

Online communication courses can improve health care professionals' ability to work with media and establish communication campaigns

Mastering the Megaphone: Preliminary Outcomes of Online Trainings for Comprehensive Cancer Control Coalitions Focused on Media Relations and Communication Campaigns

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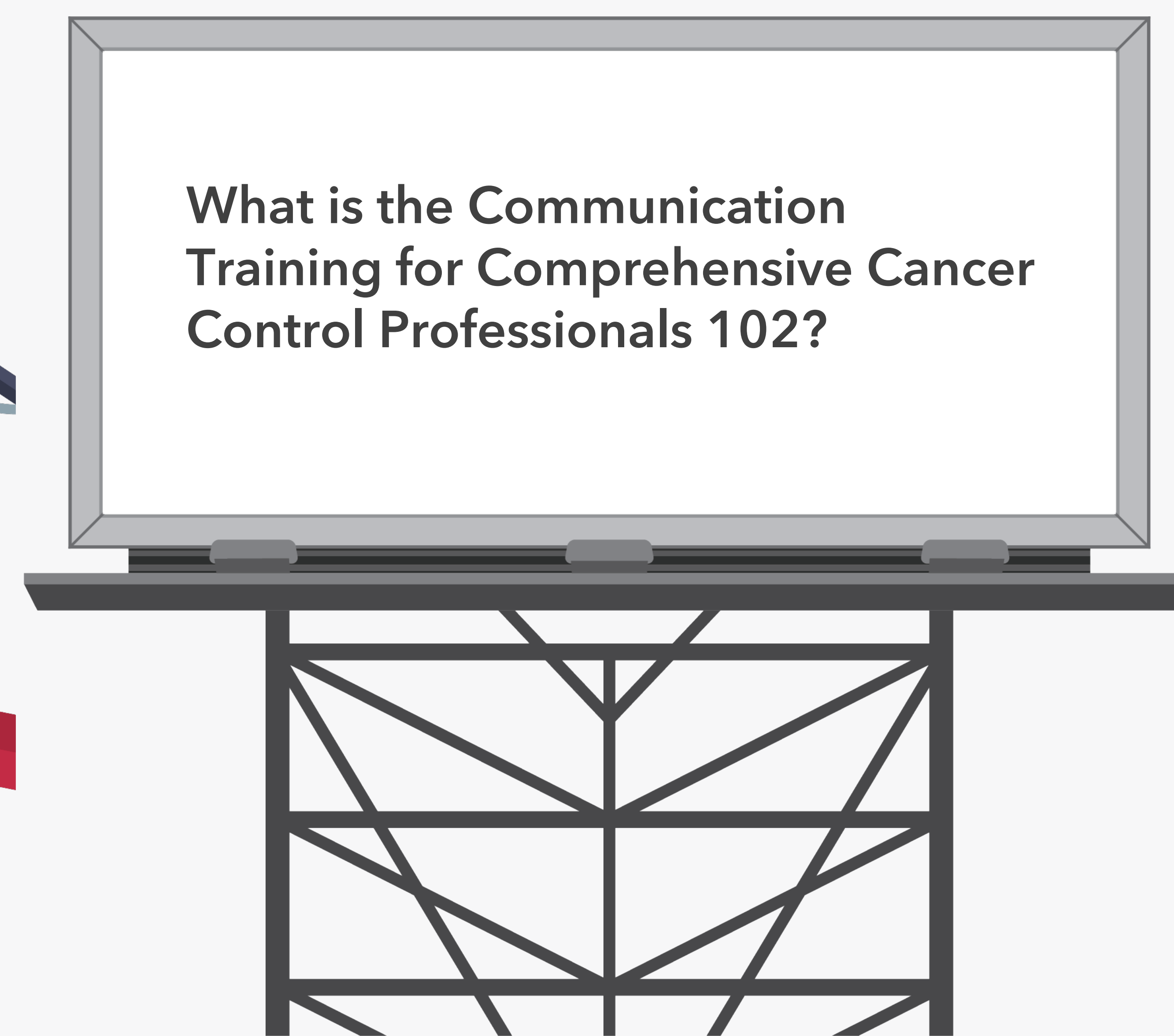
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What is the Communication Training for Comprehensive Cancer Control Professionals 101?

Comm101 helps health professionals media plan, create media-friendly materials and build relationships with journalists.



Comm102 helps health professionals plan, implement, organize and evaluate communication campaigns.

