

## Writing Effective Emails

January 24, 2019, Th, 11:00am EST

**Jonathan Marx, MBA**

Description: Everyone is flooded with emails, on top of an already busy job. So how do you get your email read, and responded to if necessary? This webinar will cover how to title your emails for the subject line, how to compose your emails so they get read, how to clearly delineate action items you wish the receiving party to take, and next steps you can take if your receiver doesn't respond. Join us for an informative and action-packed session.

## Creating Effective Academic Posters

June 27, 2019, Th, 11:00am EST

**Barbara Gastel, MD MPH**

Description: At meetings, posters are an efficient way to highlight ongoing projects or summarize research findings to date for attendees. Your academic poster is usually displayed with many others, so the question is, how do you make a poster that grabs peoples' attention and invites them to talk with you for more details. That's why you are there. THIS webinar will offer secrets and tips for making academic posters readable, that draw people in, and quickly communicate the significance of the work you are doing.

## Best Practices for Creating Fact Sheets

July 25, 2019, Th, 11:00am EST

**Johanna Lackner, MPH MSW CHCP**

Description: Fact Sheets are a powerful way to convey vital information. However, a Fact Sheet will not convey its message unless your audience reads it. In addition to learning the process for creating effective Fact Sheets, in this presentation we will cover:

- Types of Fact Sheets
- Essential elements to include in your Fact Sheets
- Best formatting for clarity and readability
- What you need to know about your audience
- Mistakes to avoid when creating your Fact Sheets
- How to use visuals to convey information

Examples from the CDC will be used throughout the presentation.

## Editing Your Own Work

**August 29, 2019, Th, 11:00am EST**

**Barbara Gastel, MD MPH**

Description: Nearly all writing can benefit from editing. Yet few of us can regularly enlist professional editors. In this webinar, Barbara Gastel, MD, MPH, who teaches science editing and has edited the Council of Science Editors periodical, will present approaches, tips, and resources for editing one's own work. The webinar will feature checklists for editing one's papers and proposals before submission. It also will identify common writing problems to remedy, provide suggestions for non-native users of English, and list items to check for when proofreading. Throughout, examples and advice from CDC will be integrated. Join us for guidance in refining your writing to communicate best and win reviewers' and editors' approval.

## Writing and Editing Scientific Papers for Journals

**September 26, 2019, Th, 11:00am EST**

**Barbara Gastel, MD MPH**

Description: Papers in journals are central to communicating medical research. In this hour-long webinar, Barbara Gastel, MD, coauthor of *How to Write and Publish a Scientific Paper*, will offer advice on writing and editing such papers. She will focus largely on the appropriate content and organization of each section: title, authors, abstract, introduction, methods, results, discussion, acknowledgments, and references. Also, she will provide tips on preparing tables and figures and on writing readably and concisely for journals. Finally, she will touch on career opportunities in editing scientific papers and note resources helpful in preparing papers for journals.

## Scientific Writing- Myths and Errors

**October 31, 2019, Th, 11:00am EST**

**Barbara Gastel, MD MPH**

Description: Myths abound about the writing process, the nature of good scientific writing, and aspects of writing style to avoid. (Yes, even expert writers must revise their work; yes, you can use first person in a journal article; yes, you can end a sentence with a preposition.) And many scientific manuscripts contain

stylistic errors—such as excessive capitalization, improper punctuation, and incorrect word usage. In this webinar, Barbara Gastel, MD, MPH, who coordinates the science communication graduate program at Texas A&M University, will help dispel some widespread myths and show how to avoid some common errors. Please join us for a lively webinar.

### Writing for the Public

**November 21, 2019, Th, 11:00am EST**

**Barbara Gastel, MD MPH**

Description: Writing for the public can be a fine way to inform general audiences about topics in disease control and prevention. It also can be enjoyable. In this webinar, Barbara Gastel, MD, MPH, who coordinates the science journalism graduate program at Texas A&M University, will address key aspects of writing for the public. As well as presenting principles in this realm, the webinar will discuss such topics as identifying suitable venues, analyzing the audience, and gearing the writing to the medium. It also will discuss collaborating with professional communicators in writing for the public. Come join us for a lively session.

