



Northeast & Caribbean (HHS Region 2)

PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration

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The HHS Region 2 Northeast and Caribbean Prevention Technology Transfer Center presents:

## Effective Communication in Prevention: A Peer Sharing Call for Experienced Prevention Professionals

Webinar: Thursday, June 13, 2024  
1:00 PM – 2:30 PM (EST)

Communicating about prevention – what it is and what we do as prevention practitioners – is challenging to say the least. It can also be frustrating to consider that, if we were better able to communicate about our work, it could potentially lead to more partner engagement, more resources, and more community support for it. But, since effective communication is essential to all aspects of prevention practice, it is equally important that we learn one another's successes in doing it well.

Join us for this opportunity to engage with experienced prevention practitioners to discuss how you communicate about your prevention efforts. Designed specifically for professionals who have been in the prevention field for five years or longer, participants will have the chance to exchange tips and techniques for developing prevention messages that resonate with a variety of audiences, crafting messages that reflect your community's values, culture and readiness to engage in prevention efforts, and turning communication challenges into opportunities.

Please come ready to share your experiences, ask questions and actively engage in the conversation!

**Certificates:** Registrants who fully attend this event or training will receive a certificate of attendance via email within two weeks after the event or training.

### Presenters:

**Jessica Goldberg, MSW, MPH, CPS** is a training & technical assistance specialist with Education Development Center (EDC). For more than 15 years, Jess has specialized in building capacity to improve behavioral health at the national, state, regional and local levels.

**Tracy Desovich, MPH, CPS** - Tracy has over 30 years of experience in substance abuse prevention and public health. Her expertise includes community health assessment, planning, organizing and evaluation, leadership development, utilizing data to mobilize change, social norms marketing and healthy communities' principles.

**Teresa Gomez, MA, MS** is a Training & Technical Assistance specialist with EDC. For more than a decade, Teresa managed public & private global health efforts for European organizations. Her areas of focus include substance misuse prevention, behavioral health, social interventions for young people, and meeting the needs of underserved women.

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