

ABOUT THE PROGRAMME

FDP BACKGROUND AND OBJECTIVES

Health communication is integral to the effective public health response to the continuing threat posed by communicable and non communicable diseases in all parts of the world. Public health practitioners, programme managers and policymakers need to be aware of what is known about the strengths, weaknesses and costs of health communication interventions aimed at the prevention and control of communicable and non communicable diseases so that impacts can be enhanced and opportunities maximised for strengthening evidence-informed action. Paradoxically, the discipline remains misunderstood and underutilized. Communication is too often neglected and only incorporated into public health programmes as an afterthought.

A wide variety of professionals are involved, to varying extents, in health communication, but there is a lack of clarity and little consistency about where the responsibility for health communication lies. There is a need for a coherent and coordinated approach to build on the expertise, knowledge and evidence that currently exists to enhance health communication to improve health and reduce health inequalities. The development and maintenance of an online platform for disseminating relevant resources and materials would support the advancement of a quality strategy for the promotion of health communication.

The proposed programme shall empower the young and mid-career professionals to enhance their knowledge about health communication and its importance in the domain of public health.

THEMATIC FOCUS AREAS OF THE FDP :

1. Communication in Healthcare
2. Innovative ways of evaluating the impact of public health communications
3. Interventions to address health communication
4. Health & Health Information Technology
5. Gender, Culture & Health Communication
6. International & Global Health Communication
7. Health Communication for Communicable Diseases

FDP ORGANIZERS :

Prof. N U Khan, Dean, Faculty of Social Sciences, JMI, New Delhi, India
Prof. Bruce H. Alexander, Head Division of Environmental Health Sciences, School of Public Health, University of Minnesota, Minneapolis, USA
Dr. Sigamani Panneer, Department of Social Work, Central University of Tamil Nadu, India
Dr. Rashmi Jain, Department of Social Work, JMI, New Delhi
Dr. Sarika Tomar, Department of Social Work, JMI, New Delhi

FDP TRAINERS:

1. Prof. Bruce H. Alexander, Division of Environmental Health Sciences, School of Public Health, University of Minnesota, Minneapolis, USA
2. Dr. Patricia Mc Govern, School of Public Health, University of Minnesota, Minneapolis, USA
3. Dr. Betsy Wattenberg, School of Public Health, University of Minnesota, Minneapolis, USA
4. Prof. N U Khan, Dean Faculty of Social Sciences, JMI, New Delhi, India
5. Dr. Sigamani Panneer, Department of Social Work, Central University of Tamil Nadu, India
6. Dr. Rashmi Jain, Department of Social Work, Jamia Millia Islamia

OBJECTIVES OF THE FDP:

1. To be able to understand Research in Public Health Communication.
2. To be able to apply the science and principles of risk communication to public health challenges.
3. To be able to Practice communication skills for translating science to public health stakeholders including the general public, policy makers and inter-professional audiences.

TENTATIVE PLAN FOR THREE DAYS :

The three day programme shall begin with the first day being devoted to research in Public health, discussion on mixed methods research and Ethical issues in Research. The next two days shall focus on Public health Communication & Risk Communication.

FDP REGISTRATION FEE:

| Delegates Classification | Indian Delegates (INR) | | | Foreign/NRI Delegates US \$ |
|------------------------------|------------------------|-------------------------------------|-------|-----------------------------|
| | Registration | Accommodation on Twin Sharing basis | | |
| Students & Research Scholars | 1500 | 4000 | 5500 | 250 |
| Faculty | 2000 | 4000 | 6000 | 300 |
| NGOs/ Corporates | 5000 | 5000 | 10000 | 400 |

Registration fees include the cost of the programme kit, tea/coffee, and lunch for the programme periods. Delegate from outside the NCR can make their own staying arrangements if they so desire, and our organizing team will facilitate them in the process. The programme fees should be sent via a Demand Draft in favour of Registrar, Jamia Millia Islamia, payable at New Delhi OR NEFT/RTGS on the account details given below.

| | |
|------------------------------------|---------------------------------------------------------------------------|
| Institute Name | JAMIA MILLIA ISLAMIA |
| Name of the Account Holder | Registrar, Jamia Millia Islamia |
| Complete Address | Jamia Millia Islamia Maulana Mohd. Ali Jauhar Marg New Delhi-110025 |
| BANK ACCOUNT DETAILS | |
| Branch Name | Indian Bank |
| Branch Name with Complete Address | Jamia Millia Islamia Maulana Mohd Ali Jauhar Marg New Delhi-110025 |
| Branch Code | 01622 |
| Telephone No. | 011-26985869 |
| Whether the Branch is Computerised | Yes |
| IFSC Code | IDIB000J029 |
| MICR Code | 110-019-041 |
| Swift Code | IDIBINBBSY/IDIBINBBMAS |
| Complete Bank Account No. | Earmarked Account-443259891 |
| Zone | Delhi |
| DISTRICT | New Delhi |
| STATE | Delhi |

