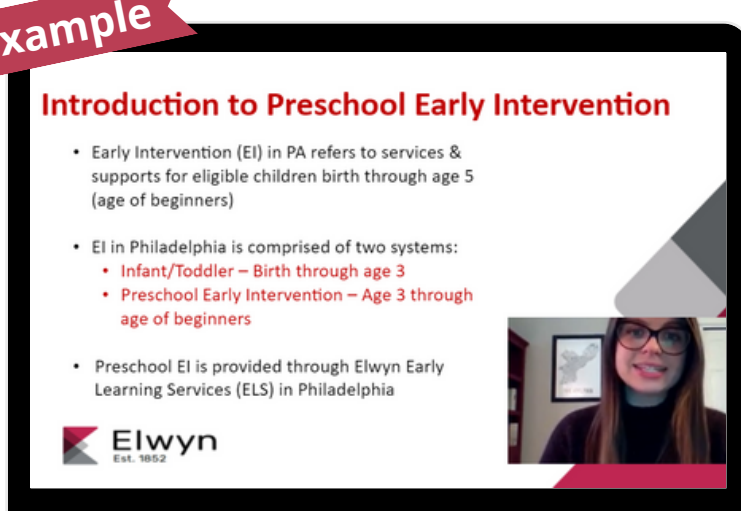


# FAMILY HEALTH TRAINING ACADEMY MARKETING GUIDE

## What is the Family Health Training Academy?

- The Family Health Training Academy offers Philadelphia caseworkers and frontline staff a library of e-modules to build their knowledge of health and safety topics to better serve clients
- Each e-module features a Philadelphia-based subject matter expert who provides an overview of the topic, resources to be shared, and community referral information

### Example



### E-Module Topics

- *The Impact of Trauma in Early Childhood*
- *Introduction to Smoking Cessation*
- *Early Child Health Promotion*
- *And more...*

## How can these trainings be promoted to staff?

- Emphasize importance of learning about issues many families face, even if not directly related to primary work
- Share specific e-modules in employee newsletters that might be of particular relevance
- Incorporate e-modules into regular training and onboarding practices
- Mention that staff can receive a certificate of completion

### Example email to staff



1. Copy/paste overview from "What is the Family Health Training Academy?" (section above)
2. Provide instructions to access e-modules (section below)

## How can staff access the Training Academy?

City employees and contractors with access to the SmarterU Learning Management System

- Sign in to [City of Philadelphia SmarterU LMS](#)
- Navigate to "Learning Resource Hub" on left-hand toolbar
- Select "Family Health Training Academy"

Non-City employees or caseworkers without access to SmarterU Learning Management System

- Visit [Family Health Training Academy website](#)