

Workforce Development Series
Communication Techniques for the
Prevention Specialist

Monday, April 19, 2023

Presented by Carlton Hall & Stephanie Strutner





Southeast (HHS Region 4)

PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

Disclaimer

- This training is 100% supported SAMHSA of the U.S. Department of Health and Human Services (HHS).
- The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by SAMHSA/HHS, or the U.S. Government.

The use of affirming language inspires hope.

LANGUAGE MATTERS.

Words have power.

PEOPLE FIRST.

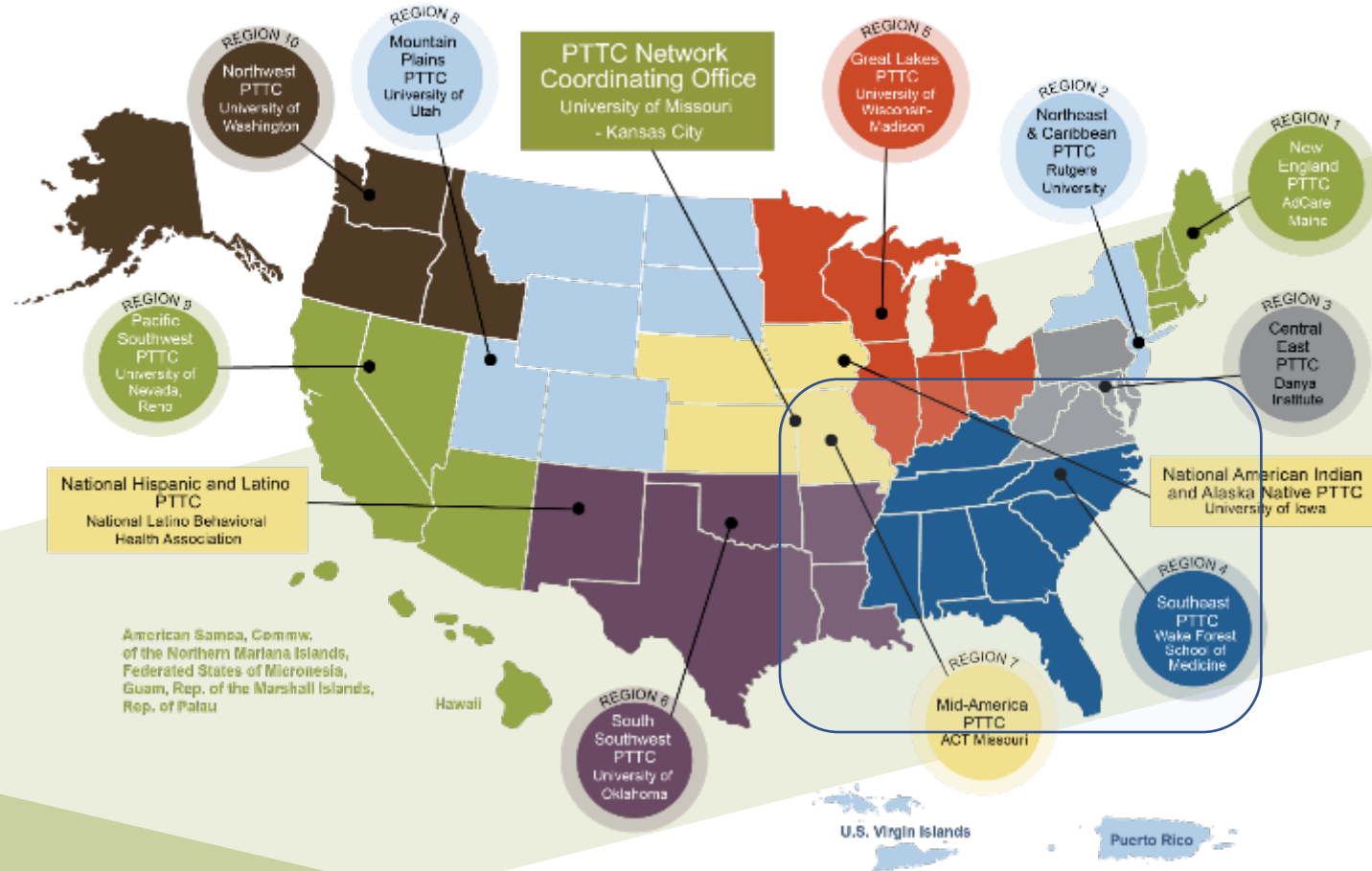
The PTTC Network uses affirming language to promote the application of evidence-based and culturally informed practices.



PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

PTTC Network



Co-Directors

Kimberly Wagoner, DrPH, MPH
and Mark Wolfson, PhD



-
- **Develop** training and technical assistance tools, products, and services for the substance misuse prevention field
 - **Disseminate** these across the southeast region
 - **Improve** implementation & delivery of effective substance misuse prevention interventions
 - **Reduce** substance misuse



Southeast (HHS Region 4)

PTTC

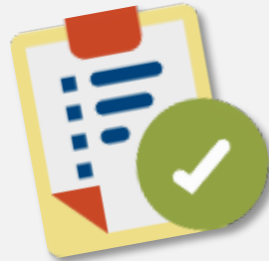
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Housekeeping

After the webinar:

**Webinar
Recording**
available in 2-3
days on our
YouTube page

Complete the
Evaluation Form



to gain access to

A download of the
**Certificate of
Attendance**




Bottom of our main webpage

pttcnetwork.org/southeast


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WATCH 

Sign up for our newsletter here!



