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# **Introduction to Part One of the 2012 Public Health Summer School**

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**Making the Case for Public Health:  
Health Communication**



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# Our Sponsors

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# Our Partners



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# Making the Case for Public Health



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# Core Competencies for Public Health in Canada, Release 1.0:

## Communication

6.1 “Communicate effectively with individuals, families, groups, communities and colleagues.”

6.2 “Interpret information for professional, non-professional and community audiences.”

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# **Goal of Summer School**

**To support core knowledge and skill development amongst public health professionals and public health allies in relation to the topic areas of health communication and evaluation.**

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# Objectives of the Summer School

1. To introduce foundational theories and frameworks in health communication and evaluation and their links to public and population health practice
  2. To increase awareness about and personal development of the competencies and skill sets that are needed for effective health communication and evaluation practice
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## Objectives of the Summer School (2)

3. To review a variety of tools, products and resources related to health communication and evaluation that can support effective public or population health practice
  4. To provide participants with the opportunity to apply new knowledge, skills and/or resources during activities throughout the summer school
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## Objectives of the Summer School (3)

5. To identify how participants can apply the new knowledge, skills and/or resources that they have acquired through the summer school in their respective workplaces
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# Program, July 24

## HEALTH COMMUNICATION

- **Theory and Best Practices**
  - **Policy-Media Advocacy**
    - Tanning Beds Case
    - Fundamentals of Media Advocacy
  - **Audience Segmentation (Mens' Health Case)**
    - Group Activity
    - Reporting Back
    - Reflections on day
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# Program, July 25

## HEALTH COMMUNICATION

- **Recap of Day 1**
  - **Technology, Innovation and Health Communication**
  - **Social Marketing**
  - **Making Health Communication Engaging (Fraser Health Case)**
  - **Storytelling (Workshop)**
  - **Cost-Effective Messaging**
  - **Tools and Resources**
  - **Reflections on Health Communication Session**
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# A Few Housekeeping Issues

- **No Food & Beverage in Auditoriums Please**
  - **Video Conferencing Etiquette**
  - **Question & Answer Sessions**
  - **Networking Challenge**
  - **Lunch & Breaks**
  - **PHABC Website – PPT slides / Audio recordings**
  - **The Summer School Wiki: <http://phabc-summer-school-2012.wikispaces.com/>**
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# Site Facilitators

## ■ Vancouver:

- Irving Rootman
- Larry Hershfield
- Lee Johnston
- Jami Brown

## ■ Victoria:

- Cecilia Velasco
- Michael Barnes
- Maureen Rowan

## ■ Prince George:

- Julie Kerr
- Brandon Grant
- Theresa Healy

## ■ Kelowna

- Renee Liddicoat

## ■ Fort St. John

- Brittany Hartnell

## ■ Smithers

- Kathy Davidson

## ■ Terrace

- Flo Sheppard

## ■ Castlegar

- Megan Klammer
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Questions?

Comments?

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