### Avoiding Death by PowerPoint – Ten Strategies for Creating Compelling Presentations

**December 5, 2019, Th, 11:00am EST**

**Johanna Lackner, MPH MSW**

Description: We've all sat through them . . . PowerPoint presentations that are mind-numbingly boring. What's worse is being the one giving the presentation. According to an often cited white paper by the network MCI, nine out of ten audience members admitted to daydreaming at presentations. Creating a presentation that grabs your audience from the first slide, keeps their attention, and gets them thinking about your message is the goal. This presentation will go beyond how to format slides so they are less cluttered and how many colors or fonts to use. You will learn how to capture and maintain your audience's interest by using strategies during the three phases of the presentation lifecycle: planning, creation, and performance. Content from the CDC, NCEH, and ATSDR websites will be used in examples.

## Faculty Profiles

### Barbara Gastel, MD MPH

Barbara Gastel, a physician specializing in biomedical writing and editing, is professor of integrative biosciences, humanities in medicine, and biotechnology at Texas A&M University, where she coordinates the master's degree program in science and technology journalism.



Dr. Gastel is the author of three books: *Presenting Science to the Public* (ISI Press, 1983), *Teaching Science: A Guide for College and Professional School Instructors* (Oryx Press, 1991), and *Health Writer's Handbook*, now in its second edition (Blackwell Publishing, 2005). In addition, she coauthored, with Robert A. Day, both the eighth edition of *How to Write and Publish a Scientific Paper*. She also has written many articles and chapters on writing, editing, teaching, and medical topics. From 2000 to 2010, she edited *Science Editor*, the periodical of the Council of Science Editors.

From 1996 through 2007, Dr. Gastel directed the US aspect of a program, funded by the China Medical Board of New York, to teach English-language biomedical writing and editing in Asia. Since 2007, she has been Knowledge Community Editor for AuthorAID at INASP ([www.authoraid.info](http://www.authoraid.info)), a project to help researchers in developing countries to write about and publish their work.

Dr. Gastel has received awards from the American Medical Writers Association and the Council of Science Editors, and she is a fellow of the American Association for the Advancement of Science. In 2006, the Board of Editors in the Life Sciences named her an Honored Editor in the Life Sciences. She was the 2010 recipient of the John P. McGovern Science and Society Award, given by the scientific research society Sigma Xi.

# 2019 Online Seminars for the CDC



### **Johanna Lackner, MPH MSW**

Johanna was Founder and President of InQuill Medical Communications, LLC from 2008-2017 which provides CME certification services, CME writing services, and medical marketing services to clients. InQuill also provides online medical writing training courses in eight different kinds of medical writing. InQuill is organizing and hosting the Medical Writing Festival.



Johanna has been a Nationally Certified CME Professional, an A-CME Award Winner – Best Innovation in Continuing Professional Development, a MECCA Member Section Chair – Alliance for Continuing Education in the Health Professions (ACEHP), an AMWA Journal Section Editor – “CME Rising” column, and an Apex Award Winner – Excellence in Publishing with the AMWA Journal.

Johanna has been active in CME for almost 20 years. She worked with the National Institute of Mental Health in their Epidemiology and Psychopathology Research Branch, where she completed research and was published internationally. Her writings include a wide variety of topics. She manages medical writers and edits writing.

Johanna has also been very active in physician and healthcare provider education, having organized and managed over 150 educational events. She has acquired certification as a CME provider for clients, oversees production of CME materials, and consults with companies on CME recertification.

She currently is principal of Avant Medical Communications.

He is Past President of the Council of Science Editors, current Treasurer of the World Association of Medical Editors, a Fellow of the American Medical Writers Association, and a recipient of the Association’s 2002 Harold Swanberg Distinguished Service Award for exceptional contributions to medical communications. His MA is in Communications Management from the Annenberg School of Communications, University of Southern California.

## Jonathan Marx, MBA



Jonathan is the Founder and Host of the Medical Writing Festival (2013) and the Medical Writing Network(2017) online seminars. He has been in medical communications since 2001. He joined InQuill Medical Communications, LLC in 2008, and now serves as its President since 2017.

Under his leadership, InQuill has managed dissemination for large international health and medical education projects at <http://adhdinadults.com>, and <https://newbrainnutrition.com>. ADHD in Adults has trained over 14,000 primary healthcare professionals about ADHD, and has achieved over a quarter million public views on YouTube. The New Brain Nutrition project is a consortium of eighteen European university hospitals doing research on the connections between nutrition, lifestyle, and mental health, funded by the European Union’s Food Safety Division.

Jonathan specializes in multi-media content creation, social media and search engine optimization campaigns, and adult learning. His clients are all in healthcare and medicine.

Prior to that, Jonathan held various C-level positions in multi-media and communications companies such as Viacom (Senior Vice President), Pacific Bell Yellow Pages (Vice President, Strategy), and ISP Channel (President), a pioneer in high-speed modem services.