

ENHANCING COMMUNICATION: LUNCH AND LEARN SERIES 2025-2026



Register here!

Lunch and Learn Opportunities

May 14, Know Your Audience

12-1 p.m. Knowing your audience means more than knowing about them, it includes truly understanding them, their unique needs, their challenges, and their desires. In this session learn how to identify audiences and then engage with them on a personal level, using authenticity, curiosity, and active listening to truly understand them.

Supports:

PHAB Measure 3.1.1 A (2)
PHAB Measure 3.2.6 A (4)
MICH Leadership, Management and Planning 42.1, 53.5

July 9, Create Key Messages

12-1 p.m. Effective communication requires clear, consistent messages that connect with the audience. In this session, learn how to develop key messages that are consistent, inclusive, and tailored to specific audiences through language, images, and tone. Understand the value of working with community partners to ensure key messages are communicated consistently.

Supports:

PHAB Measure 3.1.1 A (1)(3)
PHAB Measure 3.2.3 A (1a)(1b)
MICH Communicable Disease Control 6.1
MICH Leadership, Management and Planning 53.5

Sept. 10, Power Up Messages

12-1 p.m. Messages are often used inappropriately – and maybe unintentionally – to demean, blame, or shame. In this session, learn how to rephrase messages to ensure they are respectful, compassionate, inclusive, non-stigmatizing, non-blaming, and non-judging. Learn how to create messages that lift up and empower the audience, leveraging their strengths and offering them agency to change.

Supports:

PHAB Measure 3.1.3 A (1b)
PHAB Measure 3.2.6 A (4)
MICH Leadership, Management and Planning 53.5



Nov. 12, Speak Clearly

12-1 p.m. Regardless of their level of education or language skills, everyone appreciates communication that is clear and easy to understand. In this session, learn key principles for ensuring your communication methods and materials use plain language so they are understandable for all audiences. Learn ways to communicate information visually, including icons, tables, charts, graphics, and infographics.

Jan. 14, Social Media Best Practices

12-1 p.m. Social media offers the opportunity to reach large audiences quickly at little to no cost. In this session, learn how to maximize your social media footprint by sharing information in a way that will grow your audience, build relationship with them, and engender trust.

March 11, Communicate Efficiently

12-1 p.m. As public health professionals, your time is valuable. In this session, learn how to maximize your time while ensuring high quality communication using key messages, a communication plan, and tools like Hootsuite. Learn how to ask your community partners to amplify your messages. Understand the importance of evaluating your communication efforts and practical ways to measure outcomes.

Supports:

PHAB Measure 3.1.1 A (1)
PHAB Measure 3.2.5 A (2)
PHAB Measure 3.2.6 A (4)
MICH Communicable Disease Control 6.1
MICH Leadership, Management and Planning 42.3
MICH Maternal, Child and Family Health 21.2

Supports:

PHAB Measure 3.2.3 A (1a)
PHAB Measure 3.2.5 A (2)
MICH Communicable Disease Control 7.1
MICH Environmental Public Health 16.4
MICH All Hazards Preparedness and Response 36.2

Supports:

PHAB Measure 3.1.1 A (1)(3)
PHAB Measure 3.1.2 A (1)
PHAB Measure 3.2.3 A (1a)
MICH Chronic Disease and Injury Prevention 11.3
MICH Leadership, Management and Planning 42.4, 42.6
MICH Access to Healthcare Services 32.1
MICH All Hazards Preparedness and Response 37.1

