

ONLINE COURSE



Cancer Center

Communication Training for Comprehensive Cancer Control Professionals 101 and 102

A two-part, no-cost online training from the George Washington University (GW) Cancer Center's Online Academy

OVERVIEW

Through a series of self-paced lessons, Comm101 walks participants through:

- The process of media planning
- Creating media-friendly materials
- Building relationships with journalists

Comm102 walks participants through:

- Developing, planning, implementing and evaluating evidence-based communication campaigns
- Real-world examples from other organizations

AUDIENCE

Cancer control and other public health professionals can all benefit from this training. Visit our website to learn more about continuing education credits offered.

LEARNING OBJECTIVES

Participants will be able to:

- Define health communication
- Explain the importance of health literacy and culturally appropriate messaging
- Identify strategies for building and maintaining relationships with journalists
- Describe the role of communication campaigns in chronic disease, cancer prevention and control
- Develop a communication campaign roadmap
- Select the right evaluation methods

HOW TO ENROLL

Visit the GW Cancer Center's Online Academy to create an account and register for the course.