

Project “Increasing Communication and Co-operations Skills in Public Health”

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

Tallinn, 23.-24.01.2017

Seminar will be carried out in the English language.

Target group: communication specialists working or training in the field of health/social affairs; journalists covering public health/healthcare subjects

Objectives:

- To develop skills of Estonian and Norwegian health communication specialists through best practice exchange.
- To establish a cooperation between the specialists of Norwegian Institute of Public Health, Estonian National Institute for Health Development, and other Estonian health communication specialists.

Key topics:

- How to identify the health literacy of populations served; methods to assist the general public and specialist level (e.g. social workers) to understand health issues and how to manage them. Popularizing research results.
- Risk communication. How to apply basic principles of risk communication, adjusting the message when presenting results of an investigation to different audiences: media, general public, professionals and policy makers.
- Possibilities of social media in health communication.
- Examples of successful national and local level public health campaigns.
- Public-private partnerships. How to find partners for campaigns while considering ethics? Sponsoring. Conflict of interest and “grey zone”.