



New Jersey Society of Public Health Educators (NJ SOPHE)  
Presents a Webinar Learning Session:

# What Every Health Educator Needs to Know About Focus Groups: A Data Collection Tool to Fill Gaps and Tailor Messages

**Thursday, March 22, 2018**  
**10:30 – 11:45am**

Do you rely on crafted messages from larger health organizations like the NJDOH or CDC to steer your community outreach and education?

Have you ever felt the messages don't quite fit the needs of your community?

Learn how to use Focus Groups as a rich form of primary data collection and how the Hudson Regional Health Commission successfully used this tool during their Zika education and outreach.

**Target Audience:** Health Educators, Students, Public Health Professionals

## Presenters:

**Suzanne Miro**, Health Communications Specialist, NJDOH

**Monique Davis**, Health Educator, Hudson Regional Health Commission

**Krista Reale**, Health Educator, NJDOH



This webinar is FREE, but you must register by March 20th via this link –  
<https://www.surveymonkey.com/r/FD5VFNH>

Participants who successfully complete the webinar will be eligible for 1.0 CHES/MCHES Category 1 CHEC.

Please contact Linda Brown at [linda.paquette@gmail.com](mailto:linda.paquette@gmail.com) with any questions.

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