

## **Advocacy Communications, Public Relations and Marketing Elective**

### Goals and Objectives:

- 1) The resident will learn and practice effective ways of communicating with policy makers
- 2) The resident will learn and practice effective ways of developing strategy and communicating and delivering health information to the community
- 3) The resident will learn and practice effective ways of communicating with the media
- 4) The resident will learn and demonstrate the ability to incorporate scientific evidence in a meaningful way into documents such as written testimony, blogs, letters to the editor and op-eds. The resident will be expected to write at least two original documents.
- 5) The resident will demonstrate how to develop effective messaging focused on a particular child health outcome in order to achieve the desired results
- 6) The resident will learn how to use social media in effective communications with policy makers, the community, the media and patients and families.