



VCU DIVISION OF EPIDEMIOLOGY

USING HEALTH BEHAVIOR CHANGE THEORY TO COMMUNICATE ABOUT COVID-19 ON SOCIAL MEDIA

Facilitated by:

*Dr. Kellie Carlyle, Department of Health, Behavior, & Policy
Dr. Jeanine Guidry, Richard T. Robertson School of Media and
Culture*

Register at train.org

Train Course ID:

1092515

AUGUST 11, 2020

12:00 - 2:00 PM

ZOOM

Participants will learn to, (1) describe how using health behavior change theory can enhance effective communication about COVID-19 on social media, (2) distinguish between when to use the Health Belief Model and the Theory of Planned Behavior to craft messages for different target audiences, and (3) apply health behavior change theories to design social media messages about COVID-19 prevention.

For more information contact Sierra Croker
at sierra.croker@vcuhealth.org



VCU Family Medicine and
Population Health

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