

# Summer Media Institute

Effective communication in public health has never been more important. In today's crowded media climate, it can be challenging to break through to the audience you are trying to reach. Come learn the skills you need to share research, promote programs, and create safer, healthier communities through the media and social media.

The Center for Injury Research and Policy at Nationwide Children's Hospital is hosting a 3-day Summer Media Institute for public health professionals July 12-14, 2022. The workshop presenters have been featured in media outlets around the world and have created local and national outreach campaigns. Their expertise includes behind-the-scenes media planning, on-air interviews, working with reporters, and using social media for public health.

The Summer Media Institute is designed for public health professionals who:

- Are new to developing or managing media outreach campaigns
- Have some experience developing or managing media outreach plans and granting interviews or training others
- Manage social media to promote organizations and health behaviors

The Summer Media Institute will be held on Zoom from 1-5 p.m. ET July 12-14, 2022 and includes a one hour one-on-one consultation with workshop leaders to be scheduled after the Summer Media Institute before the end of the year.

10 CHES credits are available

## Day One: Beginner's Guide to Working with the Media

Knowing Your Audience  
Creating an Outreach Plan  
Crafting the Message  
Setting up Your Office for Success

Tracking Your Success  
Contacting/Working with the Media  
Presentations & Feedback  
Closing & Evaluation

## Day Two: Master Your Message & Own Your Interview

Mastering Your Messaging  
Press Releases & Pitching  
Interview Protocol & Types

Interview Prep & Examples  
Interview Practice & Feedback  
Closing & Evaluation

## Day Three: Public Health in the Digital Age

Social Media Basics  
Channels  
Staffing, Software, Policies, Goals

Content: Sources & Development  
Tracking Your Success  
Closing & Evaluation

See [nationwidechildrens.org/CIRP-Media-Workshop](https://nationwidechildrens.org/CIRP-Media-Workshop) for details and to register.

