

## **Communicating With and For the MCH Population: Issues and Challenges**

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### **Course Description**

Title V and Maternal and Child Health (MCH) programs aim to improve the health of all mothers and children, yet program structures and responsibilities vary among the states, and existing systems and resources to address MCH needs are frequently sub-optimal. Effective communication and knowledge transfer skills can reinforce Title V's role in assuring access to high quality services, translation of best practices, and the development of health policies that support improved health outcomes. Program faculty discussed successful, clear communication and knowledge transfer skills and strategies crucial to MCH health improvement and advocacy goals.

### **Learning Objectives**

- Discuss issues and challenges associated with development and delivery of clear, goal-oriented MCH messages.
- Describe effective, clear communication and knowledge transfer strategies for delivering MCH messages to targeted audiences.
- Identify resources to support on-going development and delivery of effective MCH messages.

### **CEUs**

Nursing 1 hour

Social Workers 1.0 hour

*\*The Alabama Department of Public Health is an approved provider of continuing nursing education by the Alabama State Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.*

### **Core Competencies for Public Health Professionals** *\*Council on Linkages between Academia and Public Health Practice*

- 3A1: Identifies the health literacy of populations served
- 3A2: Communicates in writing and orally, in person, and through electronic means, with linguistic and cultural proficiency
- 3C4: Ensures a variety of approaches are considered and used to disseminate public health information

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