**SSPH+ FACULTY MEETING 2022: Tue 14.6. 12:30 to Wed 15.6. 12:30, University of Zürich, Rämistrasse 59**

**SESSION GUIDE**

**SESSION F3: Communication of science to the public – how to achieve this goal. 15.6.2022, 11:15-12:00**

Format: Short Plenary intro; Group work with summary notes of Rapporteur

Number of participants: open

Moderator(s): L. Suzanne Suggs

**Context:** The SSPH+ Foundation Board decided to complement the SSPH+ Strategy 2023-27 with a new transversal focus, relevant to all three strategic pillars (research; training; science to policy/practice), namely to engage in the communication of public health sciences to the public. This decision calls for a concept and implementation plan which needs to integrate communication lessons learned from Corona Immunitas and the pandemic, the SSPH+@Expo project as well as the fundraising perspective.

**Objective:** The workshop shall identify ideas, challenges, open questions and possible steps and strategies to be considered in the development of a “SSPH+ Communication Concept”. Participants shall discuss this new strategic focus also in light of current or future communication plans at their own institutions or among national or international constituencies to identify win-wins of collaborations. Discussion may also focus on whether and how communications strategies may specifically relate to the three strategy pillars of the SSPH+ mission (copied below).

**Participants:** Everybody interested in shaping the SSPH+ agenda in this new domain

**Structure:** After a short introduction (10’ max) by L. Suzanne Suggs, discussion groups shall discuss along the objectives. One rapporteur per group takes notes of the discussions, questions and conclusions, and submits this file to snocera@ssphplus.ch immediately at the end of the workshop.

**Copied from the SSPH+ Strategy 2023-27: …** We focus our **Mission** on three strategic pillars:

* **Teaching & Education:** SSPH+ fosters high-quality higher education and training collaborations to enable a skilled public health workforce locally, nationally and internationally.
* **Inter-university Research**:SSPH+ facilitates and promotes interdisciplinary, trans-institutional research to strengthen public health nationally and internationally.
* **Science to Policy & Practice**:SSPH+ supports the translation and dissemination of public health science to policy, practice and the public

**QUESTIONS TO BE DISCUSSED:**

1. **How should SSPH+ adopt this new strategic objective?**
2. **Are there complementary activities planned at universities?**
3. **Are there other constituencies to collaborate with in this strategic objective?**
4. **Do you see risks or opportunities for SSPH+ for this objective?**

**NOTES OF THE RAPPORTEUR (Name of Rapporteur and Group members)**