Background

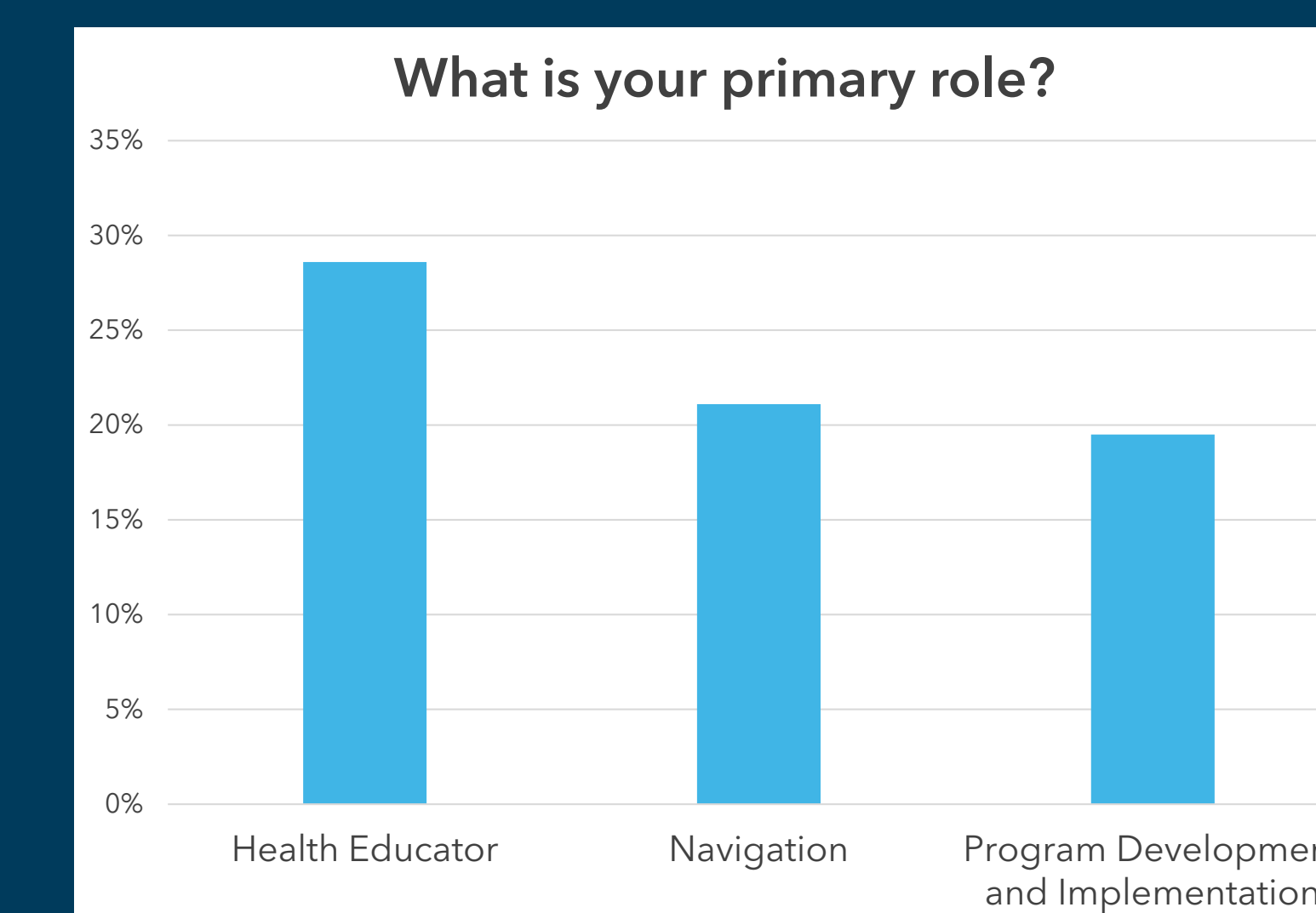
- Effective communication is an essential tool for improving health.*
- Many health professionals lack the knowledge to effectively design, implement and evaluate communication campaigns.†
- To address this need, the GW Cancer Center created Comm101 and Comm102 to help comprehensive cancer control professionals engage in the process of media planning and launching communication campaigns.
- Both trainings were evaluated to gauge their effectiveness.

Summary

Although there are limitations with the sample size, initial findings indicate both trainings are effective at improving health care professionals' confidence and knowledge to (1) work with media; (2) develop, implement and evaluate communication campaigns.

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The majority of learners reported enhanced knowledge, new skills/strategies and a plan to implement new skills.

