

Training seminar I : “Practical Examples of Public Health Communication Strategies from Norway and Estonia”

AGENDA*

January 23, 2017

Monday, 10:00 a.m. – 5:15 p.m.

09:30-10:00	Morning coffee, registration
10:00-10:30	Introduction
10:30-12:15	Vaccine communication in Norway – Norwegian Institute of Public Health, Christina Rolfheim-Bye
12:15-12:30	Coffee break
12:30-13:30	Immunization in Estonia - Health Board, Irina Filippova/ Iiris Saluri
13:30-14:15	Lunch
14:15-16:00	Risk communication (example of flu) in Norway – Norwegian Institute of Public Health, Kjetil Berg Veire
16:00-16:15	Coffee break
16:15-17:15	Public-private partnerships. Ethics and sponsorship – Norwegian Institute of Public Health, Christina Rolfheim-Bye

January 24, 2017

Tuesday, 10:00 a.m. – 5:15 p.m.

09:30-10:00	Morning coffee, registration
10:00-10:45	Health literacy in the digital era - Mariliis Beger
10:45-11:30	Health literacy and health communication in Norway – Norwegian Institute of Public Health, Christina Rolfheim-Bye
11:30-12:15	How to consider the health literacy of patients when designing messages for them? - Estonian Health Insurance Fund, Liis Hinsberg
12:15-12:30	Coffee break
12:30-13:45	How to communicate (health)science? - Novaator, Katre Tatrik
13:45-14:30	Lunch
14:30-15:30	Experience from local level: Rõuge public health campaign – Rõuge Health Council, Kadri Kangro
15:30-15:45	Coffee break
15:45-16:45	Alcohol communication: an example of national level public health campaign - National Institute for Health Development, Helen Noormets
16:45-17:15	Closing remarks, evaluation

*Program of the training seminar may be subject to changes