

## 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](mailto:gwci@gwu.edu)