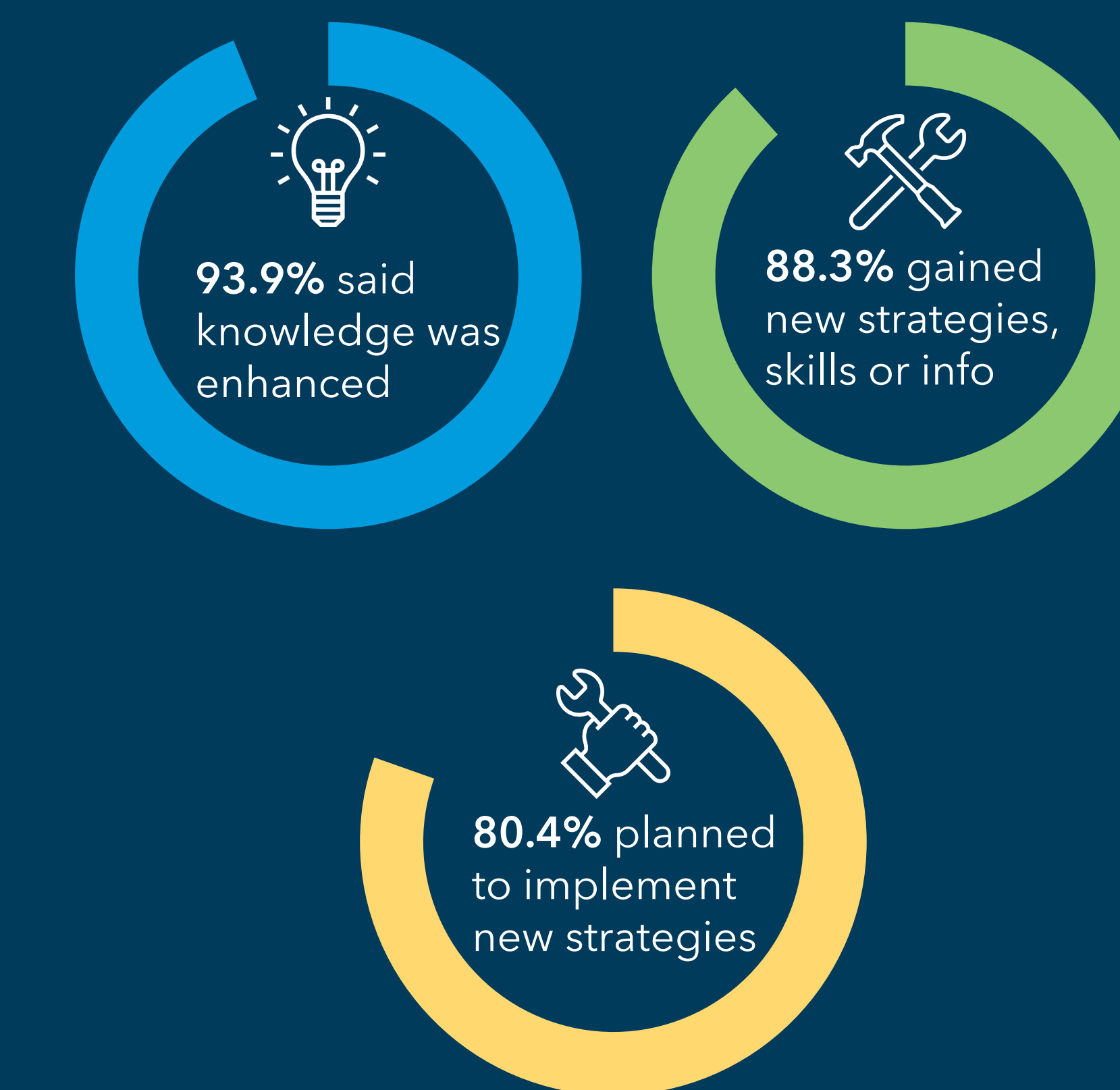


The majority of learners were female, white and non-Hispanic or Latino.



Of the learners that completed Comm101, over a quarter also completed Comm102.

On average, at post-test, for both trainings, the majority of learners agreed or strongly agreed with the following statements:



All gains were statistically significant ($p < 0.0001$).

Methods

Both trainings were evaluated with self-report pre/post assessments using a 5-point Likert scale of agreement (strongly disagree to strongly agree).

Statistical analyses were conducted using STATA[®]IC/14.2 with data from August 10, 2015 to December 31, 2018.

Learning objective confidence ratings were averaged for each lesson at pre- and post-test for learners who completed Comm101 (n=248) or Comm102 (n=92).

Funding Acknowledgment and References

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*National Cancer Institute (NCI). (2004). Making health communication programs work: A Planner's guide. Retrieved from <https://www.cancer.gov/publications/health-communication/pink-book.pdf>

†Kreps. (2012). Translating health communication research into practice: the importance of implementing and sustaining evidence-based health communication interventions. *Atlantic Journal of Communication*, 20(1);5-15.