



Trainings & Services

The Center for Injury Research Translation & Communication is ready to help you share your science, promote your programs, and communicate with the audiences you want to reach. See our available courses below. For complete details, see our website: www.cirtc.org/trainings.

Looking for something you don't see here? We are happy to customize a training for your needs.

Media Workshops (4 hours/session)

Media 101

- Find a newsworthy message and connect with your audience
- Make your message attractive to media outlets
- Create and evaluate an outreach plan
- Contacting/working with the media
- Setting up your office for success

Media 201

- Prepare for media interviews
- Write/review press releases
- Create collateral materials
- Pitch your story
- Set up an outreach strategy
- Interview protocol, prep, practice, and feedback

Social Media

- How to choose channels based on goals and audience
- Sources of content and how to create your own content
- How to set goals and track engagement
- Policies, procedures, and planning for staffing, costs, and other resources

Media Institute (3 4-hour sessions)

Combine all three media courses into an institute format for 12 total hours of instruction. Participants will receive CIRTC's Media and Social Media for Public Health certificate.



Poster Presentations (1 hr)

- Best practices for in-person and virtual posters
- Designing a poster for effective communication
- Presenting to others so they will remember your work
- Networking during poster sessions



Virtual Presentations (1.5 hrs)

- Techniques that help keep your audience's attention and interest
- Designing your presentation to be effective in a virtual format
- Setting your environment up for success



Visual Dissemination (1.5 hrs)

- Using free and low cost programs to design visuals that can be used in a variety of ways
- Choosing photos/icons to use with visuals and providing proper attribution
- Finding resources that can help with design



Accessibility (1 hr)

- Designing communications for accessibility
- Using tools like video captioning and image alternative text (alt text)
- Reflecting broad concepts of accessibility in language and visual design



Using Social Media to Promote Your Research (1 hr)

- Making connections, expanding your reach, and increasing accessibility of your work via social media
- Creating engaging research-related posts
- Working with your organization's social media team



Working with Your Internal Communications Team (1 hr)

- Strategies for collaborating with your corporate/internal comms team
- Addressing challenges and finding solutions
- Leveraging your comms team for visibility and impact



ChatGPT, AI, and Public Health (1 hr)

- Learn what LLM AI programs like ChatGPT are and how they work
- Discover how AI models can be used in public health
- Identify potential risks and ethical concerns to take into consideration before using AI

See this list on our website: www.cirtc.org/trainings.

Contact us at info@cirtc.org to discuss communications trainings customized for your needs.