



Southeast (HHS Region 4)

PTTC

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

Workforce Development Series 2024
**Communications Strategies and
Essentials for the Prevention Workforce**
Part 2

January 23, 2024

Presented by

Stephanie Strutner

Catalyst Evaluation Group

Carlton Hall

Carlton Hall Consulting





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.

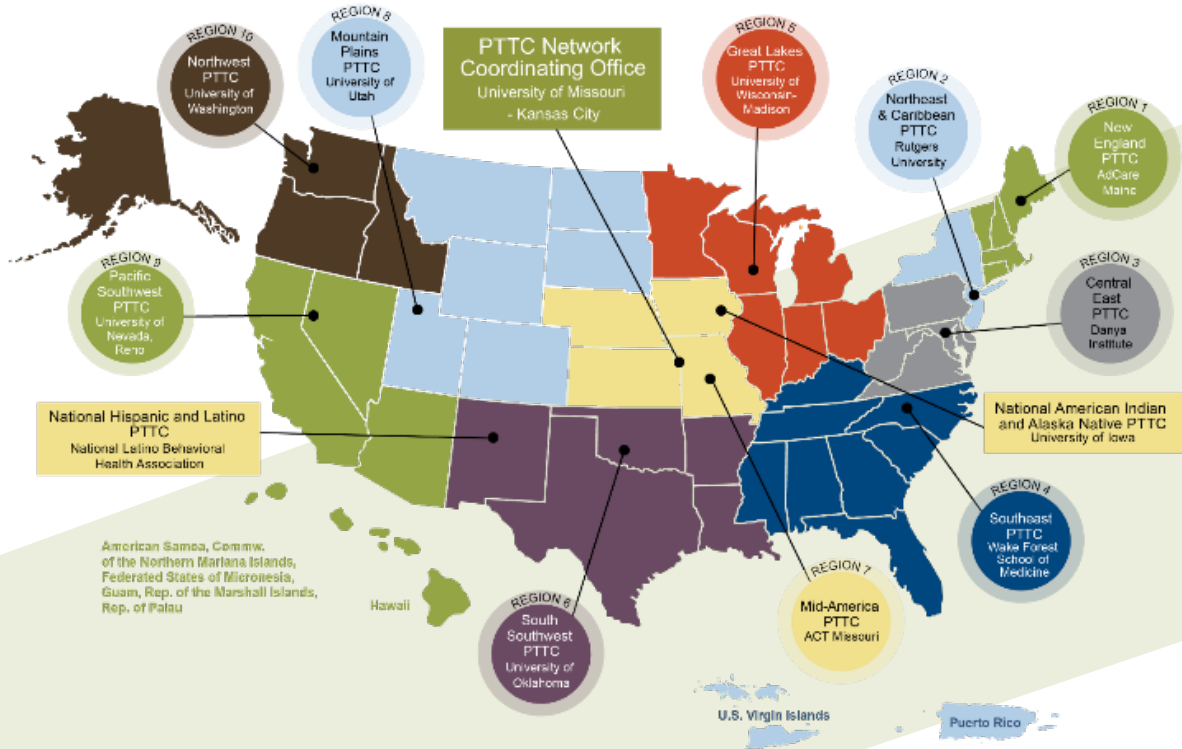
===== **PEOPLE FIRST.** =====

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



Wake Forest University
School of Medicine

Housekeeping

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

After the webinar:

Complete the
Evaluation Form



to gain access to

A download of the
**Certificate of
Attendance**



Southeast (HHS Region 4)

PTTC

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

**Bottom of our main
webpage**

pttcnetwork.org/southeast

The screenshot shows a green banner with two dark green call-to-action boxes. The left box is titled "JOIN OUR EMAIL LIST" and contains the text "Stay up to date on what's happening in our region." and a "SUBSCRIBE" button with a person icon. The right box is titled "WATCH OUR YOUTUBE CHANNEL" and contains the text "Watch our entire webinar series and subscribe for future episodes." and a "WATCH" button with a hand cursor icon.

Sign up for our
newsletter
here!



