

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 at [gwccacademy.org](http://gwccacademy.org) to create an account and register for the course.

For more information about these or other online courses, visit our website or email us:

[gwccacademy.org](http://gwccacademy.org) | [cancercontrol@gwu.edu](mailto:cancercontrol@gwu.edu)

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