

****Registration is open for the 2025 MALPH / MDARD Communication Training Series: *Preparing Public Health Employees for Public Communications*****

We are excited to have four communications training opportunities available in February, March, April and May!

These trainings are held in partnership with the Michigan Department of Agriculture and Rural Development. In addition to providing important skills and learning, they're a good opportunity to get time with our partners in key safety priorities around the state. All four trainings are **in-person** events! Details for each session are below.

Please register early using the links in the attached brochure. Once registration closes, we will send out a confirmation of your registration status. You will have an opportunity after each registration to request a confirmation email. **We will require supervisor approval for registration;** following each session, a certificate of attendance will be sent to both you and your supervisor. We look forward to seeing you there!

Trainings:

February 11, 2025: Communications 101- Okemos

This day-long course covers all the basics for professionals who deal with outside audiences. From the history of public communications to the essentials of turning your work into messaging, news releases, talking points and tweets, this course covers what everyone in a public-facing agency should know. Includes on-camera practice performing a standard media interview.

Communications 101 is the foundation for every other course. Participants can still attend other courses, but we recommend this first to help everyone get the most out of the subsequent sessions.

March 20, 2025 – Communications 200- Gaylord

The work challenges of any organization's communications staff are similar no matter where you work. This session brings public information officers together to discuss their work challenges, discuss strategies and tactics that work, and hone skills they need to bring their best to the role.

Participants appreciate the “peer” atmosphere of this session, being surrounded by colleagues who share and understand their issues and concerns. The skills session includes everything from how to craft and use written products, how to get the most out of social media channels, and how to manage media relationships to draw and maintain support. And of course, on-camera interview practice.

We also look at ways a communications shop can strategically “map” a community, identifying the leaders who matter most and building those relationships to ensure key community support.

Communications 200 is professional development with a keen focus on public information officers and communications staff.

April 23, 2025- Public Speaking for Professionals- Traverse City

Most professionals spend their time at work focusing on their jobs. Discussing that work, or representing their organization, is a different task most are not trained to do.

Our day-long public speaking workshops are hands-on, immersive training. The best way to improve is to practice, and we put public speakers to the test several times during the day to turn an uncomfortable experience into an opportunity to shine.

Participants learn how to quickly and efficiently organize a presentation, how to choose and properly use props, PowerPoint and other visual aids. We’ll show you how to calm the jitters, eliminate the ahs and uhm’s, and focus your ideas to deliver informative, powerful remarks.

Hotel Accommodations: We have a room block at Parkshore Resort for \$69.99/night. You can make reservations by calling the hotel at 231-947-3800 and use the group code **MALPH, OR using the link [HERE](#).**

May 14-15, 2025 – Two-Day Camera-Ready Bootcamp- Grand Rapids

The bootcamp is one of the most popular, top-rated trainings we offer. This immersive, two-day session is about putting participants through the high-

pressure experience of being on-camera in several different situations. We'll work through the essential reasons being on-camera is tough, and how to get prepared fast to beat the nervous jitters. Every participant will undergo on-camera moments where their skills are tested in interviews, cell-phone journalism scenarios, and a press conference where the press corps is played by 24 colleagues.

Whether it's a one-on-one interview, addressing a group from the podium at a town hall meeting, or getting recognized and recorded while out in public

This training delivers professionals ready to handle on-camera situations, period.

Communications 101 recommended prior.

Hotel Accommodations: We have a room block at the Holiday Inn Downtown Grand Rapids for \$98/night. You can make reservations by calling the hotel at 616.235.7611 OR by using the reservation link [HERE](#).

COMMUNICATIONS TRAINING

FOR LPH STAFF RETURNS IN 2025!



We are excited to announce four communications training sessions are available for local public health staff and regional MDARD professionals in spring 2025!

Funded by a grant from MDARD for the past six years, these are top-rated sessions, tailored specifically to help LPH staff better understand and manage communications challenges in their work.

SAVE THE DATE!

FEB. 11

Okemos
Communications
101

MAR. 20

Gaylord
Communications
200

APR. 23

Traverse City
Public Speaking
for Professionals

MAY 14-15

Grand Rapids
Camera-Ready Boot
Camp

WHO SHOULD ATTEND?

