press Conference					
November	Implement Westfield Corporate Partnership		Kit Long-lead pitching	*CNN's Fit Nation Summit. *Recipe development for Chef LaLa Booklet. *Planning launch of Chef LaLa Booklet. *Plan for Supermarket Sweeps-Spanish-language media.					*KSCI Partnership. *APIA Childhood Obesity CBO Roundtable.
December	Implement Westfield Corporate Partnership		Kit Long-lead pitching	*KCRA Segment on Sugar Consumption. *Recipe development for Chef LaLa Booklet. *Planning launch of Chef LaLa Booklet. *Plan for Supermarket Sweeps-Spanish-language media. *Develop Media Roundtable on Childhood Obesity.				LL Newsletter	*KSCI Partnership. *APIA Childhood Obesity CBO Roundtable.
January	Implement Westfield Corporate Partnership		Kit Long-lead pitching	*Launch Chef LaLa Booklet. *Plan for Supermarket Sweeps-Spanish-language media. *Develop Media Roundtable on Childhood Obesity.				LL Newsletter	APIA Childhood Obesity CBO Roundtable
February	Implement Westfield Corporate Partnership		Kit Long-lead pitching	*RNR on caring for child's health. *Media Roundtable on Childhood Obesity					

Stakeholder Outreach	Univision Partnership	MEES Project	Mobile Van	New Media	Oral Health	Preschool	County	Strategic Planning	State Commission Meeting
Washington Trip Reach out to national organizations		HOLD	Phase 4 - mini block 3		SEO Release on Oral Health related to Halloween	RAND Study Released - Sacramento event opportunities			
	Plan for Univision segments	MEES Conference Keynote for Commissioner Attore	Plan for Phase 5 - focus on nutrition.	*Explore text viral mobile campaign. *Pitch K.Perry as expert to online forums.			County TA Professional Development Training		
Year-end Stakeholder Newsletter: highlighting successes of 2007	Plan for Univision segments		Plan for Phase 5 - focus on nutrition.	*Explore text viral mobile campaign. *Pitch K.Perry as expert to online forums.			County TA Professional Development Training	Client meeting: Plan media activities for 2008/10-year anniversary	Develop PPT on PR for January meeting
	Plan for Univision segments		Plan for Phase 5 - focus on nutrition.	*Explore text viral mobile campaign. *Pitch K.Perry as expert to online forums.			County TA Professional Development Training		Finalize PPT on PR for January meeting.
	Plan for Univision segments		Plan for Phase 5 - focus on nutrition.	*Explore text viral mobile campaign. *Pitch K.Perry as expert to online forums.			Implement County TA Professional Development Training	Research upcoming media activities	