

DEMYSTIFYING THE WORLD OF PUBLIC HEALTH POLICY

The one-day interactive workshop is tailored to the audience's public policy interests and culminates in the completion of take-away plans that incorporate the following components:

- **What is commonly considered public policy?**
Diverse perspectives need to be considered before a common language can be established for all course participants
- **Taxonomy of public policy participation:**
What role will course participants play in determining public policy? What is lobbying? Who can lobby and when?
- **Forums for Public Health Policy Making:**
How do these forums compare in power? What are the merits and limitations of engagement in each?
- **Strategic Analysis for Public Policy Change:**
What is the policy goal? What are the internal considerations of engagement? What coalition is needed? Who are the opponents? Who holds the power to make the policy? What tactics are needed to gain their support?



This course provides participants with the focus and tools to engage in collaborative advocacy activities. The workshop is intended for public health professionals who have little or no experience in public policy advocacy.

It is offered by policy experts who will customize a plan for the session to meet the audience's needs. The course facilitator(s) will identify existing skills and knowledge among participants from which a stronger foundation in policy work can be built.

Contact TTAC about training opportunities via
[Online Training Information Request Form](#)
email: ttac@sph.emory.edu or phone: (404) 712-8474