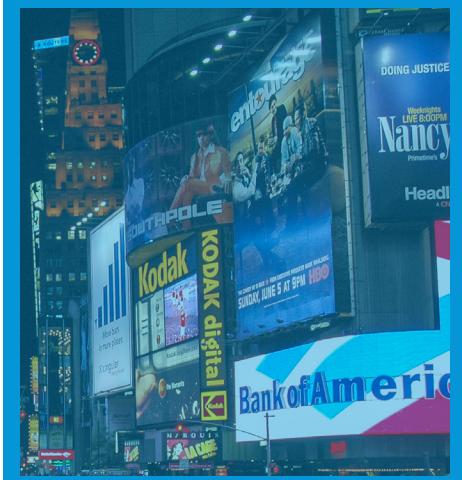


Communication Training for Comprehensive Cancer Control (CCC) Professionals 102: *Making Communication Campaigns Evidence-Based*



An online, on-demand training open to all at **no cost**

The George Washington University (GW) Cancer Center is pleased to announce the launch of *Communication Training for Comprehensive Cancer Control Professionals 102: Making Communication Campaigns Evidence-Based* through its Online Academy.

This training is the second of a two-part series on cancer control communication and is designed for participants who desire more in-depth training about the process of organizing a communication campaign. These trainings are most appropriate for those with little to no communication experience or support from experienced communication staff, but may offer a good reference for review of key concepts for more experienced individuals as well. The training includes online interactive modules, a comprehensive *Guide* and fillable templates that are available for download at **CancerControlTAP.org**. For more information, contact gwci@gwu.edu.

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

- An overview of evidence-based health communication campaigns
- Defining your communication campaign's background and justification
- Choosing messages, tactics and channels for your intended audiences
- Planning for evaluation
- Campaign implementation

Participants have access to:

- 3.5 hours of interactive presentations with case studies, knowledge check points and video clips
- Customizable templates for an implementation plan, campaign roadmap and other resources
- *The Guide to Making Communication Campaigns Evidence-Based*, 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 bit.ly/GWCCOnlineAcademy
2. Login or register for an account
3. Use enrollment code: **COMM102** (case sensitive)