PTTC
Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

TONS of great trainings to share/watch with your coalition members

Register for
upcoming
trainings

Pttcnetwork.org/southeast

**Double Trouble: Common Risk Factors for
Mental Health and Substance Use Disorders**

May 10, 2023

1:00pm 2:30pm ET

**Building a Trauma Informed Resilient Focused
Community**

June 1, 2023

12:00 - 1:30pm ET

Today's Presenters



Carlton Hall



Stephanie Strutner



Communication Techniques for the Prevention Workforce

OBJECTIVES

1. Recognize techniques to enhance health promotion through communication
2. Identify marketing techniques
3. Apply principles of active listening
4. Develop knowledge of public speaking
5. Discuss interpersonal and group communication techniques

Prevention Specialist Job Analysis

PERFORMANCE DOMAINS

1. Planning and Evaluation
2. Prevention Education and Service Delivery
3. **Communication**
4. Community Organization
5. Public Policy and Environmental Change
6. Professional Growth and Responsibility

Domain 3

COMMUNICATIONS-ASSOCIATED TASKS

1. Promote programs, services, activities, and maintain good public relations.
2. Participate in public awareness campaigns and projects relating to health promotion across the continuum of care.
3. Identify marketing techniques for prevention programs.
4. Apply principles of effective listening.
5. Apply principles of public speaking.
6. Employ effective facilitation skills.
7. Communicate effectively with various audiences.
8. Demonstrate interpersonal communication competency.



Source: IC&RC www.internationalcredentialing.org

RECOGNIZE TECHNIQUES TO ENHANCE HEALTH PROMOTION THROUGH COMMUNICATION

Objective 1

Part 1

PREVENTION COMMUNICATION



Prevention Communication

GOALS

- Promote programs, services, activities, and maintain good public relations.
- Participate in public awareness campaigns and projects relating to health promotion across the continuum of care.
- Identify marketing techniques for prevention programs.

Source: IC&RC www.internationalcredentialing.org



Communications

DEFINED

The action of conveying information, and/or the exchange of ideas, feelings, intentions, attitudes, expectations, perceptions or commands, through speech, gestures, writings, behavior between two or more participants (machines, organisms or their parts).

Prevention Communications



Mass
Media



Social
Media



Face to Face
(Interpersonal)



Considerations for Prevention Communication

PUBLIC RELATIONS

- Identify target audience
- Media literacy
- Developing culturally appropriate materials
- Utilize proper media outlets
- Evaluate effectiveness
- Understand copyright laws and reference procedures

Considerations for Prevention Communication

AWARENESS CAMPAIGNS

- Determine audience
- Media literacy
- Partnerships
- Outlets
- Materials
- Evaluation

Questions:
Who is the target audience?
What is the objective?

Types of Prevention Communications

1. Health Promotion
2. Strategy-Specific
3. Strategic Marketing
4. Social Marketing
5. Media Advocacy
6. Media Literacy
7. Social Norms Marketing
8. Branding
9. Counter Advertising
10. Warning Posters
11. Social Media Marketing



Prevention Communications

EXAMPLES

Health Promotions



**CATCH UP ON
CHECKUPS
AND ROUTINE
VACCINES**

As your family gets back to routines, it's important for your child to catch up on checkups and recommended vaccines to help protect their health now and in the future.

The Centers for Disease Control and Prevention (CDC) recommends children stay on track with routine vaccinations to help protect them from serious diseases like measles and whooping cough.



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Community Awareness



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Strategy-Specific



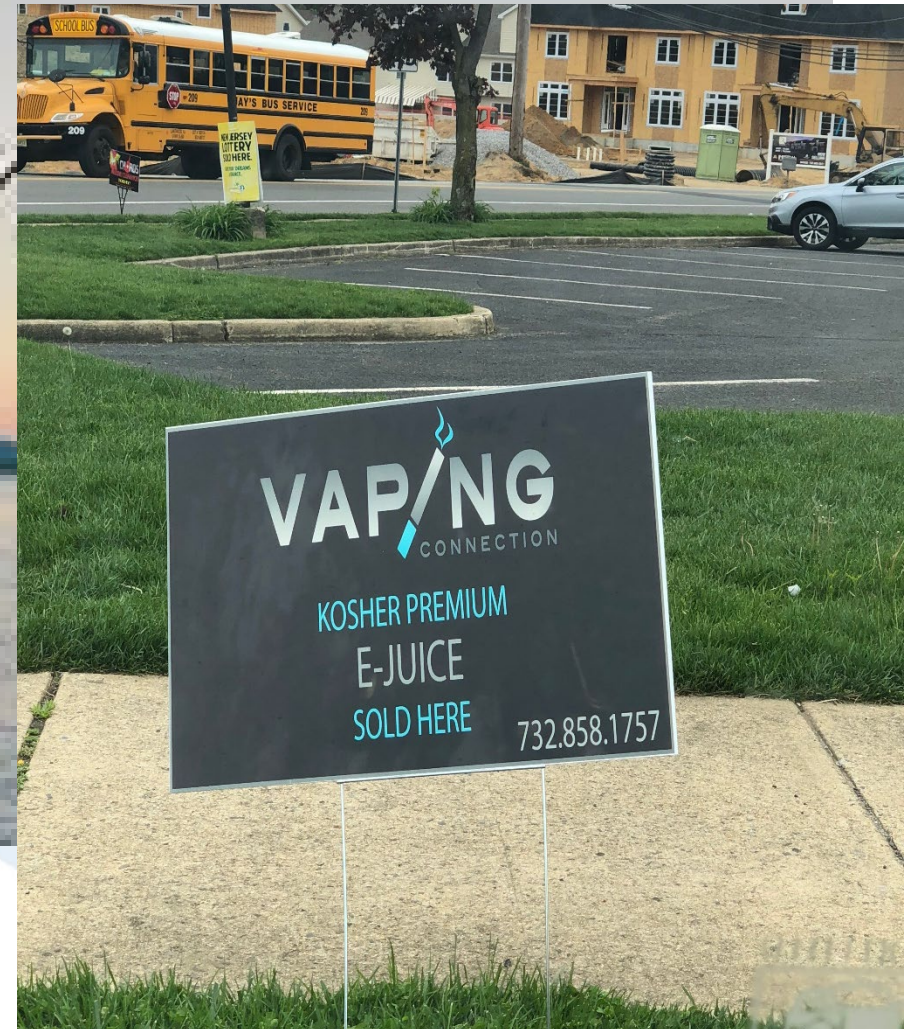
The graphic features a red background with a white border. On the left is a circular logo with a green ribbon. The logo contains the text "THE PROJECT" at the top, "CARE" in large green letters in the center, and "COALITION" at the bottom. Below the logo, it says "Richland School District Two". To the right of the logo is a green car. Below the car, the text reads "A Safe & Sober Holiday..." and "The best gift is LIFE!" in white.

