



Region IV Public Health Training Center  
A MEMBER OF THE PUBLIC HEALTH LEARNING NETWORK

# Public Health Practice Academy

The Region IV Public Health Training Center (R-IV PHTC) offers a series of six-hour skill-based professional development workshops to state, district and local health departments called the Public Health Practice Academy (PHPA). The goal of the PHPA series is to provide public health professionals—especially those serving underserved populations and areas—with core skills that can be used in public health practice. The trainings are appropriate for those without extensive formal training in public health as well as for seasoned public health professionals who are interested in a refresher.

R-IV PHTC partners with public health districts, departments and agencies to host PHPA workshops. Workshops in the series are offered free of charge to host organizations and participants. The host organization is asked to provide a training space and assistance in promoting the training. While the host organization receives priority registration, workshops may also be promoted outside of the organization in order to maximize resources. Workshops generally accommodate 30-50 participants, depending on the topic and room capacity.

## Workshops in the Public Health Practice Academy series:

- **Community Assessment: Making Data Count**
- **Community Engagement for Public Health Planning**
- **\*NEW\* Data Analytics for Public Health**
- **Introduction to Epidemiology in Public Health**
- **\*NEW\* Persuasive Communication in Public Health: Influencing Patients, Partners and the Public**
- **Practical Evaluation Skills for Public Health Practitioners**
- **Program Planning Basics: Turning Good Ideas into Effective Programs**
- **Public Health Informatics: Using Information to Impact Public Health Practice**
- **Social Marketing and Health Communication – Skills for the Public Health Practitioner**
- **\*NEW\* Strengths-based Leadership: Creating Workplaces that Work**

To inquire about scheduling a training, contact  
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## Public Health Practice Academy

# Community Assessment: Making Data Count



### COURSE DESCRIPTION

The purpose of this one-day interactive training is to provide those working in public health or community-based health organizations with the practical skills needed to conduct a community assessment. Participants learn about the fundamentals of a community needs assessment to inform your program planning process.

**Presenter:** Kirsten C. Rodgers EdD, MSPH, MCHES  
Proximate Learning, LLC



### LEARNING OBJECTIVES

By the end of this training, participants will be able to:

- Implement three types of assessment strategies to determine community needs
- Engage community stakeholders in the community assessment process
- Prioritize data findings based on the community assessment
- Develop recommendations for public health programs



### COUNCIL ON LINKAGES DOMAINS

Analytical/Assessment Skills | Community Dimensions of Practice Skills | Financial Management and Planning Skills | Policy Development/Program Planning Skills



### COMMENTS FROM PAST PARTICIPANTS

- The content and materials were perfect for the timing of projects currently working on and helped tremendously!
- I believe I can now develop a data analysis plan, prioritize community assessment findings and apply the assessment findings to our program goals and objectives
- Thank you for this course! It was a great way to revisit the topic of community assessments and it was great to meet and speak with others in the field currently working on such assessments.
- The content of learning materials exceeded that of many courses I have taken. Very helpful!
- Kirsten was wonderful. Made the class interactive!

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## Public Health Practice Academy

# “Nothing About Us, Without Us, Is For Us” Community Engagement for Public Health Planning



### COURSE DESCRIPTION

Participants in this interactive workshop are invited to consider the role of stakeholders from multiple sectors in creating healthier communities. In addition to building cross-sector collaboration, particular attention will be given to ensuring those directly impacted by public health concerns have a voice in decision-making. The workshop will cover practical strategies to identify and engage diverse stakeholders and gather community input; facilitation and participatory planning techniques; and organizational models for collaborative decision-making (from advisory groups to coalitions). Participants will have the opportunity to develop a draft community engagement plan throughout the session and are encouraged to focus on an actual program or policy that could benefit from such a plan.

This training is designed to include health department staff along with community health partners; representatives from public and private sectors that impact community health (e.g., housing, education, economic development, food, environment, transportation); and/or informal sectors and members of the community.

**Presenter:** Moki Macías, MCRP  
Principal, Participant Consulting LLC



### LEARNING OBJECTIVES

By the end of this training, participants will be able to:

- Explain how to conduct a stakeholder analysis
- Describe the benefits and challenges of various information-gathering and engagement strategies
- Describe the benefits and challenges of various collaborative decision-making structures
- Use basic facilitation planning techniques
- Develop a basic community engagement plan



### COUNCIL ON LINKAGES DOMAINS

Community Dimensions of Practice Skills | Policy Development/Program Planning Skills | Communication Skills  
Analytical/Assessment Skills | Leadership and Systems Thinking Skills



### COMMENTS FROM PAST PARTICIPANTS

- The content and learning materials were great and very informative. It helped me to think about community engagement in a much more productive and logical manner.
- Moki was very competent and offered great new knowledge and skills that I can and will apply to my professional work.
- The atmosphere was open and everyone felt free to share their information.
- The facilitator was very knowledgeable and hands-on.

