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**Мовна підготовка як основа формування комунікативних компетентностей фахівців у сфері охорони здоров'я**

**DEVELOPMENT OF COMMUNICATION SKILLS IN PUBLIC HEALTH PROFESSIONALS: THE UKRAINIAN AND INTERNATIONAL CONTEXT**

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**Relevance.** In the context of globalization and the integration of international healthcare systems, public health professionals must possess not only specialized knowledge but also advanced communicative competence. This includes proficiency in foreign languages, particularly English, which serves as the primary medium of international communication. Communication competencies involve the ability to convey information clearly, adapt communication styles to diverse audiences, and use professional terminology accurately and effectively.

**Aim and Objectives of the Study.** The primary objective of this study is to explore key theoretical and practical aspects related to the development of communication skills for public health professionals, and to provide recommendations for improving educational programs in the relevant specialties. The specific objectives are as follows:

1. To examine and determine the characteristics of professional communication in public health, including interdisciplinarity, engagement with diverse population groups, and crisis communication.

2. To analyze the role of Ukrainian and English in professional training, and to assess the specifics of teaching courses such as «Foreign Language for Professional Purposes», «Professional Communication in Public Health», and «Development of Professional Communication Skills in English».

3. To evaluate and analyze innovative educational methods, including training sessions, simulation exercises, case studies, brainstorming, cooperative learning, and distance learning; to propose strategies for their integration into the curricula of Ukrainian higher education institutions.

**Research Methods.** A comprehensive analysis of educational programs and scientific literature in medical education were used, in addition to surveys and observational assessments of student performance. Furthermore, international best practices, particularly from the United States and various European countries – where communication courses have long been an essential component of public health training – were examined.

### **Results.**

**1. Specifics of Communication in Public Health.** Effective communication is a fundamental competency for public health professionals, encompassing the development of preventive programs, dissemination of health information, and coordination of efforts during public health emergencies such as epidemics and natural disasters. Successful communication requires not only a strong theoretical foundation but also the ability to tailor messages to diverse audiences, ensuring clarity, cultural sensitivity, and accessibility.

**2. Ukrainian as the Foundation of Professional Communication.** Proficiency in the official-business style of the Ukrainian language is essential for effective professional communication. The accurate use of specialized terminology, coupled with the ability to convey preventive health recommendations in a clear and comprehensible manner, plays a crucial role in engaging the public, fostering trust, and enhancing the overall effectiveness of health interventions.

**3. English and Other Foreign Languages.** A high level of English proficiency (B2–C1 according to the CEFR framework) is increasingly necessary for public health specialists. Mastery of English enables access to leading scientific literature, facilitates the dissemination of research findings on international platforms, and supports collaboration with global health

organizations such as the World Health Organization (WHO) and the Centers for Disease Control and Prevention (CDC). Additionally, knowledge of other foreign languages can further enhance professional interactions in a multicultural healthcare environment.

**4. Innovative Approaches to Learning.** Modern pedagogical strategies, including training sessions, role-playing exercises, case studies, and project-based learning, contribute to the effective development of communication skills in public health education. The use of formative assessments, project portfolios, and active engagement with native speakers and experienced public health practitioners enhances student motivation and fosters practical, real-world communication competencies.

**Conclusions and Future Prospects.** The development of communication skills among public health professionals is a critical factor in strengthening contemporary healthcare systems. By integrating best practices from both Ukrainian and international experiences, as well as incorporating innovative teaching methodologies, higher education institutions can better prepare graduates for effective collaboration with both the public and international stakeholders. The proposed recommendations offer a strategic approach for improving workforce training, aligning educational programs with global labor market demands, and enhancing the overall impact of public health initiatives.