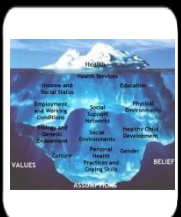
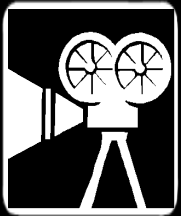


PHILM

Public Health Impact and Learning through the Media
WMS/IAS Workshop, 4th of April 2013



Information and Communication Technologies have defined the 21st century: our reality is virtual, our social networks are online, our health is electronic... Digital media has become a powerful communication channel - informing, connecting, changing people and societies. It offers unlimited opportunities for improving the health of the population if used appropriately. However, if carelessly exploited, it can become a real challenge to public health. Research is needed to understand and harness this potential for more effective communication of public health evidence into policy and practice.

This first of its kind PHILM workshop will explore the use of visual media (film and video) for public health communication and teaching and its role in bridging the gap between research, policy and practice. It will discuss the idea of developing quality and ethical guidelines for delivering PH messages through the media, focusing on content, impact and process. Its wider framework includes debate around art and visual media for innovation; public education and empowerment; behavioural change and policy development. The workshop also aims at raising awareness and fostering multidisciplinary engagement and international collaboration for further research.

Warwick Medical School,
University of Warwick, CV4 7AL, Coventry
4TH of April 2013
H.Fraser@warwick.ac.uk

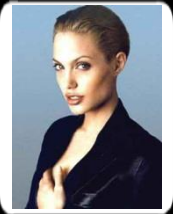
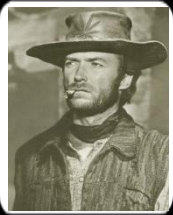
PHILM Workshop

WMS/IAS Workshop, 4th of April 2013

DRAFT PROGRAMME



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|------------------|--|
| 10.30 – 11.00 | Registration and refreshments |
| 11.00 – 12.00 | Opening and introductions Public Health Communication in the Media – how far have we reached? Dr Christine Clar, scoping review preliminary results Group work outline and tasks |
| 12.00 – 13.30 | Group work Video watching & reflection; Exploring a quality and ethical framework for communicating public health messages |
| 13.30 – 14.30 | Lunch |
| 14.30 – 17.00 | Expert panel and discussion “Public health communication through art – impact and process”, Prof Gillian Hundt, University of Warwick “Public health evidence into policy and practice”, Prof Aileen Clarke, University of Warwick “Politicians, storytelling and ethics”, Prof Peter Donnelly, University of St Andrews, Scotland “The media perspective”, Antonio Meza, Communications Consultant, Founder of Akrobatas, France “Improving public health through arts and film”, Dr Lee Knifton, University of Strathclyde, Scotland / MINDREEL “Gamification – Digital Games for Health and Wellbeing”, Dr. Jan Storgårds, Head of ICT Business Development, South-Eastern regional development agency, Finland / WBS Discussion with all participants Summary and close |
| 17.00 – 18.00 | Informal networking & refreshments |



Please, register your name, affiliation and dietary requirements by **20th of March 2013** with Hannah Fraser,
H.Fraser@warwick.ac.uk