

Effective Communication for Environmental Public Health

INTENDED AUDIENCE

The primary audience for this module is public health professionals, especially practitioners who are responsible for implementing environmental health programs.

FORMAT

Web-based presentation. This online module has interactive exercises.

ESTIMATED TIME TO COMPLETE

This module takes approximately 60–90 minutes to complete.

PRINCIPAL INVESTIGATOR

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ACCREDITATION

The National Environmental Health Association (NEHA) has pre-approved this module for one contact hour of continuing education credit. Participants who successfully complete the course are eligible to receive 1.5 CEU contact hours.

FOR ADDITIONAL INFORMATION

See <http://www.nwcp.org/communication>

If you have questions, please contact the Northwest Center for Public Health Practice.



Northwest Center for Public Health Practice

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COURSE DESCRIPTION

This Web-based course introduces concepts and components of communication for public health. The course is designed for public health workers who have little or no prior training in communication skills. Topics include resolving conflict, educating clients, and marketing public health. The module contains interactive exercises and audio recordings, and offers checklists to remind participants of the communication skills.

LEARNING OBJECTIVES

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

- Summarize the five components of the communication process
- Describe three skills important for effectively educating the public about environmental public health issues
- Explain four skills for communicating information to a variety of audiences
- Describe five key skills that are necessary for facilitating the resolution of job-related communication conflicts
- Explain four strategies that are important for marketing the value of environmental public health activities to clients and the public

COMPETENCIES ADDRESSED

This module addresses the following Core Competencies of Environmental Health:

- **Educate:** The capacity to use the environmental health practitioner's front-line role to effectively educate the public on environmental health issues and the public health rationale for recommendations.
- **Communicate:** The capacity to effectively communicate risk and exchange information with colleagues, other practitioners, clients, policy makers, interest groups, media, and the public through public speaking, print and electronic media, and interpersonal relations.
- **Conflict Resolution:** The capacity to facilitate resolution of conflicts in the agency, in the community, and with regulated parties.
- **Marketing:** The capacity to articulate basic concepts of environmental health and public health and convey their value and importance to clients and the public.

In addition, the module addresses the following Essential Service of Environmental Health: inform, educate, and empower people about environmental health issues.