



## **Getting the Word Out: Using Innovative Technology to Enhance Workforce Development**



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## Background

One of the major technological innovations that has taken place in continuing education over the past several years has been the emergence of learning management systems.

**A learning management system (LMS) is an automated system for administering the learning process within an organization.**

The deployment of learning management systems to help develop personnel has become mainstream in most successful organizations, as it helps in tracking the training of these personnel.



## History of TRAIN

Developed in 2003 in response to state requests

A single system that permits and promotes sharing and learning across states

Over 40 states and 400 health professionals involved in planning

Continually improved with investments from many affiliates

Premiere learning management system for those who protect the public's health

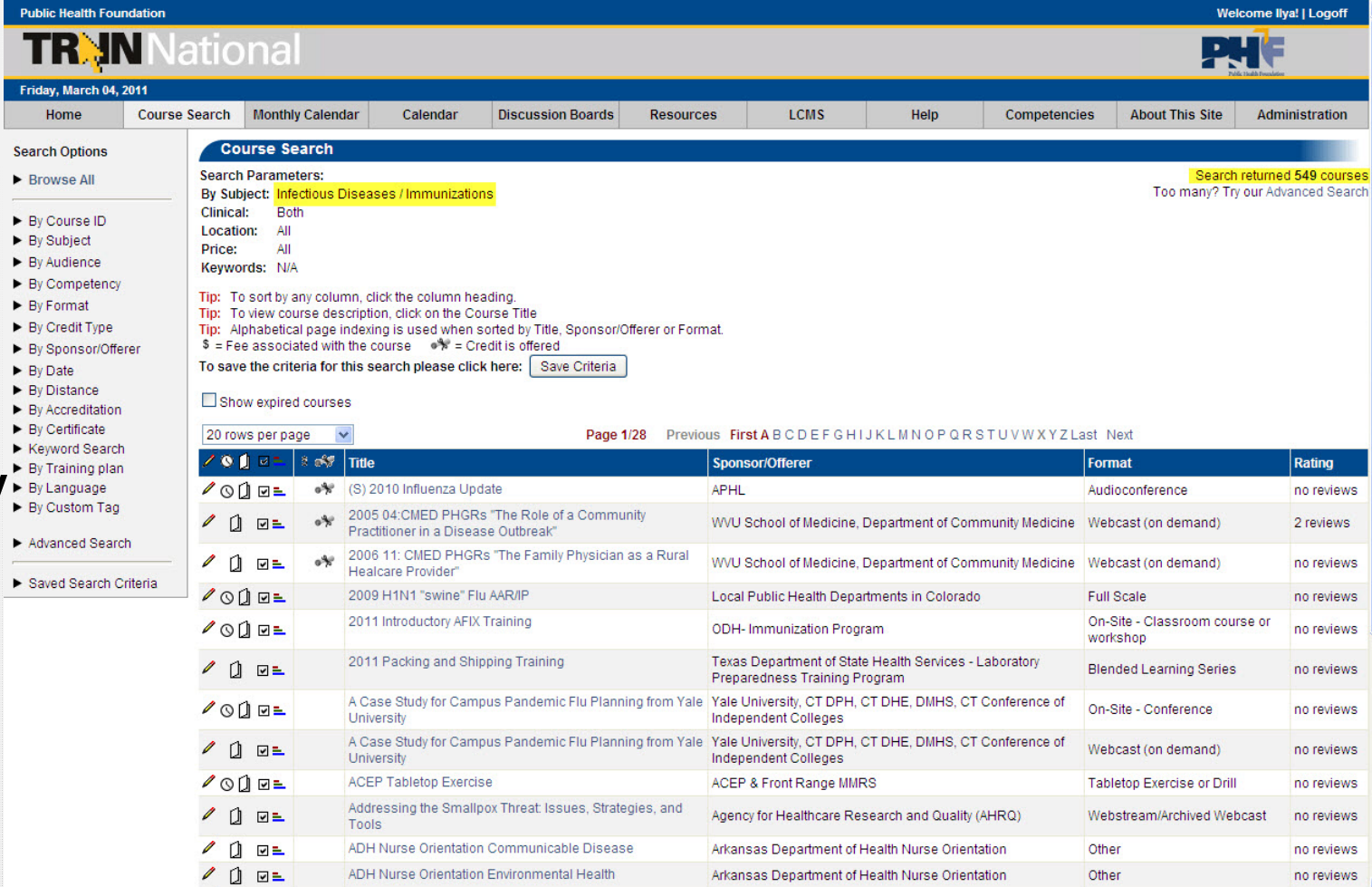


## TRAIN is...

- A web-based tool for health-related training
- Established as the most comprehensive distance learning clearinghouse for public health professionals
  - Database of over 19,500 courses; over 3,600 course providers; over 415,000 registered learners
  - A collaborative network of 25 affiliates (22 states and 3 national organizations/agencies)
- TRAIN offers two major course types
  - Electronic courses and
  - Event-style courses
- Every registered TRAIN learner has a personal learning record which contains:
  - Profile/Account information; list of courses that have not been completed; transcript; training plans; surveys; certificates; course archives