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

Upcoming Events

Promoting Prevention by
Understanding the Who, What,
and Why of **Psychostimulant Use**

Wed., January 24

Practical Skills in Prevention:
Making the Magic Happen in a
Meeting

Wed., February 28

Feb 5-9, 2024

Advancing Health Equity Through
the SPF, with Region 3 and SPTAC
– A Lunch & Learn

[Pttcnetwork.org/southeast](https://pttcnetwork.org/southeast)



Prevention Tech
Funded by Substance

Today's Presenters

Communications Strategies and Essentials for the Prevention Workforce

Southeast PTTC Workforce Development Series

STEPHANIE STRUTNER, MPH, CPSII



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

Session 2

Workforce Development Series-Communications

Communications Strategies and Essentials for the Prevention Workforce

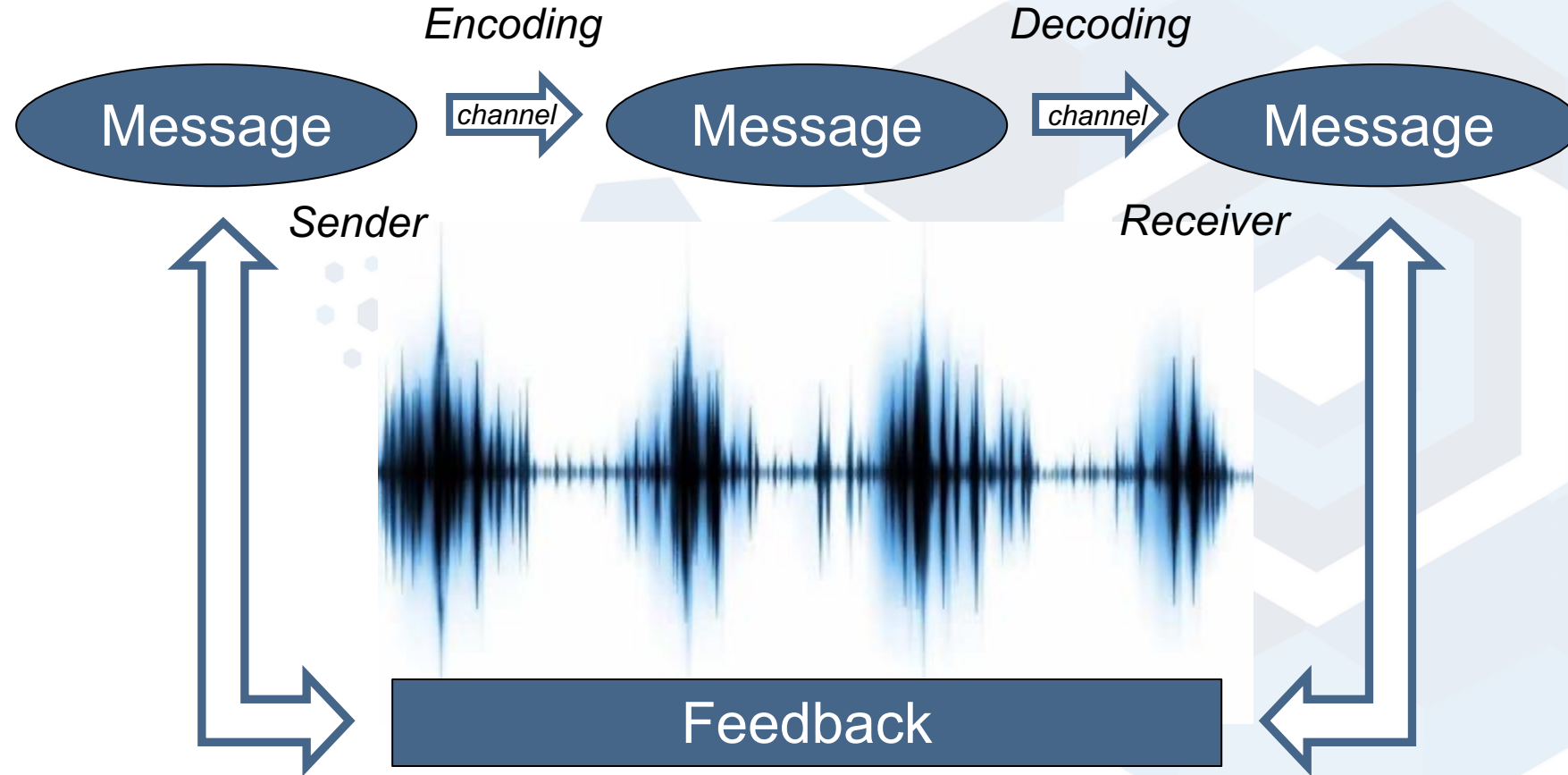
OBJECTIVES

4. Discuss the importance of interpersonal communication and apply principles of active listening
5. Hone skills in public speaking
6. Discuss interpersonal and group communication techniques
7. Identify how coalitions can plan for effective communication across their strategic plans

