FOUNDATIONAL CAPABILITY:
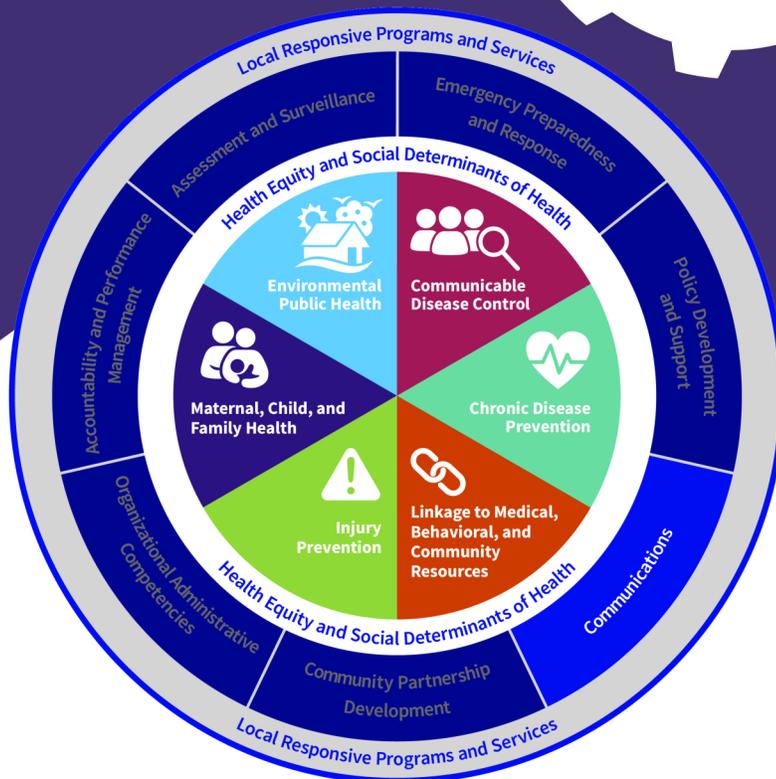
Communications

Foundational Capabilities   Foundational Areas

SPECS

Communication involves the sharing, receiving, and interpretation of messages through a number of different techniques and pathways. Public health agencies should be able to write and implement an effective communication plan, execute risk communication strategies, and engage in two-way communication with internal and external audiences, including the media.

Successful public health outcomes depend on an agency's ability to clearly communicate proactive health education and disease prevention messages. Agencies must assure information is accessible, understandable, and actionable for all audiences. Public health professionals should be equipped to clearly articulate the role and value of public health.

RESOURCES

- ☑ **Planning Before You Communicate, PHF**
- ☑ **Media/Communication Plan Template, CDC**
- ☑ **Message Framing, FrameWorks Institute**
- ☑ **Answers to Tough Questions About Public Health, PHRASES**
- ☑ **Communication Resources, Public Health Communications Collaborative**
- ☑ **Assessing Your Health Communication Plan, MICH**

DISCUSSION

1. How might we revise information we provide in order to assure it is accessible, understandable, and actionable for all audiences?
2. What practices should we change to assure two-way communication with our internal and external audiences?
3. What training would help staff improve communication skills?
4. What framing strategies should we be using in our messaging?

APPLICATION

1. Increase staff competency at using the teach back method, clear communication, and other health literacy friendly principles.
2. Work as an agency to develop an overall communication plan and a risk communication plan and strategy.
3. Reach out to community partners to develop a communication network that can help facilitate a joint information system.