

OBJECTIVES

1. Identify 1 way to advance science in health communication
2. Identify 1 method to bridge divides in health disparities
3. List 1 innovative tool/technology that enhances the current tools used in health communication.
4. Identify ways to improve the practice of health communication programs.
5. Identify ways the interprofessional team can improve the dissemination of health communication strategies.

ACCREDITATION STATEMENTS:



JOINTLY ACCREDITED PROVIDER*
INTERPROFESSIONAL CONTINUING EDUCATION

In support of improving patient care, 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 **15** nursing contact hours.

CEU: The Centers for Disease Control and Prevention is authorized by IACET to offer **1.9** CEU's for this program.

CECH: Sponsored by the Centers for Disease Control and Prevention, a designated provider of continuing education contact hours (CECH) in health education by the National Commission for Health Education Credentialing, Inc. This program is designated for Certified Health Education Specialists (CHES®) and/or Master Certified Health Education Specialists (MCHES®) to receive up to **15** total Category I continuing education contact hours. Maximum advanced level continuing education contact hours available are **0** . Continuing Competency credits available are **0**. CDC provider number **98614**.

For Certified Public Health Professionals (CPH)

The Centers for Disease Control and Prevention is a pre-approved provider of Certified in Public Health (CPH) recertification credits and is authorized to offer **19** CPH recertification credits for this program.

DISCLOSURE: In compliance with continuing education requirements, all planners and presenters/moderators 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 presenters/moderators wish to disclose they have no financial relationship(s) with ineligible companies with the exception of Dr. Gillian K SteelFisher, PhD, MSc and she wishes to disclose husband is a part owner of consulting firm that has had pharma clients. Gary Ashwal, MA and he wishes to disclose In 2022, we produced one educational video about biosimilar insulin as a general concept, not their specific products. TaWanna Berry, MA and she wishes to disclose that she was a Health Equity Advisory Board Member. These are not directly relevant to any of the work discussed in this session. All relevant financial relationships listed for these individuals have been mitigated.

Mitigation steps for presenter and others:

- Divest the financial relationship
- Peer review of content by persons without relevant financial relationships
- Attest those clinical recommendations are evidence-based and free of commercial bias (e.g., peer-reviewed literature or adhering to evidence-based practice guidelines)

Presentations will not include any discussion of the unlabeled use of a product or a product under investigational use with the exception of Bryan J Castro, MPH's, Ryan Hollm, MPH's and Siya Qi, BA, MA's discussion on Concurrent Panel Sessions-4: An Equity-Centered Stakeholder Feedback Model Informed by the Return of DNA Results to a Diverse Research Cohort. They will be discussing because All of Us is a research program, the health-related DNA results we return to our research participants are regulated by an FDA investigational device exemption. We return health-related DNA results only to participants who have both consented to receive DNA results AND told us they want those result.

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

Instructions for Obtaining Continuing Education (CE)

To receive continuing education (CE) for CM4711 2023 National Conference on Health Communication, Marketing & Media please visit [TCEO](#) and follow these [9 Simple Steps](#) before **8/21/2023**.

Complete the Evaluation at www.cdc.gov/GetCE