

## **Public speaking: Creating and Delivering Presentations on Prevention**

November 15 – 19, 2021

organised by

ISTITUTO SUPERIORE DI SANITÀ  
Servizio Formazione

MINISTERO DELLA SALUTE  
Direzione Generale della Prevenzione Sanitaria  
*Ufficio I*

N° ID: 070C21

### **Rationale**

The ability to communicate effectively in both a national and international context is an essential skill in professional life, and developing strong communication skills can only be a top priority for public health organisations. Poor communication generates misunderstandings in the audience, hampering the effectiveness of the message on preventive measures health professionals are committed to spreading and potentially creating a negative impact on the organisation's institutional image. Therefore the acquisition of skills aimed at utilizing effective communication techniques is particularly relevant.

The course is part of the "Piano formativo 2019/2020" of the Ministry of Health. Following the limitations engendered by the pandemic in carrying out residential training activities, this course was previously postponed but can now be implemented. Training initiatives are coherently framed within the General Direction's priority objectives, that aim at consolidating preventive actions, in line with the provisions of the National Prevention Plan (PNP). The training plan pursues not only the acquisition of cognitive elements and skills, but also their practical use, especially as regards the relevance to professional activities and tasks.

### **Aim and objectives**

The aim of the course is to improve participants' linguistic and communication skills in the context of international relations regarding Health Prevention and Public Health.

### **Specific objectives**

At the end of the course the participants will be able to:

1. structure and deliver a scientific presentation on Health Prevention and Public Health
2. use effective techniques to communicate in the field of Health Prevention and Public Health
3. identify and utilise communication techniques and tools adequate to the target audience

### **Didactic method**

This course is designed to completely involve participants by ensuring they are constantly at the centre of the learning process and are actively engaged in activities aimed at mastering the communication techniques they learn. The underlying technique follows the presentation – practise – production model, where input is delivered through lectures, slides, videos, audio and reading material, followed by student-led practise and workshop sessions with constant trainer support and feedback. Participants build on their acquired knowledge lesson after lesson and the course culminates with full-scale individual presentations to demonstrate how well they have mastered the concepts and techniques they have studied and where they need to focus any further efforts.

## PROGRAMME

### Monday 15 November 2021

- 8.30 Registration
- 8.45 Introduction to the course  
**R. Ferrelli, P. Maran**
- 9.00 *People and presentations – audiences and speakers*  
*Structuring an effective presentation – the hero’s journey.*  
*The ABCD technique / Bomber-B / Effective openings*  
**S. Wood** (substitute: **S. Panacci**)
- 10.30 Exercise: *designing an effective opening – practice and feedback*  
Tutors: **S. Wood** (substitute: **S. Panacci**), **S. Pietracci** (substitute: **G. Refolo**)
- 11.30 *Content – planning means and message – the MOSCOW method*  
**S. Wood** (substitute: **S. Panacci**)
- 12.00 Exercise: *planning a presentation (structure and content) – practice and feedback*  
Tutors: **S. Wood** (substitute: **S. Panacci**), **S. Pietracci** (substitute: **G. Refolo**)
- 13.00 Closing of the day

### Tuesday 16 November 2021

- 9.00 *Slide design and visuals*  
*Using presentation software effectively*  
**S. Wood** (substitute: **S. Panacci**)
- 10.00 *Numbers, statistics, and signposting*  
*Language and techniques*  
**S. Wood** (substitute: **S. Panacci**)
- 11.30 Exercise: *presenting statistics – practice and feedback*  
Tutors: **S. Wood** (substitute: **S. Panacci**), **S. Pietracci** (substitute: **G. Refolo**)
- 13.00 Closing of the day

### Wednesday 17 November 2021

- 9.00 *Going live – making your presentation*  
*Establishing rapport, body language and diction*  
**S. Wood** (substitute: **S. Panacci**)
- 10.30 Exercise: *the shadowing technique*  
Tutors: **S. Wood** (substitute: **S. Panacci**), **S. Pietracci** (substitute: **G. Refolo**)
- 11.00 *Engaging your audience*  
*Rhetorical devices*  
**S. Wood** (substitute: **S. Panacci**)

