|  |
| --- |
| **Title of Workshop: Visual communication; concepts, theory, practice - building on health literacy** |
| **Objectives**1. Enhance and influence your experience and understanding of visual communication
2. Understand concepts and principals in the development of visual images for health promotion
3. Apply the use of visual images to; explore understanding of concepts, motivate and persuade and communicate cross culturally to find shared understanding of health issues and context.

**Format**This session will demonstrate how a simple but powerful concept: pictures can be used to facilitate communication, make messages more personally relevant and contribute to health and wellbeing. The session includes: * Overview of visual communication concepts and theory
* Demonstration of *My Story Cards* to:
* communicate cross culturally
* explore health and social priorities and set goals
* One on one exercise: using *My Story Cards* to explore health and social priorities and set goals
* Group exercise: using *My Story Cards* to explore needs and preferences
* Feedback discussion

The way we communicate verbally and in health promoting materials is strongly influenced by our culture, experiences and world view. Visual images increase attention, comprehension, recall of health information and persuade. Visual language is a powerful form of communication that has the ability to influence behaviour. What we see is much more powerful than what we read or hear.My Story Cards were developed to address a gap in communication and understanding. They are a comprehensive set of images representing core life elements, representing concepts to express human needs and motivations. Understanding how images can be developed and used to translate concepts, engage and influence a person to think, feel or take action could significantly influence the way we work, particularly with underserved populations**Learning goals:*** Understand the principles underlying visual communication for health and wellbeing
* Learn how visual tools can be developed and used to quickly understand one’s needs and priorities and facilitate shared understanding
* The importance of client centred approaches and agency in health promoting decisions
* Gain practical experience in using image based tools to improve communication, focus and goal setting.
 |