

Monday October 18
8:45 to 10:15 a.m.

Developing Health Communication Activities

In this introductory level session we begin with an overview of key concepts, terms and THCU's step-model (10 minutes), then bring the task of message development to life through small group discussions (20 minutes), and to close, identify quality sources of more information, tools and personalized consultation services (10 minutes).

For this session, extra time will be spent on message development. Designing messages is often considered the most exciting part of health communication and many of our clients want jump into the health communication process at this point. In fact, message development is step 8, very late in our 12-step process, for a reason. In this session we explain the challenges involved with creating good health communication messages and the importance of completing all 7 steps before message development. Failing to do so, generally ends in wasted efforts as message fail to reach and persuade the intended audience.

THCUs 12-step model for developing health communication campaigns and activities has been widely used in the health promotion field in Ontario since 1993. It is based on syntheses of health promotion literature, supplemented by our consultants' many years of health promotion experience in Canada, and enriched by insights from our participants. THCU has an extensive line of popular tools and products to support this 12-step model. Health communication tools are available online, for free, at <http://www.thcu.ca/infoandresources.cfm>

We recommend this session for anyone new to health promotion seeking definitions, tools, resources and organized approaches to practice; front line staff that need to choose, plan, implement and evaluate programs and services; and managers or team leaders who train or advise staff about theory and evidence-informed processes.

Key Learning Objectives:

1. Understanding the many types of health communication
2. Understanding how to manage a health communication project
3. Review of online resources available

Danielle Côte, RN, APR, is a bilingual communication practitioner with 20 years of experience in the health sector. As a consultant, she provides strategic communication advice, public relations, community and media relations expertise, as well as project management services to a variety of clients.

She has developed, implemented and evaluated a number of comprehensive health communication campaigns. Danielle has worked with organizations such as the Champlain cardiovascular Disease Prevention Network, the Heart and Stroke Foundation of Canada, and the Canadian Produce Marketing Association. In early 2010, she became a guest consultant with The Health Communication Unit (THCU), specializing in building capacity among Francophone Ontarians.

Sophie Ross is a Communications Consultant with The Health Communication Unit (TCHU). She has put forward her leadership, strategic planning and project management skills to successfully carry out numerous communications

campaigns and initiatives sponsored by NGOs, provincial and municipal government agencies and numerous federal government departments. Sophie also functioned as a health communications and health promotions specialist while employed at the Alder Group, the Aging institute (Canadian Institutes of Health Research) and the Windsor-Essex County Health Unit.