

WHAT WORKS: Moving Your OHS Information to Action Utilizing Best Practices Of Digital Media

22nd – 24th of May 2018
Schaeffergarden, Copenhagen area, Denmark

ABOUT

This course focuses on optimizing communication strategies by discussing relevant and effective case studies that highlight the core elements of the communication continuum: reach-engagement-interventions and campaigns to move our audiences to action. Case Studies for dissemination and engagement will be selected from Facebook, Instagram, Twitter, Science Blogs, Google, Wikipedia, UK National Health Service, and the Center for Disease Control (CDC). In addition, case studies focusing on campaigns and interventions will be selected from several international entities (EU-OSHA, ISSA, Cochrane Libraries, EDC-Stockholm, and CDC) to illustrate techniques and highlight effective strategies of moving our information to action.

MAIN TOPICS

- Social media/marketing
- Wikipedia editing
- Reach and engagement measures
- Action and impact measures

COURSE LEADER

Max Lum
EdD, MPA
National Institute for Occupational Safety
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REGISTRATION

www.niva.org
Registration deadline: March 8th 2018

INFORMATION

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