

LEADERSHIP INSTITUTE

The Western Region Public Health Training Center (WRPHTC) is launching its inaugural Public Health & Primary Care Leadership Institute. In partnership with experts that have worked across sectors to improve critical leadership competencies, we'll be exploring a range of crucial topics to enhance your leadership and communication skills, facilitate better cross-sector collaboration in your work, and develop more equitable and effective approaches to improving population health. We invite emerging leaders from public health and primary care to apply for this cohort-based leadership training and improve their competencies in:

- Leadership & Change Management
- Organizational Development & Resilience
- Strategic Communication
- Cross-Sector Collaboration
- Population Health and Health Equity

SESSION INSTRUCTORS



Paul Melendez, EdD
University Distinguished Outreach Professor, Center for Leadership Ethics, University of Arizona



Elizabeth Amaya-Fernandez, MPH
Senior Public Health Diversity Advisor, Larson Institute for Health Impact & Equity



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



Wolf Kirsten, MS
Founder & Principal, International Health Consulting; Co-founder, Global Centre for Healthy Workplaces

APPLICATION

Access the Leadership Institute application at our website linked below. Applications are due January 5, 2024 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 or concerns about this training series.

SESSION INFORMATION

January 26 - April 26, 2024. All sessions will take place on Fridays between 1pm-6pm MST (12pm-5pm PST or 10am-3pm HST). Sessions will vary in duration from 2-5 hours. Please ensure you can attend all sessions before submitting an application. The anticipated total time commitment, including outside work, is an estimated 25 hours.

TOPIC 1: LEADING THROUGH TURBULENCE

JANUARY
26

Leaders in public health and primary care are embracing transformational leadership and emotional intelligence to identify, respond, and lead through turbulent times. Explore, practice, and discover new leadership styles and approaches to promote health equity and drive policy work through interactive group activities.

TOPIC 2: LEADING ORGANIZATIONAL CHANGE

FEBRUARY
9

Those working and leading in public health or community-based primary care settings should be engaged stakeholders in the organizational change process. Leaders in these spaces must be equipped to understand the impact of change, as well as to assist others in navigating it. Learn key strategies for executing and managing change, addressing resistance to change, and expressing the need and value of change within agencies working to address health equity. This topic will be covered over the course of two virtual sessions.

MARCH
1

TOPIC 3: COLLABORATION - INNOVATIVE TECHNIQUES

MARCH
15

Public health and primary care leaders must understand the benefits of cultivating an innovative culture. Explore four proven innovative techniques for collaboration between healthcare and public health organizations.

TOPIC 4: STRATEGIC COMMUNICATION

APRIL
5

This session will focus on the fundamentals of strategic communication in public health and primary care to drive change management. It is essential to understand the key elements of strategic communication in health spaces, so participants will be encouraged to identify the differences between earned, paid, and owned media and how to generate a strategic communication media mix for an organization.

TOPIC 5: BUILDING RESILIENCE

APRIL
26

Both organizational and individual resilience are essential elements when leading an organization through change. Leaders must promote and drive a healthy and fair work culture to build employee resilience which in turn will foster organizational resilience. Learn key strategies and tools for enhanced resilience and wellbeing.