



Get introduced to the basic theory + practice of health evaluation and health communication.

Who is this for?

- Practicing public health professionals wanting to update or improve skills.
- Post-secondary students new to public health.
- Policy analysts, researchers and community partners wanting to gain breadth of knowledge.
- People interested in public health discourse.

Summer school sites

Summer school will be hosted at 7 convenient sites across BC. All sites will be linked via videoconferencing for participant interaction.

Main conference sites

- Vancouver (UBC)
- Victoria (UVIC)
- Prince George (UNBC)
- Kelowna (UBC-Okanagan)
- Satellite sites will be set up in Terrace, Fort St. John and Smithers.

Why attend?

- Directly applicable to your work or schooling.
- Interactive + hands-on.
- Innovative case studies.
- Network and share best practice with public health peers from across BC.

TOPICS

health communication

- Theories, frameworks and principles.
- Communication to influence policy.
- Engaging hard-to-reach audiences.
- Tools and resources.
- Evaluating health communication.

health evaluation

- Core theories, elements and terminology.
- Conditions for successful evaluation.
- Data collection.
- Logic model and evaluation framework development.

info + registration: www.phabc.org

Early bird pricing ends June 30!