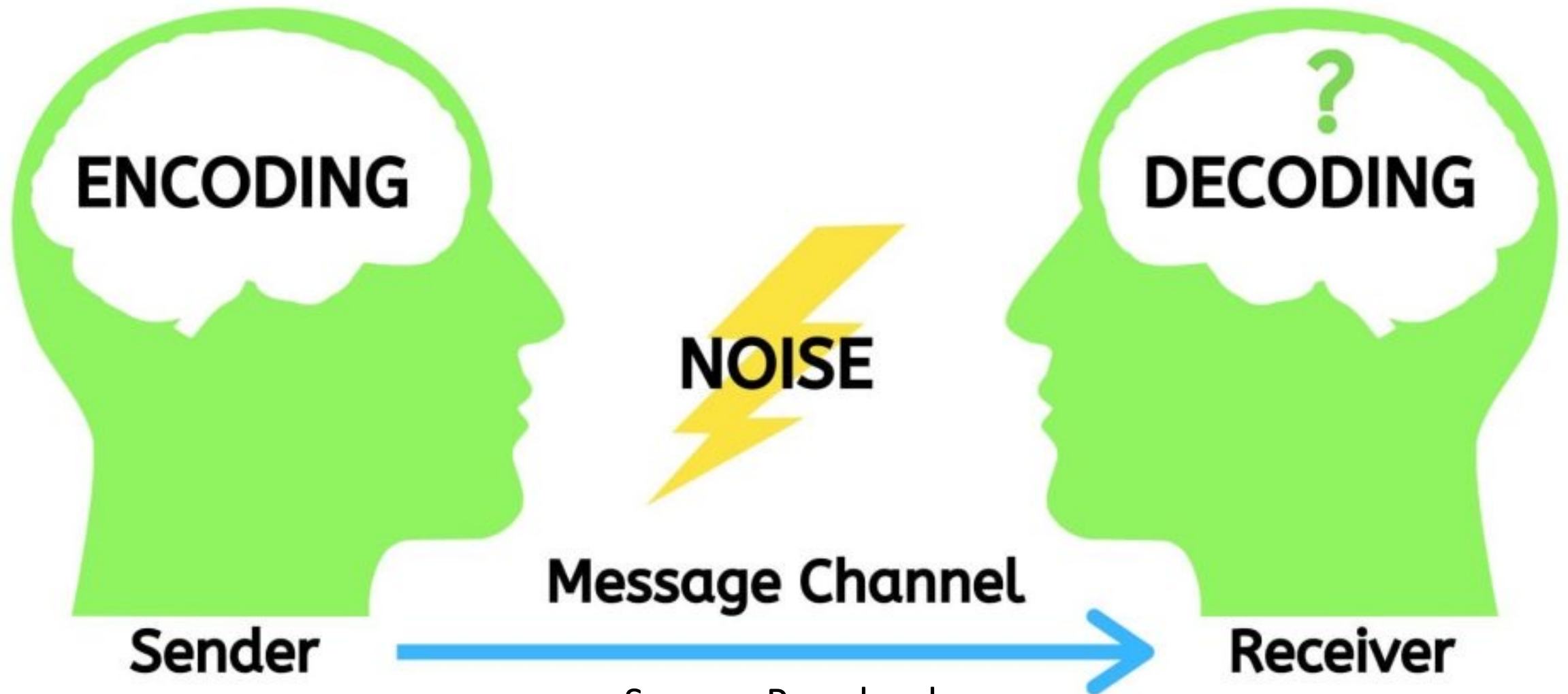
DISCUSS THE IMPORTANCE OF
INTERPERSONAL
COMMUNICATION AND APPLY
PRINCIPLES OF ACTIVE LISTENING

