

## **Health Communication: Polio Lessons**

### **Agenda: Friday, March 13<sup>th</sup>**

8:30 – 9:00: Registration

9:00 – 9:30: MC – Warren Feek, The CI

Welcome and opening comments: GWU/USAID/CI/APHA

9:30 – 10:30: Session 1

Format: Panel Presentation and Discussion/Moderator: Chris Morry, The CI

Topic: What makes the polio communication experience so important?

- Why is the polio communication experience important?  
-Ellyn Ogden, USAID, Worldwide Polio Eradication Coordinator
- The polio experience, lessons and opportunities for public health - Tim Brookes, author of *The End of Polio? Behind the Scenes of the Campaign to Vaccinate Every Child on the Planet* (with Omar A. Khan, M.D.)

*Questions & Clarifications*

10:30 – 10:45: Break

10:45 – 12:15: Session 2

Format: Panel Presentation and Discussion / Moderator: Dr Jon Andrus, GWU

Topic: Key lessons for health communication

- Using data to guide action in polio health communications  
-Lora Shimp, MPH, Immunizationbasics
- SMNetwork/India: Activities and Achievements - Dr Bill Weiss, Research Associate Johns Hopkins Bloomberg School of Public Health

*Discussion*

12:15 – 1:15: Lunch

1:15 – 2:45: Session 2 Continued

- The complexity of social mobilization in health communication: Top-down and bottom-up experiences in polio eradication  
- Dr Silvio Waisbord, Assistant Professor of Media and Public Affairs at George Washington University
- Dr Rafael Obregon Director, Communication and Development Studies, Ohio University
- Global advocacy: language and reality - Judith Kaufmann, Consultant, former Director of State Department's Office of International Health (retired)

*Discussion*

2:45 – 3:45: Session 3:

Format: Panel Presentation and Discussion / Moderator: Ellyn Ogden, USAID

Topic: Reflections on the day from a decision maker perspective

- How do we incorporate lessons into health communication thinking  
- Dr Elizabeth Fox, Senior Technical Advisor, USAID
- Dr Linda Venczel, Bill and Melinda Gates Foundation
- Dr Dan Salmon, National Vaccine Advisory Committee , US Department of Health and Human Services
- Paul Mitchell, Manager of the World Bank Development Communication Division

*Discussion*

3:45 – 4:15: Summary - Ellyn Ogden

Closing Comments - Warren Feek, MC