



The learning atmosphere is lively, friendly, creative and focuses on specific learning needs. The learning process emphasizes the whole individual and "learning by doing". Participants learn from each other, from knowledgeable trainers, from the resources of the Johns Hopkins University, and from the worldwide experience of the Center for Communication Programs.

Workshop Participants Learn to:

- ▶ Apply key leadership principles in designing strategic health communication programs.
- ▶ Think strategically to design communication programs.
- ▶ Listen to the audience to develop participatory programs.
- ▶ Follow the P Process to build programs systematically.
- ▶ Enhance advocacy skills.
- ▶ Use multi-media for messages that lead to behavior change.
- ▶ Build institutional capabilities to develop self-sustaining programs.
- ▶ Manage health communication projects that respond to people's needs.
- ▶ Educate with entertainment to reach a broader audience.
- ▶ Improve interpersonal communication skills and face-to-face interactions.
- ▶ Strengthen community mobilization skills with grass roots communication.
- ▶ Emphasize informed choice in client-centered counseling and materials.
- ▶ Develop a complete communication program with SCOPE, an interactive computer tool.
- ▶ Attract corporate and media support to leverage communication program costs.
- ▶ Evaluate communication programs to improve future performance.

The Center for Communication Programs presents the 20th Baltimore Advances in Health Communication and Advocacy Workshop in a completely redesigned curriculum with a new course title --- Leadership in Strategic Health Communication: Making A Difference in Infectious Diseases, HIV/AIDS and Reproductive Health. The new curriculum and title responds to changing health needs around the world and provides for a more need based course content. The course has expanded its modular structure to allow specialization through "multi-track" sessions on three core areas: Infectious diseases with special attention to tuberculosis and malaria, HIV/AIDS and reproductive health. The newly redesigned course now incorporates some of the latest thinking on leadership development and applies them to strategic health communication planning.

Guided by international communication and health experts, participants explore the elements of effective behavior development communication and advocacy programs to create more competent and health literate societies. The core communication curriculum has been enhanced with state of the art knowledge and supplemented by three specialized tracks on current health issues and trends. Public health experts who are leaders in their respective fields will facilitate multi-track sessions.

Admission to the workshop

Applications have to be received as early as possible due to changes in U.S. immigration regulations that govern the B1/B2 visa classification. All workshop participants who are not U.S. citizens or U.S. permanent residents and require a U.S. visa to enter the U.S. must apply for a J-1 Short Term Scholar Visa if their funding is from a US source (such as USAID, CDC, US based NGO, etc.). In this case, CCP can assist in the completion of the J-1 Non-Immigrant Status Visa application and will serve as the workshop sponsor in this capacity. However, participants must secure their own financial sponsorship. Although, we assist with the application process, we can not guarantee that a visa will be issued at any US Consulate office.

If the source of funding is not from a US institution, the participants may apply for a B1/B2 visa if they wish. The visa application process can take between 2-5 months please apply early so that there is sufficient time for processing and approval.

Participants must be fluent in written and spoken English. We strongly advise applicants to apply early due to the large number of applicants expected and a limited number of places. We require all participants live in the workshop venue and to attend all sessions without exception.

The workshop fee is now offered at a discounted rate of US \$5,450 if paid by March 16, 2007. The optional coaching phase fee is \$400.00. Fees paid after March 16, 2007 will be paid at the regular \$5,700 for the classroom phase and \$700.00 for the optional coaching phase. The fee includes trainer costs, background materials, supplies, in-workshop transportation, field trips, and certificate awards. The fee does not include application fee, visa application administrative fee, round-trip travel to Baltimore or living expenses. If you are interested in attending, we encourage you to seek funding support early to secure a place. Potential funding sources include:

- ▶ USAID country missions, United Nations agencies such as UNFPA, WHO, UNICEF
- ▶ International agencies working in reproductive health, HIV/AIDS, malaria, tuberculosis, and other infectious diseases
- ▶ National and local government agencies
- ▶ Private foundations and corporations

Applications will not be accepted after March 30, 2007.



The LSHC workshop integrates communication theory and experiential learning. The workshop features SCOPE WEB, an exciting, easy-to-learn, computer software program that guides participants through the steps of designing effective health communication and advocacy strategies.

Redesigned Curriculum

The four week format has been changed to three weeks of formal classroom learning followed by an optional one week of coaching with selected public health and communication experts. The coaching phase allows participants to consult with CCP and JHU staff regarding participants' workplans, project proposals, and current projects. The three-week classroom learning program uses SCOPE WEB, the web version of the highly acclaimed learning software SCOPE (Strategic Communication Planning and Evaluation). This version taps the power of the Internet to access valuable databases, photobanks, maps, charts and other web-based resources.

Workshop Accommodations

Participants will reside at a hotel that is within walking distance of a variety of services and public transportation. The participants' package will include a spacious room equipped with a king bed, a private bathroom, cable TV, coffee maker and free wireless data connections. There is a desk, iron, and ironing board in every room. The hotel also offers an outdoor pool, Fitness Center and restaurants on premises. Each participant will receive buffet breakfast, lunch, and a manager's reception serving snacks. Dinner is not included.

Participants must deposit 50% of the hotel room charge at least 60 days before the start of the workshop. Without a deposit, a room can not be guaranteed. Hotel Accommodations are **not** part of the tuition.

Cancellation Policy: Participants must cancel by April 27, 2007 to receive a full refund. After April 27, 2007 JHU will only refund 50% of the tuition cost and the hotel deposit is non-refundable.

Center for Communication Programs

The Center for Communication Programs reaches people in more than 100 countries to help them make important decisions about their health. The Center is part of the Johns Hopkins University's Bloomberg School of Public Health which is known internationally for its leadership and research in public health. The Center operates in more than 60 developing countries. The Health Communication Partnership (HCP) links five leading institutions together to accomplish its goal of strengthening public health in the developing world through strategic communication programs. As part of the INFO (Information and Knowledge for Optimal Health) Project, the Center publishes *Population Reports*, the authoritative review journal on family health topics, and maintains POPLINE, an international population database available on compact disc.

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Workshop June 4- June 22, 2007

An intensive learning opportunity
for decision-makers, administrators,
health educators, program officers,
and donor agency field staff.

The Johns Hopkins University
Bloomberg School of Public Health
Center for Communication Programs