DOMAIN 2 COMMUNICATION

Overview

Domain 2: Communication describes the governmental public health systems, communication functions, and operational practices that enable state, Tribal, local, and territorial (STLT) health departments to share timely, accurate, and accessible information to support public health action, emergency response, and community trust.

This domain focuses on message development, interagency coordination, communication workflows, audience engagement, external communication management, and operational processes that support routine governmental public health activities and emergency response.

Communication reflects a core operational function of governmental public health practice, connecting governmental public health information to operational decision-making, community action, and coordinated response activities through clear, responsible, and audience-centered communication.

DOMAIN 2: COMMUNICATION

Core Job Tasks (2.1–2.7)

As identified in the 2024 Governmental Public Health Job Task Analysis, Domain 2 includes:

- **2.1** Manage broad and timely public health communications across all communities and partners
- **2.2** Review and develop health education and other materials published by the agency for accuracy and compliance with applicable public health communication standards (e.g., National CLAS Standards)
- **2.3** Develop accessible public health communication campaigns
- **2.4** Respond to requests for information and/or agency personnel appearances/interviews requests from media, legislators, or public interest groups
- **2.5** Communicate across agency programs, divisions, and units
- **2.6** Review and manage the agency's external communication (e.g., social media, billboards, print, news, radio, website)
- **2.7** Monitor communications technologies to identify mass communications that differ from, or misrepresent, agency-accepted public health messaging

These responsibilities occur across job levels, from supporting communication activities and message development to leading governmental public health communication strategy, interagency coordination, emergency communication, and operational decision-making.

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DOMAIN 2: COMMUNICATION

Alignment with CEPH MPH Foundational Competencies

This section shows how governmental public health job tasks connect to the CEPH MPH Foundational Competencies[1] taught in public health degree programs. By mapping job tasks to competencies, students can see how the knowledge and skills they develop in the classroom relate to real-world public health work in governmental health department settings.

The mapping is intended to help students better understand how academic learning prepares them for careers in governmental public health and supports workforce readiness, applied governmental public health practice, and continued professional development through hands-on experience and field-based training.

Domain 2 Job Task		Related CEPH MPH Foundational Competencies
2.1	Manage broad and timely public health communications across all communities and partners	**Competency 18:** Select communication strategies for different audiences and sectors. **Competency 19:** Communicate audience-appropriate public health content, both in writing and through oral presentation to a non-academic, non-peer audience with attention to factors such as literacy and health literacy.
2.2	Review and develop health education and other materials published by the agency for accuracy and compliance with applicable public health communication standards (e.g., National CLAS Standards)	**Competency 18:** Select communication strategies for different audiences and sectors. **Competency 19:** Communicate audience-appropriate public health content, both in writing and through oral presentation to a non-academic, non-peer audience with attention to factors such as literacy and health literacy.
2.3	Develop accessible public health communication campaigns	**Competency 9:** Design a population-based policy, program, project, or intervention. **Competency 18:** Select communication strategies for different audiences and sectors. **Competency 19:** Communicate audience-appropriate public health content, both in writing and through oral presentation to a non-academic, non-peer audience with attention to factors such as literacy and health literacy. **Competency 20:** Describe the importance of cultural humility in communicating public health content.

1. https://media.ceph.org/documents/2024.Criteria.pdf

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Domain 2 Job Task		Related CEPH MPH Foundational Competencies
2.4	Respond to requests for information and/or agency personnel appearances/interview requests from media, legislators, or public interest groups	**Competency 18:** Select communication strategies for different audiences and sectors. **Competency 19:** Communicate audience-appropriate public health content, both in writing and through oral presentation to a non-academic, non-peer audience with attention to factors such as literacy and health literacy.
2.5	Communicate across agency programs, divisions, and units	**Competency 18:** Select communication strategies for different audiences and sectors.
2.6	Review and manage the agency's external communication (e.g., social media, billboards, print, news, radio, website).	**Competency 18:** Select communication strategies for different audiences and sectors. **Competency 19:** Communicate audience-appropriate public health content, both in writing and through oral presentation to a non-academic, non-peer audience with attention to factors such as literacy and health literacy.
2.7	Monitor communications technologies to identify mass communications that differ from, or misrepresent, agency-accepted public health messaging	*No direct CEPH MPH Foundational Competency alignment identified.*

Instructional materials aligned to Domain 2 reinforce applied foundational competencies that support workforce readiness and governmental public health practice within accredited public health education programs.

DOMAIN 2: COMMUNICATION

In Practice

In STLT health departments, work related to communication may include:

- Developing and disseminating governmental public health guidance and messaging across multiple communication channels
- Coordinating communication across governmental public health programs, partner agencies, healthcare systems, and community organizations
- Reviewing materials for accuracy, clarity, accessibility, and relevance
- Managing governmental public health communication through websites, social media, press releases, health alert systems, and other public-facing platforms
- Responding to media, legislative, and public inquiries
- Communicating timely governmental public health updates during rapidly evolving situations where information may be incomplete or changing

Communication connects information, audience needs, and professional judgment to governmental public health operations, emergency response, community decision-making, and public trust.

DOMAIN 2: COMMUNICATION

Importance to Governmental Public Health

Communication strengthens governmental public health by:

- Supporting public understanding and uptake of governmental public health guidance and recommendations
- Building and maintaining trust with communities, partners, and decision-makers
- Ensuring timely, accurate, and accessible information sharing
- Coordinating communication across governmental public health programs, agencies, emergency response partners, and community organizations
- Reducing the spread and impact of misleading or false information
- Enhancing transparency, credibility, and accountability
- Supporting coordinated governmental public health response during emergencies, outbreaks, and other high-visibility situations

Without strong communication systems and practices, STLT health departments may struggle to effectively communicate with the public, maintain trust, coordinate governmental public health response efforts, or translate governmental public health guidance into informed community action and operational response.

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