

COMMUNICATIONS TRAINING

FOR LPH STAFF RETURNS IN 2024!



We are excited to announce **three communications training sessions** are available for local public health staff in spring 2024!

Funded by a grant from the Michigan Department of Agriculture and Rural Development for the past four years, these are top-rated sessions, tailored specifically to help LPH staff better **understand and manage communications challenges in their work.**

SAVE THE DATE!

March 6

Gaylord
Calling All PIOs

April 23-24

Grand Rapids
Camera-Ready Boot Camp

May 2

Chippewa County
Communications 101

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.

We require supervisor approval for all sessions.

Questions? Contact Jodie Shaver, MALPH Director of Member Services, at jshaver@malph.org.



COMMUNICATIONS TRAINING

2024 SESSION DETAILS

CALLING ALL PIOS / MARCH 6 / GAYLORD

Being a public information officer or department spokesperson isn't something one can get a college degree for.

Whether you're a pedigreed former journalist or simply the person in your dept. who was tapped to the PIO, we can help you sharpen your tools to more effectively tell your LHD's story and create a more responsive, professional, effective communications operation – at any scale.

At **Calling All PIOS**, we will bring the communications professionals together to examine the work challenges of every PIO, including:

- developing and strengthening **executive support** for comms • proactive and reactive **media relations** • getting the most out of **social media** • techniques for navigating any public meeting • tips to manage **stakeholders**... and more!

Register for this session by **Friday, February 23rd** at: [REGISTER](#)



CAMERA-READY BOOT CAMP / APRIL 23-24 / GRAND RAPIDS

This is an immersive, **two-day session**, taking the **Communications 101** lessons to the next level. Participants learn the essentials of communicating their work to the public, then put the principles to work in a series of situations.

Every participant brings a hypothetical situation from their work as their class project, and works to develop messaging to support the department position / policy / action in various scenarios.

Participants use that messaging in various on-camera interviews, and impromptu 'cell phone journalist' interaction, a local rotary presentation, and a press conference at the podium.

You will emerge tried and tested, fully prepared to effectively communicate your work to the general public, the media, elected officials, stakeholders, and anyone else you encounter.

This is the session that will cure stage fright, eliminate stammering during public speaking, and show you how to stay calm and effective in an emergency.

Who should attend?

- public information officers / communications staff • health / deputy health officers • senior staff with communications responsibilities

Register for this session by **Friday, April 12th** at: [REGISTER](#)



COMMS 101 / MAY 2 / CHIPPEWA COUNTY

This session provides **the bedrock** for understanding and managing modern communication challenges, with a specific focus on things local and state government employees need to know, including how the news cycle works, how modern communications are not solely reliant on that news cycle, and how social media contributes to your communications arsenal.

In **Communications 101**, you will learn how to:

- turn your complex work challenges into simple, supportable messages • use those messages in a **standard interview** • navigate complicated or intense conversations with members of the public • work with your comms shop to manage tough situations • be effective when your department makes **public announcements** • use **social media** effectively... and more!

Register for this session by **Tuesday April 9th** at: [REGISTER](#)