Objective 4

Communication Channels



The Transmission Model of Communication



Source: Pressbooks

Chatbox Activity

IDENTIFY NOISE

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

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

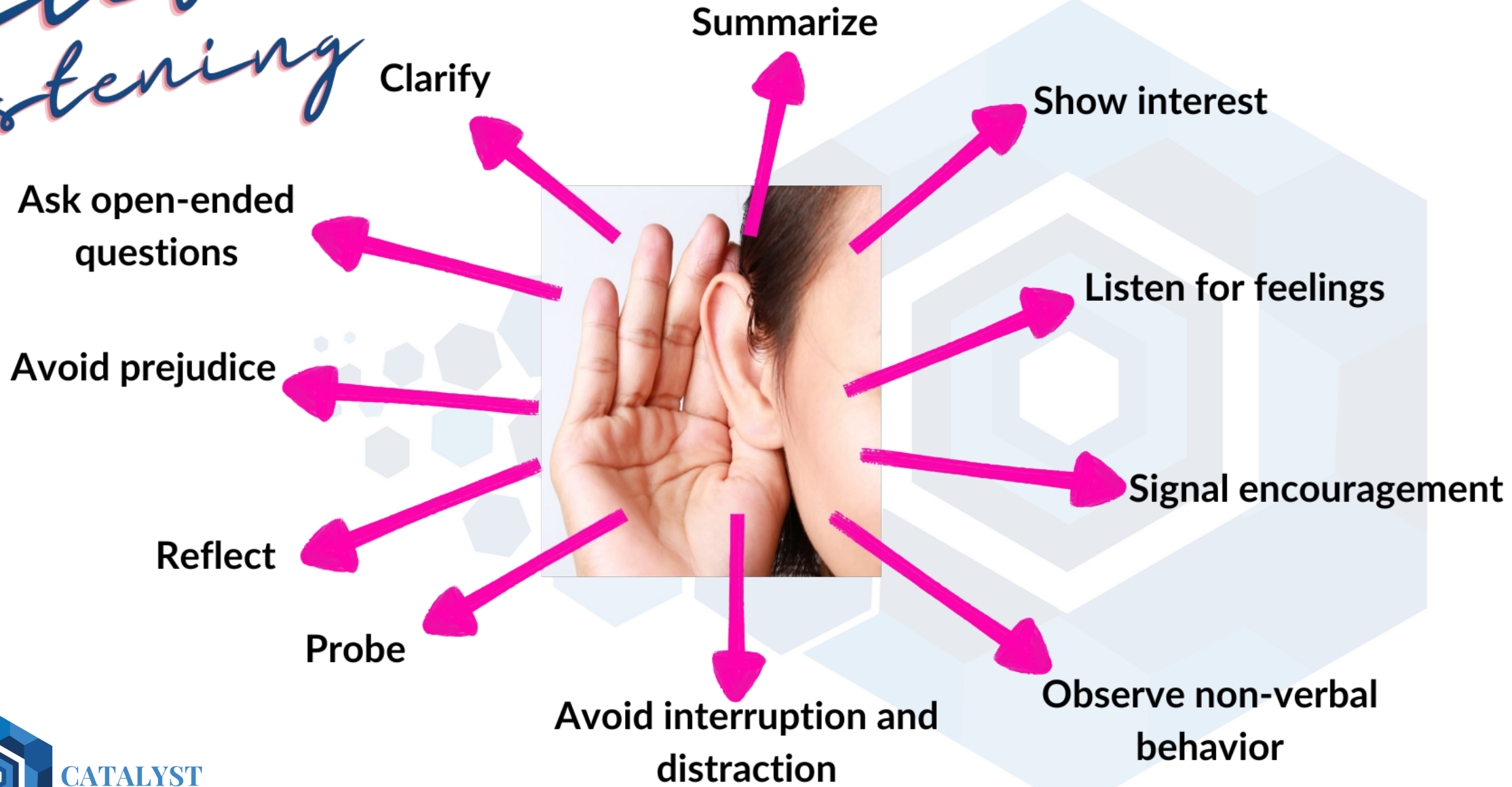
Active Listening

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



Activity

HEARING ACTIVITY

Step 1:

- Select a speaker (speak on any topic for 60 seconds)

Step 2:

- Listeners do the opposite of active listening
 - Show distraction
 - Do not maintain eye contact
 - Show little to no non-verbal communication



Activity

ACTIVE LISTENING ACTIVITY

Step 1:

- Select a speaker (speak on any topic for 60 seconds)

Step 2:

- Listeners practice 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)

HONE SKILLS IN PUBLIC SPEAKING

Objective 5

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



Public Speaking

UP YOUR GAME

Nervousness is normal.

