



Data Impact Program

Vital Strategies' Data Impact Program partners with governments to expand the use of data to enhance public health planning and policy development.

Informing policy.
Improving health.

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Conveying Health Information to Media & Colleagues

TRAINING OVERVIEW

Ministries of Health are increasingly expected to communicate complex health data clearly, credibly, and rapidly—particularly during outbreaks, policy debates, and periods of public scrutiny. Conveying Health Information to Media & Colleagues is a practical, hands-on training that strengthens Ministries' capacity to translate data into clear messages that support decision-making, maintain public trust, and align stakeholders.

This training equips Ministry communication and data professionals with shared tools and approaches to identify the message in the data, define a clear communication objective, and engage effectively with the media, policymakers, and the public. Participants apply these skills through real-world exercises, including drafting press releases and participating in mock press conferences.

WHO IS THIS TRAINING FOR?

This training is designed for **Ministry of Health professionals** who play a role in communicating health information, including:

- Communication and public affairs officers
- Epidemiologists, statisticians, and data analysts
- Program managers and technical advisors
- Designated Ministry spokespersons

The training is particularly effective when **communication specialists and data specialists participate together**, strengthening cross-functional collaboration within the Ministry.

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WHAT ARE THE TRAINING OBJECTIVES?

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

- Use a **simple communication model** to plan and assess health communications
- Identify the **key message** within health data
- Develop and articulate a **Single Overriding Communication Objective (SOCO)**
- Tailor messages for **technical and non-technical audiences**
- Present data in ways that are **clear, accurate, and understandable**
- Engage confidently with the **media**, including during press conferences
- Practice managing **difficult questions and negative information**
- Draft a **practical communication plan** for routine and crisis situations
- Articulate the value of **institutionalizing regular health communication** within the Ministry

WHY THIS TRAINING MATTERS FOR MINISTRIES OF HEALTH

- **Supports evidence-informed policy:** Ensures data are communicated clearly to decision-makers and other relevant audiences
- **Strengthens credibility and trust:** Promotes transparent, consistent internal and external messaging
- **Improves readiness:** Builds confidence in engaging with media under pressure
- **Enhances internal coordination:** Aligns communication and data teams around shared objectives

HOW IS THE TRAINING OFFERED

This training is delivered through the Data Impact Program, part of the Bloomberg Philanthropies Data for Health Initiative, in partnership with Ministries of Health.

Program implementation:

- **Format:** In-person, facilitated workshop
- **Duration:** Three days
- **Approach:** Highly interactive, adult-learning focused

The training combines short presentations, group work, peer learning, role plays, and applied exercises using country-relevant data and scenarios. Participants are encouraged to bring their own priority health issues into the training.

The Curriculum is also available in Spanish and French/ El plan de estudios también está disponible en español y francés/ Le programme est aussi disponible en espagnol et en français.

For more information about the training, please email: data4health@vitalstrategies.org
Access all of our online training materials at <https://learning.vitalstrategies.org/catalog/>