



Public Health  
Association of BC

# 2012 Public Health Summer School *Making the Case for Public Health* AGENDA



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## HEALTH COMMUNICATION

### **DAY 1: Tuesday July 24, 2012**

Multisite facilitator and MC:

- ❖ **Irving Rootman**, Adjunct Professor, School of Public Health and Social Policy, UVIC

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**8:30AM:** Participant Sign-in opens for Day 1

**9:00 – 9:15AM**

#### **INTRODUCTION**

- We will begin the health communication session with an overview of the two days and a brief review of the communication core competencies that are the focus of the summer school.

Speaker:

- ❖ **Irving Rootman**, Adjunct Professor, School of Public Health and Social Policy, UVIC

**9:15 – 10:40AM**

#### **HEALTH COMMUNICATION BASICS**

- This session will cover health communication theories and frameworks as well as best-practices for health communication basics.

Speakers:

- ❖ **Dan Reist**, Assistant Director (Knowledge Exchange) at Centre for Addictions Research of BC, UVIC
- ❖ **Larry Hershfield**, Founder and Manager of The Health Communication Unit (THCU) at the University of Toronto (1993-2011) and Principal at Larry Hershfield & Associates, Ltd

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**10:40 – 11:00AM**

#### **BREAK**

Coffee

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**11:00 – 12:30PM**

#### **HEALTH COMMUNICATION & POLICY – MEDIA ADVOCACY**

- This session will focus on communication in partnerships and coalitions, grassroots and community based movements in communication as well as the fundamentals of media advocacy.

Speakers:

- ❖ **Richard Stanwick**, Chief Medical Health Officer, Vancouver Island Health Authority
- ❖ **Larry Hershfield**, Founder and Manager of The Health Communication Unit (THCU) at the University of Toronto (1993-2011) and Principal at Larry Hershfield & Associates, Ltd

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**12:30 – 1:15PM**

#### **BREAK**

Lunch



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1:15 – 3:15PM

#### **AUDIENCE SEGMENTATION & HEALTH COMMUNICATION – MEN'S HEALTH**

- This session will provide an overview of the men's health communication initiatives from Northern Health Authority, including the key successes and challenges in this project's communication work. The case study will be used to exemplify how to effectively tailor your message for different audiences and how to engage partners. (Learning activity included)

#### **Speakers:**

- ❖ **Brandon Grant**, Men's Health Coordinator, Population Health, Northern Health Authority
- ❖ **Steve Raper**, Director, Communications, Northern Health Authority

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3:15- 3:30PM

#### **BREAK**

Stretch

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3:30 – 4:15PM

#### **MULTI-SITE GROUP SHARING**

Facilitators:

- ❖ **Larry Hershfield**, Founder and Manager of The Health Communication Unit (THCU) at the University of Toronto (1993-2011) and Principal at Larry Hershfield & Associates, Ltd
- ❖ **Irving Rootman**, Adjunct Professor, School of Public Health and Social Policy, UVIC

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4:15 – 4:30PM

#### **REFLECTIONS AND CLOSING COMMENTS**

Speakers:

- ❖ **Larry Hershfield**, Founder and Manager of The Health Communication Unit (THCU) at the University of Toronto (1993-2011) and Principal at Larry Hershfield & Associates, Ltd
  - ❖ **Irving Rootman**, Adjunct Professor, School of Public Health and Social Policy, UVIC
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## HEALTH COMMUNICATION

### **DAY 2: Wednesday July 25, 2012**

Multisite facilitator and MC:

- ❖ **Lee Johnston**, Research Assistant, Chronic Disease Systems Modeling Laboratory, Simon Fraser University

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**8:30AM:** Participant Sign-in opens for Day 2

**9:00 – 9:15AM**

#### **RECAP OF DAY 1**

Speaker:

- ❖ **Larry Hershfield**, Founder and Manager of The Health Communication Unit (THCU) at the University of Toronto (1993-2011) and Principal at Larry Hershfield & Associates, Ltd

**9:15 – 9:45AM**

#### **TECHNOLOGY, INNOVATION AND HEALTH COMMUNICATION**

- This session looks at the continuum of communication and how to assess the context, necessity, and appropriateness of the use of technology in communication strategies.

Speaker:

- ❖ **Dr. Ellen Balka**, Professor, School of Communication, SFU

**9:45 – 11:00AM**

#### **SOCIAL MARKETING**

- This session focuses on the communication strategies employed by The Community Against Preventable Injuries and the key successes and challenges of this work. (Learning activity included).

Speaker:

- ❖ **Dr. Ian Pike**, Director, BC Injury Research and Prevention Unit; Assistant Professor, Department of Pediatrics, UBC; Clinical Investigator, Child and Family Research Institute & Co-Executive Director, The Community Against Preventable Injuries

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**11:00 – 11:20AM**

#### **BREAK**

Coffee

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**11:20 – 12:05PM**

#### **MAKING HEALTH COMMUNICATION ENGAGING**

- This session focuses on how Fraser Health has developed its communication approaches to engage community. Collaborative work between health professionals and communications professionals will be highlighted.



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Speakers:

- ❖ **Jami Brown**, Manager Healthy Living, Healthier Communities, Fraser Health Authority
- ❖ **Jennifer Grover**, Senior Communications Consultant, Fraser Health

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12:05 – 12:50PM

**BREAK**

Lunch

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12:50 – 1:50PM

**EFFECTIVE STORYTELLING**

- This session focuses on how to identify stories to use in health communication efforts and how to develop your storytelling skills. (Learning activity included).

Speaker:

- ❖ **Theresa Healy**, Regional Manager, Healthy Community Development, Northern Health Authority

1:50PM – 2:50PM

**IT'S DIFFERENT NOW – COST EFFECTIVE MESSAGING**

- This session focuses on a digital advertising company's collaborative work with Vancouver Coastal Health to generate effective messaging to change perceptions of and stigma in relation to HIV / AIDS.

Speaker:

- ❖ **Steve Park**, VP Digital Strategy, FCV

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2:50 – 3:05PM

**BREAK**

Stretch

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3:05 – 4:15PM

**HEALTH COMMUNICATION TOOLS & RESOURCES**

- This session includes helpful tools, resources, and tips for effective health communication and will include an opportunity for participants to practice using a tool.

Speaker:

- ❖ **Larry Hershfield**, Founder and Manager of The Health Communication Unit (THCU) at the University of Toronto (1993-2011) and Principal at Larry Hershfield & Associates, Ltd

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4:15 – 4:30PM

**REFLECTIONS AND CLOSING COMMENTS**

Speakers:

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