

*Fostering*

# Professional Development **PRACTICES**

Strengthening the capacity of CDC-funded partners to successfully reach health and education professionals that work with youth to reduce health risk behaviors.



**U.S. Department of  
Health and Human Services**  
Centers for Disease  
Control and Prevention

# Fostering Professional Development PRACTICES

## SUSTAIN

### **Sustain a Professional Development Infrastructure**

Establish a high standard of practice for your professional development efforts. Provide leadership and skilled staff to implement a results-based plan.

## DESIGN

### **Design Professional Development Offerings**

Construct distinct training and technical assistance designs that are ideal in length, and based on learning theory and best practice.

## MARKET

### **Market Professional Development Offerings**

Employ marketing tactics that capture the attention of your target audience(s) and prompt them to request your professional development services.

## DELIVER

### **Deliver Professional Development**

Execute training and technical assistance designs that impact learning and create change.

## FOLLOW-UP

### **Provide Follow-up Support**

Strengthen the knowledge and skill level of participants through continued and targeted follow-up support.

## EVALUATE

### **Evaluate Professional Development Processes**

Collect usable data throughout the professional development process and use the data to inform practice and report success.

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