THE PROJECT
CARE
COALITION
Richland School District Two

A Safe & Sober Holiday...
The best gift is LIFE!



Strategic Marketing



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Social Marketing



**Your baby's life shouldn't
begin with **DETOX.****

REGIONAL
NAS
TASK FORCE

ASAP

www.BornDrugFreeTN.com

Media Advocacy

IT'S 3:45 IN THE
AFTERNOON

**MARIJUANA: No Hangovers · No Violence
No Carbs!**



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danielc@knoxnews.com

DANIEL
@NEWSSENTINEL

Media Literacy



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Social Norms Marketing



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Branding



Board of Trustees &
2022 Officers Update

Allison Roberts of
AMR Law, LLC Joins
Prevention
Resources, Inc.
Board of Trustees



[Read More](#)

Counter Advertising



We Are An Ally!

Allies for Substance Abuse Prevention

ASAP

of Anderson County

We Do Not Sell Alcohol To Minors



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Warning Posters

**NO ALCOHOL IN PREGNANCY
IS THE SAFEST CHOICE**

**Say no to alcohol
when you are pregnant**

No thanks, not while I'm pregnant

No thanks, when I drink so does my baby

No thanks, I'm on a health kick

No thanks, I want to have a solid kid



**For more information, please
speak to a health professional**

How Much Alcohol Is Healthy?

1  **1**  **2**
drink drinks

According to the National Institutes of Health, in the United States, one "standard" drink contains roughly 14 grams of pure alcohol, which is found in one of the following:



