



ROLLINS
SCHOOL OF
PUBLIC
HEALTH
EMORY

Course Title:

Successful Scientific Writing and Effective Oral Communications

INSTRUCTORS

[Paul Z. Siegel, M.D., M.P.H.](#) and [Scott J.N. McNabb, Ph.D., M.S.](#)

CONTACT INFORMATION

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[Paul Z. Siegel, M.D., M.P.H.](#)

Dr. Siegel is Director of the Field Epidemiology Activity, National Center for Chronic Disease Prevention and Health Promotion, CDC. He is board-certified in preventive medicine, holds an MPH degree in epidemiology, and has experience as a primary-care provider and as an epidemiologist in assignments at CDC and a state health department. He has conducted training in scientific writing for preventive medicine practitioners and epidemiologists at the national and international levels, including as a Fulbright visiting scholar to the Russian Federation.

[Scott J.N. McNabb, Ph.D., M.S.](#)

Prior to joining the Epidemic Intelligence Service (EIS) in 1991 and serving a 2-year EIS residency in New Orleans, LA, Dr. McNabb worked for 13 years at the Oklahoma State Health Department. Since 1993, his professional efforts have been targeted to serve those in underdeveloped, international settings. Recently promoted to Associate Director for Science in the National Center for Public Health Informatics (NCPHI) at CDC, he served as Director, Division of Integrated Surveillance Systems and Services, NCPHI from 2006–2008. He teaches two classes at the Rollins School of Public Health, Emory University. Having mentored 18 students through their M.P.H. or Ph.D., plus 13 fellows through the CDC Public Health Prevention Specialists program, he holds joint appointments in the Departments of Epidemiology and Global Health. He was promoted to a Distinguished Consultant in 2005 and nominated for the 2005 CDC Charles C. Shepard Award. He successfully completed the 2004 Senior Executive Services candidate development program and is certified by the Office of Personnel Management for the Senior Executive Services. Dr. McNabb's research interests focus on improving the effectiveness and efficiency of public health monitoring (integrated surveillance), exploring solutions to improve the public's health using public health informatics, studying the molecular epidemiology of tuberculosis, and using empowerment and capacity development in international settings. He also works toward tuberculosis public health practice reform in the Caucasus region of the former Soviet Union.

COURSE DESCRIPTION

Successful Scientific Writing

This module takes an active, participatory approach to help public health and health care professionals learn how to communicate the findings of their research and investigations more effectively and expedite publication of their manuscripts. Working in small groups, students spend much of their class time critiquing actual published and unpublished manuscripts, and solving a wide range of exercises that exemplify the real-world challenges that authors face. Free-form in-class discussions enable class members to learn from one another's experiences.

Major components of the course include the following:

- basic sections of a scientific article: the purpose, elements and organization of each section
- principles of style for writing in public health and epidemiology
- systematic approaches to the process of writing and publishing an article in a peer review journal
- effective strategies for dealing with requests of journal editors and reviewers.

Effective Oral Communications

This module is designed to convey the principles and practice of dynamic and persuasive techniques for oral communication of scientific information, including how to present a 10-min scientific talk, how to prepare scientific posters, and how to deal with the media. It contains approximately 20 contact hours of in-class instruction, problem solving, and practical application.

Students will learn to ...

- describe the principles for effective oral communication of scientific information.
- explain how communications is an interactive process in which both information and meaning are shared
- distinguish among data, information, and messages.
- define the term "target audience," characterize such an audience, and plan, conduct, and critically evaluate an analysis of an audience..
- define the term "SOCO" (Single Over-Riding Communications Objective) and to be able to condense complex messages into sound-bite-sized SOCOs.
- critically evaluate the elements comprising persuasive and informing presentations.
- explain and characterize the most effective approaches needed to prepare material for the primary purpose of persuading versus informing, and to be able to use the three types of persuasive proofs (logos, pathos, and ethos) in such presentations.
- explain and apply the different approaches needed to prepare material to be conveyed in print versus orally.
- distinguish among the most effective approaches for preparing material to be conveyed to scientific versus non-scientific audiences.
- create and integrate into a presentation (written or oral) appropriate and effective tables, graphs, charts, and photographs to enhance the quality of that presentation.
- demonstrate the effective use of visual aids for oral presentations of scientific work.
- describe the principles for effective poster presentations of scientific work.
- describe effective strategies for dealing with the media.
- describe the basic steps in dealing effectively with the communications aspects of an emergency situation in a public health setting.

Application Form
Successful Scientific Writing and Effective Oral Communication

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Enrollment is limited. Application will be accepted on a first come, first serve basis and participants selected for this course will be notified of their acceptance by email.  
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Name: __ Dr. __ Mr. __ Mrs. __ Ms. _____

Home Address: Street _____ City _____

State _____ Zip _____ **Email:** _____

Employer: _____ **Division:** _____

Work Address: _____

Work Phone: _____ **Fax No.:** _____

Position: _____ **Length of time in position:** _____

Brief description of your present (or expected) position:

Educational Background (List degrees and any previous courses in Scientific Writing/Oral Communication):

Publications (If any):

Reasons for requesting this course: _____

Signature of Applicant

Date

Please send completed application to:

Pia Valeriano, MBA

via email at pvaleri@emory.edu or

via fax at 404-727-3485 or

mail to 1518 Clifton Road, #746, Atlanta, GA 30322