

NYSPHC **Finger Lakes & Western Regional Consortium**



When

**Wednesday
June 7, 2023
10AM - Noon**

Register for this virtual consortium by 5/31/23

Register Here

**Meeting Theme:
Effective Communication**

This activity will include a presentation with content experts, followed by Fellow spotlights where two regional Fellows will highlight their work. We will conclude with a skills-building activity centered around best practices for the successful facilitation of a coalition meeting.

See next page for speaker bio information

QUICK LINKS

[NYS Dept. of Health](#)
[NYSPHC](#)
[NYSPHC Training Resource Center](#)

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Effective Communication is defined as communicating in a way that persuades different audiences to act.

Effective Communication is one of ten core competencies identified by the 2021 Public Health Workforce Interests and Needs Survey (PH WINS) used by the NYSPHC Fellowship Program as a framework for selecting consortia topics and speakers.

Please note:

Fellow attendance at Regional Consortia is required. LHD Directors, Supervisors, Local Coordinators, and Mentors are invited to attend.

Speaker Bio Page



Pauline W. Hoffmann, Ph.D.

Infodemiologist | Data Doyenne | Data Nerd | Leader | Professor | Entrepreneur | Advocate | Speaker | Writer | Creative Thinker

Dr. Hoffmann is an associate professor in the Jandoli School of Communication, a New York State Public Health Corps Senior Fellow with the Cattaraugus County Health Department, and an entrepreneur. She is the owner of Wild Mountain Organics, an all-natural body care company, and Data Doyenne for the data nerd and the data nervous. As part of Data Doyenne, she has a LinkedIn newsletter and podcast titled WTF? (What the Facts?) which delves into all things misinformation and disinformation.

She received her doctorate and master's degrees in communication from the State University of New York at Buffalo and her Bachelor of Science in biology from St. Bonaventure University. Additionally, she completed the World Health Organization Infodemic Manager Training Program. Her research and teaching focus on infodemics, conflict management, conflict resolution, and corporate communication and strategy. Before entering academia, Dr. Hoffmann worked in creative services for Catholic Health.

She also recently served as the dean of the Jandoli School of Communication and graduate studies.

Her role as a Senior Health Fellow includes strategic and communication planning and work on reaccreditation.