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2021 Annual Meeting

November 17-21 | VIRTUAL MEETING

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ASTMH Committee on Global Health Pre-Meeting Course:

Beyond the Science: Best Practices in Messaging and Communications to Amplify Your Work, Engage Stakeholders and Advocate for Change

Tuesday, November 9 and Thursday, November 11, 2021

9 a.m. – 1:15 p.m. EST

Virtual

(All times Eastern Standard Time)

Course Description

The COVID-19 pandemic has underscored the vital need for scientific and clinical communities to be vocal and visible agents of education and advocacy. In this premeeting course, we will provide practical and hands-on training regarding best practices in strategic communication, including messaging and the media, advocacy and engaging with various stakeholders, editorial writing and storytelling.

The Pre-Meeting Course will be divided over two days, with the first day providing practical introductions to best practices in countering information and shaping an effective message. We will engage with colleagues (physicians and scientists in global health) with significant experience across a variety of messaging and advocacy platforms. At the close of day 1, we will ask participants to prepare a topic/area of interest that they want to develop further on day 2. On day 2, we will begin with an expert panel discussion on best practices in advocacy. Participants will then engage in small breakout groups focused on storytelling, community engagement and advocacy, and media. These breakouts will be highly interactive and applied, with opportunities to practice mock media interviews and explore how to incorporate storytelling and community engagement approaches into their own strategic communications related to each participant's identified area of interest. As we conclude the PMC, participants will be encouraged to identify a goal for the coming year (e.g., write an op ed, engage the media, participate in advocacy) and will be provided a means to continue to engage with PMC peers for supportive feedback.

At the end of the activity, participants will be able to:

- Gain confidence and practical experience with media interactions, including
 - Crafting an effective and focused message
 - Bridging to higher-priority questions and topics of interest
- Incorporate storytelling to improve impact in strategic communication
- Apply principles of community engagement and advocacy to enhance impact
- Set a goal for messaging, communication and/or advocacy to pursue in the coming year

Course Co-Chairs

Kathryn Anderson, MD, PhD, Director, Center for International Research, Institute for Global Health and Translational Sciences, SUNY Upstate Medical University, Syracuse, New York, United States

Kristina Krohn, MD, Assistant Professor, Department of Medicine, University of Minnesota Medical School, Minneapolis, Minnesota, United States

Njeri Wamae, PhD, MSPH, Professor of Tropical Medicine and Global Health Consultant, M & D Audubon Consultants, Nairobi, Kenya

November 9, 2021; 9 a.m. – 1:15 p.m.

9 a.m. **Welcome, Introduction of Topics and Logistics**

9:15 a.m. **Keynote Address:**

Infodemic: How to Counteract Disinformation and Not Make Things Worse

Claire Wardle, PhD, Co-Founder and US Director, First Draft, New York, New York, United States

9:45 a.m. **Question and Answer**

10 a.m. **Getting Started: the ABCs of Effective Messaging**

Bridget DeSimone, Vice President, Burness Communications, Bethesda, Maryland, United States

Carol Schadelbauer, Principle and Co-Director, Training, Burness Communications, Bethesda, Maryland, United States

10:45 a.m. Break

Tales From the Field: Experts in Global Health Messaging (11 a.m. – 1 p.m.).

In this session, we will review examples of each expert's work, hear from them regarding their journey and tips in messaging/advocacy, and provide the opportunity to ask questions.

11 a.m. **Media Engagement**

Peter Hotez, MD, PhD, FASTMH, Dean, National School of Tropical Medicine, Baylor College of Medicine, Director, Texas Children's Center for Vaccine Development Houston, Texas, United States

11:30 p.m. **A Picture Tells a Thousand Words (The Power of Storytelling)**

Margaret Gyapong, PhD, Professor, Centre for Health Policy and Implementation Research, University of Health and Allied Sciences, Ghana

Noon **Editorial and Op-Ed Writing**

Ifeanyi Nsofor, MBBS, MCommH, Senior New Voices Fellow, Aspen Institute, Abuja, Nigeria

12:30 p.m. **Advocacy in International Settings**

Irene Torres, PhD, Technical Director, Fundacion Octaedro (NGO), Ecuador

- 1 p.m. **Wrap-up and charge for Day 2.** As we wrap up day 1, we will ask participants to prepare a topic/area of interest that they want to develop further on day 2, across each of the 3 following domains: storytelling, advocacy and media.
- 1:15 p.m. Course adjourns

November 11, 2021; 9 a.m. – 1:15 p.m.

- 9 a.m. **Welcome and Logistics**
- 9:15 a.m. **Panel Discussion: Best Practices in Advocacy**
Karen A. Goraleski, CEO, American Society of Tropical Medicine and Hygiene, Arlington, Virginia, United States
- Roy Wadia, Regional Communications Advisor UNFPA Asia, Pacific Regional Office, Bangkok, Thailand*
- David Molyneux, PhD, Emeritus Professor, University of Liverpool and the School of Tropical Medicine, Liverpool, United Kingdom*

Applied, Facilitated Small Group Sessions (10 a.m. – 1 p.m.)

In this session, we will breakout in 45-minute groups/topic to discuss storytelling, community engagement and media. There will be 15-minute breaks after each session.

- 10 a.m. **Community Engagement and Advocacy**
Noni Mumba, Head of Community Engagement, KEMRI Wellcome Trust Program, Kenya Medical Research Institute, Kilifi, Kenya
- 11 a.m. **Storytelling**
Vismita Gupta-Smith, Head of Strategy, Planning & Coordination at Department of Communications, World Health Organization (WHO), Geneva, Switzerland
- Kristina Krohn, MD, Assistant Professor, Department of Medicine, University of Minnesota Medical School, Minneapolis, Minnesota, United States*
- Noon **Media**
Bridget De Simone and Carol Schadelbauer
- 1 p.m. **Wrap-up-** Regroup and debrief. Each participant will identify a goal for the coming year related to area of interest and passion (e.g., write an op ed, engage the media, engage in advocacy). Participants will be provided with a means to stay in contact with PMC peers for ongoing and supportive feedback related to these pursuits.
- 1:15 p.m. Course adjourns