

What Can I Learn by Attending a CDCynergy Workshop?

By the end of this one-day (7-hour) CDCynergy Workshop, you will be able to:

- Describe the six phases of an effective health communication campaign;
- Link the required phases to your specific audience;
- Discover what your campaign must address to best fit your audience;
- Develop a communications plan with expert advice and resources from the CDCynergy database and web resources; and
- Increase your ease and comfort with the CDCynergy CD-ROM.

Although full-day training is recommended, one-half day and other training schedules may be tailored upon request.

Expanding Your Reach with CDCynergy

CDCynergy guides users step-by-step through a series of questions through which they define, clarify, and analyze health problems that may benefit from program intervention. Beyond helping the user to develop health communications plans, CDCynergy can also be used by health professionals for comprehensive program planning and grant writing. CDCynergy helps health professionals:

- Use research to describe and determine causes of health problems that will be addressed with program intervention;
- Profile specific audiences affected by particular health problems;
- Explore a wide range of possible strategies for addressing specific health problems; and
- Select strategies that show the most promise to help specific audiences.

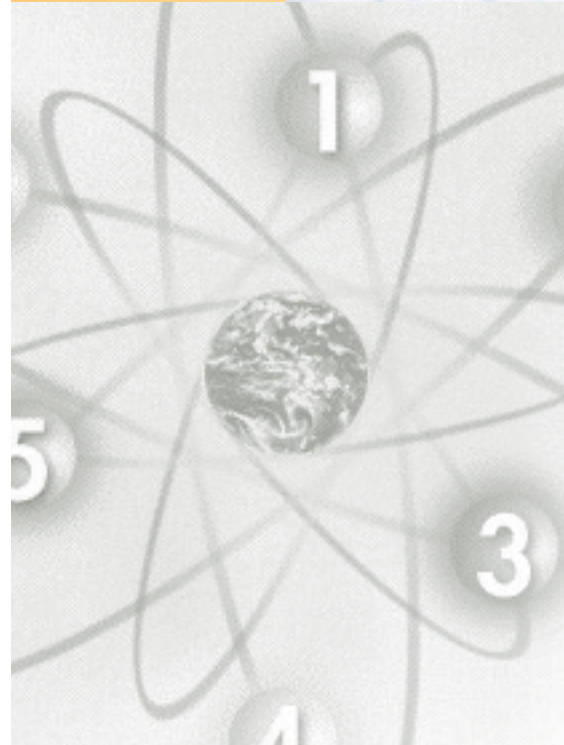
**ATTN:
Education Coordinators or
Training Specialists**


Society for Public Health Education
750 First Street, NE, Suite 910
Washington, DC 20002
Phone: (202) 408-9804
Fax: (202) 408-9815
www.sophe.org

Non-profit
U.S. Postage Paid
Washington, DC
Permit No. 0859

CDCynergy

A Multi-Media
Health Communications
Planning Tool



WANT TO GET THE MOST

from your health
communications
campaigns?

 Society for Public Health Education

CDCynergy Can Give You a Head Start

CDCynergy is an innovative CD-ROM that uses an interactive framework for creating, implementing, and evaluating a health communications campaign. The program provides real-life case examples from national and local communication campaigns, plus reference materials, consultants' advice, extensive tools for research, a diverse media library, and a cumulative evaluation plan.

CDCynergy was developed in 1998 by the Centers for Disease Control and Prevention (CDC) and other health and media experts. The newest version, CDCynergy 3.0, was updated in 2003 based on feedback from real users.

Unlock the Potential of CDCynergy's Marketing Model

CDCynergy is designed around a six-phase marketing model that has proven effective for designing, implementing and evaluating health communications programs. Its approach can greatly enhance your campaign's ability to have its intended impact. The Society for Public Health Education (SOPHE) invites you to unlock the full potential of CDCynergy for your program by attending a CDCynergy interactive workshop. These educational and engaging training sessions are available year-round, throughout the country. Contact Blakely Pomietto (bpomietto@sophe.org) to arrange for a special workshop at your next staff meeting or conference.

Once you learn to unlock the potential of CDCynergy, you can use it again & again to guide all your health communications planning.

When Are CDCynergy Workshops Scheduled?

