

**EFFECTIVELY PARTNERING WITH RURAL COMMUNITIES FOR PUBLIC HEALTH
COMMUNICATIONS: LESSON 3. PARTNERING WITH RURAL COMMUNITIES TO
DEVELOP PUBLIC HEALTH MESSAGING
WD4997**

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 public health messaging.

OBJECTIVES:

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

1. Identify strategies for developing public health messaging for a variety of rural public health audiences.
2. Identify strategies to communicate rural public health concepts with context aware proficiency.
3. Identify strategies for seeking input from rural partners when developing public health messaging.
4. Recognize reasons why partnering with rural community members and organizations is important when developing public health messaging to address needs.

**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/LqaGJnWgsx0?si=UQIbPqLU1tJHCcD8>

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 and Activity #WD4996. Learners are strongly encouraged to complete these activities prior to engaging with the material in this lesson.

FORMAT:

This activity is Web on Demand.

CONTACT INFORMATION:

Office of Rural Health, ruralhealth@cdc.org

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

ACCREDITATION STATEMENTS:

JOINTLY ACCREDITED PROVIDER™
INTERPROFESSIONAL CONTINUING EDUCATION

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.

DISCLOSURE: In compliance with continuing education requirements, all planners and presenters must disclose all financial relationships, in any amount, with ineligible companies during the previous 24 months as well as any use of unlabeled product(s) or products under investigational use.

CDC, our planners, and content experts wish to disclose they have no financial relationship(s) with ineligible companies whose primary business is producing, marketing, selling, reselling, or distributing healthcare products used by or on patients.

Content will not include any discussion of the unlabeled use of a product or a product under investigational use.

Joint Provider: The Centers for Disease Control and Prevention and **Public Health Institute** are jointly providing the CEUs for this activity.

CDC did not accept financial or in-kind support from ineligible companies for this continuing education activity.

The Centers for Disease Control and Prevention (CDC) complies with applicable Federal civil rights laws and does not discriminate based on race, color, national origin, age, disability, religion, or sex. To learn more visit: <https://www.hhs.gov/civil-rights/for-individuals/nondiscrimination/index.html>.

Instructions for Obtaining Continuing Education (CE)

To receive continuing education (CE) for **WD4997 - Effectively Partnering with Rural Communities for Public Health Communications | Lesson 3: Developing Messaging**, please visit [CDC TRAIN](#) and search for the course in the Course Catalog using **WD4997**. Follow the steps below by **September 15, 2027**.

1. Register for and complete the course.
2. Pass the post-assessment at **80%**.
3. Complete the evaluation.
4. Visit Your Learning to access your certificates and transcript.

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