# Immunization Courses on TRAIN:

Over  
500  
Courses  
Currently  
On  
TRAIN

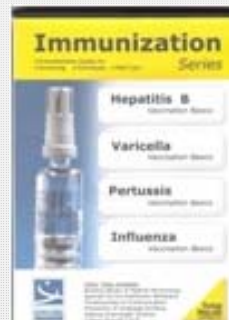
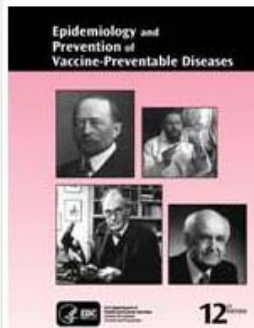


The screenshot shows the TRAIN National website interface. At the top, it says 'Public Health Foundation' and 'Welcome Ilya! | Logoff'. The main header features the 'TRAIN National' logo. Below this is a navigation bar with links: Home, Course Search, Monthly Calendar, Calendar, Discussion Boards, Resources, LCMS, Help, Competencies, About This Site, and Administration. The 'Course Search' section is active, displaying search parameters: 'By Subject: Infectious Diseases / Immunizations', 'Clinical: Both', 'Location: All', 'Price: All', and 'Keywords: N/A'. It also includes tips for sorting and viewing course descriptions, and a 'Save Criteria' button. A table of search results is shown, listing 10 courses with columns for Title, Sponsor/Officer, Format, and Rating. The table is paginated to show 20 rows per page, and the current page is 1 of 28.

Title	Sponsor/Officer	Format	Rating
(S) 2010 Influenza Update	APHL	Audioconference	no reviews
2005 04:CMED PHGRs "The Role of a Community Practitioner in a Disease Outbreak"	WVU School of Medicine, Department of Community Medicine	Webcast (on demand)	2 reviews
2006 11: CMED PHGRs "The Family Physician as a Rural Healthcare Provider"	WVU School of Medicine, Department of Community Medicine	Webcast (on demand)	no reviews
2009 H1N1 "swine" Flu AARIP	Local Public Health Departments in Colorado	Full Scale	no reviews
2011 Introductory AFIX Training	ODH- Immunization Program	On-Site - Classroom course or workshop	no reviews
2011 Packing and Shipping Training	Texas Department of State Health Services - Laboratory Preparedness Training Program	Blended Learning Series	no reviews
A Case Study for Campus Pandemic Flu Planning from Yale University	Yale University, CT DPH, CT DHE, DMHS, CT Conference of Independent Colleges	On-Site - Conference	no reviews
A Case Study for Campus Pandemic Flu Planning from Yale University	Yale University, CT DPH, CT DHE, DMHS, CT Conference of Independent Colleges	Webcast (on demand)	no reviews
ACEP Tabletop Exercise	ACEP & Front Range MMRS	Tabletop Exercise or Drill	no reviews
Addressing the Smallpox Threat: Issues, Strategies, and Tools	Agency for Healthcare Research and Quality (AHRQ)	Webstream/Archived Webcast	no reviews
ADH Nurse Orientation Communicable Disease	Arkansas Department of Health Nurse Orientation	Other	no reviews
ADH Nurse Orientation Environmental Health	Arkansas Department of Health Nurse Orientation	Other	no reviews

## Learning Resource Center (LRC)

- The Learning Resource Center is the **premiere online storefront** of the public health workforce's training materials
- LRC reaches **hundreds of thousands of public health & health care professionals** each year
- Product topic areas include **immunization, infectious disease, QI, epidemiology**, and more





# Innovative Services

## ■ Advertising and PR

- Product promotion through a variety of innovative techniques
- Online satisfaction surveys, reviews, and testimonials

## ■ Retail

- Online store
- Order fulfillment and customer needs analysis
- Flexible storage, maintenance, and management options

## ■ Publishing

- Printing and duplication
- E-book publishing

8. What was the primary factor that influenced your decision to purchase products from PHF's Learning Resource Center? <span>Actions</span>			
Need	<div></div>	8	57%
Price	<div></div>	1	7%
Ease of ordering	<div></div>	0	0%
Quality	<div></div>	2	14%
Author or Authority	<div></div>	1	7%
Loyal customer of PHF	<div></div>	0	0%
Other, please specify View Responses	<div></div>	2	14%
Total		14	100%

*"In the Connecticut Immunization Program, the Pink Book is the one book that all staff members have on their desks that they regularly refer to. There is so much information out there but this is the one resource that we consistently rely on for the most comprehensive information on vaccine-preventable diseases."*

- Vincent Sacco, Immunization Program Manager,  
Connecticut Department of Public Health



### Epidemiology and Prevention of Vaccine-Preventable Diseases, 12th Edition and Principles of Epidemiology Package

Add both of these popular resources to your collection at once! The

Public Health Foundation (PHF) is proud to offer a special savings package containing both of these invaluable texts.

