



Workshop Health Communication

JANUARY 22 – 23 | 2013 | IBMC•INEB ASSOCIATE LABORATORY

PROGRAMME

TUESDAY – JANUARY 22nd:

09:30 – 10:00 – Course Presentation
10:00 – 12:30 – Introduction to Health Communication
12:30 – 14:00 – Lunch (not included)
14:00 – 16:30 – Health Communication Planning
16:30 – 17:30 – Group Activity
17:30 – 18:00 – Review

WEDNESDAY – JANUARY 23rd:

09:30 – 11:00 – Developing and Testing Materials
11:00 – 12:30 – Implementing and Evaluating Health Communication Programs
12:30 – 14:00 – Lunch (not included)
14:00 – 15:30 – Individual x Collective in the Field of Health

15:30 – 16:30 – New Technologies and Health Communication
16:30 – 17:30 – Final Activity
17:30 – 18:00 – Closure

The workshop leader, **Fábio Gouveia**, PhD (Education, Management and Diffusion in Biosciences), works in **Science and Health Communication at the Fundação Oswaldo Cruz** (Rio de Janeiro, Brasil).

The workshop is limited to 15 participants. Registration is free but mandatory (please, send an e-mail to biosense@ibmc.up.pt until 18.01.2013).
For any question or doubt, please send an e-mail to biosense@ibmc.up.pt

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