LAST DATE FOR REGISTRATION IS 14TH DEC. 2018

FDP Registration Form along with demand draft/receipt of Electronic transfer should be sent at following address:

Prof. N U Khan
Dean, Faculty of Social Sciences
Jamia Millia Islamia (A Central University)
Maulana Mohammad Ali Jauhar Marg,
New Delhi-110 025

ABOUT THE ORGANISERS :

A. Jamia Millia Islamia and the Department of Social Work, New Delhi, India Jamia Millia Islamia (JMI) is one of the premier universities of national importance. It came into existence at Aligarh in 1920 during the Khilafat and Non-Cooperation Movement in response to Gandhiji's call to boycott government supported educational institutions. JMI derives its name from Urdu language in which Jamia means University and Millia means National. Today, JMI is an ensemble of a multi layered educational system which covers all aspects of schooling, under-graduate, post-graduate and doctoral level education. JMI is now 98 years old. It has Nine Faculties: Natural Sciences, Social Sciences, Engineering & Technology, Education, Humanities & Languages, Architecture & Ekistics, Fine Arts, Law and Dentistry; it has more than 27 Centres for Research and Excellence which

A. Department of Social Work, Jamia Millia Islamia, New Delhi, India is one of the premier universities of national importance. It came into existence at Aligarh in 1920 during the Khilafat and Non-Cooperation Movement in response to Gandhiji's call to boycott government supported educational institutions. JMI derives its name from Urdu language in which Jamia means University and Millia means National. Today, JMI is an ensemble of a multi layered educational system which covers all aspects of schooling, undergraduate, post-graduate and doctoral level education. JMI is now 98 years old. It has Nine Faculties: Natural Sciences, Social Sciences, Engineering & Technology, Education, Humanities & Languages, Architecture & Ekistics, Fine Arts, Law and Dentistry; it has more than 27 Centres for Research and Excellence which includes among others Mass Communication Research Centre, Centre for Peace and Conflict Resolution, Centre for Comparative Religions and Civilizations, Centre for Dalit and Minorities Studies, Centre for Nanosciences and Nanotechnology etc. JMI has also started several interdisciplinary research centres that have given an edge to it in terms of critical research in various areas (for details please visit <http://www.jmi.nic.in>). The Department of Social Work, JMI is one of the pioneering and top five professional human services training institutions in India. The department which was established in 1967 has continuously responded to the societal and corporate needs of developing trained human resources. The department offers two years full time Post Graduate professional programs in Human Resource Management and Social Work with specialization in Social Development and Social Welfare. Besides this the Department provides Doctoral program in Social Work and Human Resource Management a post graduate diploma in Public Health. The department has been associated with several National and International organisation including corporate houses, NGOs, Public sector and autonomous organisations, various ministries of the government, different consultancy organisations and reputed academic institutions. In recognition of the services rendered by the Department, University Grants Commission (UGC) has elevated the Department to the status of Centre for Advanced Studies (CAS) w. e. f. April 2010.

C. Central University of Tamil Nadu

The Central University of Tamil Nadu is set in Thiruvavur, a region of cultural and historical significance. The University functions with quality infrastructure facilities in two campuses set in a serene atmosphere in the Neelakudi and Nagakudi villages in the Cauvery delta region. In spite of the recent origin and a humble beginning with a single course and few students, the University has established itself as an acclaimed centre of excellence in different streams of education within the last two few years, attracting students from far and wide. The University offers Postgraduate, Integrated MSc and Doctoral Programmes in various subjects through the Schools of Social Sciences & Humanities, Basic & Applied Sciences, Mathematics & Computer Sciences, Behavioural sciences, Commerce and Business Management, Communication, Education & Training, Technology, Performing Arts & Fine Arts and School of Earth sciences. The University atmosphere offers a creative and multicultural learning atmosphere for the students with dynamic curricular and extracurricular activities. The University also opens up space for expert learning through collaboration with State and National level institutions of academic excellence. The University

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**INTERNATIONAL FACULTY
DEVELOPMENT PROGRAMME
on
Public Health Communication**

(Under the Indo-US 21st Century Knowledge Initiatives Project)

PROGRAMME VENUE

Jamia Millia Islamia
(A Central University)
New Delhi, India



DATE & DURATION OF THE FDP
14th -16th January, 2019 (3 days)

LAST DATE FOR REGISTRATION IS 14TH DEC. 2018

JOINTLY ORGANIZED BY

Department of Social Work (UGC Centre of Advanced Study),
Faculty of Social Sciences, Jamia Millia Islamia (A Central University),
New Delhi, India
School of Public Health, University of Minnesota
(Twin Cities Campus), Minneapolis, Minnesota, USA
&
Department of Social Work, School of Social Sciences & Humanities,
Central University of Tamil Nadu, Thiruvavur