

WORKSHOP AGENDA

Day 1: Science Communication Strategies

Time		Session
15 mins	9:00-9:15am	Participant Arrival & Check-in
5 mins	9:15-9:20	Welcoming Remarks <i>TBD, Corus International</i>
30 mins	9:20-9:50	Introductions Energizer
15 mins	9:50-10:05	Opening Remarks Setting the Scene: Why do global health researchers need to be effective science communicators? <i>Dr. Keith Martin, Executive Director, CUGH</i>
15 mins	10:05-10:20	Break
70 mins	10:20-11:30	Panel From Evidence to Influence: Insights on effective communication skills and evidence-informed communication strategies
60 mins	11:30-12:30pm	Lunch
75 mins	12:30-1:45	Small Group Round 1 Foundational Learning <i>Storytelling & Persuasive Communications</i> <i>Engaging with the Media</i>
15 mins	1:45-2:00	Break
75 mins	2:00-3:15	Small Group Round 2 Foundational Learning <i>Storytelling & Persuasive Communications</i> <i>Engaging with the Media</i>
30 mins	3:15-3:45	Day 1 Summary & Participant Feedback

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Day 2: Identifying & Addressing Mis/Disinformation

Time		Session
15 mins	9:00 - 9:15am	Welcome / Opening
75 mins	9:15 - 10:30	Panel Misinformation and disinformation in global health: How does it get produced, amplified, and legitimised?
<i>15 mins</i>	<i>10:30 - 10:45</i>	<i>Break</i>
90 mins	10:45 - 12:15pm	Small Group Round 1 Applied Learning • <i>Storytelling & Persuasive Communications</i> • <i>Engaging with the Media</i>
<i>60 mins</i>	<i>12:15 - 1:15</i>	<i>Lunch</i>
90 mins	1:15 - 2:45	Small Group Round 2 Applied Learning • <i>Storytelling & Persuasive Communications</i> • <i>Engaging with the Media</i>
<i>15 mins</i>	<i>2:45 - 3:00</i>	<i>Break</i>
45 mins	3:00 - 3:45	Day 2 Summary, Closing Remarks & Participant Evaluations