



### ASTMH Committee on Global Health Pre-Meeting Course:

#### **Effectively Communicating in Global Health: The Science of Public Engagement and Lessons from the Field**

October 18, 2023; 9 a.m. – 3:30 p.m. Central Time

Hyatt Regency Chicago

Chicago, Illinois, United States

#### **Course Description**

The purpose of this course is to provide global health professionals tools they need to improve their engagement with community partners and their communication with media, governments, healthcare professionals and the general public. In this course, participants will first learn methodologies of developing successful public engagement activities and initiatives and will hear from experts in the field of community and public engagement. They will then learn didactic and pragmatic tools for communicating in science and the science behind these tools and gain more specific tools tailored to global health work from professionals working in public health. By the end of the course, participants will have learned the skills needed to more effectively communicate their work to various different audiences.

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

- Understand the basic principles of public engagement, science communication and community outreach;
- Consider the different audiences in global health communication and tools for reaching them;
- Describe the best approaches for community outreach;
- Compare/contrast the differences between community outreach and communicating scientific content; and
- Develop a toolkit that can be used for communicating their work in the future.

#### **Course Co-Chairs**

*James Colborn, PhD, MD, MSPH, Senior Malaria Advisor, Clinton Health Access Initiative, Inc.,  
Evergreen, Colorado, United States*

*Hannah Bialic, Msc, Public Engagement Manager, Wellcome Centre for Integrative Parasitology, School  
of Infection & Immunity, College of Medical, Veterinary Life Science, University of Glasgow,  
Glasgow, Scotland, United Kingdom*

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

- 9:15 a.m.      **Community Engagement in Northeast Thailand**  
*Thomas Crellen, MSc, PhD, Infectious Disease Epidemiologist, University of Glasgow, Glasgow, Scotland, United Kingdom*
- Arporn Wangwiwatsin, PhD, Senior Lecturer, Faculty of Medicine, Khon Kaen University, Khon Kaen, Thailand*
- 9:45 a.m.      **Community Engagement & Health Messaging in Malawi**  
*Janelisa Musaya, PhD, Associate Director, Malawi Liverpool Wellcome Clinical Research Programme; Associate Professor, Kamuzu University of Health Sciences, Blantyre, Malawi*
- 10:15 a.m.      **Public Engagement in Global Health: How, Where & Why (workshop)**  
*Hannah Bialic, MSc, Public Engagement Manager, Wellcome Centre for Integrative Parasitology, School of Infection & Immunity, College of Medical, Veterinary Life Science, University of Glasgow, Glasgow, Scotland, United Kingdom*
- Julian Rayner, PhD, FASTMH, Professor of Cell Biology, University of Cambridge; Director, Cambridge Institute for Medical Research, Cambridge, England, United Kingdom*
- 11:30 a.m.      **Break**
- 11:45 a.m.      **Panel Discussion – Community Outreach & Public Engagement**  
*Thomas Crellen, MSc, PhD, Infectious Disease Epidemiologist, University of Glasgow, Glasgow, Scotland, United Kingdom*
- Arporn Wangwiwatsin, PhD, Senior Lecturer, Faculty of Medicine, Khon Kaen University, Khon Kaen, Thailand*
- Janelisa Musaya, PhD, Associate Director, Malawi Liverpool Wellcome Clinical Research Programme; Associate Professor, Kamuzu University of Health Sciences, Blantyre, Malawi*
- 12:15 p.m.      **Lunch Break**
- 1 p.m.          **Introduction of Afternoon Session**
- 1:15 p.m.      **Communicating Science to the Media**  
*Jennie Bragg, MSc, Senior Director, Global Strategic Communications, Malaria No More, Washington, DC, United States*
- 2 p.m.          **Risk Communications – Strategies to Communicate Public Health Information During Outbreaks**  
*Jessica Anderson, MFA, Lead Health Communications Specialist, Division of Parasitic Diseases and Malaria, National Center for Emerging and Zoonotic Infectious Diseases, U.S. Centers for Disease Control and Prevention, Atlanta, Georgia, United States*

2:30 p.m.

**Research Elevator Pitch Interactive Session**

*Hannah Bialic, MSc, Public Engagement Manager, Wellcome Centre for Integrative Parasitology, School of Infection & Immunity, College of Medical, Veterinary Life Science, University of Glasgow, Glasgow, Scotland, United Kingdom*

*Julian Rayner, PhD, FASTMH, Professor of Cell Biology, University of Cambridge; Director, Cambridge Institute for Medical Research, Cambridge, England, United Kingdom*

3:30 p.m.

**Course Adjourns**