

Building Capacity for Communicating Impact Learning Community

Request for Applications

Summary Information

Purpose

ASTHO is currently accepting applications for the “**Building Capacity for Communicating Impact**” Community of Practice. This Community of Practice is designed to support health department teams in strengthening their ability to demonstrate, articulate, and communicate the value and impact of their public health work. This cohort of the Community of Practice will place a particular focus on developing strategies to communicate the impact of their Public Health Infrastructure Grant (PHIG) efforts.

Through peer learning, technical assistance, and practical tools, participating teams will build strategic leadership and communications skills to more effectively translate public health achievements into compelling messages for key audiences. This Community of Practice will support health department leadership teams to enhance their capacity to:

- Demonstrate the value and impact of flexible, sustained investments in public health infrastructure.
- Articulate PHIG-supported successes to leadership, policymakers, and community partners.

Timeline

- June 1, 2026: Request for applications released
- July 2, 2026: Deadline for application submissions
- July 31, 2026: Applicants notified of selection into the Community of Practice
- August 2026 – January 2027: Monthly virtual calls
- January 2027: Final deliverables and evaluation due

Eligibility

All directly funded PHIG recipients (big-city, county, state/territory-level governmental public health professionals) are eligible to apply.

Program Information

ASTHO will select up to five (5) PHIG recipient health departments to participate in a Community of Practice.

Health department teams will be comprised of four (4) leaders in key cross-functional roles and are highly encouraged to include key staff such as PHIG principal investigator, communications lead, workforce director, data modernization lead, evaluator, etc., to participate together in the learning community.

Objectives

Through participation in this Community of Practice, health department teams will:

- Learn how to effectively communicate public health agency successes and their impact on local communities.
- Create strategies to improve communications coordination across health agency teams for rapid response and improved message alignment.
- Develop actionable, ready-to-use communications products in response to needs identified by their teams.

Expectations

Teams participating in the *Building Capacity for Communicating Impact Community of Practice* are expected to:

- Assemble a team that includes a team leader (primary point of contact and drives momentum) and three additional team members who participate in PHIG-supported activities within the agency.
- Engage in virtual sessions and develop a final deliverable/communications product as a complete team representing their agency.
- Participate in a total of five 60–90-minute virtual learning community sessions with cohort team members and peers throughout the duration of the community.
- Be open to sharing their learning community deliverables, successes, challenges, and lessons learned with other health departments on a PHIG webinar, ASTHO communications channels, or other presentations.
- Participate in ASTHO process and outcomes evaluations.

Submit [this online form](#) by 11:59 p.m. ET on Thursday, July 2, 2026.

ASTHO Point of Contact

Melissa Touma (mtouma@astho.org), Director, Public Health Infrastructure Program

Preview of Application for the Communicating Impact Learning Community

Application Deadline: Submit [this online form](#) by 11:59 p.m. ET on Thursday, July 2, 2026.

This cohort of the Community of Practice will place a particular focus on developing strategies to communicate the impact of their Public Health Infrastructure Grant (PHIG) efforts. Please review the questions and confer with your team prior to submitting this application. The application includes an acknowledgement of active engagement. All team members from your agency are expected to review the expectations and agree to the acknowledgement.

PHIG Recipient Health Department: _____

Please list the name and title of each team member participating in the learning community
Health department teams will be comprised of four (4) leaders in cross-functional roles and are highly encouraged to include key staff such as, the PHIG principal investigator, communications lead, workforce director, data modernization lead, evaluator, etc., to participate together in the learning community.

Team Lead/Point of Contact:

Full Name: _____

Title/Program: _____

Email Address: _____

Team Member:

Full Name: _____

Title/Program: _____

Email Address: _____

Team Member:

Full Name: _____

Title/Program: _____

Email Address: _____

Team Member:

Full Name: _____

Title/Program: _____

Email Address: _____

Please describe your team's goals for participating in the Building Capacity for Communicating Impact Community of Practice and your agency's current challenges, practices, and opportunities for communicating the value of public health work.

1. What communication strategies, tools, and resources would you like to learn to increase capacity, rapid response, and impact in serving your communities?

Select all that apply.

- Developing Impactful Messages
- Trauma-Informed and Trauma-Responsive Communications
- Internal Communications and Cross-Team Alignment
- Visual Simplification (infographics, dashboards, one-pagers)
- Integrating Communications Planning into Program Design
- Communicating with Policy Makers and Decision-Makers
- Other

2. What is your most significant communication challenge right now?

3. How does your agency currently demonstrate the value of public health infrastructure investments?
4. What opportunities do you see to better communicate PHIG-supported successes?

General Availability for Virtual Session

Please select the days and timeslots that your team is generally available for virtual sessions. ASTHO will work to select times that work best for the majority of cohort participants. Your responses to this question will not affect your agency's selection to the learning community.

Select all that apply.

- Tuesdays, 1-3 p.m. ET
- Tuesdays, 2-4 p.m. ET
- Wednesdays, 1-3 p.m. ET
- Wednesdays, 2-4 p.m. ET
- Thursdays, 1-3 p.m. ET
- Thursdays, 2-4 p.m. ET

Acknowledgement - Active Program Engagement

By submitting this application, I understand that if selected, I commit to active engagement in any asynchronous self-study activities, any team-driven working sessions, monthly virtual sessions, and project deliverables. I have discussed this opportunity with my organizational leadership and requested permission to participate in this cohort-based program.

Please contact Melissa Touma (mtouma@astho.org), Director, Public Health Infrastructure Program for more information or additional questions.