



## 7 Webinar Topics for the CDC for 2017

**Thursday May 25, 11:00am Eastern**

### **Writing Readably About Research**

**Barbara Gastel, MD MPH**

Research can indeed be complex and hard to understand. However, the writing about it should not add to the difficulty. In this webinar, Barbara Gastel, MD, MPH, who teaches science communication at Texas A&M University, will offer guidance on writing readably about research. As well as presenting general pointers on writing accessibly, the webinar will provide advice on preparing readable papers and proposals. It also will address writing understandably for general audiences and for non-native readers of English. Throughout, examples and guidelines from CDC will be integrated. Whichever readerships you generally serve, this webinar can aid in communicating effectively.

**Thursday June 29, 11:00am Eastern**

### **Statistical Errors Even YOU Can Find**

**Tom Lang, MA**

All of the hundreds of studies on statistical errors have found high error rates in reporting or conducting statistical analyses, even in the world's leading medical journals. This webinar will help participants identify the most common errors. Participants do not need a background in statistics to understand or profit from the webinar, and no background is assumed. A large portion of the medical literature uses only elementary statistics, and several errors are commonly encountered over and over again. Thus, even a little knowledge will go a long way in allowing participants to identify these errors.

**Thursday, July 27, 11:00am Eastern**

### **Hitting the Target: Using Evaluation to Improve and Demonstrate the Success of Health Communications Campaigns**

**Johanna Lackner, MPH MSW CHCP**

Public health communications are designed to disseminate vital information to diverse audiences and influence people to engage in behaviors that will improve health or refrain from behaviors that are unhealthy. But, how do you know your communication campaign will be effective or is successful? Over the life of a campaign, evaluation research can improve program design and implementation and demonstrate program effectiveness. This presentation will show you how evaluation can be conducted during the formative stage and as the campaign unfolds to improve the likelihood it will be effective, and how to use summative evaluation to determine the success of your campaign. Examples of health communications and campaigns from the CDC, NCEH, and ASTDR will be used as examples.

**Thursday, August 31, 11:00am Eastern**

**Editing Your Own Work**

**Barbara Gastel, MD MPH**

Nearly all writing can benefit from editing. Yet few of us can regularly enlist professional editors. In this webinar, Barbara Gastel, MD, MPH, who teaches science editing and has edited the Council of Science Editors periodical, will present approaches, tips, and resources for editing one's own work. The webinar will feature checklists for editing one's papers and proposals before submission. It also will identify common writing problems to remedy, provide suggestions for non-native users of English, and list items to check for when proofreading. Throughout, examples and advice from CDC will be integrated. Join us for guidance in refining your writing to communicate best and win reviewers' and editors' approval.

**Thursday, September 28, 11:00am Eastern**

**Finding the Litter in the Literature**

**Tom Lang, MA**

The medical literature has many problems, not the least of which is research that is poorly conducted, poorly reported, or both. This webinar will introduce participants to the process of critical appraisal, or how to assess the quality and validity of clinical research studies. Several common methodological errors will be described, and several cues that should raise suspicions will be identified. The skills needed to critically appraise the literature take a long time to develop, but the information presented here should help participants become more careful consumers of the medical literature.

**Thursday October 26, 11:00am Eastern**

**Avoiding Death by PowerPoint: Ten Strategies for Creating Compelling Presentations**

**Johanna Lackner, MPH MSW CHCP**

We've all sat through them . . . PowerPoint presentations that are mind-numbingly boring. What's worse is being the one giving the presentation. According to an often cited white paper by the network MCI, nine out of ten audience members admitted to daydreaming at presentations. Creating a presentation that grabs your audience from the first slide, keeps their attention, and gets them thinking about your message is the goal. This presentation will go beyond how to format slides so they are less cluttered and how many colors or fonts to use. You will learn how to capture and maintain your audience's interest by using strategies during the three phases of the presentation lifecycle: planning, creation, and performance. Content from the CDC, NCEH, and ATSDR websites will be used in examples.

**Thursday November 30, 11am Eastern**

**Best Practices for Creating Fact Sheets**

**Johanna Lackner, MPH MSW CHCP**

Fact Sheets are a powerful way to convey vital information. However, a Fact Sheet will not convey its message unless your audience reads it. In addition to learning the process for creating effective Fact Sheets, in this presentation we will cover:

- Types of Fact Sheets
- Essential elements to include in your Fact Sheets
- Best formatting for clarity and readability
- What you need to know about your audience
- Mistakes to avoid when creating your Fact Sheets
- How to use visuals to convey information

Examples from the CDC will be used throughout the presentation.