



South Central Public Health Partnership

TRAINING PROFESSIONALS TO PROTECT THE PUBLIC

<http://lms.southcentralpartnership.org/scphp>

Managerial Communications

Instructor: Timothy Keogh, PhD

Course Description

On completion of this course, the user will be able to demonstrate written and oral communication skills that are needed as a leader in a health department by: identifying communication skills, listing effective presentation skills, and distinguishing different writing techniques.

Learning Objectives

Module 1: Effective Interpersonal Communication

- Distinguish the fundamental elements of a message
- Explain the message model
- Identify tangible and intangible barriers
- Distinguish the levels of listening
- Describe the guides to good listening
- Explain the key points of basic interpersonal communication

Module 2: Presentation Skills

- Identify the objectives of a good presentation
- Distinguish physical, mechanical, and paralinguistic aspects of a presentation
- Identify ways to open a presentation
- Explain three things audiences respond to most
- Create a checklist of presentation skills
- Identify correct ways of presenting visual aids
- Identify ways to close presentations
- List ways to answer questions during and after a presentation

Module 3: Good Writing Techniques

- Differentiate among the stages of writing
- Identify the proper use of transitions when writing
- Demonstrate appropriate use of descriptive adjectives
- Demonstrate correct document formatting

Core Competencies for Public Health Professionals **Council on Linkages between Academia and Public Health Practice*

- 3A2: Communicates in writing and orally, in person, and through electronic means, with linguistic and cultural proficiency
- 3B4: Uses a variety of approaches to disseminate public health information
- 3B5: Presents demographic, statistical, programmatic, and scientific information for use by professional and lay audiences



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MCH Competencies **Maternal and Child Health Competencies developed by the Association of Teachers in Maternal and Child Health (ATMCH)*

- C12: Effective written and oral communication skills, including accurate and effective preparation and presentation of reports to agency boards, administrative organizations, legislative bodies, consumers, and/or the media using demographic, statistical, programmatic, and scientific information.
- C13: Use appropriate techniques for development and dissemination of professional development and continuing education programs for MCH professionals.
- C16: Effective and appropriate use of information technology, including but not limited to computer graphics and other software necessary for efficient program management and communication.
- D12: Write a clear and concise policy statement, position paper, and/or testimony appropriate for a specific audience.

*To register for this course visit us at
<http://lms.southcentralpartnership.org>*