



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