

Open seminar

# Communicating for Social Change

- Lessons learnt from public health

Fiolstræde 4-6, 1. floor, Copenhagen

4 May 2010, 9:00 - 15:30

## Programme

### Morning: Opening Lectures

- 9.00 Welcome by Glocal NOMAD and ADRA
- 9.20 Pushing the Boundaries of Health Communication: Trends and Challenges  
Rafael Obregon, Associate Professor, Ohio University, USA.
- 10.15 Body Politics: A Rights Perspective on Health and Health Communication  
Johanna Stenersen, PhD Student, Orebro University.
- 11.00 Coffee Break
- 11.30 Health Communication: from individual behaviour change to civil society development and participatory governance  
Thomas Tufte, Professor, Roskilde University.

12.15 Lunch

### Afternoon: Presentations of innovative health communication experiences

- 13.15 ICT4MPOWER: Empowering rural healthcare workers in Uganda  
Cecilia Strand, Project Co-ordinator, SPIDER.
- 13.45 The Voice of Mpemba  
Lise Grauenkær, Mette Grøndahl Hansen, Stine Kromann-Larsen.
- 14.15 Poster session
- 14.45 Wrap up session

