Call for Proposals:
9th Annual Conference of the DGPuK Health Communication Division in Lucerne (CH)

Insight to Impact: Translating Health Communication Research into Policy and Action

Conference dates: November 20-22, 2024
- PhD Workshop: November 20, 2024
- Conference Start: Get together on the evening of November 20, 2024
- Conference End: Early afternoon of November 22, 2024

Location: University of Lucerne, Frohburgstrasse 3, 6002 Lucerne, Switzerland

Organizing committee: Dr. Alexander Ort, Dr. Sarah Mantwill, & Anna Romanova M.Sc.
Faculty of Health Sciences and Medicine, Swiss Learning Health System (SLHS)

Thematic focus:
Health communication is a vital bridge between health research and real-world impact. The conference "Insight to Impact: Translating Health Communication Research into Policy and Action" invites you to explore the role of health communication research in shaping and amplifying actionable health policies and public health initiatives. It will also focus on strategies for making research accessible and practical for health system decision-makers.

A profound understanding of how we perceive, process, and act upon health information is at the heart of health communication research. By identifying effective messaging strategies, it can support the development of sustainable policies and interventions that resonate with public needs and perceptions. Furthermore, the field of health communication research, along with its foundational elements, offers an extensive repository of methods and techniques. Techniques that can be instrumental in enhancing the communication and adoption of research findings by policy- and decision-makers, thereby facilitating evidence-informed policy formulation and decision-making.
Further, rigorous health communication research has significantly influenced the impact of public health campaigns. These campaigns have been instrumental in areas such as promoting smoking cessation, increasing vaccination rates, and enhancing pandemic response effectiveness. Yet, this research not only guides the creation of accessible information and services but also plays a pivotal role in fostering greater patient and community engagement, which is crucial in advocating for and shaping policy changes.

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The field of health communication has provided valuable insights for engaging with policy and decision-makers, yet a significant portion of this information is often still regarded as anecdotal. Despite this, established frameworks exist in knowledge translation that would benefit from more systematic and analytical discussions. These discussions should focus on incorporating these anecdotal experiences and critically examining them within the context of health communication research findings. By doing so, we can enhance our understanding and application of these frameworks. This approach will expand our knowledge of effective engagement strategies, lead to more meaningful interactions with decision-makers and policymakers, and strengthen the impact of advocacy for health-related policy changes.

The conference aims to bring together researchers and practitioners with an interest in promoting research uptake in policy and practice. Whether you are working on conceptual notes, developing a methods paper, or collecting lessons learned, we welcome contributions on various topics including, but not limited to:

- *Linking health communication research to policy:*
  How can health communication research influence the development and implementation of health policies? What are effective methods for translating health communication research findings into actionable health policies?

- *Health communication in times of crisis:*
  What are effective strategies for crisis communication? What are lessons learned from health emergencies, such as the Covid-19 pandemic?

- *Using social media in health communication:*

  What are opportunities and challenges to engage through social media with decision-makers or the public to foster knowledge translation?

- *Health literacy and information behavior:*
  How can digital health information be tailored to foster information access for the public and decision-makers in general? How can health communication help to, e.g., create equal chances to access health information, bridge the digital divide, and foster engagement?

- *Health equity and communication:*
  Drawing from health communication research, what policy recommendations can be made to effectively address and reduce inequalities in health information and services?

- *Interdisciplinary and interprofessional approaches to health communication*:
  How can interdisciplinary collaborations and integrated translation efforts enhance the effectiveness of health communication strategies? What role do interprofessional teams play in supporting public engagement?

- *Public understanding of health guidelines & policies*

  What strategies can governments use to improve public understanding of health guidelines? How do cultural and socioeconomic factors affect the public's interpretation and adherence to health guidelines?

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- *Communication of health risks to diverse populations:*
  What are strategies and best practices for communicating health risks and prevention strategies?
- *Evaluating health communication strategies in public health campaigns:*
  How can the impact and effect of health communication be measured?
- *Artificial intelligence in health communication:*
  What are the frameworks, best practices, and strategies for effectively integrating AI in public health discourse, and what opportunities and challenges does this present?

Open panels

The 2024 annual conference also aims to provide a forum for current research findings in health communication that have little or no connection to the conference theme. Therefore, we also welcome contributions that theoretically and/or empirically deal with other current issues in the field of health communication. Instead of "relevance to the conference theme", these submissions will be evaluated concerning their degree of innovation.

Submission process and formats

Submissions open on May 6, 2024. To submit, participants must register on the Conftool platform. Participants need to prepare a short summary and two anonymized PDF files:
  1. *A cover page with title and author information.*
  2. *An abstract including references, tables, and figures.*

During the submission process, participants will be asked whether their submission relates to the thematic focus of the conference or if it is for one of the open panels.

We welcome theoretical, empirical (qualitative, quantitative, or mixed-methods), methodological, or reflective submissions. We also invite submissions about work in progress. Proposals can be submitted as presentations, posters, or panel proposals. The conference will be held in English. All submissions for the conference must be made in English. We welcome proposals for:
  - **Individual Presentations (Extended Abstracts):** Extended abstracts up to 750 words (excluding references, tables, and figures). Preference for full presentations (approximately 12 minutes) and/or poster presentations can be indicated in the submission process.
  - **Panels (Structured Abstracts):** Structured abstracts with a rationale (max 400 words) and a short description for each presentation (max 250 words each).

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Evaluation criteria:

Submissions will be evaluated based on the following criteria:

- Relevance to the conference theme *or* degree of innovation
- Originality
- Theoretical foundation
- Methodological rigor
- Clarity

Organizational details:

The conference is hosted by the Faculty of Health Sciences and Medicine and supported by the Swiss Learning Health System (SLHS). The conference will begin with a get-together on the evening of November 20th and end in the early afternoon of November 22nd. More details about the organizational framework will be provided in the summer of 2024. Attendees can find updates on the [conference website](#).

Ph.D. workshop:

The PhD Workshop will be held on November 20th, 2024. Further details regarding the workshop's submission process and specific content will be provided in a subsequent call.

Other important dates and submission process:

- Start of abstract submission: 6th of May 2024
- Abstract submission deadline: 30th of June 2024
- Notification of acceptance: Approximately by the end of July or beginning of August
- Registration opens: 2nd of September 2024

We are thrilled to invite you to the 2024 conference and look forward to welcoming you to Lucerne for an engaging and fruitful experience.

Best
Dr. Alexander Ort, Dr. Sarah Mantwill & Anna Romanova M.Sc.

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