



COMMUNICATION - DIGITAL HEALTH COMMUNICATION (DIGICOM)

DATES : FROM JUNE 13 AM TO JUNE 14 PM (12 HOURS)

OBJECTIVES

- To learn the basics of digital health communication
- To learn how to write a clear and informative medical scientific text and how to structure papers and reports for the digital environment
- To understand the wide range of techniques for disseminating health research results
- To understand the issues of communication in health public policy

COURSE FEES

Individual : 300 Euros
Institution : 600 Euros

INSTRUCTORS

Ilaria MONTAGNI (DIRECTOR OF STUDIES)
Will STAHL-TIMMING
Lise MONNERAUD
Louis Rachid SALMI

LOCATION

University of Bordeaux

MODULE PROGRAM

- What is health communication? From theory to practice
- Good medical scientific writing online
- Conceiving and implementing a digital health communication strategy
- Data visualisation and infographics
- Digital health communication Workshops
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REQUIREMENTS

Advanced level in English. Familiarity with social media and Web 2.0 environment. Advanced writing skills.

SUGGESTED READING LIST

1. Schiavo R. Health communication: From theory to practice. John Wiley & Sons; 2013.
2. Guzzetti, B. (Ed.). (2015). Handbook of research on the societal impact of digital media. IGI Global. Hayden JA, et al. Assessing Bias in Studies of Prognostic Factors. Ann Intern Med 2013;158:280-286.
3. Black A, Luna P and Lund O (2017). Information Design: Research and Practice. New York, USA: Taylor & Francis.
4. Salmi LR. Lecture critique et communication médicale scientifique. Comment lire, présenter, rédiger et publier une étude clinique ou épidémiologique. 3ème édition. Issy-les-Moulineaux (France): Elsevier-Masson; 2012. 354 p.