

PUBLIC HEALTH & PRIMARY CARE LEADERSHIP INSTITUTE

January 29 - May 21, 2025 (alternating Wednesdays, 3-6pm MST)

Are you prepared to drive meaningful change in the public health sector? Apply for the Western Region Public Health Training Center's Leadership Institute and gain the essential skills to lead transformative initiatives in your organization. Using the renowned Kotter's 8-Step Change Model, this series offers a blend of real-world case studies and hands-on workshops to equip you for real impact in the field of public health. Highlights include:

- Master proven change management frameworks, including Kotter's 8-Step Model.
- Learn to build and lead high-performing teams through dynamic leadership.
- Develop strategies to manage resistance and ensure successful change implementation.
- Engage in interactive case studies and group projects with real-world applications.
- Prepare for leadership roles that require managing complex health challenges.

All sessions are virtually held through Zoom on Wednesday afternoons (12-3pm HST/2-5pm PST/3-6pm MST) or Thursday mornings for USAPI participants (9am-12pm PONT). The anticipated total time commitment, including outside work, is an estimated 35 hours.

SESSION INSTRUCTORS



Naqib Safi, MD, MBA, MPH
Senior Lecturer, Mel & Enid Zuckerman College of Public Health, University of Arizona



E. Cizek, PhD
Associate Professor, Moody College of Communication, University of Texas at Austin



Carolyn Smith Casertano, APR
Assistant Professor of Practice, Department of Communication, University of Arizona

APPLICATION

We invite emerging leaders from public health, primary care, and community outreach to apply and strengthen their competencies in this cohort-based training. Access the Leadership Institute application on our website linked below. Applications are due January 3, 2025 and require a Letter of Support from your supervisor.



<https://wrphtc.arizona.edu/leadership-institute>

QUESTIONS?

Email us at wrphtc@arizona.edu if you have any questions about this training series.

SESSION INFORMATION

All sessions will take place on alternating **Wednesdays afternoons** (12-3pm HST/2-5pm PST/3-6pm MST) or Thursday mornings for USAPI participants (9am-12pm PONT). Please ensure you can attend all sessions before submitting an application. The tentative session plan is outlined below. The anticipated total time commitment, including outside work, is an estimated 35 hours.

JAN. 29, 2025: PROGRAM ORIENTATION

Come meet and get acquainted with your Leadership Institute cohort. In addition to learning more about each other, we'll outline key program components during this first session.

FEB. 12, 2025: DEFINING YOUR CHANGE MANAGEMENT STRATEGY

Learn the essential principles of change management and its critical role in the public health sector, especially in resource-limited settings. This session will cover the change management lifecycle and key components of a successful strategy for driving effective change.

FEB. 26, 2025: DEVELOPING YOUR CHANGE MANAGEMENT TEAM

Explore methods for identifying and assembling a dynamic change management team by understanding key roles, responsibilities, and the importance of cross-functional collaboration. This session will also explore leadership styles and methods for building a team that drives successful organizational change.

MAR. 12, 2025: DEVELOPING A SPONSORSHIP MODEL

Discover the critical role of executive sponsorship in driving successful change management. This session will explore strategies to engage and sustain leadership support, develop a robust sponsorship model, and ensure continued sponsor involvement throughout the change process.

MAR. 26, 2025: CONSTRUCTING CHANGE MANAGEMENT STRATEGIES

This session will equip you with the skills to design robust change management strategies, compare leading frameworks, and integrate risk assessment and contingency planning for smoother organizational transitions.

APR. 9, 2025: EVALUATING CHANGE READINESS

Practice the skills needed to assess an organization's preparedness for transformation in this session, where participants will utilize assessment tools, learn key metrics for evaluating culture and leadership, and discover the impact of timing and communication on successful change.

APR. 23, 2025: IMPLEMENTING CHANGE STRATEGIES

This session will equip health professionals with the knowledge and skills necessary to recognize and eliminate barriers within their organizations, enabling more efficient processes, improved interdepartmental collaboration, and the successful implementation of change initiatives that lead to enhanced patient care and organizational effectiveness.

MAY 7, 2025: DIAGNOSING GAPS & MANAGING RESISTANCE

This session will guide participants in diagnosing gaps in processes, resources, and readiness, while mastering strategies to manage resistance and foster buy-in through effective communication, training, and leadership.

MAY 21, 2025: IMPLEMENTING PROPOSED ACTION

In the final session, participants will learn to develop and execute actionable implementation plans, track progress, and adjust strategies to ensure successful change, with a focus on real-world applications like public health initiatives.