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## Public Health Practice Academy

# Data Analytics for Public Health



### COURSE DESCRIPTION

This workshop will focus on aspects of data analytics as defined by the de Beaumont Foundation in Building Skills for a More Strategic Public Health Workforce: A Call to Action. Participants will build foundational skills around data analysis and data visualization. The course will focus on leveraging existing internal and external public health data systems to help practitioners identify and address public health issues in their community. Participants will employ evidenced-based approaches for data analytics and visualization to address current and future public health priorities. Additionally, emerging topics in data analytics such as “big data” will be explored.

**Presenter:** Kelley Chester, DrPH  
Principal, C3 Informatics LLC



### LEARNING OBJECTIVES

- Define data analytics
- Describe why data analytics is important to public health practitioners
- Describe the difference between quantitative and qualitative data analysis
- Locate and describe existing public health and health care related data and data sources at the local, state, and national level
- Describe common data analysis techniques
- Utilize descriptive analysis to describe a data set
- Apply data visualization techniques to tell a public health story
- Discuss emerging data analytic issues including big data



### COUNCIL ON LINKAGES DOMAINS

Analytical/Assessment Skills | Public Health Sciences Skills



### COMMENTS FROM PAST PARTICIPANTS

Coming soon! (New workshop)

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## Public Health Practice Academy

# Introduction to Epidemiology in Public Health



### COURSE DESCRIPTION

The purpose of this one-day interactive training is to cover basic skills and fundamentals of epidemiology to non-epidemiologists working in public health agencies. This class is designed for public health professionals, health educators, program planners, nurses, pharmacists, physicians, academic faculty, instructional designers, trainers and educators from a variety of public health disciplines.

**Presenter:** Jodie L. Guest, PhD, MPH  
Professor, Rollins School of Public Health, Emory University



### LEARNING OBJECTIVES

By the end of this training, participants will be able to:

- Define epidemiology and how the science works to guide public health action
- Discuss basic types of epidemiologic studies and the situations in which they are most appropriately used
- Calculate and interpret basic measures of frequency and measures of association used in public health settings



### COUNCIL ON LINKAGES DOMAINS

Analytical/Assessment Skills | Public Health Science Skills



### COMMENTS FROM PAST PARTICIPANTS

- This was a fascinating course. I learned so much about Epidemiology that i never knew before and will absolutely apply in my work.
- This course was excellent. Really filled a gap in my knowledge base. It was a lot of information, but the instructor was fantastic at presenting it.
- Great introduction and content that also challenged the experienced staff.
- This was a good course and Dr. Guest was an exceptional instructor. Even though I work in finance I was able to follow her training.
- Great opportunity to refresh my knowledge from many years long ago.
- The instructor made the class very interesting and easy to follow. It's been several years since I took the class when I obtained my MPH, and I welcomed the refresher.

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## Public Health Practice Academy

# Persuasive Communication: Influencing Patients, Partners and the Public



### COURSE DESCRIPTION

Do you like to be told what to do or how to think? Most people don't! But, as public health professionals, we are tasked with influencing behaviors, communities, and systems for the greater good. How do we persuade others in way that everyone wins?

This workshop borrows techniques from improvisational theater to help practitioners convey resonant, compelling public health messages to a variety of audiences. Participants will throw out the script and—instead of simply dispensing information—learn how to be present, show empathy and build real relationships with stakeholders. They will learn to quickly build connections, listen fully to get valuable information about an individual's motivations, master body language to send signals of similarity, and strategize an effective plan so people feel heard, understood, and taken care of. Public health professionals can apply this training when building coalitions, working with teams, crafting public information messages, and developing partnerships across other sectors.

Because listening and communication skills cannot be taught in a lecture or in a book, this workshop is full of fun and memorable learning experiences. Participants will be engaged in hands-on exercises, demonstrations, group activities, and games. Everything is designed to build participants' abilities to be confident, effective communicators when they get back to workplace.

