



## ASPR TRACIE Roundtable: Lessons Learned in Healthcare Communications April 20, 2023 ~ 3:00-4:15 PM ET

Healthcare and public health entities have learned many lessons about communicating to their personnel and the public after three years of responding to the COVID-19 pandemic and concurrent emergencies. The U.S. Department of Health and Human Services (HHS) Administration for Strategic Preparedness and Response Technical Resources, Assistance Center, and Information Exchange ([ASPR TRACIE](#)) invites you to this webinar where speakers representing a wide range of stakeholders and jurisdiction types (national, large/urban, regional, and rural/tribal) will share their perspectives on how they integrated these lessons into current and future responses. Topics will include channels used for outreach and continued engagement, strategies for reaching different community and cultural groups, tracking and countering rumors, and working with partners to create complementary messaging.

### SPEAKERS AND PARTICIPANTS

**Administrative Remarks:** Rachel Lehman, Director (Acting), ASPR TRACIE

**Moderator:** John Hick, MD, Senior Editor, ASPR TRACIE and Hennepin Healthcare

**Speakers (listed alphabetically):**

- Jennifer Askey, Portfolio Manager (Communications), Department of Veterans Affairs
- Amanda Burrage, MD, MPH, Medical Director of Public Health, Tuba City Regional Health Care Corporation (Arizona)
- Syra Madad, DHSc, MCP, Senior Director, System-wide Special Pathogens Program, NYC Health + Hospitals
- Tami Wood, BSN, RN, RRC, Co-owner, Healthcare Coalition Partners of Kansas, LLC and North Central Kansas HCC Response and Readiness Coordinator

**Target Audiences:**

- Hospitals
- Healthcare Coalitions
- Emergency Management Agencies
- Health Communications/Public Information Professionals
- Public Health Agencies
- Healthcare Providers

### REGISTRATION

[REGISTER HERE](#) for this free webinar; it will also be recorded and archived on the ASPR TRACIE website. Each registrant will receive a unique link needed to access the webinar. **Please note:** *The link can only be used on one computer; registrants should not forward their registration confirmation emails to others.* Registration is limited to the first 1,000 participants. Where possible, register once per office/organization and view the webinar as a group to allow the maximum number of participants.

**Audio:** You can use your computer microphone and speakers (VoIP) or telephone. A phone number and PIN will be provided after logging into the webinar.

### QUESTIONS?



[ASPRtracie.hhs.gov](https://asprtracie.hhs.gov)



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