



American Academy of Pediatrics Infection Prevention and Control Spokesperson ECHO

The American Academy of Pediatrics (AAP) is recruiting pediatricians to be a part of the American Academy of Pediatrics Infection Prevention and Control Spokesperson ECHO. This ECHO serves as a forum for AAP members to improve knowledge, skills, and confidence around media interviewing, talking to communities, engaging on social media, etc as it relates to pediatric-focused content, specifically, **infection prevention and control**.

Practices will engage in the ECHO (Extension for Community Healthcare Outcomes) model™, a telementoring platform that leverages video conference technology to connect experts with primary care teams in local communities, fostering an “**all teach, all learn**” approach. Project ECHO creates knowledge networks by connecting healthcare providers with an expert team through a tele-mentoring program using brief lectures and case-based presentations. Each one-hour ECHO session will consist of a short lecture (approximately 10-15 minutes) followed by a homework presentation and discussion. Participants will be assigned homework in between sessions to apply knowledge to practice. More information about Project ECHO may be found at www.aap.org/projectecho.

This ECHO will meet twice per month on **Tuesdays at 12:00 – 1:00 pm CT** for 6 sessions. Sessions dates are **August 23, September 6, 20, October 4, 18, and November 1**.

Topics to be covered:

- Vetting and Preparing for an Interview
- Interview Skills
- Appearance and Conveying Your Message
- Writing for Media
- Building Relationships and Pitching the Media
- Speaking up on Social Media

Who should apply:

Pediatricians who:

- ✓ Are AAP members in good standing
- ✓ Are interested in becoming AAP Spokespeople
- ✓ Provide primary care to children and young adults
- ✓ Want to network and collaborate with others

Interested?

Apply [online](#)

Questions? Contact Alexis Katzenbach at akatzenbach@aap.org

Project Firstline is a national collaborative led by the U.S. Centers for Disease Control and Prevention (CDC) to provide infection control training and education to frontline healthcare workers and public health personnel. AAP is proud to partner with Project Firstline, as supported through Cooperative Agreement CDC-RFA- OT18-1802. CDC is an agency within the Department of Health and Human Services (HHS). The contents of this flyer does not necessarily represent the policies of CDC or HHS, and should not be considered an endorsement by the Federal Government.