Health Communication

Communication is central to public health. Whether this is via public health campaigns or between medical professionals and patients, effective communication can play an influential role in enhancing health. It nevertheless represents a complex process where consideration must be given to the channels of communication, the nature of the message, and how that message can become altered between the source and the receiver. The twenty-first century has witnessed an unprecedented growth in the opportunities and media through which to communicate. But is it being done well or as effectively as it could be?

This seminar will consider health communication strategies from a variety of perspectives and national contexts. The expert panel will analyse health promotion strategies, doctor-patient communications, and discuss the role of communication in helping to achieve Universal Health Coverage. The seminar aims to strengthen health communication by providing a platform to enhance discussion, exchange knowledge and share experiences.

For more information, please contact: cghh@york.ac.uk