

PUBLIC HEALTH COMMUNICATION

Date: 7 to 11 December 2015

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.

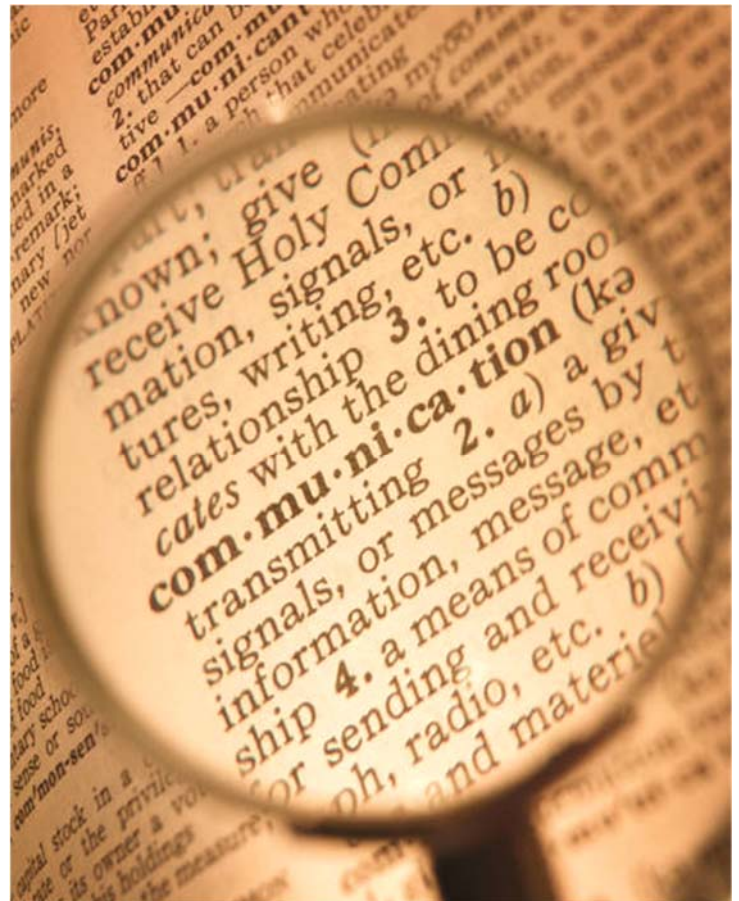
TEACHING FACULTY

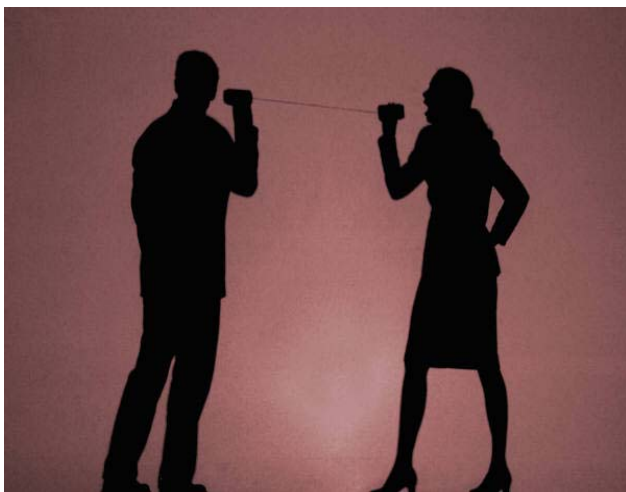
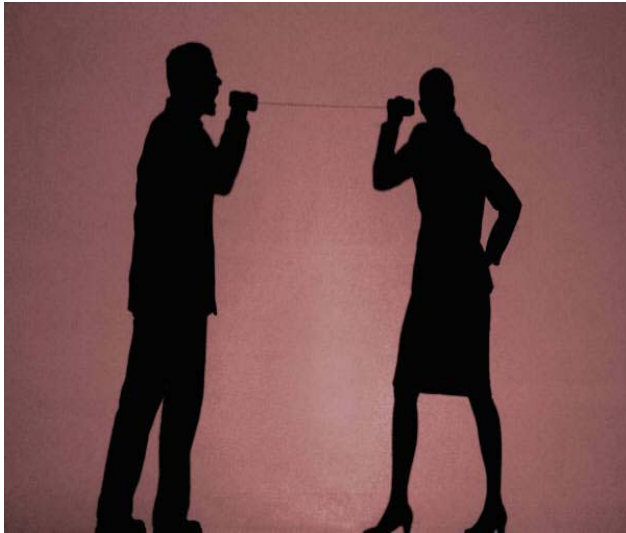
Dr J Douglas Storey

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.

DAY/ DATE (9 AM TO 6 PM)	TOPICS (TENTATIVE TOPICS SCHEDULE, SUBJECT TO CHANGES)
Monday, 7 December 2015	Contemporary frameworks and concepts of strategic health communication
	Frameworks for analysis: environment, communication channels and audience segmentation
Tuesday, 8 December 2015	Formative research approaches: understanding context and dynamics of health behaviours
	Strategic Design: Setting objectives, positioning the issues, identifying collaborators and interested institutions
Wednesday, 9 December 2015	Message Development: The 7Cs of Communication, media planning, social media, pretesting
	Community-based approaches: Collective dialogue and action, network approaches
Thursday, 10 December 2015	Evaluation of health communication campaigns
	Entertainment-Education
Friday, 11 December 2015	Advocacy: Communication with policy makers. Media and political advocacy
	Sustainability: Creating lasting change

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>