

Workshop on Strategic Communication and Transfer of Research to Policy, University of Ghana June 2013

Week 23 2013	Monday 03.06	Tuesday 04.06	Wednesday 05.06	Thursday 06.06	Friday 07.06
Place		Noguchi Conference Hall Seminar Room 2	Noguchi Conference Hall Seminar Room 2	Noguchi Conference Hall Seminar Room 2	
9.15-10		Introduction to the workshop and presentation of participants and faculty	Processes and Principles of Health Communication – the “P” Process From theory to practice with individual case work	Collaborating with the media when communicating strategically Yaa Oforiwa Asare-Peasah	
10.15-11		What is Strategic Communication? From vision to execution From theory to practice with individual case work		“Making Research Matter – Strategic Communication in a Ghanaian Context” Daniel Arhinful	
11.15-12			Group work – reflective feedback	Plenary presentations	
12 – 13.00		<i>Lunch</i>	<i>Lunch</i>	<i>Lunch</i>	
13-13.45		From theory to practice with individual case work	“From M&E to Policy - and how researchers can contribute in the process. Perspectives from the Ministry of Health of Ghana” Interactive session with Daniel Degbotse and Andreas Bjerrum	Plenary presentations	
14-14.45		Group work – reflective feedback		Wrap-up and Evaluation	
15-16.00		Group work – reflective feedback Wrap-up		Road Map to Impact Awareness, Attitudes, Motivation (omitted)	

Preparations: Each participant should bring a selection of cases/issues/results/recommendations that needs to be communicated to a broader audience. Emphasis will be on one ‘small issue’ and one ‘big issue’.

The “Plenary presentations” are plenary sessions where the participants give a short presentation (10 min) on outcomes from individual preparation and group work (+ homework) and receive constructive suggestions from participants and faculty.

Workshop literature: “A Field Guide to Designing a Health Communication Strategy”. O’Sullivan, G.A., Yonkler, J.A., Morgan, W., and Merritt, A.P., Baltimore, MD: Johns Hopkins Bloomberg School of Public Health/Center for Communication Programs, March 2003. Particular focus on pp.: I-X; 1-16; 121-138; 221-230. **Can be downloaded free of charge.**