www.Pulse95.com

Social Media Marketing

Tweets

Following

Followers

Favorites

Lists

Tweet to Budweiser

@Budweiser

Photos and videos

1,611 TWEETS

198 FOLLOWING

32,225 FOLLOWERS

Follow

Tweets All / No replies

Budweiser @Budweiser 19 Dec

Great Buds always designate a driver.
vine.co/v/h0Pu2wdqUig

Promoted by Budweiser

Vine

Who to follow - Refresh - View all

Cory Torrella @MarketingCory

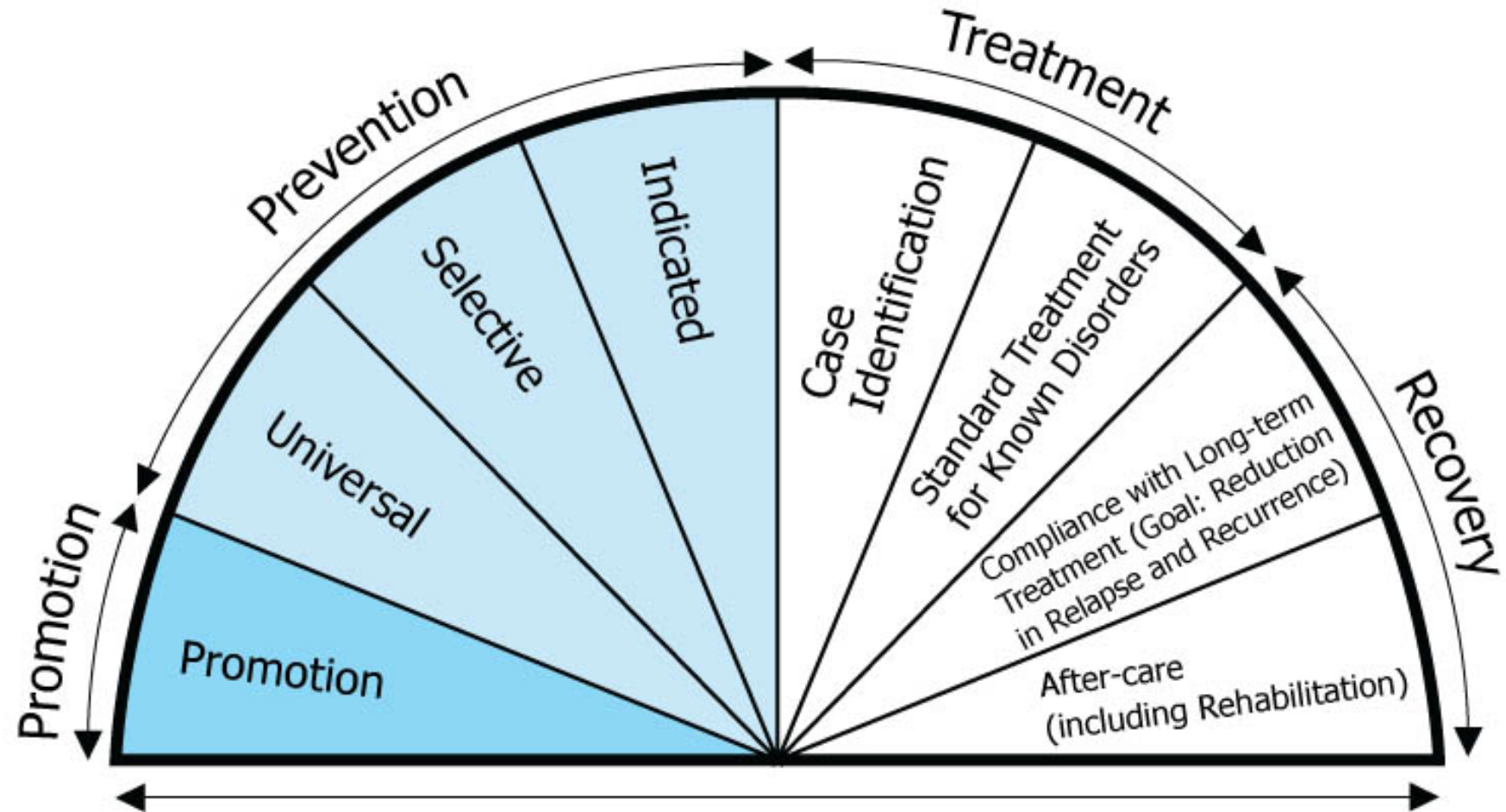
Follow

Blogwriter365 @Blogwriter365

IDENTIFY MARKETING TECHNIQUES

Objective 2

Marketing Across the CoC



Strong Brands

CHARACTERISTICS

- Authentic
- Distinctive
- Relevant
- Consistent
- Bold



Style Guide



#005486

Pantone 7692 C

C: 100

M: 69

Y: 24

K: 7



#0075a8

Pantone 7690 C

C: 92

M: 47

Y: 15

K: 1



#0093c9

Pantone 639 C

C: 100

M: 20

Y: 10

K: 0



Typeface: Lato

Considerations for Prevention Communication

MARKETING

- Identify target audience
- Understand cultural diversity
- Consider communication models
- Leverage creative resources