**Presenter:** Shana Merlin, Owner and Founder, Merlin Works



### LEARNING OBJECTIVES

By the end of this training, participants will be able to:

- Apply an empathetic, audience-centered approach to communication on the job
- Explain the purpose of and steps to becoming a deep, present listener and communicator
- Show how to handle difficult conversations, including giving and receiving feedback
- Analyze the role of a person's MAP (motivations, action and positions) of reality in building common ground
- Choose when to use GPS and blending techniques to guide people to where you want them to go
- Describe how to use Kirschner's Motivational Model to uncover motivations
- Demonstrate the seven signals of persuasive communication
- Formulate a plan for applying persuasive communication strategies in the workplace
- Ask open, specific questions to solicit useful feedback
- Use the LAST method (Listen, Apologize, Solve, Thank) when dealing with negative feedback



### COUNCIL ON LINKAGES DOMAINS

Communication Skills



### COMMENTS FROM PAST PARTICIPANTS

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## Public Health Practice Academy Practical Evaluation Skills for Public Health Practitioners



### COURSE DESCRIPTION

This class will focus on building practical, utilization-focused evaluation skills using the CDC Six-Step Framework for Evaluation as a guide. First, the course will use a case study example to provide an overview of the value-added of evaluation to program planning and implementation. Following the CDC's evaluation framework, the course will then cover practical skills for identifying and including stakeholders and using a logic model to describe the program. Participants will then learn about the different types of evaluation: formative, process, and outcome. The course will also cover both quantitative and qualitative data collection and analysis methods commonly used in program evaluation, including survey design, focus groups, key informant interviews, and observations. A common case study example will be used throughout the training so that students may practice applying new skills to a familiar example. At the completion of the course, students should be able contribute constructively to the design and implementation of evaluations for public health programs.

**Presenter:** Ariela M. Freedman, PhD, MPH, MAT  
Owner & Founder, MavenTree Consulting  
Adjunct Assistant Professor, Rollins School of Public Health, Emory University



### LEARNING OBJECTIVES

By the end of this training, participants will be able to:

- Describe the steps in the evaluation cycle
- Identify program stakeholders relevant to conducting an evaluation
- Distinguish between formative, process, and outcome evaluation
- Identify the most appropriate data collection method(s) for gathering different types of data
- Develop tools for conducting evaluation
- Synthesize and share evaluation findings with stakeholders



### COUNCIL ON LINKAGES DOMAINS

Analytical/Assessment Skills | Financial Planning and Management Skills | Policy Development/Program Planning Skills



### COMMENTS FROM PAST PARTICIPANTS

- I have been hearing the feedback from participants and they are boasting that it was the best professional training that they've ever had - very practical - wished they had this training earlier. Great job!
- Ariella's teaching style was the most helpful for me. She used examples from past work experiences. She always asked questions and gave the students the opportunity to ask questions.
- Some of the best professional training I have had. The practical application of the material was extremely helpful.
- Excellent instructor, extremely knowledgeable, friendly and approachable.

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## Public Health Practice Academy

# Program Planning Basics: Turning Good Ideas into Effective Programs



### COURSE DESCRIPTION

Are you building a new program or revamping an existing one? This training course provides practical skills for developing effective and engaging programs. The course begins with articulating a clear statement of need for a specific population, followed by identifying proven strategies for addressing this need. Next, the course demonstrates a practical approach to developing logic models, which ensures alignment between anticipated outcomes and program activities. Finally, participants will learn how to use health literacy and cultural competency approaches to ensure that program activities are feasible and useful. This course is a practical and interactive learning opportunity that draws on real-world challenges and experiences. It is designed for individuals seeking skills to build and communicate about new programs to funders, staff, and other stakeholders.

**Presenter:** Ariela M. Freedman, PhD, MPH, MAT  
Owner & Founder, MavenTree Consulting  
Adjunct Assistant Professor, Rollins School of Public Health, Emory University



### LEARNING OBJECTIVES

By the end of this training, participants will be able to:

- Develop a concise problem statement to explain the rationale for program development/revision
- Critically analyze effectiveness of similar programs
- Create a logic model to ensure alignment between program activities and anticipated outcomes
- Analyze activity options through a health literacy and cultural competency lens to ensure feasibility for the population of interest
- Use visual tools to communicate about the program to a variety of stakeholders



### COUNCIL ON LINKAGES DOMAINS

Community Dimensions of Practice Skills | Financial Planning and Management Skills | Policy Development/Program Planning Skills



### COMMENTS FROM PAST PARTICIPANTS

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## Public Health Practice Academy

# Public Health Informatics: Using Information to Impact Public Health Practice



### COURSE DESCRIPTION

This course is designed for public health professionals who are seeking an overview of public health informatics. Participants do not need to have specific skills in informatics, but a desire to develop knowledge in this area. Since public health informatics is an emerging field, few public health practitioners have been formally trained in informatics. Therefore, topics will cover an introduction and history of public health informatics, public health surveillance, national standards, interoperability, privacy, and emerging trends in public health informatics. The main goal of the training is for participants to gain a better understanding of using information to improve public health practice.

