

Communication Essentials: An Experiential Workshop on Messaging to Meet Your Laboratory's Needs

Preconference Workshop, APHL 2024
May 6, 2024 • 8:00–11:15 am CDT
Baird Center • Milwaukee, WI

May 6–9, 2024 Milwaukee, WI
APHLTM 2024
where laboratory science and public health meet

Course Number: **588-848-24**
Registration fee: **\$149 per person**
Register at: www.aphl.org/AC
Registration closes April 26, 2024

DESCRIPTION

The ability to effectively communicate a message that leaves a lasting impact is an important skill for you as a laboratorian. You need to be able to share your message and gain support for your vision, whether that is for onboarding a new test, implementing information technology changes or securing state funding for programmatic or infrastructure updates. This interactive workshop will teach attendees how to craft and successfully deliver a core message using plain language. Through presentations, small-group exercises and constructive feedback, attendees will learn how to competently present a complete message with supporting details, and gain confidence in speaking with multiple types of audiences (i.e., general public, staff, media, legislators). You will also learn about the importance of relationship building with partners in the public health laboratory system.

OBJECTIVES

At the end of the workshop, the participant will be able to:

- Advocate for their laboratory by effectively communicating the value of their work
- Develop rapport with external partners
- Confidently develop and share core messages

AUDIENCE

This skill-building workshop is designed for public health laboratorians who need to successfully communicate a message to another person or group, including laboratory directors, management and technical personnel.

PRESENTERS

Michelle Forman, BS • Manager, Media, Association of Public Health Laboratories

Peter Kyriacopoulos, BA • Chief Policy Officer, Association of Public Health Laboratories

Amanda Cosser, MPH • Manager, Regulatory & Public Policy, Association of Public Health Laboratories

Gynene Sullivan, MA • Manager, Communications, Association of Public Health Laboratories

Note: Attendees will be emailed in advance of the workshop so they can begin thinking about the core message they will develop and practice during the session.

PROPOSED AGENDA TOPICS

- Communicating technical work in plain language with recorded interviews from public health laboratory leaders.
- Interactive application of using plain language to introduce yourself and your work.
- Influential leadership and core messaging.
- Individual core message development with an interactive small-group delivery and feedback process.
- Additional opportunities for core message delivery and group reflection.

COMPETENCIES ACHIEVED

Communication is a public health laboratory workforce competency domain and is a requirement of many grants. The Expanding Laboratory Capacity, Public Health Emergency Preparedness and Biomonitoring cooperative agreements all require recipients to communicate and build relationships with public health laboratory system partners, and effective communication is critical for a successful program and grant outcome. This workshop will build these skills and develop the public health laboratorian workforce.

Completion of this workshop will result in learning gained by the participant in the Management and Leadership (MLD) and Communication (COM) domains:

- MLD 5.02. Communication. Beginner – Employs active communication skills. Competent – Communicates information and feedback to colleagues and management staff.
- MLD 5.12. Advocacy. Beginner – Educates external stakeholders on the mission, vision and activities of the laboratory. Competent – Collaborates with external stakeholders.
- COM 1.02. Oral communication. Beginner – Identifies key messages for oral communication. Competent – Applies language and tone in oral communications tailored to target audience. Proficient – Selects communication methods tailored to target audience. Expert – Establishes content, style, tone and form for oral messages tailored to target audience.
- COM 2.03. Respectful exchange. Beginner – Defers judgement during dialogue exchanges. Competent – Provides counterpoints while being respectful of disagreements.
- COM 8.01. Public relations. Beginner – Describes impact of the work of the public health laboratory and system. Competent – Coordinates opportunities for promoting the public health laboratory and system. Proficient – Identifies opportunities to promote the public health laboratory and system. Expert – Develops opportunities to promote the public health laboratory and system.
- COM 9.02. “Plain talk.” Beginner – Describes the value of using “plain talk.” Competent – Applies “plain talk” during public and media interactions. Proficient – Develops “plain talk” language for media and public communications. Expert – Translates highly technical concepts using “plain talk” for media and public communications.
- COM 9.03. Key messages. Beginner – Describes the value of using key messages. Competent – Applies key messages during public and media interactions. Proficient – Develops key messages for media and public communications. Expert – Oversees delivery of key messages on complicated, high-risk topics.

MMWR Competency Guidelines for Public Health Laboratory Professionals

CONTINUING EDUCATION CREDIT

The Association of Public Health Laboratories (APHL) is approved as a provider of continuing education programs in the clinical laboratory sciences by the ASCLS P.A.C.E.® Participants may claim 3.0 contact hours of P.A.C.E.® credit after attending this workshop.

APHL is an approved provider of Certified in Public Health (CPH) Recertification Credits through the National Board of Public Health Examiners (NBPHE). Attendees have the opportunity to earn up to 3.0 hours of credit by attending the entire workshop. APHL will not issue certificates of attendance.

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