



## Peer Learning Network: Tell Your Story

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The [Peer Learning Network](#) is designed to connect communities interested in igniting change at the intersection of planning and public health. You know your communities best—and the American Planning Association and American Public Health Association are committed to elevating the expertise of local projects by showcasing your work and the work of your peers. The network is open to organizational partners, community leaders, professional allies, and anyone passionate about creating vibrant, healthy places.

Interested in getting more involved in the Peer Learning Network? Share directly with the community! Develop your own **mini-webinar** or **blog post**—or host a **peer call** on your favorite planning and public health topic.

### MINI-WEBINAR

Mini-webinars are bite-size versions of the webinar experience: short, focused sessions on the topic of your choice. Complete a mini-webinar by following these five steps:

#### 1) Choose a topic

Any planning or public health topic is fair game. From the first steps of developing a coalition and engaging stakeholders to publicizing a project and celebrating success, identify a specific aspect of your work to share with the Peer Learning Network.

#### 2) Draft your presentation

Mini-webinars are approximately five to seven minutes. It's great to have a few visuals to help tell your story, too. Check out a sample presentation structure below:

- Introduce yourself and your topic (two minutes)
- Share your expertise (three minutes)
- Close with a resource or your contact information (one minute)

### **3) Pick a date**

Pass along a few dates/times that work for you to Aliza Norcross: [anorcross.apa@gmail.com](mailto:anorcross.apa@gmail.com). Aliza will schedule a 30-minute block of time to record your mini-webinar. You will need a quiet place to record, using either your computer microphone or a conference call line.

### **4) Spread the word**

After the mini-webinar is recorded, we will post your session on the Peer Learning Network—and pass along a link for you to share!

## **BLOG POST**

Blog posts are fun, shareable ways to contribute to the Peer Learning Network. Complete a blog post by following these five steps:

### **1) Choose the topic**

Any planning or public health topic is fair game. From the first steps of developing a coalition and engaging stakeholders to publicizing a project and celebrating success, identify a specific aspect of your work to share with the Peer Learning Network.

### **2) Draft your post**

The format of your blog post will depend on your topic. Please find a few recommendations below:

- 300 – 750 words is a typical post length.
- Reading on a screen is different than reading on the page. It's helpful to keep the paragraphs short and skim-able.
- If you decide to take a deeper dive and draft a longer post, remember to include pictures or visuals, too. Having trouble finding an image? Just let us know.
- Don't forget the title! Your post will be Tweeted and shared using the title. Think of something catchy to grab the reader's attention.

### **3) Submit the entry**

Submit your blog post to Aliza Norcross: [anorcross.apa@gmail.com](mailto:anorcross.apa@gmail.com). Aliza will work with the APA communications team to finalize the post for publication.

#### **4) Spread the word**

After the blog post is published, we will share your entry with the Peer Learning Network—and pass along a link for you to share as well!

### **PEER CALL**

Peer calls give you the chance to chat directly with your colleagues. Host a peer call by following these four steps:

#### **1) Choose the topic**

Any planning or public health topic is fair game. From the first steps of developing a coalition and engaging stakeholders to publicizing a project and celebrating success, identify a specific aspect of your work to share with the Peer Learning Network.

#### **2) Draft your presentation**

Peer calls are 30-minutes and are a combination of presentation and discussion. You will kick things off with a 10-15 minute presentation and then open up the call for questions or discussion.

The peer calls are hosted using our webinar software, so it's not a problem to have a few slides to help illustrate your work and to share resources with listeners.

#### **3) Pick a date**

Pass along a few dates/times that work for you to Aliza Norcross: [anorcross.apa@gmail.com](mailto:anorcross.apa@gmail.com). Aliza will schedule a 30-minute peer call session. In order to give listeners a chance to register, we recommend picking your date a few weeks in advance.

#### **4) Spread the word**

After the peer call is recorded, we will post your session on the Peer Learning Network—and pass along a link for you to share!

*APA and APHA staff members are also happy to share videos or other forms of multi-media work. Please submit all materials to Aliza Norcross ([anorcross.apa@gmail.com](mailto:anorcross.apa@gmail.com)) for consideration.*