

Public Health Communications Webinar Series

NACCHO is pleased to present a multi-part webinar series to help local health departments build capacity to improve public health communications efforts. All webinars will be recorded. Learn how to register at bit.ly/2019NACCHOcommseries.



Webinar 1: Communications Principles to Address Vaccine Hesitancy & Resistance

June 13, 2:30-3:45pm ET

This webinar will discuss effective ways to dispel common myths and misinformation typically associated with vaccine-preventable disease outbreaks; illustrate effective ways to address groups resistant to embrace the benefits of vaccines; and identify challenges facing public health professionals charged with protecting communities from vaccine preventable diseases.

Webinar 2: Branding on a Budget

June 17, 2:00-3:15pm ET

This webinar will explore how local health departments can develop, refresh, or strengthen their brand to increase community recognition. Participants will learn the importance of a strong brand; basic principles of branding; recommendations for how to normalize brand use among staff; and the elements of a brand roll-out.

Webinar 3: Engaging and Communicating with Hard-to-Reach Populations

June 25, 1:00-2:15pm ET

This webinar will identify challenges to engaging hard-to-reach communities around public health issues; highlight the importance of leveraging cultural competency, diversity, and inclusion to develop messaging that is relevant to such communities; and share best practices and success stories for connecting with hard-to-reach populations.

Webinar 4: Managing Media Relations

July 18, 2:30-3:45pm ET

This webinar will introduce basic principles of interacting with and pitching local media; explain different types of media communications tactics, (e.g., press releases, backgrounders, media advisories and press briefings); and share best practices for educating media partners on health topics/data to avoid inaccuracy.

Webinar 5: Social Media Monitoring in Public Health Emergencies

July 24, 1:00-2:15pm ET

This webinar will help participants learn how to use social media to monitor and respond to the spread of (mis)information during public health emergencies. Presenters will describe the importance of being aware of public sentiment during a public health emergency; identify how to use social media bidirectionally to both provide updates and collect public feedback; and share scalable approaches for managing social media monitoring regardless of organizational budget.