Part 2

INTERPERSONAL COMMUNICATION



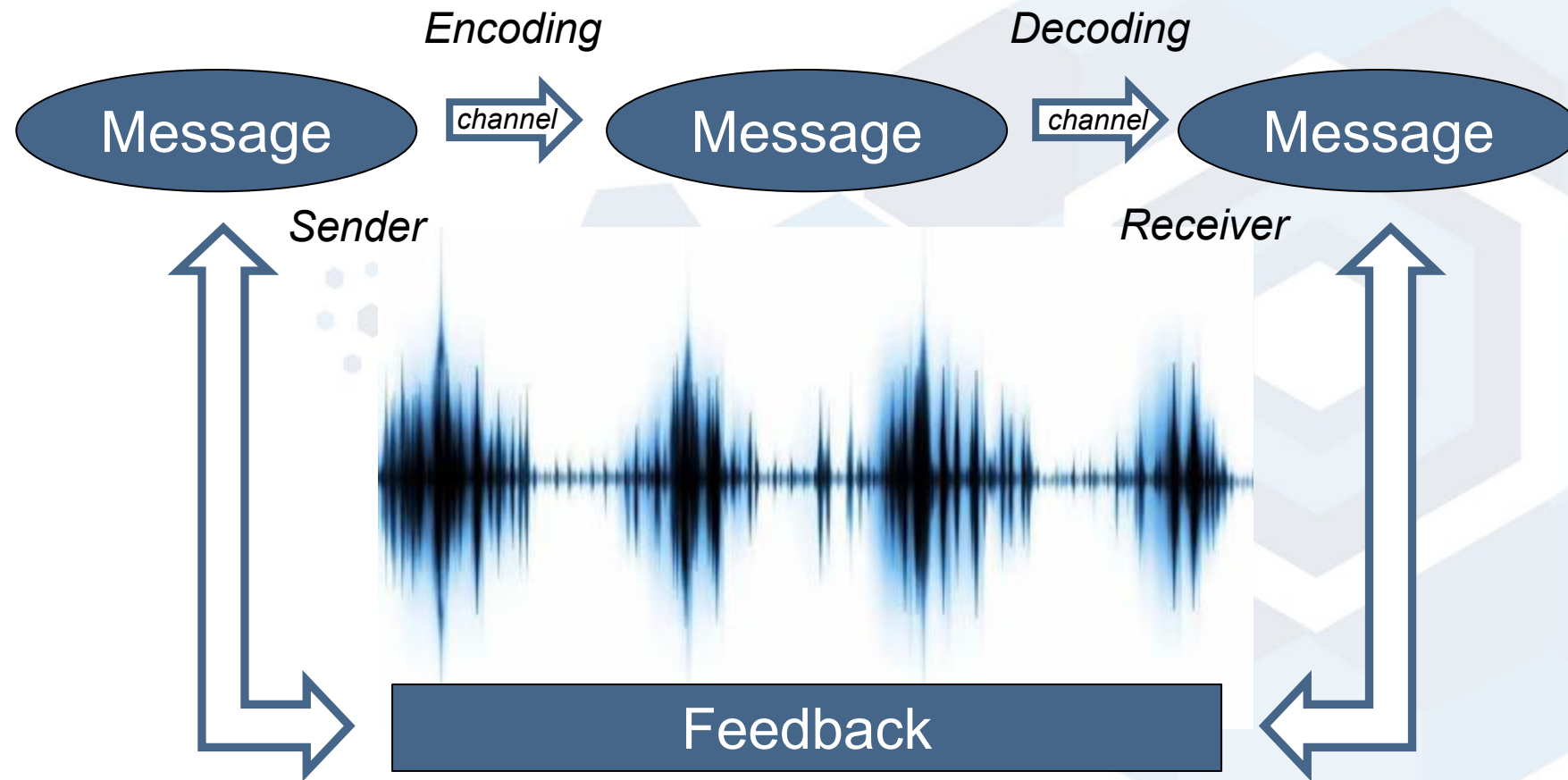
Interpersonal Communication

GOALS

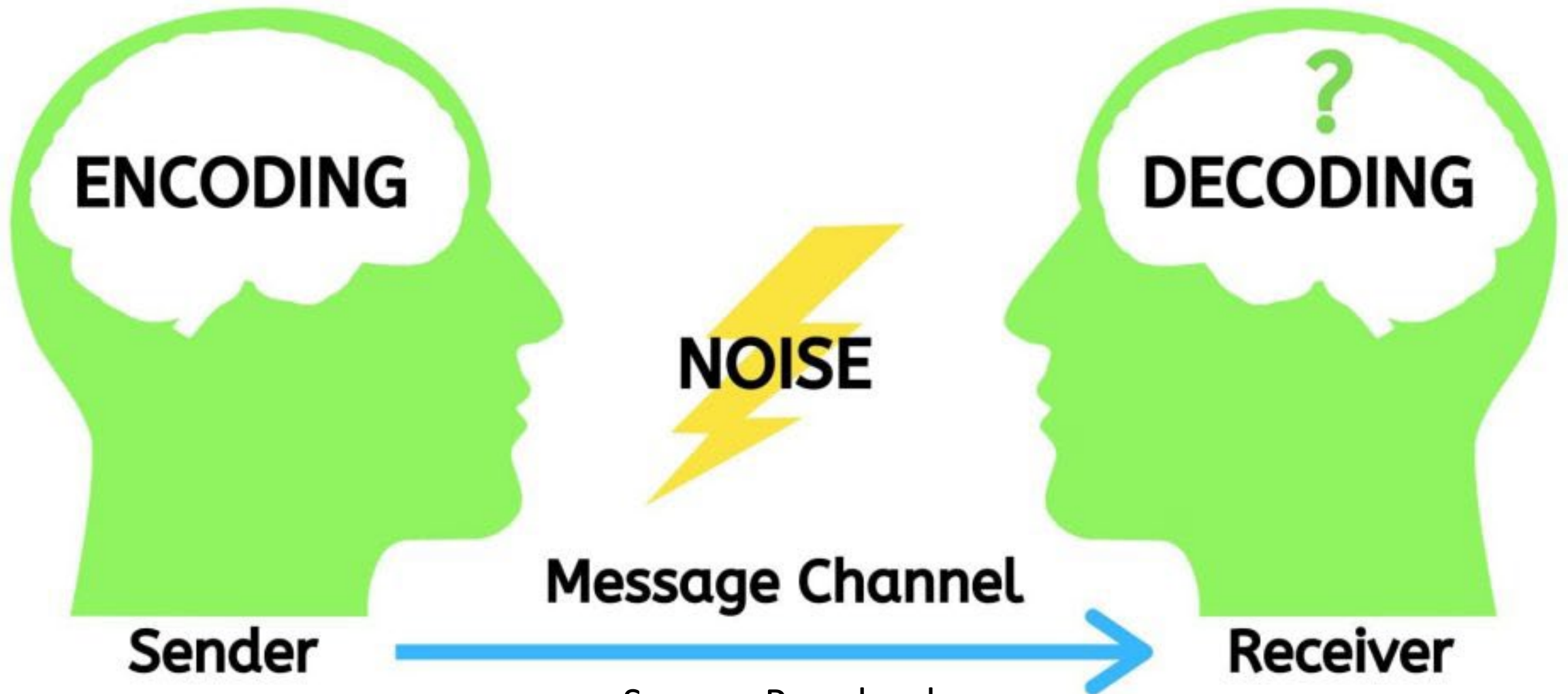
- **Apply principles of effective listening.**
- Apply principles of public speaking.
- Employ effective facilitation skills.
- Communicate effectively with various audiences.
- Demonstrate interpersonal communication competency.

Source: IC&RC www.internationalcredentialing.org

Communication Channels



The Transmission Model of Communication



Source: Pressbooks

Activity

IDENTIFY NOISE

- 1) Identify potential **noise** related to our communication interaction today.
- 2) Identify potential **solutions** to address the noise.

APPLY PRINCIPLES OF ACTIVE LISTENING

Objective 3

Effective Listening

TWO ASPECTS OF EFFECTIVE LISTENING

1. Being an active listener
2. Creating an environment for target audience conducive to listening

Are listening and hearing the same thing?



Listening vs Hearing

Hearing

- The physiological process of registering sound waves as they hit the eardrum
- We have no control over what we hear
- The sounds we hear have no meaning until we give them content

