

35th Annual
ART & SCIENCE
of Health Promotion Conference

March 31-April 4, 2025

DoubleTree Resort by Hilton Hotel Paradise Valley
Scottsdale, Arizona



INTENSIVE TRAINING SEMINAR

2025 Art & Science of Health Promotion Conference—A Two-Day Preconference Event



Essential Skills for Effective Facilitation in Health Promotion

INTENSIVE TRAINING SEMINAR INSTRUCTORS



JESSE GREENFIELD, M.P.H., CHES

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**Monday, March 31, 2025-Tuesday, April 1, 2025
9:00 a.m.-5:00 p.m.**

When you are asked to facilitate a meeting, conversation, or event, what thoughts come to your mind? Are you nervous to speak in front of a group? Excited to help progress the conversation along so ideas can be generated and decisions can be made? Unsure of how to create a group environment in which people feel safe enough to share their true ideas and perspectives? If you are experiencing any of these, you are not alone!

This Intensive Training Seminar will focus on effective and engaging facilitation, which is a crucial skillset for health promotion professionals; we may be regularly asked to lead workshops, meetings, conversations with stakeholders, and more, often without foundational training (Tistad et al., 2023). Facilitation is an art form that requires deep awareness and quick adaptation to meet the ever-changing needs of the group and advocate for clear, fair, and inclusive processes to accomplish their goals, which means the facilitator must be comfortable holding space for uncertainty and unplanned conversations that may come up (Kaner, 2014). Are we facilitating in a way that creates a space for belonging and connection for participants? Or are we trying to rush through it because we are nervous about speaking, or about the unexpected nature of true collaboration?

– Intensive Training Seminar – Register by February 17 and Save!

Through February 17, 2025

Member*: \$595

Nonmember: \$695

Student Member: \$350

After February 17, 2025

Member*: \$745

Nonmember: \$845

Student Member: \$350

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INTENSIVE TRAINING SEMINAR

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The two-day facilitation training will support attendees in effectively engaging participants in any meetings, conversations, or presentations that they lead. We will focus on four aspects of effective facilitators:

- Collaboration—How to create space for all participants to generate and build upon each others' ideas and feel safe to do so
- Communication—How to listen to understand, rather than respond, as well as how to feel comfortable with impromptu speaking and handle unexpected scenarios or conversations that may arise
- Connection—How to create an inclusive environment of deep learning and understanding where individuals feel like part of the group and connected with each other
- Creativity—How to facilitate in a fun, engaging way where participants are emotionally and energetically invested in your conversation or activity.

Through a dive into facilitation methods research as well as participation in experiential learning exercises that can “mitigate social stress and enhance interpersonal confidence,” we will practice these four elements in a low-stakes environment, so attendees leave with practical tools that are accessible and inexpensive and require few materials (Seppänen & Toivanen, 2023). Attendees will be encouraged to let go of perfection and show up as their authentic selves. Attendees will be able to zoom out and see how the exercises and structure of this two-day session fostered their own sense of connection and belonging within our group, as well as how they can bring these skills back to their role within their organization and their communities.

LEARNING OBJECTIVES

- Analyze key facilitation methods to systematically improve engagement, connection, and belonging in the context of organizations and communities.
- Define and explain the four key elements of facilitation: collaboration, communication, connection, and creativity.
- Demonstrate command of effective facilitator skills through participation in a half-day “project playground” as they work through different scenarios to solve challenges, issues, and concerns.

References:

Kaner, S. (2014). *Facilitator's guide to participatory decision-making*. John Wiley & Sons.

Seppänen, S., & Toivanen, T. (2023). *Improvisation in the Brain and Body: A Theoretical and Embodied Perspective on Applied Improvisation*. NJ: Drama Australia Journal, 46(1).

Tistad, M., Bergström, A., Elf, M., Eriksson, L., Gustavsson, C., Göras, C., Harvey, G., Källberg, A. S., Rudman, A., Unbeck, M., & Wallin, L. (2023). Training and support for the role of facilitator in implementation of innovations in health and community care: a scoping review protocol. *Systematic reviews*, 12(1), 15. <https://doi.org/10.1186/s13643-023-02172-x>.

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