



ISNTD Festival 2017 Programme

Barbican Centre London

February 23rd 2017

8.30 // Registration and networking breakfast reception

9.00 // Welcome from the ISNTD

Keynote address: Pr. David Molyneux – the NTD “brand”

9.20 // Session 1: Communicating complex global health challenges: concrete creative examples from the field

- Claudia Cecalupo (Merck) - Industry's Contribution to Corporate Responsibility & Global Health
- James Porter (END Fund) -The Power of Film: From Funding to Advocacy
- Lois Aspinall (BBC Media Action) - BBC Media Action: health communication highlights
- Matthew Warren (Oxitec) - Genetically Engineered Mosquitoes and Community Engagement
- Jaya Banerji (Medicines for Malaria Ventures) - Pink for Science: Creativity in Malaria and Science Communications
- Karen Batoosingh (Sanofi Pasteur) - Dengue vaccine: The challenges of pioneering a new model for timely access to new vaccines in emerging countries'
- Thoko Pooley (Uniting to Combat NTDs) / Julie Jacobson (Bill & Melinda Gates Foundation)

Panel discussion: How creative industries impact NTD control programmes (advocacy, behaviour change, funding, awareness, stigma, medical training, public information)

- Chair: Andrew Jack (Financial Times)

11.15 // Coffee break

11.45 // Session 2: Data & mobile creativity

- Edward Thomsen (Liverpool School of Tropical Medicine) - Games to address challenges in tropical health
- Frédéric Lohr (Mission Rabies) - Rabies App
- Alfons Renz (University of Tubingen) - How cattle protect from river-blindness: onchocercoses in Cameroon & communicating between research & community
- Ignacio Willats (HackScience) - Accelerating Research with Internet of Things
- Nicholas Brooke (Break Dengue) - Actionable data, crowd surveillance and mobilisation

Awards categories – mass media campaign (TV, radio, internet); film/documentary/short clip; photo; theatre; gaming; comics

13.15 // Lunch

14.00 // Session 3 - From Science to Masterpiece: production strategies

- Johannes Waltz (Global Schistosomiasis Alliance) - The biggest killer you've probably never heard of: the challenges to communicate schistosomiasis
- James Arkinstall (Drugs for Neglected Diseases Initiative, DNDi) - Fundraising campaign with the Huffington Post
- David Urry & Duncan Gregory (Natural History Museum London) - Science Engagement at the Natural History Museum
- Jonas Stockfleth (FilmYard) - Virtual Reality (VR) 360° Filming & Impact to Fundraising Campaigns
- Alex Dower (Creating Freedom) - 'Theatre of Joy' - the power of imagination in personal & social change and communication

15.15 // Coffee break in the Tropical Garden

15.45 // Session 4: Monitoring & Evaluation: lessons learned and the road ahead

- Georgia Arnold (MTV Staying Alive Foundation) - MTV SHUGA: a case-study in how to use media to impact behaviour
- Katharine Jones & Hannah Mudge (The Leprosy Mission England & Wales) - 'Speak up and Judge fairly'- How communication and advocacy works to support people affected by leprosy to have a voice
- Roy Head (Development Media International)
- ayne Hailu (END Fund) - Zimbabwe SMS Campaign - Mobilizing Communities Through Mobile and Social Media
- John Gibb - Unfinished business: Financing and Governance

Panel discussion

17.15 // Concluding remarks