



## Workshop 32 Health communication and Web 2.0: using the internet for social marketing, community development and behavioural change

Wednesday 26 August, 10.00 am – 3.30 pm Star Room, Level 6, IMAX Theatre Complex, Cockle Bay Wharf

### Introduction to the workshop

Online initiatives continue to gain prominence in health education and communication. In addition to the increased reach and targeting of online delivery, Web 2.0 offers the possibility of increased interactivity and user involvement. This presents both opportunities and challenges to those developing new online resources or seeking to adapt existing programs. This workshop will present delegates with current examples of online initiatives and encourage them to consider how they could use these approaches in their own work.

### Aims of the workshop

- ▶ To provide examples of how to develop online social marketing, community development and behavioural interventions
- ▶ To explore the importance of research and evaluation in the development of online resources and interventions
- ▶ To provide an opportunity for participants to consider the use of online initiatives in their work.

### Delegate profile: who should attend

This workshop has been designed for those who have an interest in online interactive social marketing, community development and behavioural interventions and evaluation of these. Employees of research centres, area health services and non-government agencies should apply.

### Cost

There is a registration fee of \$55 (including GST) per participant per workshop. Note: You may be eligible for funding to attend from the NSW Health Workforce Development Program (WDP). Check the guidelines for applying for a WDP grant in the *WDP Training Directory* or at [www.wdp.nsw.gov.au](http://www.wdp.nsw.gov.au)

### Registration

To register, please email Ann Whitelaw at [a.whitelaw@unsw.edu.au](mailto:a.whitelaw@unsw.edu.au). Please include in the email your name, job title, the name of your organisation, its postal address and your contact phone numbers (work and mobile).

Please note: There are strictly limited numbers and delegates will be selected on a first-come-first-served basis, given that they meet the requirements of the delegate profile above.

**Registrations are now open and close on Tuesday 18 August 2009.**

### Confirmed guest speakers

**Dr Philippe Adam** has been involved in HIV social research for almost 20 years. Previously Philippe was in charge of behavioural surveillance of men who have sex with men (MSM) in France and was among the first researchers to initiate large-scale online (cohort) studies as well as theory-driven interventions using new media and technologies. Philippe has been appointed at the National Centre in HIV Social Research (NCHSR) to support the development of online research and interventions in Australia.

**Dr Philippa Collin** is the Director of Programs and Research at the Inspire Foundation. She recently completed a PhD at the University of Sydney examining the relationship between youth participation policies, Information Communication Technology and youth political identity in Australia and the United Kingdom. Philippa has a strong commitment to improving policy, practice and research across the non-profit, community and government sectors.

**Professor Jan Copeland** is the Director of the National Cannabis Prevention and Information Centre at the University of New South Wales. Her research interests include evaluation of delivery models of brief interventions for the management of cannabis use disorder; measurement of treatment outcome; and interventions for ecstasy-related problems.

**Professor John de Wit** is Director of the NCHSR. His involvement in social research in HIV and sexual health spans two decades. Most of his work is concerned with promoting a theory-based understanding of sexual behaviours and interventions to promote behaviour change.

**Tim Duggan** has made his mark on gay Sydney by creating successful events such as DTPM, Summer Gay Day, Fag Tag, which just celebrated its fifth birthday, and the successful new Friday night Disgraceland. His passion for community building and social networking is also evident through his work with *SameSame.com.au*, of which he is co-founder and Marketing Director.

**Dr Sally Rooke** is a Senior Research Officer at the National Cannabis Prevention and Information Centre at the University of New South Wales. Her research focuses on the development and evaluation of online interventions for substance use.

**Ben Tart** has been with ACON's Gay Education Team as Campaigns Coordinator for the past five years. Online components he has worked on include the Glam Reaper campaign and the 'TOM Boys Three Or More' project. Ben works with the STIGMA Health Promotion Working group to coordinate the *whytest.org* website.

### Facilitator

**Norman Booker** is an independent consultant working in the fields of planning and evaluation, change management, facilitation and professional learning. Until recently he managed the statewide NSW Health Workforce Development Program (WDP) in Hepatitis, HIV and Sexual Health.

**Proudly brought to you by the Consortium members:** National Centre in HIV Social Research (NCHSR), Aboriginal Health and Medical Research Council (AH&MRC), ACON (AIDS Council of NSW), Hepatitis C Council of NSW, NSW Users and AIDS Association (NUAA), Positive Life NSW, Social Policy Research Centre (SPRC), Workforce Development Program (WDP).

Supported by the Dockside Group. Funded by NSW Health.

Visit our website <http://theconsortium.nchsr.arts.unsw.edu.au>