American Academy of Pediatrics
Media Training ECHO

The American Academy of Pediatrics (AAP) is recruiting Chapter Immunization Representatives (CIRs) to be a part of the Chapter Immunizations Representatives Spokesperson ECHO (AAP CIR Spokesperson ECHO). This ECHO serves as a forum for CIRs to improve knowledge, skills, and confidence around media interviewing, talking to communities, engaging on social media, etc as it relates to pediatric-focused content, specifically, immunizations.

CIRs will engage in the ECHO (Extension for Community Healthcare Outcomes) model™, a telementoring platform that leverages video conference technology to connect experts with primary care teams in local communities, fostering an “all teach, all learn” approach. Project ECHO creates knowledge networks by connecting healthcare providers with an expert team through a tele-mentoring program using brief lectures and case-based presentations. Each one-hour ECHO session will consist of a short lecture (approximately 10-15 minutes) followed by a homework presentation and discussion. Participants will be assigned homework in between sessions to apply knowledge to practice. More information about Project ECHO may be found at www.aap.org/projectecho.

This ECHO will meet on Mondays from 12:00 – 1:00 pm CT/1:00 – 2:00 pm ET on the following dates: January 29, February 12 & 26, March 11, 18, April 8 for a total of 6 sessions. A kick-off call will also be hosted on January 22nd at 12:00 –1:00 pm CT to provide a full program introduction.

Topics to be covered:
- Frameworks Immunization Messaging Research
- Vetting and Preparing for an Interview
- Interview Skills
- Appearance and Conveying Your Message
- Writing for Media
- Building Relationships and Pitching the Media
- Speaking up on Social Media

Who should apply:
Chapter Immunization Representatives who:
✓ Are interested in learning best practices for engaging with media
✓ Want to make a greater impact communicating the importance of immunizations for your communities
✓ Want to network and collaborate with other CIRs
✓ Are interested in adding another skill to their toolkit/repertoire as a CIR

Interested?
Register here!
Questions? Contact Alexis Katzenbach at akatzenbach@aap.org

The AAP Chapter Immunization Representative (CIR) Spokesperson ECHO program is supported by Cooperative Agreement Number 6NU38OT00282-05-05 funded by the Centers for Disease Control and Prevention. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the Centers for Disease Control and Prevention or the Department of Health and Human Services.