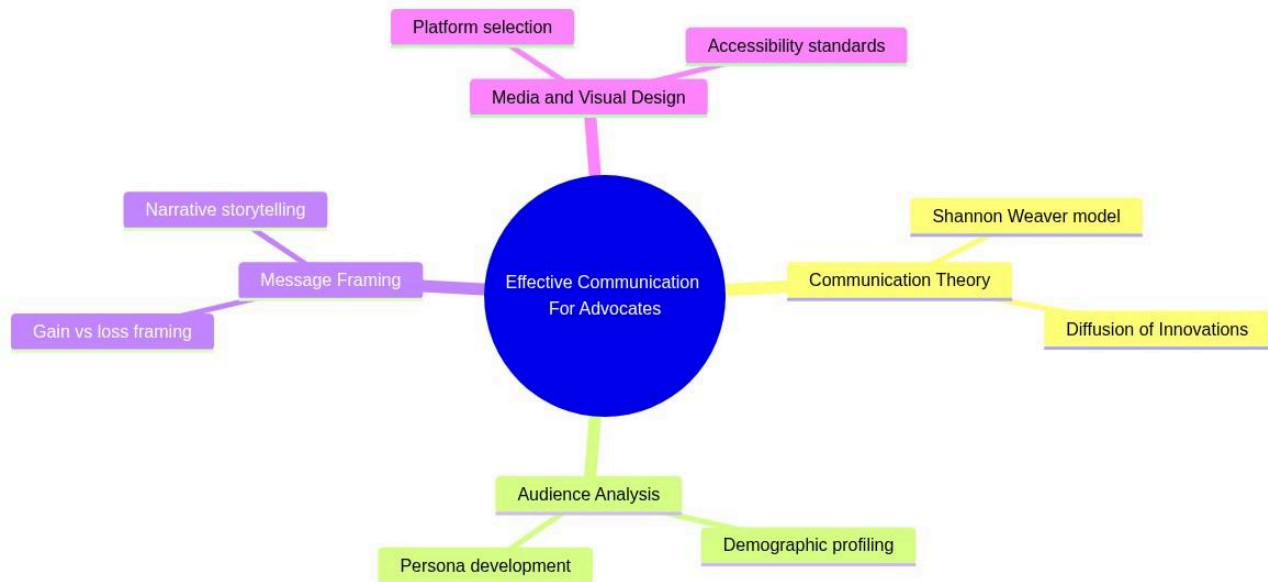


Professional Certificate in Autoimmune Disease Advocacy

Effective Communication For Advocates



mindmap

root((Effective Communication For Advocates))

Communication Theory

Shannon Weaver model

Diffusion of Innovations

Audience Analysis

Demographic profiling

Persona development

Message Framing

Gain vs loss framing

Narrative storytelling

Media and Visual Design

Platform selection

Accessibility standards