Listening

- Active process
- Constructs meaning from verbal and non-verbal messages

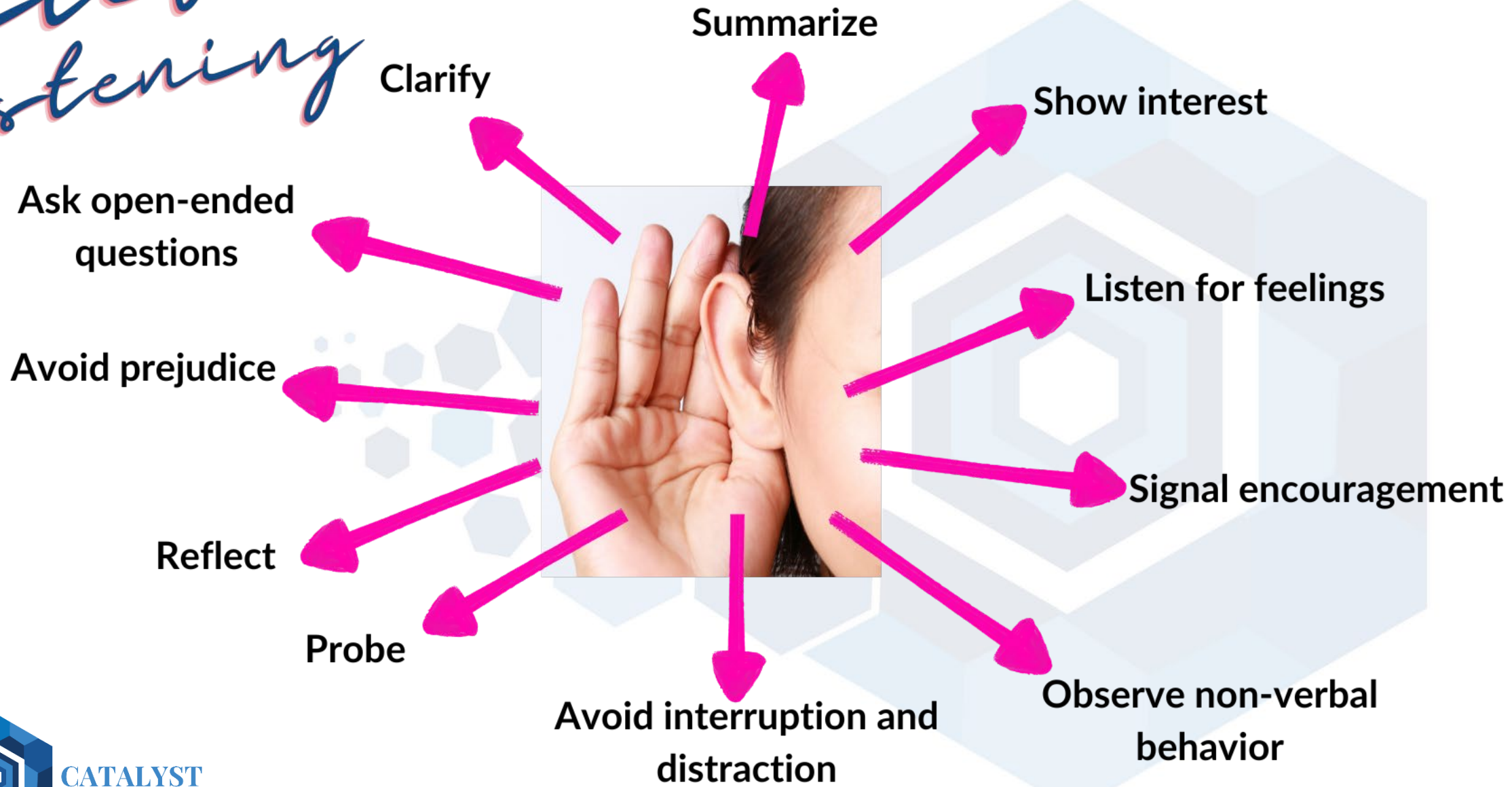
Active Listening

NOTES

- Requires the listener to understand, interpret, and evaluate what they hear
- Understanding the information being communicated
- **AND understanding how the speaker feels about what they're communicating** – ensuring the speaker feels heard and understood



Active Listening



Establish a conducive environment for effective communication

CONSIDER

- Sights and sounds
- Temperature
- Décor/setting
- Physical comfort
- Time of day/week
- Physiological factors (hunger, fatigue, pain, illness)

Interpersonal Communication

GOALS

- Apply principles of effective listening.
- **Apply principles of public speaking.**
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Source: IC&RC www.internationalcredentialing.org

DEVELOP KNOWLEDGE OF PUBLIC SPEAKING

Objective 4

Public Speaking

TIPS

- Plan appropriately
- Practice
- Engage your audience
- Pay attention to body language
- Think positively
- Cope with your nerves
- Watch recordings of yourself speaking
- Slow down
- Use visual aids



Use Social Math

27% SEYMOUR HIGH SCHOOL STUDENTS ENGAGED IN UNDERAGE DRINKING LAST MONTH

Enough Seymour High School students drank alcohol last month to fill a school bus 1 ½ times



Interpersonal Communication

GOALS

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- **Employ effective facilitation skills.**
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Source: IC&RC www.internationalcredentialing.org

DISCUSS INTERPERSONAL AND GROUP COMMUNICATION TECHNIQUES

Objective 5

Being an Effective Facilitator

TIPS

- Understand goals
- Keep to the agenda
- Involve/engage every participants
- Facilitate decisions in a democratic process
- Plan the process
- Establish an effective climate
- Consider logistics and room arrangements

Source: Community Toolbox, ctb.ku.edu

Establish an Effective Climate

SET GROUND RULES

Allow group to determine ground rules if time allows.

Ground rules to consider:

- One person at a time
- Raise your hand
- Listen to others
- No mocking or attacking
- Be on time
- Respect each other
- Limit cell phone use



Facilitating an Effective Meeting

TIPS

- Plan appropriately and completely
- Anticipate and prevent disruptions



Source: Community Toolbox, ctb.ku.edu

Effective Meetings

MEETING PROCESS PLANNING

- Start on time
- Welcome, thank everyone
- Make introductions
- Review agenda, objectives, and ground rules
- Encourage participation
- Action items
- Stick to the agenda
- Seek commitments
- Bring closure to each item
- Summarize results and follow-ups
- Thank the participants
- Close the meeting

Effective Meetings

PREVENT DISRUPTIONS

- Establish a clear decision making process
- Give clear instructions and processes
- Get agreement early
- Listen and show respect
- Learn expectations
- Stay cool



