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AMCHP leadership **Lab**

Toolkit to Effective Persuasion and Communication for MCH Epidemiologists
A product from the 2016 MCH Epi-Net P2P Cohort

The following toolkit was created as a group collaborative project from participants in the 2016 MCH Epi-Network Peer-to-Peer Cohort. This cohort of MCH epidemiologists is part of AMCHP's larger Leadership Lab program, which is a unique developmental activity for state and territorial Title V staff who have the desire to pursue greater leadership responsibility. The MCH Epi-Net P2P cohort selected to hone their persuasion and communication skills by creating a toolkit of resources that address the following question:

"How can MCH epidemiologists utilize persuasion and communication skills to be effective in their work?"

This toolkit aims to provide a quick list of useful resources that address the identified needs around persuasion and communication skills relevant to MCH epidemiologists.

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Focus	Topic Area	Needs Addressed	Resources
Tools for Improving Communication Skills	Working with Others	How to approach others about new ideas; How to critically assess and provide feedback on others' communication materials.	▪ **Six Tips for Giving Feedback in the Workplace** offers simple guidance to giving constructive feedback. By Amanda Augustine ▪ **You've been doing a Fantastic Job. Just one thing…** discusses how to keep feedback neutral, non-judgmental and effective. By Alina Tugend, New York Times ▪ **A Guide to Winning Support for Your New Idea or Project** provides information and case study examples on how to gain support for your ideas. By Rebecca Knight ▪ **Change the Way You Persuade** is about how to approach new ideas based on the personality of who you are trying to persuade. By Gary A. Williams and Robert B. Miller ▪ **Principles of Communication** provides rubrics to evaluate communication materials. By University of Wisconsin-Milwaukee
	Messaging	How to develop clear messages; How to effectively convey messages for higher level uptake.	▪ **Strategies for Successful Public Health Messaging** is an hour-long webinar that provides tips on how to effectively communicate public health messages. By Northwest Center for Public Health Practice ▪ **Communication tips and tools** provides helpful hints and suggestions for effective public health communication and includes several links to NACCHO resources. By UNC SPH

Tools for Improving Communication Skills	Addressing Audiences	How to determine where an audience places value; How to read your audience; How to identify a common goal.	▪ **Communication at the Core of Effective Public Health** uses an audience-centered philosophy in communications. By Jay M. Bernhardt ▪ **Know Your Audience** expands on things to consider when getting to know your audience: audience variables, approaching the audience and keeping the audience's attention. Digital files (pdf and ppt) available free. By Toastmasters International ▪ **Audience Adaptation** provides tips to taking an audience-centered approach to effectively communicate ideas. By University of Pittsburgh ▪ **Consider your Audience** includes questions that will help you think through your audience's expectations. By Cengage Learning ▪ **Overall Psychology of Your Audience: Values, Beliefs, Attitudes and Needs** includes how to use psychographics to tailor your communication to your audience. By Boundless ▪ **Analyzing your Audience** helps you to adapt your message and provides tips on examining information about your listeners. By Stacy DeGeer ▪ **Adapting to your Audience** is a writing guide to developing audience awareness and adapting to academic versus nonacademic audiences. By Stephen Reid, Kate Kiefer and Dawn Kowalski ▪ **From a Listener's Perspective** provides information on making your presentation "listenable." By Michael Webb ▪ **Writing for an Audience** includes questions you should ask yourself when writing for an audience. By University of Maryland University College ▪ **5 Tips for Connecting with Your Audience** includes how to get your message across, whether it's to employees, investors or clients, every time. By Joseph Gulfo
Tools for Addressing Challenges and Barriers	Identifying Common Mistakes	How to avoid common mistakes in persuasion and communication; Ineffective methods of data communication; Determining appropriate language for your audience.	▪ **Communication and Dissemination Strategies to Facilitate the Use of Health-Related Evidence** is an extensive literature review of the best strategies for communicating and disseminating evidence to inform health care decisions. By Agency for Healthcare Research and Quality ▪ **Preparing and Presenting Effective Research Posters** is a literature review on effective research poster designs. By Jane E. Miller ▪ **Public Health Communications and Alert Fatigue** is a study of the frequency of public health messaging and its impact on health providers' recall of important information; it warns of the potential of over-messaging. By Janet G Baseman, Debra Revere, Ian Painter, Mariko Toyoji, Hanne Thiede and Jeffrey Duchin

Tools for Addressing Challenges and Barriers	Managing Conflict	How to understand and address opposing points of view; How to diffuse hot-button topics and situations; How to persuade/find a shared vision within a diverse group.	▪ **When Things Don't Work: Recognizing and Resolving Conflict** includes slides on understanding the fundamental concepts of conflict management. By Catherine J. Morrison ▪ **Workplaces that Work** provides a summary of the Thomas-Kilmann (1972) conflict resolution model and helps the reader identify common sources of conflict and understand and use different strategies for dealing with conflict and learn how to deal with difficult people. By the HR Council
Tools for Data Translation	Utilizing Data for Persuasion and Communication Strategies	How to use data for story-telling; How to use data as a driver for change; How to best use data in persuasion.	▪ **Making Data Talk: A Workbook** discusses the best ways of communicating data using the Organize, Plan, Test and Integrate (OPT-In) framework. By the National Cancer Institute ▪ **Insightful Human Portraits Made from Data** is a TED Talk that provides examples of how data can be used to be impactful and tell a story and how reducing people to numbers is done at our peril. By R. Luke DuBois ▪ **Communicating Data Science Results** discusses how to explain and interpret results and communicate findings accurately to stakeholders to inform business decisions. By the University of Washington ▪ **Data Journalism: Communicating Data** describes six ways of communicating data. By Paul Bradshaw ▪ **Simply Put: A guide for creating easy-to-understand materials** is a guide to transforming complicated scientific and technical information into communication materials your audiences can relate to and understand. By the Centers for Disease Control and Prevention ▪ **Communicating Data for Impact** provides guidance (and examples) on how to select the right data tools for use by different types of audiences to maximize data communication impact. By Peter Speyer, Brian Pagels and Nam-ho Park ▪ **How to Use Data Effectively** is a resource page that helps users develop successful strategies to use and communicate data related to children and adolescent health. By Data Resource Center for Children and Adolescent Health

| Tools for Data Translation | Communicating Data to Different Audiences | How to share data without using numbers or statistics;

