

The Banyan Tree Project, a Capacity Building Assistance (CBA) provider funded by the *Centers for Disease Control and Prevention* (CDC), provides at-your-convenience online trainings through:

"Online Trainings Media Library"

The *Online Trainings Media Library* houses webinar trainings that were conducted by *The Banyan Tree Project*, a CBA provider. Below are descriptions of trainings that are currently available. New trainings will be added on a regular basis, approximately four weeks following the date of the training.

Online Trainings Available

- **10 Foolproof Ways to Engage Communities**

This training will explore 10 different types of events to increase community engagement, using real world case studies. You will learn how to support existing HIV prevention campaigns and integrate them into the work that you are already doing. To access this training, please [click here](#).

- **Getting Your 15 Minutes: Creating an Effective Media Relations Strategy**

This training will provide you with basic tools needed to fully engage the media. The overview will cover the core elements of media relations, from developing your messages to building an initial media contact list, using real world examples. To access this training, please [click here](#).

- **The Right Message for the Right Audience: Social Marketing 101**

This training will guide you through the process of developing an effective social marketing campaign. Best practices will be highlighted, while critically evaluating a series of real world case studies. You will learn how to create strong, cohesive messages appropriate for your target audience. To access this training, please [click here](#).

- **Impact of HIV-Related Stigma on Asian & Pacific Islander (A&PI) Communities**

This will provide an overview of HIV statistics for A&PI communities and the impact of stigma, cultural taboos and provider biases on A&PIs who are at-risk for or living with HIV.

Learning Objectives:

- Be more knowledgeable about the prevalence of HIV/AIDS in A&PI communities.
- Understand various types of stigma that affect A&PIs at-risk for or living with HIV/AIDS.
- Understand how cultural factors affect access to and utilization of HIV services

To access this training, please [click here](#).

- **Saving Face: What You Need to Know About Hepatitis B and Asian & Pacific Islander (A&PI) Communities**

This presentation will provide an overview of Hepatitis B among A&PIs and examines the connection between Hepatitis, HIV and other STIs. This training will also discuss ways to integrate Hepatitis and HIV education and services and will use real world examples.

Learning Objectives:

- Be more knowledgeable about the prevalence of Hepatitis B in A&PI communities
- Understand the relationship between Hepatitis B and HIV
- Be able to describe ways to integrate Hepatitis B and HIV prevention services

To access this training, please [click here](#).

Questions: Please email questions to [Sapna Mysoor](#) or call (415) 292-3420, ext. 352

CA Department of Public Health, Office of AIDS
P.O. Box 997426, MS7700
Sacramento | CA | 95899-7426
(916) 449-5900