

## Mobilizing for Health Equity Webinar Series – How Did it All Go?

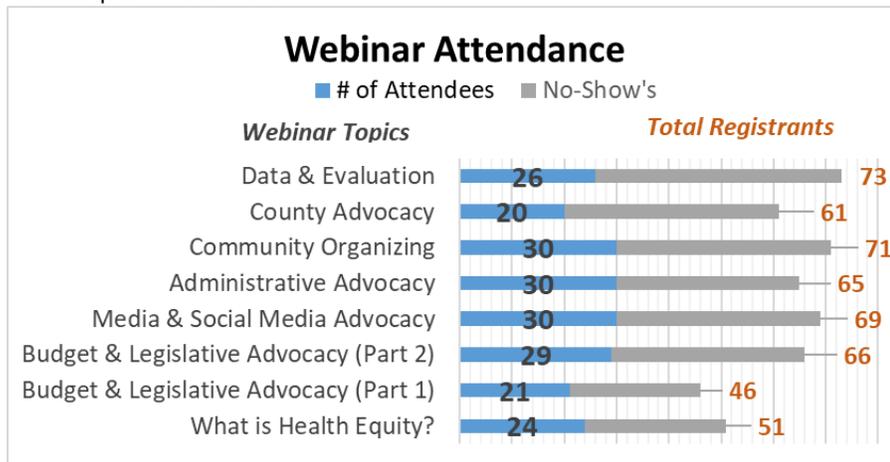
### Background

In 2019, CPEHN and its Having Our Say (HOS) partners conducted an eight-part webinar series. The series was designed to build knowledge and tools for community-based organizations and grassroots advocates to better engage in state and local advocacy to fight for health equity.

### Who Spoke and Who Attended?

In total, **14 advocates** from diverse backgrounds shared their expertise on topics including legislative, budget and administrative advocacy, media engagement, community mobilizing, data collection and program evaluation.

A sum of **210 attendees** (non-unique) were able to join the 8 webinars. On average for each webinar: 26 people attended the live session, which is below half of those who registered; about 7 attendees filled out the end-of-webinar survey; and 2 training related questions were raised per webinar.



### What Went Well?

Based on the **59** post-webinar evaluation surveys we received, attendees reported significant **increase in knowledge** of the subjects (average score: 4.2 out of 5.0) and strong **likelihood to apply** what they have learned in their work (average score: 4.0 out of 5.0).

### What Could We Do Better?

It is worth thinking how we can engage all those who showed interest and registered but did not attend. Promotional efforts at least two weeks before each webinar have driven higher attendance. Besides, an average of **2 questions** were raised relevant to the training content, despite that at least 5-10 minutes were reserved for Q&A during each webinar. Surveys indicated that occasional technical difficulties, such as low audio quality and lack of interaction via the “question box” may have prevented the audience from fully participating.

**Questions?** Let us know if you would like CPEHN and Having Our Say partners to cover other training topics! Contact Weiyu Zhang: [wzhang@cpehn.org](mailto:wzhang@cpehn.org)

Check out the Mobilizing for Health Equity webinar recordings and materials here:

<https://havingoursaycoalition.org/resources/training-series/>

