

SYNOPSIS

This is a 2 day-module conducted by a multidisciplinary team of four researchers (public health, information and communication sciences, data graphic design, political science). You will learn the basics of digital health communication: how to communicate health research in the digital environment using various digital tools. From online scientific publication to data visualization and digital storytelling, you will acquire in-depth knowledge on existing opportunities to disseminate your scientific work. **You will work on your own manuscripts and data and have personalized feedback from the teaching team.** Through practical workshops you will understand how your research work can impact health policy-making and, more broadly, public health.

Logistics: Bring your laptop as well as the draft of your manuscript(s) with data table(s). Maximum 20 participants.

FULL PROGRAM

DAY 1 (Salle Pous)

- 09:00-9:45 **How to communicate health research in the digital environment? Presentation of the two day module** (Ilaria Montagni)
- 9:45-11:00 **The process of online scientific publication: choosing the appropriate support and meeting editors' expectations** (Rachid Salmi)
- 11:00-12:30 **Workshop 1 - Choosing the online journal for your article and writing the cover letter** (Rachid Salmi, Will Stahl Timmins, Ilaria Montagni)
- 13:30-15:00 **Structuring, outlining and writing a manuscript: tips on scientific style and practical tools** (Rachid Salmi)
- 15:00-17:00 **Workshop 2 - Selecting the key messages and appropriate format and structure** (Rachid Salmi, Will Stahl Timmins, Ilaria Montagni)

DAY 2 (Amphi Louis & Salle Pous)

- 09:00-10:30 **Disseminating research through the web (social networks, academic platforms, digital media, press releases, podcasts...)** (Ilaria Montagni)
- 10:30-12:00 **Communicating on health: theoretical insights about how it works in public policy** (Lise Monneraud)
- 12:00-12:30 **Workshop 3 - Drafting a health research digital communication plan** (Ilaria Montagni, Lise Monneraud)
- 13:30-14:30 **Data visualisation and infographics: existing tools and software and instructing designers** (Will Stahl-Timmins)
- 14:30-16:30 **Workshop 4 - Visualising your data** (Will Stahl-Timmins, Ilaria Montagni)
- 16:30-17:00 **Wrap-up and conclusions** (Ilaria Montagni)

THE TEACHING TEAM



Ilaria MONTAGNI – PhD
Researcher & Pedagogical Engineer

Ilaria Montagni graduated in *Communication Theories* and received a European Doctorate in *Psychological and Psychiatric Sciences*. Her current research projects are in the area of *Digital Health Communication* (digital health literacy, digital mental health communication). She is the coordinator of three teaching units on *Health Communication* at the University of Bordeaux.



Louis Rachid SALMI – STAHL

MD (Lyon, France), PhD (Paris, France), trained in epidemiology, biostatistics and community medicine in Canada (McGill University and Montreal General Hospital) and at the Division of Injury Epidemiology and Control at the Centers for Disease Control (Atlanta, USA). Former head of the School of Public Health of Bordeaux. His research interests cover development and application of epidemiological methods to the prevention of adverse events (including road safety and health care-related), and evaluation of screening strategies.



Lise MONNERAUD – PhD
Project Manager

Lise Monneraud is a PhD in Political Science, specialized in health public policy. Her current research deals with a sociological approach of chronic disease, more specifically the experience of the disease. She is also a project manager at the University of Bordeaux, in charge of the development and implementation of research programs within the framework of the Initiative of excellence of the University of Bordeaux (IdEx Bordeaux).



Will Stahl-Timmins – PhD
Interactive Data Graphics Designer

Will Stahl-Timmins is Data Graphics Designer at The British Medical Journal, where he translates complex, detailed scientific data into equally complex and detailed visualisations that look rather more interesting and engaging. His background is in graphic design, but he also holds a PhD from Exeter Medical School.