- 12.00 Exercise: *incorporating rhetoric in speech*  
Tutors: **S. Wood** (substitute: **S. Panacci**), **S. Pietracci** (substitute: **G. Refolo**)
- 13.00 Closing of the day

### Thursday 18 November 2021

- 9.00 *Q&A sessions*  
*How to answer questions – the LEVER technique*  
**S. Wood** (substitute: **S. Panacci**)
- 10.00 Exercise: *Q&A simulation*  
Tutors: **S. Wood** (substitute: **S. Panacci**), **S. Pietracci** (substitute: **G. Refolo**)
- 11.00 *Workshop – pulling it all together*  
Participants prepare their presentations for final assessment  
Tutors: **S. Wood** (substitute: **S. Panacci**), **S. Pietracci** (substitute: **G. Refolo**)
- 13.00 Closing of the day

### Friday 19 November 2020

- 09.00 Evaluation  
Participants deliver presentations individually. General and individual trainer feedback  
**S. Wood** (substitute: **S. Panacci**)
- 13.00 Closing of the Course

### TRAINERS and TUTORS

**Sarah Wood** - Scuola Nazionale dell'Amministrazione, Rome  
**Sandra Panacci** (substitute) - Scuola Nazionale dell'Amministrazione, Rome  
**Sara Pietracci** - Scuola Nazionale dell'Amministrazione, Rome  
**Giacomo Refolo** (substitute) – Expert in linguistics

### Scientific Directors

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## **GENERAL INFORMATION**

### **Venue**

Ministry of Health  
Via G. Ribotta, 5 - Roma

### **Attendance**

The course is primarily for health care professionals and other officers representing the Ministry of Health in international contexts.

Maximum 24 attendees.

### **Registration**

Participants will be selected according to standard Ministry of Health procedures.

To obtain Continuing Medical Education credits, applicants should detail their tax code (Italian *codice fiscale*), professional role/status and specific healthcare sector/field.

### **Selection**

Places on the course will be assigned according to predetermined criteria, including individual professional and CME profiles, institutional roles and responsibilities, knowledge of the subject matter and level of proficiency in English. To verify their linguistic ability, applicants will be requested to either supply certification issued within the last three years from a recognized language certification body stating their current CEFR level (B2/C1/C2), or to take part in a short test to assess their English language skills.

The course is primarily for health care professionals and other officers representing the Ministry of Health in international contexts, and with a level of English possibly at or above the upper intermediate B2 level on the Common European Framework of Reference (CEFR).

### **Learning assessment procedures**

Learning outcomes will be assessed through a practical simulation on the last day of the course.

### **Satisfaction questionnaire**

At the end of the course, all participants should complete a quality assessment survey.

Those who wish to receive CME credits are also requested to fill in a "CME Quality Assessment Questionnaire".

### **Continuing Medical Education Credits**

Italian CME credits will be issued for the following professionals: doctors, veterinarians, chemists, pharmacists, biologists, psychologists, environment and workplace prevention technicians. Disciplines: hygiene, epidemiology and public health.

According to the CME procedures, to receive CME credits participants should ensure their attendance in the classroom for at least 90% of the duration of the event, and take a final assessment through a practical simulation after training, on the last day of the course. The final evaluation aims to identify, review and improve personal learning goals and is assessed according to predetermined criteria published during the course. The pass mark is 75%.



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Participants who wish to receive CME credits are also requested to fill in a “CME Quality Assessment Questionnaire”.

Participation will be monitored by signing in and out of the attendance register.

### **Certification**

Attendance certificates indicating the hours of training will be issued on request to participants who complete at least 80% of the course and successfully pass the Final Test.

**CME certificates will be issued as appropriate on completion of CME accreditation procedures.**

**For any further information, please contact the Organizational Secretariat**