

Public Health Webinar Series presents...
**Reaching Black Audiences in a
Digital World**

Join Porcha Johnson, founder of Black Girl Health, as she discusses strategies for communicating health with Black communities using social media

January 12; 1:00-2:00 pm (ET)
Course Objectives and Registration

<https://bit.ly/3ISOxwj>

1.00 CHES credit available

Learn the tools and partnerships Black Girl Health uses to target black women, black men, and different age groups to increase health awareness, engagement, and knowledge. Learn the challenges with outreach campaigns/events and how to overcome them.

NNLM's Public Health Webinar Series sessions provide the public health workforce with resources, skills, and knowledge focusing on meeting health information needs.



An experienced news reporter and broadcast anchor, Ms. Johnson provides marketing, social media, and video services to health awareness campaigns reaching millions.