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| **Entertainment Education: Communicating public health messages through dance** |
| **Background/Objectives**  Public health communication, if done well, can make a significant positive contribution to people’s health. Entertainment education provides audiences with a pleasurable experience to promote uptake of key messages.  **Methods**  Dance Your PhD entry views outnumber the majority of journal article citations, so I chose to partake in the competition to profile their research and Wellington City Council’s social housing upgrade programme. A range of dance styles were utilised including contemporary, reggaeton, disco and salsa, to illustrate various concepts.  **Results**  In a short timeframe, the dance video received a relatively large number of views on YouTube.  **Discussion**  Non-traditional forms of communicating research should be readily considered, as they provide a quick, accessible and memorable way of disseminating messages to a wide audience and can improve health literacy.  **Keywords**  communication, education, dance, public health, social housing |