

# Strengthening HIV/STI Communications

## OCTOBER WEBINAR SERIES

Dear partners,

The Oregon Health Authority and the End HIV/STI Oregon team invite you to join our October webinar series designed to strengthen communications efforts across the state.

Led by our communications partner, Coates Kokes, this series will highlight recent End HIV/STI campaigns and share practical strategies you can use in 2025 to amplify HIV/STI prevention, testing and treatment messages in your community. We'll explore tools and approaches across advertising, public relations and social media to help you reach and engage your audiences more effectively.

These sessions are also an opportunity to learn more about OHA-funded communications technical assistance and request tailored support for your local efforts.

**Register today using the links below.** Please note that each webinar requires a separate registration.

For questions, please contact [Linda Drach](#) and [Lance Heisler](#)

We look forward to connecting with you in October!

— The End HIV/STI Oregon Team

**October 1, 11 am – 12:30 pm**

Communications Resources & Partner TA

[Register here](#)

**October 8, 11 am – 12:30 pm**

Social Media & Content Boosting 101

[Register here](#)

**October 15, 11 am – 12:30 pm**

Earned Media & Story Pitching 101

[Register here](#)

