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.

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Improving health.

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Leading with Data: Communicating for Public Health Action

TRAINING OVERVIEW

Ministry of Health leaders are routinely called upon to explain complex health data to policymakers, colleagues, the media, and the public—often in high-pressure environments where clarity, credibility, and trust are paramount. Leading with Data: Communicating for Public Health Action is a two-day, executive-level workshop designed to strengthen senior leaders' capacity to communicate health data clearly, confidently, and strategically in support of policy decisions and public accountability.

The training focuses on the real communication challenges faced by Ministries of Health: responding to media inquiries, briefing political leadership, aligning messages across departments, and ensuring that data are used effectively to inform action. Through facilitated discussion, applied exercises, and practical tools, participants learn how to identify the message in the data and deliver it in ways that are accurate, accessible, and aligned with national priorities.

WHO IS THIS TRAINING FOR?

This concise training is designed specifically for **senior Ministry of Health leadership,** including:

- Heads of departments, divisions, and national public health institutes
- Senior technical advisors and program directors
- Designated or de facto Ministry spokespersons

Participants typically have technical expertise but limited time and need communication approaches that are efficient, strategic, and fit for decision-making environments.

KEY TOPICS COVERED

Day 1: Strategic Foundations - Finding the message in health data - Why data matter for policy and public communication - A simple communication model for Ministry leadership - Understanding and prioritizing audiences - Communicating with technical vs. non-technical audiences - Defining a Single Overriding Communication Objective (SOCO)

Day 2: Leadership in Action - Choosing the right communication channels - Engaging effectively with media and the public - Using social media and understanding emerging AI tools - Improving internal and inter-ministerial communication - Developing a realistic communication plan - Sharing negative information and managing press scrutiny

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How Is the Training Delivered?

- **Format:** In-person, facilitated workshop
- **Duration:** Two days
- **Approach:** Executive-focused, highly participatory

The training is grounded in adult learning principles and recognizes participants as experienced leaders. Sessions emphasize peer exchange, real-world examples, and immediate application to participants' own national and institutional contexts.

Why This Training Matters for Ministries of Health

- **Supports evidence-informed policy:** Helps leaders ensure data are understood and used in decision-making
- **Strengthens public trust:** Promotes transparency and clarity in public communication
- **Improves crisis readiness:** Builds confidence in managing media and difficult messages
- **Enhances institutional coherence:** Aligns messaging across departments and partners
- **Reinforces communications management:** Provides skills for management related to communication and dissemination

How is the Training Offered?

This training is offered through the Data Impact Program as part of the Bloomberg Philanthropies Data for Health Initiative, in partnership with Ministries of Health and other institutions.

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

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