Publicity

CGEC wishes to promote the educational, research and coalition work of the grant and our AHEC partners and will pursue Marketing and public relations avenues. The CGEC will work in partnership with each AHEC to bring media attention to grant related efforts. These will include but are not limited to...

- Website features
- News stories (print and televised)
- Use of AHEC materials
- Social networking
- Relevant newsletters

CGEC Acknowledgement & Disclaimer 7/1/10 - 6/30/15

Any and all materials produced as a result of CGEC activities are to include the following acknowledgements and disclaimer:

Required by HRSA:

"This project is/was supported by funds from the Bureau of Health Professions (BHPr), Health Resources and Services Administration (HRSA), Department of Health and Human Services (DHHS) under grant number #UB4HP19053, Carolina Geriatric Education Center. This information or content and conclusions are those of the author and should not be construed as the official position or policy of, nor should any endorsements be inferred by the BHPr, HRSA, DHHS or the U.S. Government."

Required by CGEC/CAH

"The UNC Center for Aging and Health, Carolina Geriatric Education Center also provided support for this activity."

LOGO

All reproducible materials (print, web, video, etc) should also include the CGEC logo



The logo must be large enough to read text easily. Recommended size as above 1 1/2'" x 2 ½"

Target audiences

In keeping with the intent of the CGEC HRSA grant CGEC programming should target primary care providers with an emphasis on increasing the number of MDs/DO's and minorities engaged in continuing education events. Currently the CGEC has 25% minority enrollment in educational programming, but Internists and Family Practitioners are under represented with less than 50 total this past year.