More than 40 CDCynergy Workshops are provided annually throughout the country in conjunction with various national SOPHE or SOPHE chapter meetings, national and state public health meetings, applicable college courses, and continuing education opportunities. In addition, staff development workshops can be offered at a time and locale convenient to your needs.

For the latest listing of CDCynergy Workshops coming to a location near you, see the SOPHE website: www.sophe.org/public/cdcynergy/cdc_training.html

What Is the Cost for a CDCynergy Workshop?

CDCynergy is one of the most cost-effective, hands-on computer training opportunities available. Registration fees for each CDCynergy Workshop are set locally, depending on the type of event, sponsorship, equipment rental, and other training details. Contact the sponsor of the CDCynergy Workshop to determine the exact registration fee.

Are Continuing Education (CE) Credits Provided?

The standard one-day CDCynergy Workshop is approved for up to 5.0 continuing education contact hours (CECHs) for certified health education specialists (CHES) by SOPHE. SOPHE is an approved multiple-event provider of CECHs by the National Commission for Health Education Credentialing. CEUs for other disciplines may also be arranged with the local CDCynergy Workshop sponsor. All attendees will receive a certificate upon successful completion of the training.

Who Should Attend CDCynergy Training?

This workshop is open to all those interested in planning a systematic health communications program:

- Health & Patient Educators
- Health Information & Public Relation Specialists
- Librarians/Media Specialists
- Health Promotion Faculty & Practitioners
- Chronic Disease Directors
- Nurses & other Allied Health Professionals
- Health Education Students
- Worksite Wellness Managers
- Health & other Behavioral Researchers
- Epidemiologists

While no previous health education training is necessary, previous computer experience on a Windows environment is recommended.

"Individuals that have taken the training can't get over the amount and quality of communication resources easily accessible at their finger tips."

— Fred Fridinger, DrPH, CHES
National CDCynergy Trainer

Where Can I Get More Information about SOPHE?

The Society for Public Health Education (SOPHE) and its chapters are the official workshop sponsors. Founded in 1950, SOPHE is a non-profit organization of health education and health communication professionals dedicated to improving the health of all people through education. The Society has a national network of trained CDCynergy specialists throughout the country with expertise in social marketing and health education. To find out more contact Blakely Pomietto (bpomietto@sophe.org) (202) 408-9804) or visit our website at www.sophe.org.

Attention Health Professions Faculty

Want to provide your students with the latest practical knowledge and skills in health communications planning? Arrange a CDCynergy Workshop for your health education or health promotion class. See the SOPHE website to identify a CDCynergy Instructor in your area (http://www.sophe.org/public/cdcynergy/cdc_training.html).

CDCynergy training addresses 6 of 7 competencies needed to function as a health educator in today's public health environment:

- Assessing individual and community needs for health education.
- Planning effective health education events.
- Implementing health education events.
- Evaluating effectiveness of health education events.
- Acting as a resource person in health education.
- Communicating health and health education needs, concerns and resources.



"Given that much health care planning involves interdisciplinary teams, this tool levels the playing field for process, language, techniques and strategies."

— Mary Anne Dolen, MS, DrPH, CHES
Villanova University College of Nursing

What are the System Requirements for CDCynergy?

CDCynergy (v3.0) minimum system requirements are:

- Pentium series 266MHz
- CD drive (24X recommended)
- 32 Mb RAM (64 Mb recommended)
- Windows® NT4.0, 2000, or XP
- Web browser (Internet Explorer 5.0 or Netscape 4.0), and
- A word processing program (MS Word® 6.0 or higher, or WordPerfect® 6.0 or higher).

The screen display should be 800 x 600 pixels, in thousands of colors. Included on the CD-ROM are Adobe® Acrobat® Reader, Shockwave® and RealPlayer®. There is no charge for the CD-ROM when you attend a training. Note: CDCynergy does not run on a MAC format.

Loading and running CDCynergy on your own laptop is preferred so that you can be sure all components are fully available for your use and to trouble-shoot any problems with your instructor. However, CDCynergy instructors can arrange with groups to use desktop systems at local computer labs or rent proper equipment, depending on the site and staff needs.

"It's very exciting to witness health professionals realizing the incredible resources they possess on a single CD-ROM! ... I wish I would have had CDCynergy decades ago for planning."

— Kelly Bishop Alley, MA, CHES
National CDCynergy Trainer