

EDUCATIONAL FORMAT: T17, Breakout

TIME/DAY/LOCATION: 10:00 – 11:00 am, Tuesday, 1/24/12, Palazzo A/Lobby

TITLE: Designing and Implementing “Community-Based” Education: CS2day as a Case Example

COMPETENCY: 5.2 – Identify and collaborate with external partners that enhance effective CME/CE/CPD activities.

PRINCIPAL PRESENTER: Robyn Snyder, BA

CME Enterprise, 317/846-2761, robyn_snyder@cmeenterprise.com

DISCLOSURE: Does not have for sale a technology, program, product, and/or service for CME/CE/CPD professionals.

CO-PRESENTER: Mary Ales, BA

Interstate Postgraduate Medical Association, 608/237-7331, males@ipmameded.org

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CO-PRESENTER: Beth Mullikin, MS

University of Wisconsin School of Medicine and Public Health, 608/240-6003, eamullikin@wisc.edu

DISCLOSURE: Does not have for sale a technology, program, product, and/or service for CME/CE/CPD professionals.

CO-PRESENTER: Sheila Robertson, MPH

CME Enterprise, 785/883-4417, sheila_robertson@cmeenterprise.com

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TARGET AUDIENCE: Non-beginners

MEMBER SECTIONS: All

OBJECTIVES: At the completion of this session, participants should be able to

1. Describe factors to consider when using a community-based approach to education and identify communities relevant to your organization's initiatives.
2. Develop a methodology for approaching communities regarding your educational initiative and partnership opportunities.
3. Discuss development and implementation of content and outcomes consistencies and customization across communities.

METHODS: Panelists will share novel methods for choosing, engaging, and working with community partners to reach target learners in a smoking cessation educational initiative. Tips and tools will be provided to help attendees apply ideas to their own initiatives. Ample time will be set aside for group interaction.

KEY POINTS: Increasingly, medical education is focusing on the learner within their practice environment. This session will demonstrate how a community-based model was developed and implemented, providing examples from the CS2day collaboration. Discussion will include methods for identifying potential communities, evaluating whether a community is the right fit for your educational initiative, and balancing consistency with customization in content and measurement techniques. Preliminary outcomes data will be provided to underscore the impact that may be achieved through this model, and lessons learned along the way will be shared.

PARTICIPANT NOTE SPACE:

