

Communicating With and For the Maternal and Child Health Population: Issues and Challenges

Satellite Conference and Live Webcast

Tuesday, June 28, 2011 • 12:00-1:30 p.m. (Central Time)

1:00-2:30 p.m. (Eastern) • 11:00 a.m.-12:30 p.m. (Mountain) • 10:00-11:30 a.m. (Pacific)

Title V and Maternal and Child Health (MCH) programs aim to improve the health of all mothers and children, yet program structures and responsibilities vary among the states, and existing systems and resources to address MCH needs are frequently sub-optimal. Effective communication and knowledge transfer skills can reinforce Title V's role in assuring access to high quality services, translation of best practices, and the development of health policies that support improved health outcomes. Program faculty will discuss successful, clear communication and knowledge transfer skills and strategies crucial to MCH health improvement and advocacy goals.



PROGRAM OBJECTIVES:

1. Discuss issues and challenges associated with development and delivery of clear, goal-oriented MCH messages.
2. Describe effective, clear communication and knowledge transfer strategies for delivering MCH messages to targeted audiences.
3. Identify resources to support on-going development and delivery of effective MCH messages.

FACULTY:

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Administration Director
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Tennessee Department of Health

CONFERENCE DETAILS:

Target Audience: Pediatricians, nurses, social workers, OB/GYNs, public health educators, any healthcare professional providing care to women and children.

Continuing Education: Nurses 1 hour, Social Workers 1 hour.

Registration: www.adph.org/alphtn

Technical Information: To receive complete technical information you must register at www.adph.org/alphtn.

Satellite - Live satellite conference on C band (analog).

Webcast - Watch with RealPlayer or Windows Media Player. Test your computer with the "test connection link" at www.adph.org/alphtn.

Audio - To listen by phone, call 1-888-557-8511. Enter access code 972-1530 #. Press # again to listen to the conference.

On Demand - Available 2-3 business days after the live broadcast from the On Demand page of our website.

Conference Materials: Posted on our website approximately one week before the program for registered participants.

Conference Details Questions: Call: 334-206-5618 | Email: alphtn@adph.state.al.us

**The Alabama Department of Public Health is an approved provider of continuing nursing education by the Alabama State Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation. **

The South Central Public Health Training Center is a partnership of the state health departments in Alabama, Louisiana, and Mississippi and the Schools of Public Health at UAB and Tulane University with funding from the Health Resources and Services Administration, DHSS.

ALABAMA PUBLIC HEALTH TRAINING NETWORK