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This program is designated for Certified Health Education Specialists (CHES) and/or Master Certified Health Education Specialists (MCHES) to receive up to 1.5 total Category I education contact hours. Maximum advanced-level continuing education contact hours available are 1.0.

Communication Training for Comprehensive Cancer Control (CCC) Professionals 101: Media Planning and Media Relations

An online, on-demand training open to all comprehensive cancer control professionals at no cost

The George Washington University (GW) Cancer Center is pleased to announce the launch of the Communication Training for Comprehensive Cancer Control Professionals 101: Media Planning and Media Relations through its Online Academy.

This training is the first of a two-part series on cancer control communication and is designed for those interested in creating a media plan to fulfill their Centers for Disease Control and Prevention (CDC) deliverable.

Through a series of four self-paced lessons, the training covers:

- Defining health communication, social marketing and media advocacy
- Understanding health literacy and media literacy in public health communication
- The process of media planning
- Developing media-friendly materials and building relationships with journalists

Participants have access to:

- 2.5 hours of interactive presentations with case studies, knowledge check points and video clips
- Customizable templates for a media/communication plan, letter to the editor and press release
- The Media Planning and Media Relations Guide, a standalone text with additional resources and examples
- A certificate of completion

Get started in 3 easy steps:

1. Visit the GW Cancer Center’s Online Academy at http://bit.ly/GWCCOnlineAcademy
2. Login or register for an account
3. Use enrollment code: COMM101 (case sensitive)

For more information contact: gwci@gwu.edu