

## **Basic Communication Skills**

Communication competence involves effectively conveying and receiving information through a variety of verbal and non-verbal tools. Whether delivering a presentation at work, brainstorming with coworkers, addressing a problem with a team, or presenting information to partners and clients, communication skills are employed. This 2-hour virtual workshop reviews the basics of nonverbal and verbal communication and discusses the principles of inclusive communication, do's and don'ts for effective communication, and active listening to build trust. An additional 2-hour, in-person workshop can be included where participants practice these skills and receive coaching.

### **Learning Objectives:**

1. Understand key strategies for effective verbal communication.
2. Understand the possible meanings behind nonverbal cues.
3. Understand the techniques of Active Listening, such as reflecting techniques and paraphrasing.
4. Identify the characteristics of effective written public health communications.
5. Recognize the key characteristics of inclusive communication, including cultural competence in the context of communication.

## **Communication for Building Trust & Credibility**

Communication has power, but like any powerful tool can build trust and credibility or it can break down relationships. Effective communication connects with audiences by understanding what matters to them, and by speaking in ways that resonate with them. This 4-hour workshop will focus on the skills that engage the community through authentic, honest, and open communication. Building trust involves informing, consulting, involving, collaborating, and empowering community partnerships. Participants will understand the link between achieving desired outcomes and public trust. Identification of skills for communicating and listening that demonstrate consistency, commitment, and dedication will be explored. This workshop is presented in two, 2-hour virtual workshops.

### **Learning Objectives:**

1. Define trust in communication
2. Distinguish between Cognitive trust and Affective trust
3. Understand how to build Cognitive and Affective trust
4. Identify factors significant to building trust
5. Recognize how different levels of trust affect behavior
6. Recognize how to gauge trust
7. Understand the role of credibility in speaking
8. Understand the key principles and strategies of building trust and credibility
9. Apply methods of paraphrasing and reflecting in listening and communication
10. Understand the elements of authenticity in interpersonal interactions

## **Communication Tools for the Media**

Communicating with the media isn't as simple as it used to be and most often includes digital images, websites, social media, face-to-face interviews, phone calls, and formal presentation platforms. To achieve desired outcomes and get the right information to the right people at the right time, communication tools to address the best ways to engage and communicate with the media must be used. This 4-hour virtual workshop develops skills to identify the audience and determine the desired outcome via messaging. Hands on practice will be used to write communication messages for a variety of communication tools. This workshop is divided into two, 2-hour virtual sessions.

### **Learning Objectives:**

1. Understand the key concepts in communication tools for the media
2. Understand the characteristics of effective forms of written communication
3. Apply writing in the active voice
4. Understand the pros and cons of using AI in written communications
5. Apply clear writing guidelines
6. Recognize the different communication tools available and when to use them
7. Understand the key features of using Press Releases
8. Apply writing of effective press release headlines and content
9. Apply guidelines for evaluating images for use in public health communications
10. Understand the key features of public health outreach and campaigns
11. Recognize the process for communicating with the media
12. Apply writing talking points for public speaking

## **Communicate for Advocacy**

Advocacy—working for policy change and better implementation of existing policies—is crucial to public health. In order to effectively communicate for advocacy, we must first be aware of our own biases and have the skills to address them. This 2-hour virtual workshop focuses on competencies to use data for decision making, speak up when policies might lead to health disparities, and provide feedback for productive conversation.

### **Learning Objectives:**

1. Define advocacy
2. Identify different types of advocacy
3. Understand the steps in advocating for public health
4. Describe different forms of advocacy communication
5. Demonstrate confidence in conveying a message
6. Understand the elements of planning, crafting, and communicating your message
7. Understand how to use power to influence in advocacy
8. Describe 3 influencing tactics for conveying your message
9. Identify how to use data in advocacy messages
10. Understand “Narratives” and their role in crafting advocacy messages
11. Apply skills in crafting, evaluating, and delivering an “elevator speech”
12. Describe aspects of using social media for advocacy
13. Discuss different elements of leveraging strategic partnerships in advocacy
14. Define the role of lobbying in advocacy

## Communicating with Data

Don't simply show your data, tell a story with it! Knowing the target audience and engaging in multiple modes of learning will build the skills to use the right data to achieve the desired outcome. This 2-hour virtual workshop shares practical tips and examples on how to effectively communicate with data.

### Learning Objectives:

1. Understand the importance of Data Literacy to public health
2. Recognize the types of public health data collection challenges and biases
3. Describe different types of biases in data interpretation
4. Recognize key statistical methods relevant to public health data
5. Describe common errors in data interpretation
6. Describe how data can worsen inequities
7. Understand data visualization basics
8. Apply the ability to evaluate basic data visualizations
9. Recognize your target audience for data communication
10. Understand how to develop your data message
11. Understand the importance of storytelling to communicating data
12. Describe the narrative structure of a data story
13. Understand how to align visuals with your communication goal
14. Understand basic points in data presentation skills
15. Define data democratization and its importance to public health

## Face the Media

In today's world of social media and 24/7 breaking news, having the skills and confidence needed to face media is vital. Media interview training is essential for anyone who is going to speak with print and TV journalists, go on a radio (or virtual) chat show, and talk to partners and specific target audiences. Ensure you can promote your agency's success stories, take control of more challenging media interviews, answer difficult questions, and understand what makes a good story and how to package your message. Participants will have hands-on practice with preparing for a news interview for telephone, on camera, and news releases. This workshop is presented in a 2-hour virtual session, followed by a 2-hour virtual skill building workshop.

### Learning Objectives:

1. The Role of a Spokesperson
2. Your Interview Rights
3. Interview Tips (Understand and Apply)
4. How to Set Your Agenda with 27-9-3
5. The Importance of Having Talking Points and a SOCO
6. How to Bridge Messages: (Understand and Apply)
7. How and What to Prepare Before the Interview
8. What to Watch Out for in Interviews and How to Respond (Understand and Apply)
9. How to Deal with Tough Questions and Interview Styles (Understand and Apply)