Everyone who works regularly with the general public, stakeholders, or media:

- Communications / health education staff
- Sanitarians
- Health / deputy health officers
- Program managers
- New employees
- Employees who host or manage public meetings
- All employees with public interactive responsibilities who want to improve their communications skills



HOW TO REGISTER

Read the session details below and then register for one or more sessions at their respective registration links. Please note that each session has a maximum number of seats.

We require supervisor approval for all sessions.

Questions? Contact Jodie Shaver at jshaver@malph.org.



COMMUNICATIONS TRAINING

2025 SESSION DETAILS

COMMUNICATIONS 101 / OKEMOS / FEB. 11

OKEMOS EVENT CENTER BEST WESTERN HOTEL & SUITES

Who Should Attend? LHD public health professionals

This day-long course covers all the basics for professionals who deal with outside audiences.

From the history of public communications to the essentials of turning your work into messaging, news releases, talking points and tweets, this course covers what everyone in a public-facing agency should know. Includes on-camera practice performing a standard media interview.

Communications 101 is the foundation for every other course. Participants may still attend other courses, but we recommend this first to help everyone get the most out of the subsequent sessions.

Register for this session by **Friday, January 31st** at [this link](#).

COMMUNICATIONS 200 / GAYLORD / MARCH 20

HEALTH DEPARTMENT OF NORTHWEST MICHIGAN

Who Should Attend? Public information officers (PIOs) or equivalent positions

The work challenges of any organization's communications staff are similar no matter where you work. This session bring public information officers together to discuss their work challenges, discuss strategies and tactics that work, and hone skills they need to bring their best to the role.

Participants appreciate the 'peer' atmosphere of the session, being surrounded by colleagues who share and understand their issues and concerns. The skills session includes everything from how to craft and use written products, how to get the most out of social media channels, and how to manage media relationships to draw and maintain support. And of course, on-camera interview practice.

We also look at ways a communications shop can strategically 'map' a community, identifying the leaders who matter most, and building those relationships to ensure key community support.

Communications 200 is professional development with a keen focus on public information officers and communications staff.

Register for this session by **Monday, March 10th** at [this link](#).

[SEE NEXT PAGE FOR APRIL-MAY TRAININGS]

COMMUNICATIONS TRAINING

2025 SESSION DETAILS

PUBLIC SPEAKING FOR EVERYDAY PROFESSIONALS / TRAVERSE CITY / APRIL 23

GRAND TRAVERSE COUNTY HEALTH DEPARTMENT

Who Should Attend? LHD high-level leadership (health officers & deputy health officers) and MDARD leadership staff; Communications 101 *required*

Most professionals spend their time at work focusing on their jobs. Discussing that work, or representing their organization, is a different task most are not trained to do.

Our day-long public speaking workshops are hands-on, immersive training. The best way to improve is to practice, and we put public speakers to the test several times during the day to turn an uncomfortable experience into an opportunity to shine.

Participants learn how to quickly and efficiently organize a presentation, how to choose and properly use props, PowerPoint, and other visual aids. We'll show you how to calm jitters, eliminate the ahs and uhms, and focus your ideas to deliver informative, powerful remarks.

Register for this session by Monday, April 14th at [this link](#).



CAMERA-READY BOOT CAMP / GRAND RAPIDS / MAY 14-15

HOLIDAY INN GRAND RAPIDS DOWNTOWN

Who Should Attend? LHD public health professionals who are often charged with communications on behalf of their LHD; Communications 101 recommended prior

The bootcamp is one of the most popular, top-rated trainings we offer. This immersive, two-day session is about putting participants through the high-pressure experience of being on-camera in several different situations. We'll work through the essential reasons being on camera is tough, and how to get prepared fast to beat the nervous jitters. Every participant will undergo on-camera moments where their skills are tested in interviews, cell-phone journalism scenarios, and a press conference where the press corps is played by your colleagues.

Whether it's a one-on-one interview, addressing a group from the podium at a town hall meeting, or getting recognized and recorded while out in public. This training delivers professionals ready to handle on-camera situations, *period*.

Register for this session by Friday, May 2nd at [this link](#).

