



# #YALILEARNS



## YALILearns Session Facilitation Guide

# EFFECTIVE COMMUNICATION FOR HEALTHY OUTCOMES

## Your Guide to Facilitating Effective Communication for Healthy Outcomes

You can lead a community dialogue about health communications using the YALI Network Online Course "[Effective Communication for Healthy Outcomes](#)". This guide is designed to help your audience learn about the importance of identifying and consuming credible health information and what steps they can take to develop and implement a health communications awareness campaign in their communities.

**Total Time: 90 Minutes**

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### Introduce Yourself (3 Minutes)

- Thank your participants for joining and introduce yourself. Be sure to mention that you are an interested YALI Network member who wants to start an important conversation about public health and communications in your community.
  - Briefly share why you are interested in this subject and chose to organize a community dialogue on public health. **Remember to keep it short!**
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### Ice Breaker (5 minutes)

- Ask participants to form groups of three to five people. Have the participants identify two things that all their group members have in common (i.e., hobbies, hometowns, family sizes, etc.)
  - Have each sub-group choose a spokesperson to present their similarities to the larger group.
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### The Magic Wand Icebreaker (10 Minutes)

Have everyone stand in a circle and take turns telling the group their name and answering the question, "If you had a magic wand, what is one thing you would change in the world?" **Note:** Give people 10 seconds or so to answer.

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### Before You Watch (1 minute)

Ask participants to consider the following questions as they watch each lesson:

- What is global health security?
- How can we accurately share health information?
- What is technology's role in disseminating credible information?

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## **Watch Lesson 1: “Global Health Security and You” (11 minutes)**

### **Group Discussion (15 Minutes)**

After watching Lesson One, invite participants to discuss the following:

- How did you receive health information during a recent disease outbreak? Was it from a credible, reliable source?
- What are some technical ways your community can improve health communication?
- What is a tool your community can use to spread accurate health information? Why?

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## **Watch Lesson 2: “Health Communications: The Message, The Messenger, and The Audience” (16 minutes)**

### **Group Discussion (15 minutes)**

After watching Lesson Two, invite participants to discuss the following: After watching the video, lead the audience in a full group discussion using the discussion questions below.

The questions are designed to encourage deeper, more thorough conversations with your participants about the importance of accurate health information.

- Who do you consider your most credible, straight-forward, and non-judgmental health messenger? Why?
- What are the best sources of credible health messaging for your community? Why?
- How many different “audiences” can you identify in your community?
- How would you tailor a health communications message to appeal to one or more of those groups?

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## **Watch Lesson 3: “Building a Public Health Communication Campaign” (8 minutes)**

### **Group Discussion (15-20 minutes)**

After watching Lesson Three, invite participants to discuss the following: In the lesson, Dr. Ndiaye notes impactful health campaigns incorporate relevant stakeholders and are respectful of local cultures.

- Can you think of a recent health campaign in your community? Was it clear to whom the message was directed?
- What are some of the top health concerns facing your community?
- What are some creative ways you could motivate community members to address those health issues? How could you make your communications socially- and culturally-specific?

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## **Wrap-Up (5 minutes)**

- Encourage attendees to visit [yali.state.gov/health](http://yali.state.gov/health) for more information.
- Invite participants to download their own [YALILearns Toolkit](#) to learn how to lead a session of their own.

