

# Advances in Health Communication



**Workshop**  
Participants learn to: think strategically to design effective Communication programs, follow the "P" Process, use Multi-Media, improve Interpersonal Communication, apply State-of-Art Communication approaches, and strengthen Community Mobilization.

**December 13<sup>th</sup>  
-17th 2009  
Alexandria  
Egypt**

**Azur Hotel**

[www.azuregypt.com](http://www.azuregypt.com)

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## Advances in Strategic Health Communication *Special Focus on Family Health* Alexandria – Egypt, December 13 – 17, 2009

International communication experts will guide participants in exploring the elements of effective behavior change communication and advocacy programs to create more competent and health literate societies, with special attention on the Family Health approach, which will focus on the role of communication in FP, MCH, Healthy lifestyle, and combating infectious disease especially in pandemic situations. Participants will be trained on SCOPE computer program to develop communication strategies.

In this unique course, participants will have the opportunity to benefit from the knowledge and experience of their peers, regional experts and trainers, and the extensive resources of both the Johns Hopkins University Center for Communication Programs and the Communication for Healthy Living (CHL) project in Cairo. Case studies from the Arab region and specifically Egypt will further enhance the learning.

*The Johns Hopkins University Bloomberg School of Public Health/Center for Communication Programs (JHU/CCP) (<http://www.jhuccp.org/about/>) is a key agency of the School of Public Health, established to advance the field of behavior change communication and to implement strategic communication programs worldwide. JHU/CCP has a staff of close to 450, and is conducting large-scale programs in more than 30 countries throughout the world, including Egypt. JHU/CCP envisions a world, in which **communication saves lives, improves health and enhances well-being.***

### Who should attend?

- Decision Makers
- Program managers
- Communication specialists
- Communication program officers
- Public awareness representatives from NGOs and development organizations
- Public relations, journalist, media and marketing professionals
- Health educators
- Program officers
- Donor agency field staff