Effective Meetings

HANDLE CHALLENGES

- Challenging situations can arise
- Be prepared to address them:
 - Ensure all sides have an opportunity to be heard
 - Help clearly restate issues raised by participants
 - Keep discussion focused
 - Help individuals save face
 - Utilize a facilitator, if necessary
 - Minimize distractions

Interpersonal Communication

GOALS

- Apply principles of effective listening.
- Apply principles of public speaking.
- Employ effective facilitation skills.
- **Communicate effectively with various audiences.**
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Source: IC&RC www.internationalcredentialing.org

Communicate Effectively

REACH YOUR AUDIENCE

- Identify audience
- Research audience
- Understand audience
- Analyze/interpret audience and learning styles
- Cultural sensitivity
- Recognize communication models

Interpersonal Communication

GOALS

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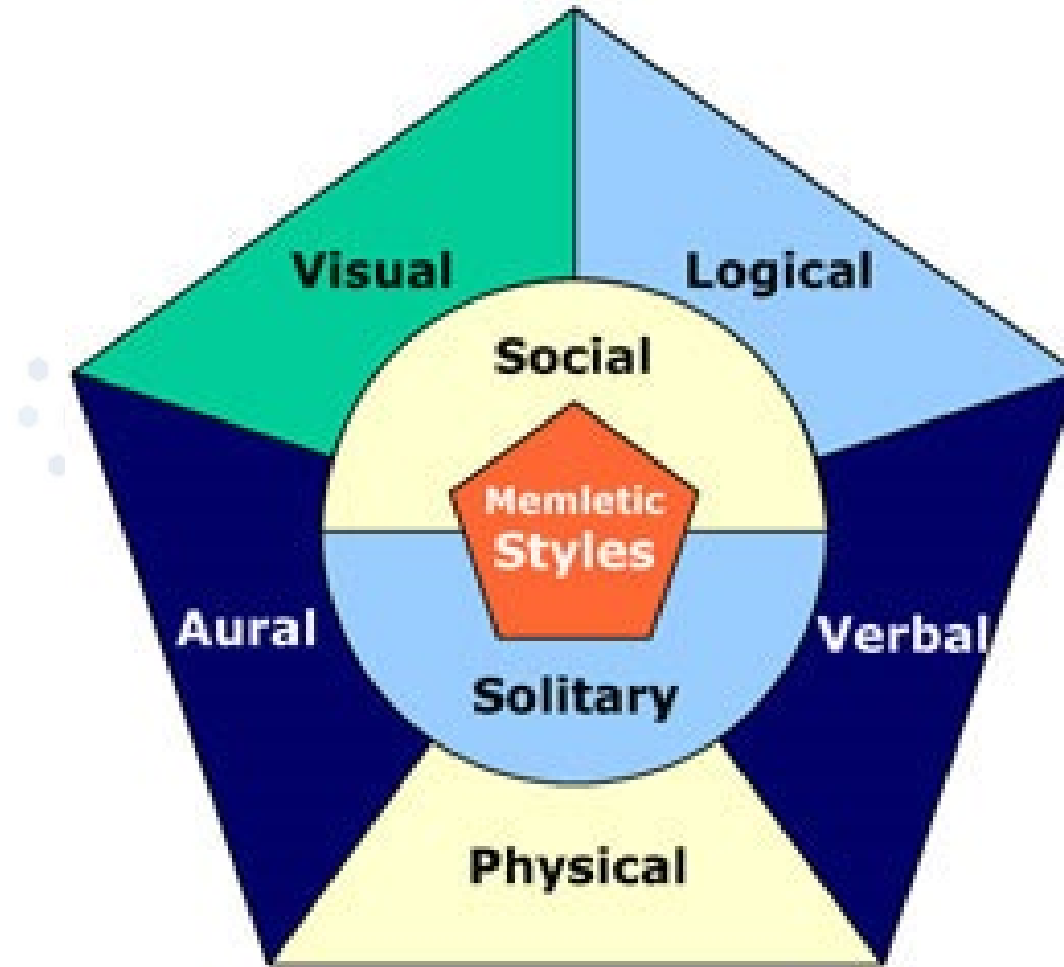
Source: IC&RC www.internationalcredentialing.org