- Practice and prepare
- Don't associate adrenaline reactions with negativity
- Record yourself speaking and identify filler words
 - Work to eliminate those from your vocabulary whether you are presenting or not

Know your audience.

- Meet your avatar where they are
- Read your audience and adapt
- Be yourself



Public Speaking

MAKE IT COMFORTABLE

- Let your personality come through
- Use humor, tell stories, connect and engage
- Don't read your slides
- Use nonverbal communication effectively
- Grab attention at the beginning
- Close with a dynamic ending (summarizing what you said)
- Use A/V wisely

DISCUSS INTERPERSONAL AND GROUP COMMUNICATION TECHNIQUES

Objective 6

Communication

Group

Exchange among three or more
Involves a large number
More formal and structured
Involves teams, collaboratives
Focuses on achieving common goals, solving problems, making decisions
Meetings, conferences, group dialogue

Interpersonal

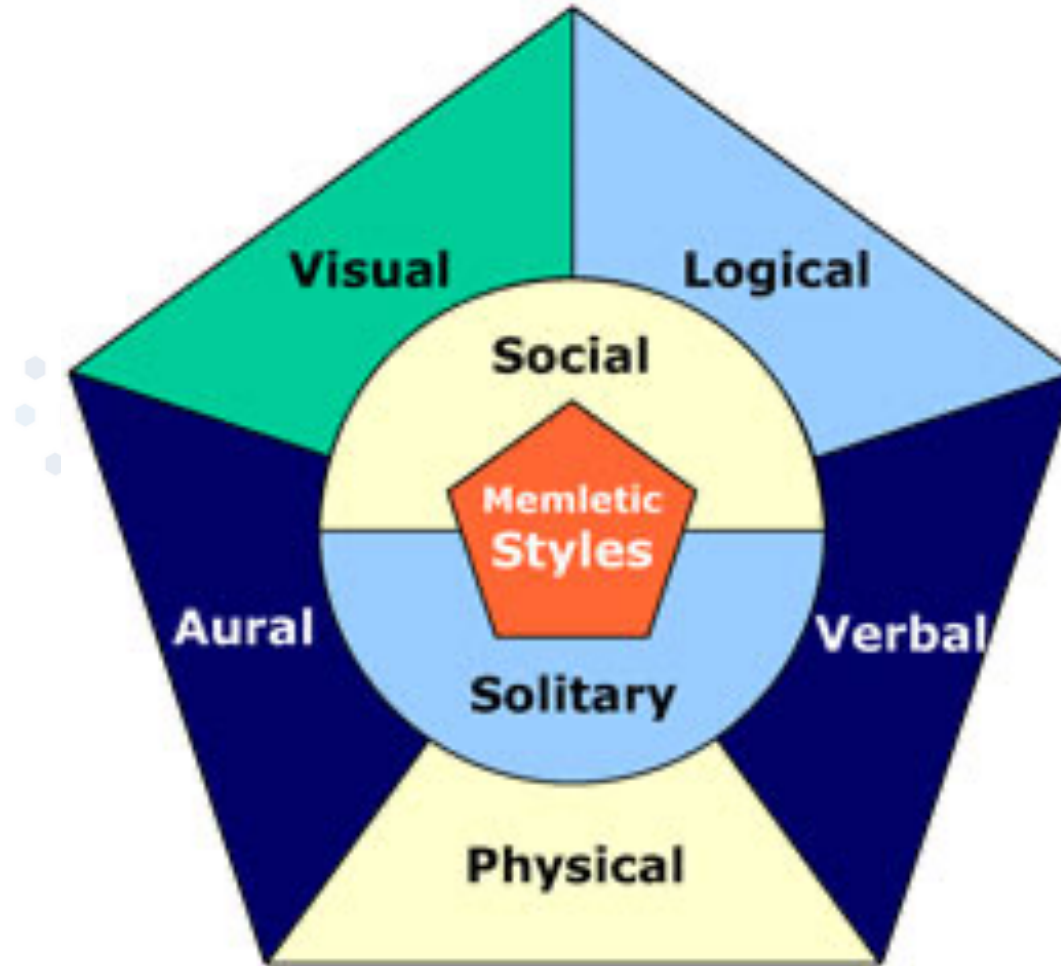
Exchange between two or a few
Limited to a small number
Intimate and personal
Direct and immediate
Allows for deep understanding
Focused on building/maintaining relationships
Face-to-face conversation, phone calls, texts, direct communication

