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Susanne Suggs, Prof. Dr. L., PhD, MS, CHES, Associate Professor of Social Marketing, Institute for Public Communication, Università della Svizzera italiana, Lugano

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Effectively Communicating Health Promotion Program Results using New Media

Inhalt

Program evaluation is a cornerstone of public health and health promotion programs; providing understanding about the extent to which public health programs work, how they work and how they do not. The results of evaluations must be effectively communicated to a variety of stakeholders. This includes not only what has been found, but also how findings were established and what the results mean to the lives of people. There are numerous dissemination channels to choose from including traditional and new outlets. This talk will focus on how new media can be used to effectively communicate evaluation findings and how to select the most appropriate new media for communicating the outcomes of health promotion programs.