



Leadership in Strategic Health Communication

SEPTEMBER 16 - 27, 2013. HALONG BAY, VIETNAM

"A special opportunity for health and development professionals to learn state-of-the-art theories and practical skills strategic communication and leadership"

OPPORTUNITY TO SAVE 10%!

REGISTER BEFORE MAY 5, 2013

CLOSING DATE FOR APPLICATION

JUNE 5, 2013

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Workshop Content

The Viet Nam “Leadership in Strategic Health Communication Workshop” is a specific in-country version of the same international workshop held annually at the Johns Hopkins University, Bloomberg School of Public Health in Baltimore, USA. The Baltimore workshop, now in its 26th year, is an internationally acclaimed workshop for high level participants and has a global alumni base over 2000 people to date, including Secretaries and Ministers of Health, CEOs of international and local NGOs as well as executives from the private sector and donor community. Similar in-country workshops worldwide have added additional 6,000 trained BCC practitioners at all levels and in all development sectors.

The Viet Nam workshop is the 5th consecutive year jointly organized by the Center for Community Health Research and Development (CCRD) with technical assistance from Johns Hopkins University’s Center for Communication Programs. The course has trained a total of more than 100 participants from many local, international organizations within and outside Viet Nam, including managers from the Ministry of Health, Ministry of Education, Party Organizations, provinces and from other countries in the region (Thailand, India, Papua New Guinea, Myanmar, the Philippines, Nepal, and Lao). It provides, through review of the latest findings in health and social communication, an excellence opportunity to enhance leadership and behavior change communication (BCC) understanding, knowledge and skills and to explore the essential elements of successful communication in the context of HIV/AIDS, reproductive health and other development programs. The workshop has proven critically important in making a positive change in the ability of professionals concerned with implementation, management and supervision of BCC activities to create and manage effective, results-oriented communication programs. This year, the newly redesigned course adds some of the latest thinking on leadership development and applies them to strategic health communication planning and management. It also responds to changing health needs and provides a more need based course content.

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Guided by outstanding international experts from Johns Hopkins University, participants will explore the elements of effective behavior development communication and advocacy programs to create more competent and health literate societies. The learning atmosphere is lively, actively, creative and focuses on specific learning needs. The learning process emphasizes the whole individual and “learning by doing”. Participants learn from the world wide experiences of the US based Johns Hopkins University’s Center for Communication Programs and the specific country’s experience from Center for Community Health Research and Development (CCRD).

This 12-day training is oriented to managerial levels of development programs especially in the field of behavior change communication and does not include specific media production techniques.



Participants

Senior to mid-level decision-makers and program managers with fluency in English whose programs include behavior change communication components. While special expertise in communication is not required for participants, a strong commitment to effective communication program is expected. Admission to the workshop will be highly selective.



WORKSHOP PARTICIPANTS LEARN TO

- Apply key leadership principles in designing, managing and leading strategic health communication programs
- Think strategically and apply evidenced-based approach to design communication programs
- Listen to the audience to develop participatory programs
- Build institutional capabilities to develop self-sustaining programs
- Follow the P Process to build programs systematically
- Develop a complete communication program with SCOPEWEB, an interactive computer tool
- Enhance advocacy skills
- Use multi-media for messages that lead to behavior change
- Manage health communication projects that respond to people's needs
- Educate with entertainment to reach a broader audience
- Improve interpersonal communication skills and face-to-face interactions
- Strengthen community mobilization skills with grass roots communication
- Emphasize informed choice in client-centered counseling and materials
- Attract corporate and media support to leverage communication program costs
- Evaluate communication programs to improve future performance

Resource Persons



Dr. Benjamin V. Lozare, Associate Director and Director of Training, and Basil Safil, Asia Team Leader - Center for Communication Programs/Johns Hopkins Bloomberg School of Public Health, Baltimore along with facilitators from CCRD and other senior media, development experts in Vietnam.

Dr. Benjamin Lozare is internationally recognized and acclaimed for having successfully conducted over 100 similar versions of this workshop worldwide resulting in an alumni base of over 6,000 individuals in over 80 countries. Dr. Lozare has more than 25 years of experience in research, teaching, and practice in international and development communication. He has served as Dean of the College of Arts and Sciences at the Health Sciences Campus of the University of the Philippines, as the first Director-General of the Philippine Information Agency, and as Deputy Secretary-General of the Asian Mass Communication Research and Information Center Foundation. Dr. Ben Lozare was an Eisenhower Fellow and recipient of the first Newsweek International Communication Grant.

Basil Safi is Asia Team Leader responsible for managing all of CCP's Asia programs of the Center for Communication Programs/Johns Hopkins University Bloomberg School of Public Health. He is also serving as an Associate in the Department of Health, Behavior and Society at the School. Mr. Safi has over 10 years of international and domestic experience designing and implementing public health and integrated communication programs. Mr. Safi is a registered Professional Engineer, and a Environmental Public Health Leadership Fellow at the CDC's National Center for Environmental Health. His areas of communication expertise include strategic communication design, mass media and community mobilization planning, crisis/risk communication, advocacy, harmonization of diverse working groups, ICT implementation, developing public-private alliances and local BCC capacity building.

Venue and Course Fee

The workshop will be held in Halong Bay.

Course fees is USD 2,700 which will fully cover course expenses including: double-shared room accommodation, meals, field visits, course materials, course events, tuition and round trip transportation from Hanoi to Ha Long Bay. The cost for single room accommodation will be USD 3,200.

Participants from countries outside of Vietnam will be responsible for additional costs for visas; airfare and ground transportation to Hanoi and any required hotel stay in Hanoi before or after the workshop.

Full information and application form can be downloaded at the CCRD website www.ccrd.org.vn

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