Facilitation Techniques

GROUP

- Establish a welcoming and positive environment
- Begin with an icebreaker or warm-up activity to build connection
- Follow a structured agenda and ensure alignment with group goals
- Engage in active listening and validate input
- Encourage participation from everyone (balance participation)
- Manage group dynamics and address conflict and dominant personalities
- Foster collaboration

Styles of Learning



Source: learning-styles-online.com

Styles of Learning

DEFINED

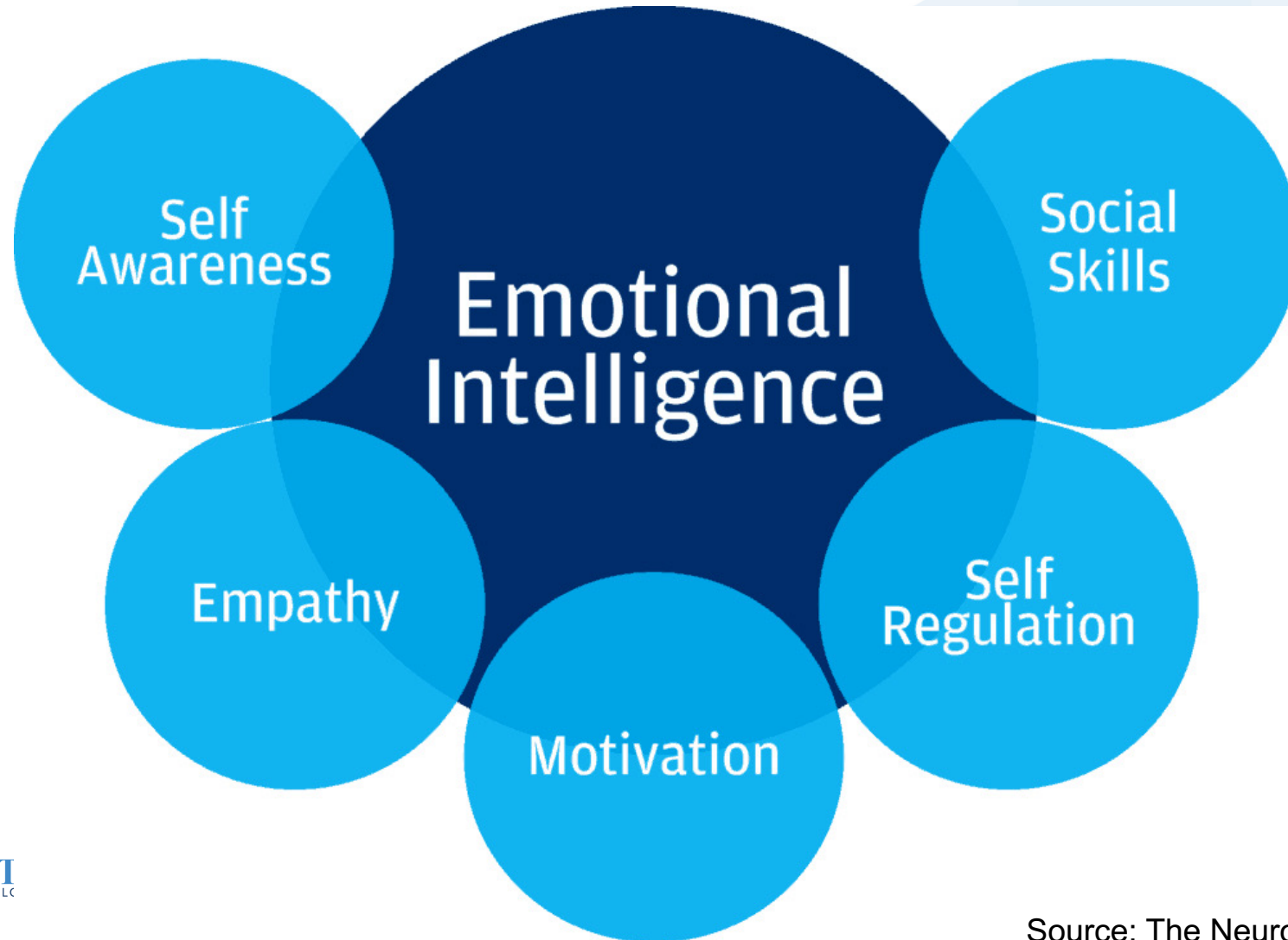
- **Visual** (spatial): You prefer using pictures, images
- **Aural** (auditory): You prefer using sound
- **Verbal** (linguistic): You prefer using words (speech and writing)
- **Physical** (kinesthetic): You prefer using your body, hands, sense of touch
- **Logical** (mathematical): You prefer using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

