**COURSE OBJECTIVES**

This course focuses on the design, implementation, and evaluation of communication programmes designed to change or reinforce health behaviour. Emphasis will be on the step-by-step process of:

1. Formative research and analysis (including use of conceptual frameworks, audience research, and assessment of the media, policy and service environment),
2. Theory-based and evidence-based strategic design,
3. Message development, pretesting, and materials production,
4. Implementation and monitoring, and
5. Theory-based evaluation and dissemination of findings.

**WHO SHOULD ATTEND**

The course is designed for doctors and other health-related professionals who are involved in public health communication in both government and non-government organizations, including public health programmes, hospitals, polyclinics, health centres, schools and private companies. The course would also be useful to wellness officers and nutritionists who are responsible for planning health communication programmes at the worksite.

**TEACHING FACULTY**

**Dr J Douglas Storey**

*Director for Communication Science and Research, John Hopkins Bloomberg School of Public Health*

Dr Storey is an Associate Director at CCP and faculty member at the Bloomberg School of Public Health where he teaches courses on strategic health communication programs. He has 30 years of experience in health communication, development communication and evaluation research, and has lived and worked in 29 countries. His work spans a wide range of topics including reproductive health, maternal and child health, avian and pandemic flu, preventive health behavior, environmental communication, community capacity building and strategic communication planning. He has consulted on health behavior communication research, evaluation and strategic planning for numerous international organizations and foundations. Previously, he was Director of Program Research for the Health Communication Partnership and has worked with the Johns Hopkins Center for Public Health Preparedness since 2006 researching the role of communication in all-hazards preparedness planning and response. Dr Storey is ex-officio Chair of the Health Communication Division of the International Communication Association. He is fluent in Indonesian.
**VENUE**

The course will be conducted at the Kent Ridge Campus of the National University of Singapore.

**COURSE FEES**

**SGD1,337.50** *(including prevailing GST)*

Course fees include lecture materials.

Closing date for registration: **2 NOVEMBER 2015**

Applications are on “first-come-first-serve” basis. Successful applicants will be informed by **9 NOVEMBER 2015** and course fees must be received by **16 NOVEMBER 2015** to secure a place.

**CANCELLATION**

Any cancellation must be conveyed to the course administrator in writing via email.

A cancellation charge of 50% of fee will be levied if the cancellation is received before **25 NOVEMBER 2015**.

**NO REFUNDS WILL BE GIVEN FROM 25 NOVEMBER 2015 ONWARDS** but replacement with another name is permissible.

**ACCOMMODATION**

The course is non-residential. Participants who require accommodation may contact the Course Administrator for information and assistance.

<table>
<thead>
<tr>
<th><strong>DAY/ DATE</strong></th>
<th><strong>TOPICS</strong> <em>(TENTATIVE TOPICS SCHEDULE, SUBJECT TO CHANGES)</em></th>
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<tbody>
<tr>
<td>Monday, 7 December 2015</td>
<td>Contemporary frameworks and concepts of strategic health communication</td>
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<td>Frameworks for analysis: environment, communication channels and audience segmentation</td>
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<tr>
<td>Tuesday, 8 December 2015</td>
<td>Formative research approaches: understanding context and dynamics of health behaviours</td>
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<td>Strategic Design: Setting objectives, positioning the issues, identifying collaborators and interested institutions</td>
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<td>Wednesday, 9 December 2015</td>
<td>Message Development: The 7Cs of Communication, media planning, social media, pretesting</td>
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<td>Community-based approaches: Collective dialogue and action, network approaches</td>
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<td>Thursday, 10 December 2015</td>
<td>Evaluation of health communication campaigns</td>
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<td></td>
<td>Entertainment-Education</td>
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<td>Friday, 11 December 2015</td>
<td>Advocacy: Communication with policy makers. Media and political advocacy</td>
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<td>Sustainability: Creating lasting change</td>
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**CONTACT INFORMATION**

**Course Coordinator:**
Associate Profession Wong Mee Lian  
[T] (65) 6516 4965  
[E] mee_lian_wong@nuhs.edu.sg  

**Course Administrator:**
Ms Gina Goh  
[T] (65) 6516 7594  
[E] junna_goh@nuhs.edu.sg  

**ONLINE REGISTRATION IS AVAILABLE HERE**

Address: 12 Medical Drive 2, Tahir Foundation Building #10-01, Singapore 117549

URL: https://www.sph.nus.edu.sg/public-health-professionals