

Reply Slip

I would like to participate in the 2nd Short Course
on Developing Skills in Communicating Health
and Nutrition Messages Using the Social
Media

14-16 May 2014

Name: _____
Last Name First Name M.I.

Designation: _____

Institution: _____

Address: _____

Telephone No.: _____

Mobile No.: _____

Fax No.: _____

E-mail Address: _____

Name to appear in ID: _____

Please cut this portion and mail or fax back
to us including the deposit slip at:
(+632) 525-5858
or e-mail at cphnutrition_dept@yahoo.com

Submit completed form on or before
April 11, 2014 to avail of the
PhP 7,000.00 discounted course fee
(Regular course fee is PhP 7,500.00)

Payments should be deposited at:
UP-CPH FOUNDATION, INC.
BPI—Taft Ave.
Account No.: 3061-0738-67
TIN # 002684075-000

Course Coordinator:
Ma. Socorro E. Ignacio, RND, DrPH

Technical Coordinator:
Prof. Marvin Ignacio

Collaborating Offices:
Department of Health Promotion and Education

Course Duration: 3 days
When: 14-16, May 2014

Course Fee: PhP 7,500.00

Course requirements

- Participants should be computer savvy or computer literate
- Each participant should bring her/his own laptop/netbook
- Each participant should bring health and nutrition situational analysis and communication challenges that the organization wishes to address

Registration fee includes:

- All training course materials
- Lunch and two snacks (3 days)

For further inquiries , please contact:

Dr. Ma. Socorro E. Ignacio or
Mr. Rowel C. Malimban

Telefax. No: (+632) 525-5858
E-mail: cphnutrition_dept@yahoo.com



Department of Nutrition
College of Public Health
University of the Philippines Manila

SEAMEO Tropmed Regional Center for Public Health, Hospital
Administration, Environmental and Occupational Health



**2nd Course on Developing Skills
in Communicating Health and
Nutrition Messages Using the
Social Media**

14-16 May 2014
Press Room Annex II Building. CPH

Rationale

“We are our choices”. Wise choices are made through effective information, education and behavior change communication (IEBCC). With the limited resources to develop, pretest and mass produce health and nutrition materials targeting the at-risk groups, using social media as the venue to educate these groups is one option. Social media i.e. facebook, twitter, etc can be used to propagate messages that would promote behavior change-influence buying behavior, encourage intelligent selection of options that would improve health and nutritional status. Social media can likewise be used to elicit opinion and feedback from various groups of individuals who have been recipients of health and nutrition services. It can be used by program managers to update supervisees on new treatment protocol and management. It can also be used to communicate issues and concerns requiring immediate attention of policy and decision-makers for timely legislative response and action. It can also be used by educators for blended learning.

Jim Pinkerton said in 2006 of the future of mass media, "Every country with ambitions on the international stage will soon have its own state-supported media." The internet is now the major source of information. Globally, mobile phone ownership has reached 12.4M. In developing countries, even the homeless and informal settlers have access to mobile phones and social networks. In the Philippines, the “Pisonet” (1 peso per 5 minutes) is gaining popularity in poor urban slums in the metropolis. Adults and school children are hooked to Pisonet for information that responds to their queries and interactive activities for entertainment. Disseminating health and nutrition messages through the different mainstream media at the national and sub-national levels, therefore, offer endless opportunities that can empower community partners through improved knowledge and practices. Many studies have shown that continues exposure and increased access to correct information have more lasting and multiplier effects among the recipients of the message. Such information can even be handed down from one generation to another.

Social Media has a “many-to-many” aspect instead of conventional media’s “one-to-many”. One of its advantages is that it offers real-time communication and people can consume information instantly and also have an easily accessible place to voice their input or inquiries.

Inspired by what Leo Laporte, founder of the TWiT network of podcasts, had said "there will always be a need for storytellers, people who dig up facts and explain them". This course is designed to produce more “storytellers” of evidence-based health and nutrition information using the mainstream media now considered as most cost-effective, efficient and environment friendly (i.e paperless strategy) approach. This course is designed for program & communication managers, health educators, teachers, behavior change communication specialists, social marketers managers, scientists and information officers in health, nutrition and allied professions in public and private sectors.

Course Objectives

At the end of the three-day course, the participants will be able to:

1. Discuss the basic principles and strategies of mass media strategies anchored on cognitive and behavior change theories
2. Formulate communication objectives and topic guide.
3. Develop/write the message for specific recipients
4. Post/ upload the message in website or personal webpage

Course Content

Day 1- Technical Presentations

1. Overview of Health and Nutrition Problems in the Philippines and status of Millennium Development Goals
 - a. Health and Nutrition Situationer & MDG Status: Communication Challenges
 - b. Plenary Discussion: Participants to share health and nutrition communication program challenges in their organization
2. Overview of Cognitive and Behavior Theories
 - a. Cognitive and Behavior Theories for Mass Media
 - b. Review of different case studies on the impact of social media on health and nutrition
3. Development of Communication Objectives and Topic Guide
 - a. Individual or group work : Communication objectives setting and topic guide development
 - b. Review, refinement and finalization of topic guide
4. Formulation of message (for newsletter, podcast or video)

Day 2- Design and Development of Messages

1. Overview of Social Networking
 - a. Social Networking Platforms: how they work together (Facebook, Twitter, YouTube)
 - b. Blogging
 - c. Building an online audience using the right content
 - d. Podcasts
2. Creating a channel for online content

Day 3- Hands-on Sessions

1. Creation of an online page: Facebook page or Blog site
2. Posting text articles and other multimedia
3. Creating a simple video
4. Posting multimedia on Twitter and on Facebook
5. Integration of message into social networks
6. Configuring posts to be automatically posted on Facebook and Twitter
7. Linking articles on Social Networking Sites