**Epidemiology and Prevention of Vaccine-Preventable Diseases (The Pink Book)**, is an easy-to-reference text containing updated, comprehensive information on each vaccine-preventable disease, revised principles of vaccination; new immunization strategies for healthcare practices and providers; and guidelines on vaccine safety, storage, and handling; and vaccine pricing.

# Marketing Initiatives

- **Social Media**

- Facebook
- Twitter

- **E-mail**

- Hot Off the Press (HOTP) monthly product feature
- E-News product promotion

- **Website**

- Referrals and link exchanges on partner websites
- Posts promoting client materials

- **Direct mail**

- Promotional Pieces
- Product Catalog

- **Conferences and Events**

- Materials at 50+ conferences and events
- In person at 10+ conferences and events

- **Search engines**

- Google AdWord campaigns
- Organic product keywords and tagging



**ThePHF** Public Health Found.

Today is National Women & Girls #HIV / #AIDS Awareness Day.  
Use LRC resources to fight this disease in your community.

<http://bit.ly/PHFLRC>

10 Mar



**Public Health Foundation Learning Resource Center**

Welcome **Guest**. Would you like to [log yourself in?](#) Or would you prefer to [create an account?](#)

Use keywords to find the product you are looking for

**Email Signup**

Sign up for PHF's Hot Off The Press (HOTP) E-Newsletter

**Browse Categories:**

- Shop by Product Format (264)
- Adolescent Health (2)
- Asthma & Allergies (4)
- Choose Respect Campaign (23)
- Chronic Diseases (22)
- Diabetes (14)
- Environmental Health (10)
- Epidemiology (17)
- Evaluation & Planning (5)
- Hand Hygiene (4)
- Hepatitis (2)
- HIV / AIDS (3)
- Immunization (8)
- Infectious Diseases (20)

**Just a few of our exciting products...**

**Management of Occupational Blood Exposures to HBV, HCV, or HIV Poster**

Price: \$20.00  
[Buy Now!](#)

**Public Health 101: Healthy People, Healthy Populations**

Price: \$68.95  
[Buy Now!](#)

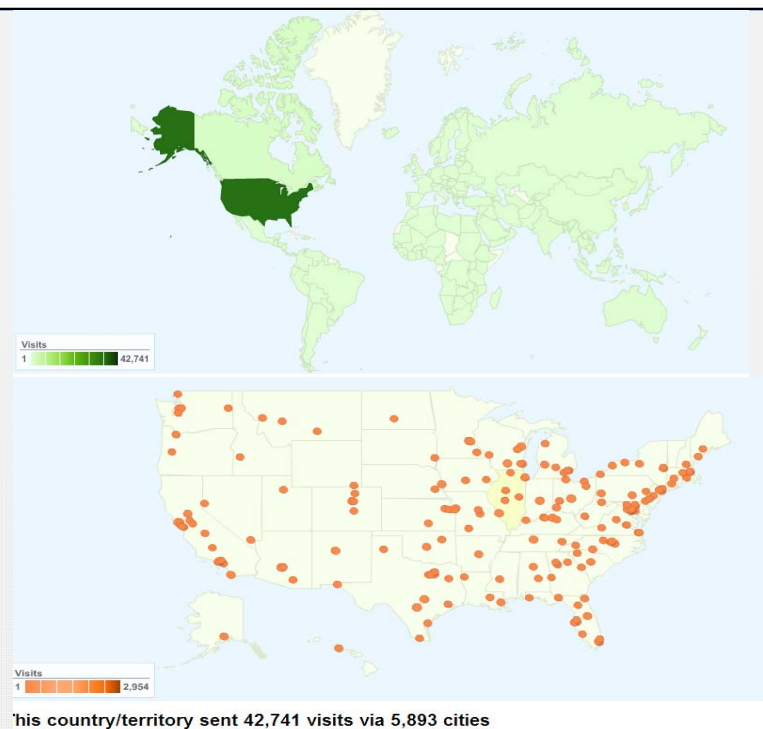
**Introduction to Public Health, Third Edition**

Price: \$54.95  
[Buy Now!](#)



# Results

- Over 1,000,000 total PHF impressions
- Reach **50 states** and **172 countries**
- Over **155,000 PHF web visitors and shoppers** each year
- Over **4,200 fans and followers** on Facebook and Twitter
- Partnership with **CDC, FDA** and 30 other public health organizations



*“PHF’s Learning Resource Center (LRC) has been the sole distributor for ‘**Epidemiology and Prevention of Vaccine-Preventable Diseases**’ (The Pink Book) for **ten years**. Since this time, we have **saved tremendously** in printing and distribution costs for this resource. The arrangement works perfectly!”*

- Dr. William Atkinson, Medical Epidemiologist, National Immunization Program, CDC