

Communicating Value: Telling Your PHL's Story to Journalists and Other Audiences

Preconference Workshop
APHL 2019
June 3, 2019 • 8:00–11:30 am CT
St. Louis Union Station Hotel
St. Louis, MO

APHL™2019
Where Laboratory Science and Public Health Meet



DESCRIPTION

Your public health laboratory is doing fascinating and valuable work that people want and need to understand – so how do you communicate about it with journalists, decision makers, students, public information officers and other members of your community? This workshop will focus on the skills necessary to convey technical subjects to non-science audiences.

OBJECTIVES

At the end of the workshop, the participant will be able to:

- Identify interesting and relevant stories that clearly illustrate the value of public health laboratory work
- Describe specific elements of your work in terms that non-scientists can understand and appreciate
- Utilize skills to comfortably build narratives and convey value in discussions with or presentations for a variety of audiences

AUDIENCE

Laboratory staff at every level interested in learning more about communicating laboratory value.

SPEAKERS

Michelle Forman • Manager, Media, Association of Public Health Laboratories

Gynene Sullivan • Manager, Communications, Association of Public Health Laboratories

REGISTRATION

Registration fee: \$125 per person
Register at www.aphl.org/AM

AGENDA, COMPETENCIES AND CONTINUING EDUCATION ►

PROPOSED AGENDA

Introduction and Module #1: Storytelling 101

What components make a story interesting? Who are our potential non-scientific audiences? What are potential media for telling stories? What are their respective advantages and disadvantages?

Small Group Activity #1

Share real stories that might be of interest to non-scientific audiences and convey the value of your laboratory's work. Select one story to use for the workshop discussions.

Report on Small Group Activity #1

What story did you choose and why?

Break – 10 Minutes

Module #2: Making an Impact on Your Audience

Elaborate on each audience identifying their characteristics and the circumstances under which they would want to hear your story. Who are they? Why are they interested in your work? What do they already understand about PHL work? What do they want and need to know?

Small Group Activity #2

Select one audience from the list and tell them your story. What parts of the story should be highlighted and what can be omitted? Will they be interested in a longer story or is a brief snippet more appropriate? Repeat this exercise as time allows so each group addresses at least three different audiences.

Report on Small Group Activity #2

Small groups will share their stories for each audience. What are similarities/differences? Why did you choose to remove/add certain components?

Final Thoughts/Next Steps

How does the medium change the way you tell your story? Identify components that work well for written stories vs. oral stories. How might visuals support your message or distract your audience from your message? What should you consider in selecting media for your audience?

COMPETENCIES ACHIEVED

Completion of this workshop will result in learning gained by the participant in the Communication domain, Beginner and Competent levels:

- COM 1.02. Oral communication: Beginner - Identifies key messages for oral communication; Competent - Applies language and tone in oral communications tailored to target audience
- COM 8.02. Communication to educate and inform: Beginner - Supports the development and distribution of communication materials about the public health laboratory; Competent - Presents communication materials to explain the importance of the public health laboratory
- COM 9.02. "Plain talk"*: Beginner - Describes the value of using "plain talk"; Competent - Applies "plain talk" during public and media interactions

* Plain talk: nontechnical communication that does not use technical jargon or field-specific language. The speaker or writer conveys the meaning of the communication clearly and simply so that the information is easily understood. Also referred to as "plain language."

[MMWR Competency Guidelines for Public Health Laboratory Professionals](#)

CONTINUING EDUCATION CREDIT

The Association of Public Health Laboratories (APHL) is approved as a provider of continuing education programs in the clinical laboratory sciences by the ASCLS P.A.C.E.[®] Program. Participants who successfully complete each program will be awarded 3.0 contact hours. P.A.C.E.[®] is accepted by all licensure states except Florida. APHL is a Florida approved CE provider; each course has been approved for 3.0 contact hours for Florida Laboratory Licensees.

