



11TH EUROPEAN PUBLIC HEALTH CONFERENCE
28 NOVEMBER – 1 DECEMBER 2018
CANKARJEV DOM, LJUBLJANA

PUBLIC'S AWARENESS OF PUBLIC HEALTH CHALLENGES: HOW
TO GET OUR PUBLIC HEALTH MESSAGES HEARD?

Plenary session – Friday 30 November, 13:40-14:40

Modern technology brings new possibilities and challenges for effective communication. With social media widely available effective communication reaches very far. Even though messages delivered through social media are short and may seem to require relatively little preparation, they are, in reality, derived from a script that is extensive and well thought-out. During the plenary, strategies and techniques applied in social media advertising and possible implications for public health interventions will be discussed. [More information.](#)

Speakers/Panellists:

Aljoša Bagola, Pristop, Slovenia; **Carlo Signorelli**, Italian Society of Hygiene, Preventive Medicine and Public Health, on the increasing threats of vaccine hesitancy in Italy; **Benedicte Carlsen**, Department of Health Promotion and Development, University of Bergen, Norway; **Christina Berndt**, Health editor, Süddeutsche Zeitung, Germany and **Jan Eyckmans**, Head of Communication, Federal Ministry of Health, Belgium.

The plenary session is organised by the European Commission and EUPHA and moderated by **Isabel de la Mata**, European Commission, and **Natasha Azzopardi Muscat**, EUPHA.

PLENARY SESSIONS AND SPEAKERS

Main theme of the conference is 'Winds of Change: towards new ways of improving public health in Europe'. [More information.](#)

Plenary sessions

- The realities of a digital world, what it means for young people's health
- Sustainable Development Goals - how can we address them through public health action?
- Public health resources - core capacities to address the threat of communicable diseases
- Public's awareness of public health challenges: how to get our public health messages heard?
- Health systems under pressure: how can we help?

Plenary sessions are organised in collaboration with our partners: EUPHA, EuroHealthNet, ASPHER, EHMA, European Observatory on Health Systems and Policies, European Centre for Disease Prevention and Control, European Commission, WHO Regional Office for Europe.

Confirmed keynote speakers

- Vytenis Andriukaitis, Commissioner for Health, European Commission
- Violeta Bulc, Commissioner for Transport, European Commission
- Rifat Atun, Professor Global Health Systems, Harvard University, USA
- Nancy Fullman, Institute for Health Metrics and Evaluation, Seattle, USA
- Charlotte Marchandise, Elected member of the City Council of Rennes, France

- Dame Anne Johnson, University College London, United Kingdom
- Urban and Jasmina Praprotnik, pro-vaccine activists, Slovenia
- Oliver Morgan, WHO Health Emergencies Programme
- Svetla Tsolova, Senior Expert Monitoring and Evaluation, ECDC
- Yves Charpak, French Society for Public Health

PRECONFERENCES

We are excited to announce a full preconference programme. All preconferences are held on Wednesday 28 November and they include a buffet lunch as a moment for networking and getting together. Registration for preconferences is through the EPH Conference registration panel. Registration fees vary between EUR 20 and EUR 140. [More information.](#)

LUNCH SYMPOSIUMS

We offer an interesting programme of lunch symposiums on Thursday 29 and Friday 30 November. Topics include: Epidemiology combined with smart advocacy; Health promotion in schools; Cancer care in Central Europe; Vaccination for more sustainable public health? and Health in the post 2020 EU Programme. Delegates who are registered for the main EPH Conference can attend these meetings free of charge. Get your lunch in the Catering Area and take it to the session room. [More information.](#)

EUPHA FELLOWSHIPS

EUPHANxt are looking for six enthusiastic candidates interested in public health and want work alongside the EUPHANxt team, EUPHA and EPH Conference Office to gather and disseminate information about the conference through various communication platforms. Deadline for applications: 4 September, 5pm (CEST). [More information.](#)

TRAVEL TO LJUBLJANA

Adria Airlines has increased the number of seats on flights planned for 28 November but we strongly recommend to book your flight early. You can also fly to one of the airports in the neighbouring countries and access Slovenia from there by bus, train or rental car. The airports of Klagenfurt, Austria, Trieste, Italy, Zagreb, Croatia, are all within easy reach. More information on travel to Ljubljana [here](#).

EARLY BIRD REGISTRATION UNTIL 1 SEPTEMBER

Nearly 1200 colleagues have already registered for the Ljubljana 2018 conference. Don't miss out and benefit from the [early bird registration](#) fees until 1 September. Early bird registration fees for EUPHA members are EUR 600. Non-members pay EUR 680, Slovenian delegates, students and day registration EUR 420 (all inclusive of VAT)

Preconferences can be added to your registration now. Check the programme regularly as more preconferences will be announced. All preconferences are held on Wednesday 28 November. [More information.](#)

HOTEL ACCOMMODATION & CONFERENCE VENUE



Book your hotel accommodation through our dedicated webpage. Click [here](#).
The 11th EPH Conference is held in the **Cankarjev Dom** in the centre of Ljubljana, Green Capital of Europe. Major hotels are at walking distance from the conference venue.

The **European Public Health Conference Foundation**, the **European Public Health Association (EUPHA)** and the **Slovenian National Institute of Public Health (NIJZ)** are pleased to invite you to the 11th European Public Health Conference.