

## SKILL-BUILDING WORKSHOP

# CRAFTING POWERFUL PUBLIC HEALTH NARRATIVES: A STORYTELLING WORKSHOP FOR SCHOLARS AND PRACTITIONERS

**Wednesday, March 18, 2026 | 9AM – 12PM ET**  
Crystal Gateway Marriott, 1700 Richmond Highway, Arlington, VA 22202

**REGISTER TODAY!**

In an era where misinformation spreads rapidly and complex public health issues require widespread understanding, **the ability to communicate science through compelling stories has never been more crucial**. This interactive workshop, led by Dr. Elisabeth (Liz) Marnik, PhD, will equip participants with practical tools to translate their work into narratives that resonate with diverse audiences.

Dr. Marnik, Director of Science Education and Outreach at the **MDI Biological Laboratory**, Chief Scientific Officer for **Those Nerdy Girls**, and founder of **Science Whiz Liz**, is a scientist, a science communicator, an educator, and a member of the inaugural **Burness Public Health Creator Fellows**. Drawing on her expertise in genetics and immunology, and public engagement, Dr. Marnik will guide participants through the fundamentals of narrative structure, strategies for communicating accuracy with accessibility, and techniques for connecting scientific content to human experience. Participants will practice crafting stories that build trust, foster understanding, and inspire action in classrooms, communities, and policy conversations.

## WHAT YOU'LL LEARN

Through discussion, hands-on exercises, and peer feedback, attendees will leave with a **draft narrative** tailored to their own work and a **toolkit** for continuing to strengthen their public health storytelling.

## WHO SHOULD ATTEND

This workshop is designed for faculty, staff, students, and leaders who seek to enhance their communication skills and amplify the impact of their research, teaching, and institutional mission.

**2026 ASPPH ANNUAL MEETING**  
FOR ACADEMIC PUBLIC HEALTH

**MARCH 18-20**  
ARLINGTON, VA