Facilitation Techniques

INTERPERSONAL

- Build rapport and trust in a supportive environment
- Actively listen and provide active feedback
- Be clear and concise
- Encourage open dialogue
- Use nonverbal communication effectively
- Show empathy and understanding
- Address and resolve conflict
- Be flexible and adaptable to feedback
- Apply emotional intelligence
- Set boundaries

Emotional Intelligence



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

Conflict Management

Maintaining the relationship isn't important



Competing



Avoiding

My needs are important



Compromising



Collaborating

Maintaining the relationship is important

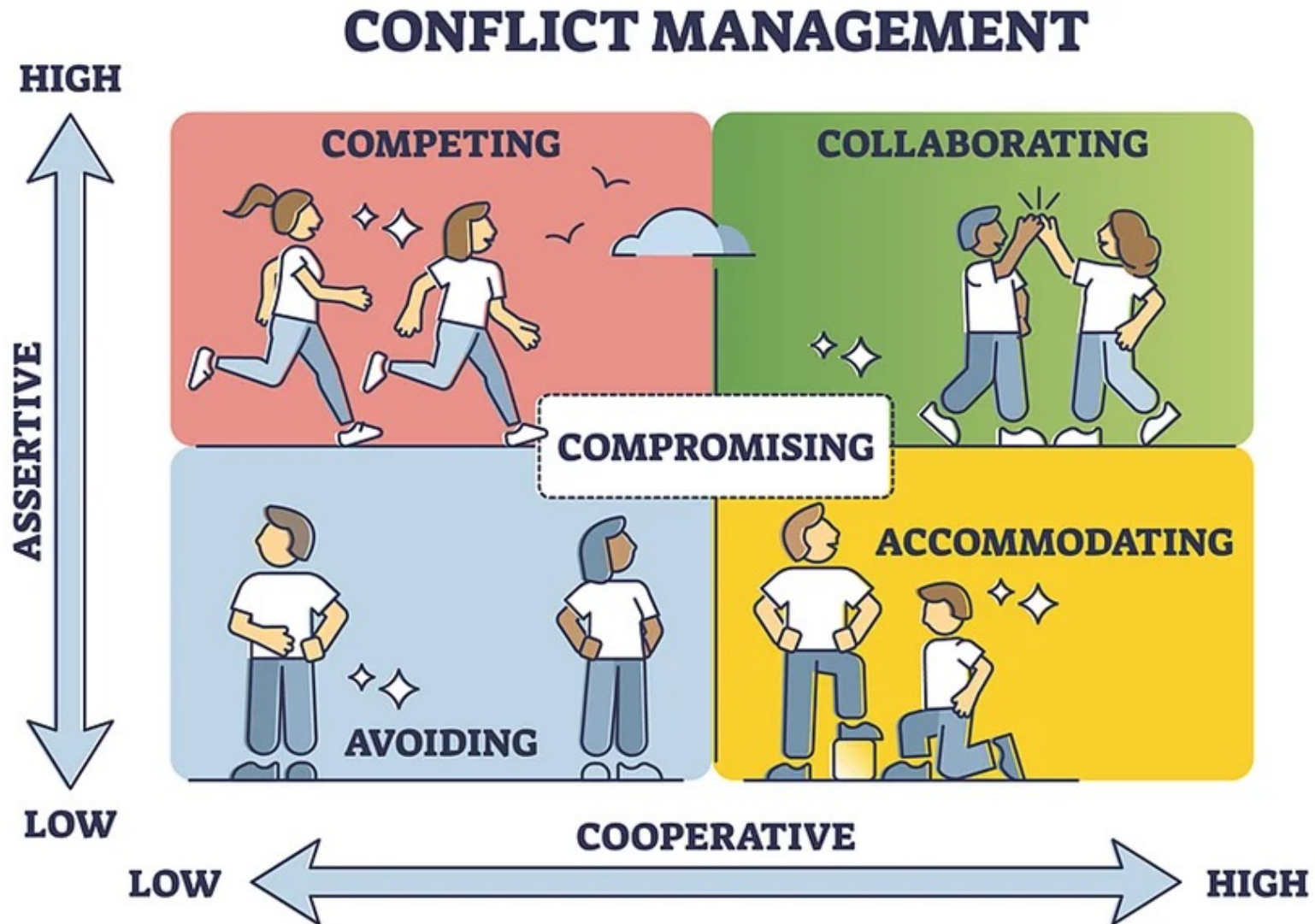


Accommodating

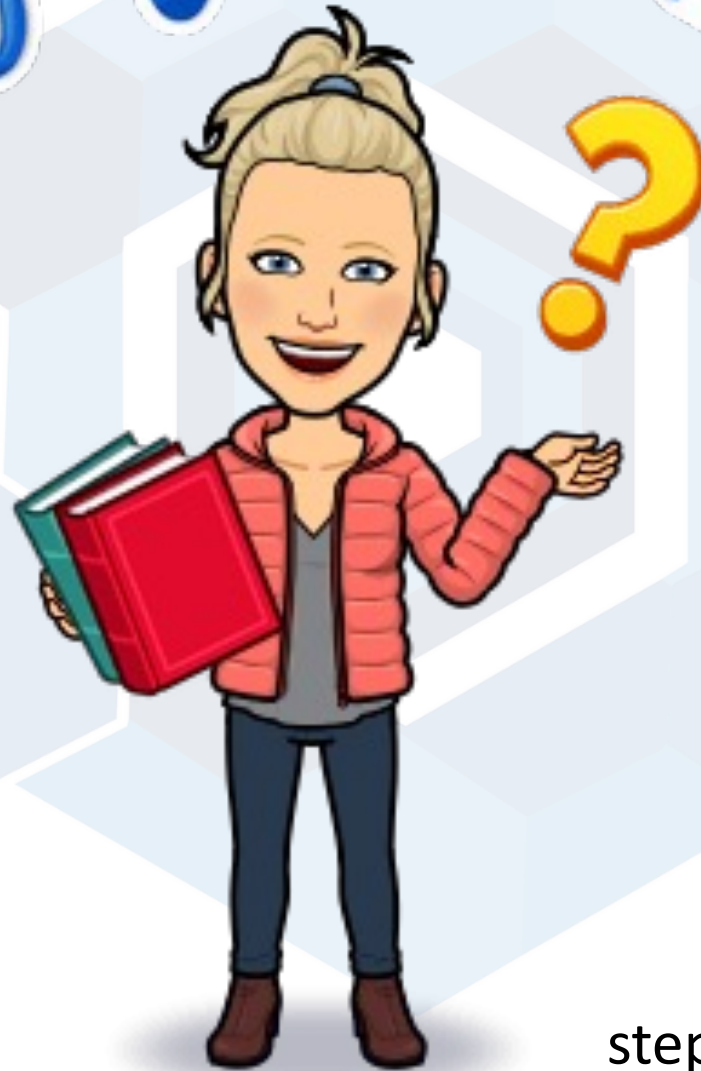
My needs are not as important



Conflict Management



Any Questions??



Stephanie A. Strutner, MPH, CPSII
865-742-4690
sastrutner@gmail.com



CATALYST
EVALUATION GROUP, LLC



stephaniestrutner

Upcoming Events

Promoting Prevention by
Understanding the Who, What,
and Why of **Psychostimulant Use**

Wed., January 24

Practical Skills in Prevention:
Making the Magic Happen in a
Meeting

Wed., February 28

Feb 5-9, 2024

Advancing Health Equity Through
the SPF, with Region 3 and SPTAC
– A Lunch & Learn

[Pttcnetwork.org/southeast](https://pttcnetwork.org/southeast)



Southeast (HHS Region 4)

PTTC

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

The purpose of the Prevention Technology Transfer Center (PTTC) Network is to improve implementation and delivery of effective substance abuse prevention interventions, and provide training and technical assistance services to the substance abuse prevention field.

Address for the listserv is

<https://lp.constantcontactpages.com/su/OaIT5aj/SignUp>



Join our Email List Here

CONNECT WITH US



southeast@pttcnetwork.org



Pttcnetwork.org/southeast