**Presenter:** Kelley Chester, DrPH  
Principal, C3 Informatics LLC



### LEARNING OBJECTIVES

By the end of this training, participants will be able to:

- Define public health informatics
- Describe the history of public health informatics
- Describe the role of standards relevant to informatics projects and public health information systems
- Summarize legal and ethical issues related to public health informatics, including privacy, interoperability, and information security
- Locate various types of data and data sources at the local, state and national levels
- Describe various applications and information systems at the local, state, and national levels



### COUNCIL ON LINKAGES DOMAINS

Analytical/Assessment Skills | Leadership and Systems Thinking Skills | Financial Planning and Management Skills | Policy Development/Program Planning Skills



### COMMENTS FROM PAST PARTICIPANTS

- The course was not what I expected and I was pleasantly surprised to find it easy to follow and easy to apply to job function.
- I have a better understanding of how to use science and data to drive my decision-making.
- Kelly knew and believed in what she was teaching.
- This has made me rethink how I actually do my job.
- I plan to use the resources to help with work plans and grants.

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## Public Health Practice Academy

# Social Marketing and Health Communication – Skills for the Public Health Practitioner



### COURSE DESCRIPTION

This hands-on one-day training course will provide practical tools and strategies on how social marketing and health communication can be used in public health practice. The course will introduce students to the social marketing and communication planning process, and will cover strategies that can be used in public health interventions. Course content includes: social marketing/health communication planning process, and an overview of major communication strategies, including strategic use of the news media and social media. Students will learn how to select appropriate communication strategies for a given health issue and will receive supervised hands-on experience from a series of exercises.

**Presenter:** Cynthia Jorgensen, DrPH  
Adjunct Associate Professor, Rollins School of Public Health, Emory University



### LEARNING OBJECTIVES

By the end of this training, participants will be able to:

- Identify key components of the social marketing and health communication planning process
- Discuss ways to apply news media outreach strategies to specific public health issues
- Identify which communication strategies are appropriate for which behaviors
- Critically analyze the channels and strategies that can be used for health education by citing their strengths and weaknesses



### COUNCIL ON LINKAGES DOMAINS

Communication Skills | Policy Development/Program Planning Skills



### COMMENTS FROM PAST PARTICIPANTS

- Great presentation. Loved the presenter-very knowledgeable and she encouraged us to ask questions.
- The information was exactly what I needed to develop a social marketing plan to improve certain behaviors in my program. The material was appropriate and I enjoyed the group discussions.
- Content was very interesting and the learning materials were very well done.
- Shed light on the new and innovative ways in which social marketing can aid in the delivery of public health.

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## Public Health Practice Academy

# Strengths-based Leadership: Creating Workplaces that Work



### COURSE DESCRIPTION

"Culture eats strategy for breakfast." Vibrant workplace culture helps retain staff and improve productivity, while toxic culture does the opposite.

Leaders shape both the direction of their organizations and also shape the culture. Successful leaders are self-aware and recognize their roles in shaping culture. They can identify strengths in themselves and others, articulate their values, and know how to leverage both to build a productive culture. This workshop uses Gallup's CliftonStrengths assessment to help emerging and established public health leaders navigate the path of building positive workplace culture through understanding their strengths and values.

Prior to the workshop, all participants will take the CliftonStrengths assessment and receive descriptions of their top five strengths. These results will be discussed in depth during the workshop through the lens of leadership and creating workplace culture. This workshop also includes a deep dive on personal workplace values and use of the Team Strengths Grid, which helps to visualize the collective strengths for teams of all sizes. The workshop will be highly interactive and participatory and will provide avenues to help participants bring CliftonStrengths back to their own teams.

**Presenter:** Ariela M. Freedman, PhD, MPH, MAT  
Owner & Founder, MavenTree Consulting  
Adjunct Assistant Professor, Rollins School of Public Health, Emory University



### LEARNING OBJECTIVES

By the end of this training, participants will be able to:

- Describe the overarching approach to building a strengths-based workplace culture
- Articulate their core values surrounding workplace culture creation
- Analyze their Top 5 strengths as applied to leadership in the workplace
- Evaluate the Team Strengths Grid to determine strategies for approaching teamwork
- Create an action plan for bringing strengths back to their own workplaces to develop themselves and others while ultimately improving team performance



### COUNCIL ON LINKAGES DOMAINS

Leadership and Systems Thinking Skills



### COMMENTS FROM PAST PARTICIPANTS

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