How to make data meaningful;

What strategies make data communication more effective. | ▪ **How to Keep Your Audience Focused on Your Presentation** provides nine tips on learning to engage your audience. By Bruna Martinuzzi.
▪ **3 Ways to Wow Your Audience with A Killer Live Presentation** includes tips for making your presentation more engaging. By Amber Mac
▪ **Data is Worthless if you Don't Communicate It** is a framework for communicating your analysis. By Thomas Davenport
▪ **45 ways to Communicate to Quantities** demonstrates the language of information visualization. By Santiago Ortiz
▪ **Evergreen Data** contains a blog from Stephanie Evergreen on ways to make data meaningful and effective. By Stephanie Evergreen
▪ **Data Revelations** contains a blog that provides many tips and examples of how to share data in a meaningful way. By Steve Wexler
▪ **Making Data Meaningful** includes user guides on writing stories about numbers, presenting statistics, communicating with the media and improving statistical literacy. By the United Nations Economic Commission for Europe
▪ **Tell a Meaningful Story with Data** includes information on how to use data to tell a meaningful story that resonates both intellectually and emotionally with an audience. By Daniel Waisberg
▪ **4 Tips for Communicating Data for Impact** presents four tips to make data valuable and actionable. By Data Across Sectors for Health (DASH)
▪ **Communicating Data for Impact** provides challenges in communicating data, helps to identify the right audience and understand its needs. It also provides case studies and examples to communicate data effectively. By Peter Speyer, Brian Pagels and Nam-ho Park
▪ **Ready, set, speak! Tips for effectively communicating your science with public audiences** provides tips for research to have a broader impact so that messages are heard and received. It is intended for all scientists who want to speak to the public, advocate for their science and build their skills so that they can connect effectively. By Allison Coffin
▪ **Communicating Data with Tableau** provides a book overview of using Tableau software to convert raw data into compelling data visualizations, in addition to providing examples from each book chapter. By Ben Jones
▪ **Communicating Data Science: How to Captivate a Non-Captive Audience** provides techniques on how to captivate an audience when communicating data projects. By Mike Perez
▪ **Report Writing: Communicating Data Analysis Results** summarizes methods of writing and organizing statistical reports to make them accessible to different types of readers. By Jed Frees
▪ **Data is Worthless if You Don't Communicate It** displays the pressing need for more businesspeople to become better consumers of data and appreciate what the numbers mean. By Tom Davenport |

Evidence-Based Methods of Persuasion and Communication	Effective Communication	What are effective communication skills; What resonates with different audiences.	▪ **Audiences** is a guide to communication during a crisis, and it has some good tips for understanding your audience. By the Oak Ridge Institute for Science and Education (ORISE) ▪ **Health Literacy Online** is a guide for creating user-friendly and actionable websites and digital tools to relay health information. By the Office of Disease Prevention and Health Promotion at the U.S. DHHS ▪ **Communicating with Confidence** is a nine-minute video about communicating with confidence aimed at millennial women who have just entered the workforce. It has some good tips for anyone who wants to communicate effectively in a work setting. By Jennifer Allyn
	Data Visualization	Best practices for communicating data visually; What visuals work best to make a point.	▪ **Visualizing Health** contains 54 examples of tested visualizations – that is, graphic displays of health information that have been evaluated through research among the general public. By the University of Michigan and the Robert Wood Johnson Foundation ▪ **Worth a Thousand Words: How to Display Health Data** is a guide to selecting the best visualization options for your data and explains how to get started on the path to better data presentation. By the California Health Care Foundation ▪ **Making Data Meaningful Part 2: A guide to presenting statistics** gives an overview of data visualization techniques and best practices for communicating data visually. By United Nations Economic Commission for Europe ▪ **Visualization That Really Work** frames four types of visual communications and gives suggestions on how to approach each type. By Scott Berinato ▪ **Data Visualization Checklist** is a guide for the development of high impact visualization. By Stephanie Evergreen & Ann Emery ▪ **Emery's Essential Chart Choosing Tool** has a filter to narrow down your search. If you click on a picture, it gives a description and examples. By Ann Emery ▪ **Chart Chooser** helps you identify the right chart based on what you are trying to show, and then it lets you download the Excel or PowerPoint version of that chart to help you get your job done. By Juice Inc
	Persuasion Methods	Different types of persuasion methods; How to persuade within a diverse group.	▪ **The 21 Principles of Persuasion** is a quick summary of the components of persuasion. By Jason Nazar ▪ **Being Persuasive Across Cultural Divides** gives examples of how culture plays into persuasion and how people from different cultural backgrounds may need to be approached differently in order to be successfully persuaded. By Steve Martin ▪ **Giving a Persuasive Speech** provides an outline for giving a persuasive speech and examples of how to apply some of the tips. By the Office of Career and Professional Development, University of California, San Francisco ▪ **How to give more persuasive presentations: A Q&A with Nancy Duarte** is a Q&A with a presentation expert and also has a link to a presentation given at TEDx on The Secret Structure of Great Talks. By Kate Torgovnick May and featuring Nancy Duarte