

**EFFECTIVELY PARTNERING WITH RURAL COMMUNITIES FOR PUBLIC HEALTH  
COMMUNICATIONS | LESSON 2: BUILDING AN INITIAL COMMUNICATIONS  
STRATEGY  
WD4996**

**PROGRAM DESCRIPTION:** This enduring activity is designed to address the gap in knowledge and skill/strategy by providing learners with instruction, resources, and activities supporting their ability to effectively partner with rural communities to develop a public health communications strategy.

**OBJECTIVES:**

At the conclusion of the activity, the participant will be able to:

1. List the essential steps of strategic communications.
2. Identify resources to develop a rural public health communications strategy.
3. Identify strategies for collaborating with rural partners to assess needs, assets, and resources for public health communications.
4. Recognize two reasons why using collaborative input from rural partners is important when developing a communications strategy.

**FACULTY/  
CREDENTIALS:**

Cassandra Mohan, MSPH, Education and Training Specialist, Population Health Innovation Lab

**CE ORIGATION DATE:  
CE EXPIRATION DATE:**

September 15, 2025  
September 15, 2027

**URL**

[https://youtu.be/tk2tLt4YKxI?si=eiooJ8dT8phZ\\_OFQ](https://youtu.be/tk2tLt4YKxI?si=eiooJ8dT8phZ_OFQ)

**INTENDED AUDIENCE:**

The intended audience includes individuals who may not directly work in rural settings but are involved in rural public health and seek to deepen their understanding of collaborating with rural communities to enhance public health communication strategies.

**PREREQUISITES:**

This lesson builds on content introduced in Activity #WD4995. Learners are strongly encouraged to complete that activity prior to engaging with the

material in this lesson.

**FORMAT:**

This activity is Web on Demand.

**CONTACT INFORMATION:**

CDC's CE Accreditation Team has a policy for grievances that is available upon request.

Office of Rural Health, [ruralhealth@cdc.org](mailto:ruralhealth@cdc.org)

**ACCREDITATION STATEMENTS:**



In support of improving patient care, this activity has been planned and implemented by the Centers for Disease Control and Prevention and **Public Health Institute**. The Centers for Disease Control and Prevention is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.

**CNE:** The Centers for Disease Control and Prevention designates this activity for **1.0** nursing contact hours.

**CEU:** The Centers for Disease Control and Prevention is authorized by IACET to offer **0.1** CEU's for this program.

**For Certified Public Health Professionals (CPH)**

The Centers for Disease Control and Prevention is a preapproved provider of Certified in Public Health (CPH) recertification credits and is authorized to offer **1.0** CPH recertification credits for this program.

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## Instructions for Obtaining Continuing Education (CE)

To receive continuing education (CE) for **WD4996 - Effectively Partnering with Rural Communities for Public Health Communications | Lesson 2: Building an Initial Communications Strategy**, please visit [CDC TRAIN](#) and search for the course in the Course Catalog using **WD4996**. Follow the steps below by **September 15, 2027**.

1. Register for and complete the course.
2. Pass the post-assessment at **77%**.
3. Complete the evaluation.
4. Visit Your Learning to access your certificates and transcript.

**FEES:** No fees are charged for CDC's CE activities.