

# ISNTD Festival 2018

## Programme



9.00	<b>WELCOME &amp; OPENING ADDRESS</b>	
	<ul style="list-style-type: none"> <li>• Kamran Rafiq &amp; Marianne Comparat (ISNTD)</li> <li>• Imran Khan (Wellcome Trust): Science and society; what's the connection?</li> </ul>	
9.15	<b>SESSION 1: CREATIVE STRATEGIES FOR PATIENT ENGAGEMENT / CENTRICITY</b>	
	<ul style="list-style-type: none"> <li>• Richard Ashdown (McCann Global Health) Dedicated to using commercial marketing and communications expertise to drive demand for health</li> <li>• Ruth Persian (The Behavioural Insights Team) The impact of virtually observed treatment on TB medication adherence</li> <li>• Annie Wilkinson (Institute of Development Studies) The Ebola Response Anthropology Platform: communications platforms to tackle public health crises</li> <li>• Margaret Olele (American Business Council) The increasing importance of data in building the link between grassroots and policy makers</li> </ul>	
10.20	PANEL 1 – Chaired by Kasia Hein-Peters (VP, Global Marketing and Communication, Terumo BCT)	
10.45	Coffee	
11.10	<b>Session 2: COMMUNICATION CHALLENGES &amp; GLOBAL HEALTH</b>	
	<ul style="list-style-type: none"> <li>• Alan Tennenberg (Chief Medical Officer, Johnson &amp; Johnson) The communication challenges of pandemics and outbreak preparedness</li> <li>• Juan Hindo (IBM Corporate Citizenship) Creating empathy and engagement through multi-directional scientific “engaged communication”</li> <li>• Richard Allan (The MENTOR Initiative) Communication and Capacity Building for Tropical Disease Control in Humanitarian Crises</li> <li>• Bumpei Tamamura (GHIT Fund) Building a Brand and Trust from Zero</li> <li>• Claude Oeuvray (Merck Global Health Institute) How to engage an organization in the fight against malaria</li> <li>• Ann-Marie Sevcsik (UBS Optimus Foundation) Giving communities a voice through smart philanthropy</li> </ul>	
12.25	<b>PANEL 2</b>	
12.50	<b>ISNTD Festival AWARDS</b>	
13.00	LUNCH	
13.50	<b>Session 2: FROM SCIENCE TO PEOPLE: PROJECTS, TOOLS &amp; PRODUCTION STRATEGIES</b>	
	<p><b>CREATIVITY, SCIENCE &amp; PUBLIC HEALTH MESSAGING</b></p> <ul style="list-style-type: none"> <li>• Suzanne Duce (University of Dundee) Symbiosis Sci-Art, Dundee: the synthesis of art and scientific research</li> <li>• Marybeth Dawson (Emerson College) Designing game-based WASH curricula for children: how a trickster spider and boy with super strength brought our transmedia program to life</li> <li>• Darren Gray (Australia National University) The Magic Glasses: a cartoon video to address Soil-Transmitted Helminths and WASH</li> <li>• Alex Kumar Global Health Stories: reporting from the field</li> </ul>	<p><b>COMMUNITIES &amp; DATA</b></p> <ul style="list-style-type: none"> <li>• Aaron Hoyles (Break Dengue) Thinking globally, acting locally: a data+people solution to the dengue problem</li> <li>• Ali Floyd (University of Dundee) The Centre for the Arts Infecting Research</li> <li>• Andrew Wyborn Joining the communication dots using a mobile application platform</li> <li>• Jonas Stockfleth (the FilmYard) Using Facebook data and advertising for good?</li> </ul>

WORKSHOPS A					
14.50	<b>Mobile Gaming</b> Charlotte Hemingway, Serious Gaming Unit, Liverpool School of Tropical Medicine	<b>Writing for Impact</b> Zoe Mullan, Editor, The Lancet Global Health	<b>The Role of Comedy in Public Health Messaging</b> Rachel Cole-Wilkin	<b>The value of video from the field to motivate policy-makers to make evidence-based healthcare policy changes</b> Jamie Guth, Global Health Connections	
WORKSHOPS B					
15.35	<b>Story shifter, big data and story-telling for the social good</b> Lisa Russell, Film Director	<b>Open science techniques for resilient and autonomous ecosystems of care</b> Anique Yael Vered, Research Coordinator, Edgeryders	<b>Theatre: a compelling tool for complex global health and behavioural interventions</b> Alex Dower, Acting for Health	<b>Resistance101 &amp; ResistanceSim: Gaming to understand insecticide resistance in vector control</b> Kirsten Duda, Liverpool School of Tropical Medicine	<b>Open tools for Electronic Data Collection in global health</b> Dr. Chrissy Roberts, London School of Hygiene & Tropical Medicine
16.20	Coffee				
16.50	Session 4: <b>LESSONS LEARNED &amp; THE ROAD AHEAD</b>				
	<ul style="list-style-type: none"> <li>• Lisa Russell (Film Director) Responsible storytelling: changing the narrative of global health</li> <li>• Pamela Bongkiyung (Liverpool School of Tropical Medicine) The Changing Landscape of Communicating Science: Little Tips &amp; Tricks in Dismantling Big Scientific Concepts</li> <li>• Thomas Davies (Uniting to Combat NTDs) Designing effective communications for the needs of your audience</li> <li>• Jamie Guth (Global Health Connections) The post-truth era in global health and what communications professionals need to do</li> </ul>				
18.00	Concluding remarks and drinks!				