Virtual 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 Virtual Media Institute for public health professionals February 1, 8, and 15, 2024. Participants who complete all three sessions will receive a Media & Social Media for Public Health Certificate.

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 Virtual 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 Virtual Media Institute will be held on Zoom from 1-5 p.m. ET February 1, 8, and 15, 2024, and includes a one-hour one-on-one consultation with workshop leaders to be scheduled after the Virtual Media Institute before the end of the year.

# 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](http://www.nationwidechildrens.org/CIRP-Media-Workshop) for details and to register.

