Council on Community Pediatrics/Section on Epidemiology, Public Health, and Evidence
Public Health Special Interest Group (SIG) Webinar Proposal Process

Goals
- Professional development to benefit SIG members
- Increase visibility of SIG within AAP
- Enhance infant, child, youth and adolescent wellbeing in US communities by fostering local partnerships between pediatrics and public health.

Schedule
- Goal of two webinars yearly, at least one in partnership with AAP SIG/Section/Committee

Webinar Process
- Complete a webinar proposal form to suggest webinar topic
- Submit webinar proposal form to cocp@aap.org
- Webinar proposal is evaluated to determine relevance to SIG, potential timing and whether there may be conflicts with other proposed webinars
- Timeline for webinar will be developed
- AAP staff markets webinar to SIG members
- AAP staff conducts a pre-webinar check with presenter to reduce the chances of technical problems during the presentation
- Webinars are recorded and archived on the SIG website

Possible topics can include but not limited to:
Child Care
Child Abuse
Gun safety
Substance abuse
Fluoridation
Immunization
Injury prevention
Violence
Firearm safety
Suicide prevention
Obesity
Refugee Health
Social Determinants of Health
**Webinar Guidelines**

Please use the **webinar proposal template** to create your proposal, addressing the criteria below, and submit it as an emailed MS Word document. Please be clear and succinct when providing webinar details.

1. **Title/Topic**  
   Identify title or topic of webinar
2. **Takeaways**  
   (Provide the 2-3 key points the audience will take away from this session and be able to put into use. They should reflect the topic’s importance to SIG members and apply to attendees in a real and practical way.)
3. **Describe the content and goals of this session** (in approximately 100 words, please).  
   (What’s the problem/opportunity/scenario/challenge that makes the takeaways relevant? Your description should sell the session.)
4. **Who will benefit the most from attending this session?** (i.e. Pediatricians, others)
5. **Length**  
   Recommended lengths for webinars is 60 minutes.
6. **Speakers**  
   Have specific speakers been identified – or at least a type of speaker, one who can address one or more components of the webinar? Briefly describe what qualifies the speaker(s) to deliver content related to the webinar topic. Is this speaker a good presenter? Has speaker presented on a webinar or program in the past? Ideally, any proposed speakers are already committed to participate. Do you anticipate any speaker expenses? How much?
7. **Coordination**  
   Who would be putting the program together? Would the person coordinating the webinar also moderate it?
8. **Public health partnership**  
   If applicable, explain how the webinar will provide information about a public health partnership formed.
9. **Submission**  
   Please submit a webinar proposal by email as an electronic attachment to cocp@aap.org.

Note: Consider partnering with other AAP SIGs/ Committees/ Sections that share these advocacy interests and bringing to the partnership the partnering with local public health.