Interpersonal Communication

COMPETENCE

- Understand different learning styles
- Become emotionally intelligent

Styles of Learning



Source: learning-styles-online.com

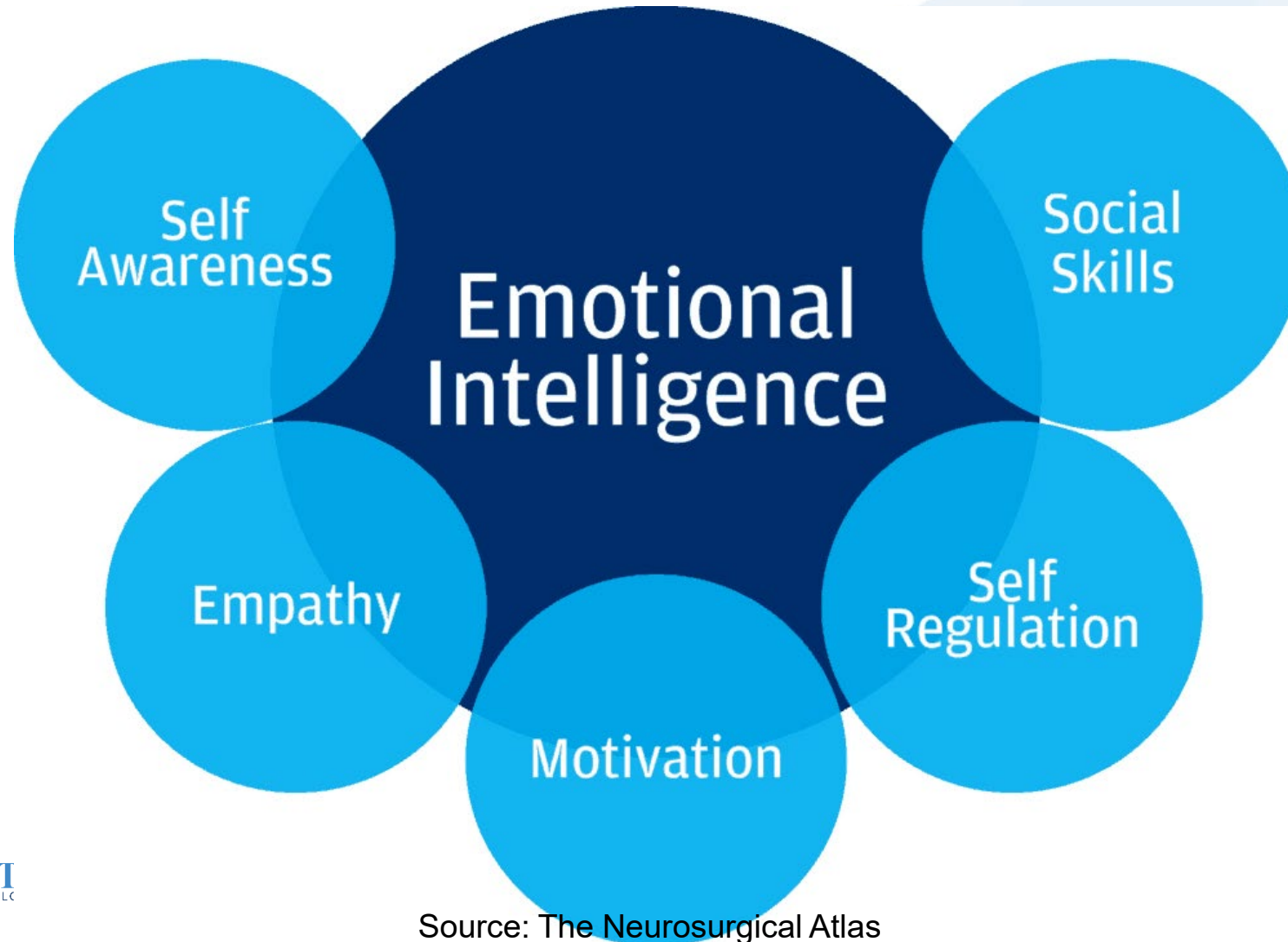
Styles of Learning

DEFINED

- **Visual** (spatial): You prefer using pictures, images
- **Aural** (auditory): You prefer using sound
- **Verbal** (linguistic): You prefer using words (speech and writing)
- **Physical** (kinesthetic): You prefer using your body, hands, sense of touch
- **Logical** (mathematical): You prefer using logic, reasoning and systems
- **Social** (interpersonal): You prefer to learn in groups
- **Solitary** (intrapersonal): You prefer to work alone and use self-study



Emotional Intelligence



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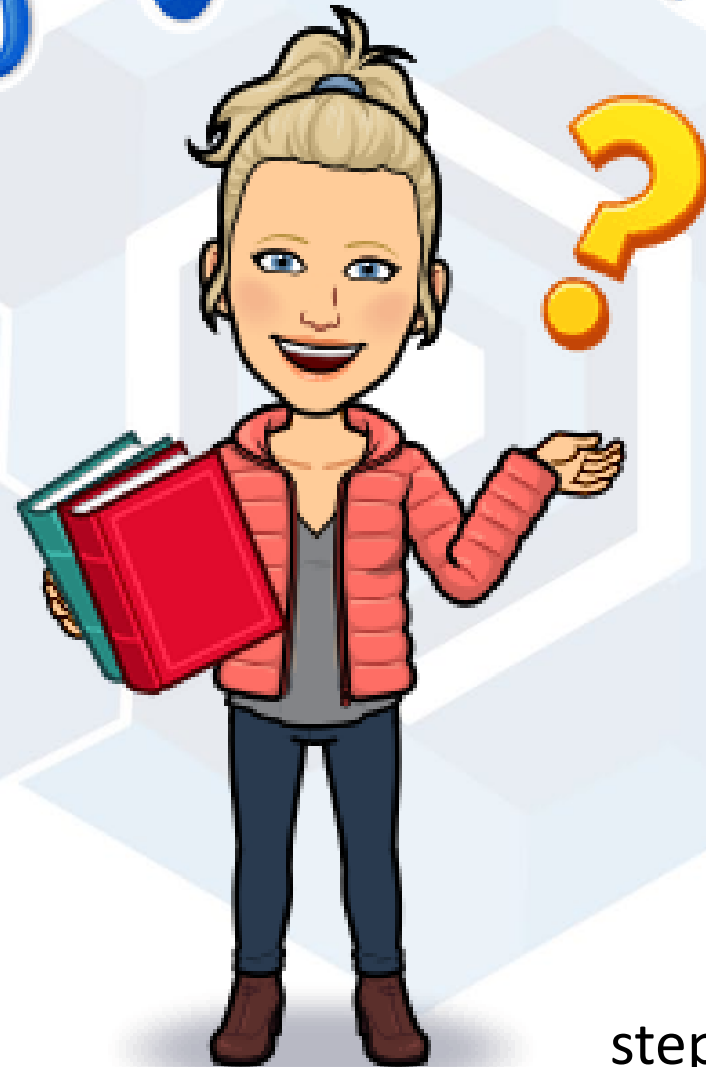
Source: The Neurosurgical Atlas

Communication Techniques for the Prevention Workforce

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Any Questions?!



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