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| **Title of Workshop** (Sentence case) **Public Outreach and Media Engagement for Health Researchers, Advocates and Professionals: Tips and Tricks** |
| **Objectives**  One method of improving public health is to ensure that accurate health information is readily available to the public. This is especially so when new research indicates that certain health behaviours, interventions or services can enhance health and well-being. Sharing such information with the public can have a considerably positive effect. Indeed universities, research institutions and advocacy organizations are increasingly demanding that their personnel engage in public outreach and media engagement. As such, the objective of this presentation is to give participants proven tips and tricks regarding successful public outreach and media engagement.  **Format**  The presenter writes a monthly column for Psychology Today, as well as a regular column for the Huffington Post. He has written articles for local and national newspapers including the National Post, the Ottawa Sun, and the Montreal Gazette. Moreover, He is a regular guest on local and national radio and television. He has also organized a series of ‘café scientifiques’ in Montreal, Toronto and Halifax, which can also be seen on his popular YouTube Channel ‘recoverymentalhealth’, along with other health-related videos. He uses these opportunities to communicate clear and digestible information to the public about health and well-being.  In this workshop, he will reflect on his experiences working with the media, sharing numerous tips and tricks with the audience. This will equip participants with the skills necessary to conduct successful public outreach and media engagement. The workshop will consist of six sections of approximately 15 minutes each:   1. Writing articles for print or on-line media 2. Radio appearances 3. Television work 4. Social media, especially YouTube 5. Café Scientifiques 6. Questions and discussion   The presenter will talk about the particularities of each medium, while also emphasizing transversal factors across the media.  **Learning goals**  The first goal is to inform participants of the advantages of the current media landscape in an era of on-line 24hr news. The second goal is to equip participants with numerous generic tips and tricks regarding public outreach and media engagement. The third goal is to provide medium-specific information and advice. This will include information about publicity stunts, press-releases, media hooks, tip-offs, interview preparation, three-point messages, seasonal approaches and creating news/ events that can be readily used and covered by journalists. |