

mHealth: Mobile communication for behaviour change
September 1-3, 2016

1. Profile of facilitators

Name and title:	Prof. Dr. L. Suzanne Suggs
Current position and affiliation:	Associate Professor of Social Marketing, Head of BeChange Research Group, Director of SINC, the Sustainability Incubator and Vice Director of Consumer Behavior Lab Institute for Public Communication at the Faculty of Communication Sciences at Università della Svizzera italiana, Switzerland Visiting Reader at the Institute of Global Health Innovation, Faculty of Medicine at the Imperial College London, United Kingdom
Areas of interest:	Social marketing, health behaviour, health promotion and education, health communication strategies, m-health, e-health, information and communication technologies for health and sustainability
Publications :	<ul style="list-style-type: none"> - Suggs, L.S., McIntyre, C., Warburton, W., Henderson, S. and Howitt, P. (2015). <i>Communicating Health Messages: A Framework To Increase The Effectiveness of Health Communication Globally</i>. Report of the WISH Communicating Complex Health Messages Forum 2015. http://dnpnfts5nbrdps.cloudfront.net/app/media/download/1426 - Suggs, L.S., Rangelov, N., Schmeil, A., Occa, A., Bardus, B., Radchuk, O. & Dianat, S. (2015). <i>E-Health Services</i>. In: The International Encyclopedia of Digital Communication and Society. Wiley Blackwell. - Suggs LS, Rangelov N, Rangel Garcia M, Aguirre Sánchez L. (2013). FAN - Famiglia, Attività fisica, <i>Nutrizione: Ticino Switzerland's campaign for healthy weight</i>. In: Hastings G, Domegan C, (eds.) Social marketing, from tunes to symphonies. Routledge, UK - Suggs, L.S. & Ratzan, S.C. (2012). <i>Global e-health communication</i>. In: <i>The Handbook of Global Health Communication</i>. First Edition. Waisbord, S. and Obregon, R. (Eds). Wiley-Blackwell. ISBN: 978-1-4443-3862-1 - Rangelov, N. & Suggs, L.S. (in press). <i>Using strategic social marketing to promote healthy nutrition and physical activity behaviors to parents and children in Switzerland: the development of FAN</i>. Cases in Public

Health Communication & Marketing. Volume 8.

- Suggs, L.S., Della Bella, S., Marque-Vidal, P. (forthcoming). *Low adherence of Swiss children to national dietary guidelines*. Preventive Medicine Reports.
- Holly Blake L. Suzanne Suggs; Emil Coman, Lucia Aguirre; Mark E. Batt (in press). *Active8! Technology-Based Intervention to Promote Physical Activity in Hospital Employees*. American Journal of Health Promotion.
- Moretti R, Cremaschini M, Brembilla G, Fenili F, Gambirasio MN, Valoti M, Bardus, M. Suggs, L.S., Barbaglio, G. (2015, Nov). *Is Facebook Effective in Preventing HIV/STDs in Scholarized Adolescents? A Cluster Rct*. Austin Journal of HIV/AIDS Research. 2(2): 1016.
- Evans, C., Turner, K., Blake, H., Juma, A., Suggs, L.S., Occa, A. (2015). *Text messaging to encourage uptake of HIV testing amongst African communities: Findings from a theory based feasibility study*. HIV Medicine 05/2015; 16(Suppl 2):54.
- Occa, A. and Suggs L.S. (2015). *Communicating breast cancer screening with young women: An experimental test of didactic and narrative messages using video and infographics*. Journal of Health Communication: International Perspectives
- Fast, I., Sorensen, K., Brand, H., and Suggs, L.S. (2015). *Social Media for Public Health: An Exploratory Policy Analysis*. The European Journal of Public Health. doi: 10.1093/eurpub/cku080
- Bardus, M., Blkae, H., Lloyd, S. & Suggs, L.S. (2014). *Reasons for participating and not participating in a e-health workplace physical activity intervention: A qualitative analysis*. International Journal of Workplace Health Management. 7(4):229-246
- de Viron, S., Suggs. L.S., Brand, A., & Van Oyen, H. (2013). *Communicating genetics and smoking through social media: Are we there yet?* Journal of Medical Internet Research (JMIR). doi:10.2196/jmir.2653
- Malik, S., Blake, H., & Suggs, L.S. (2013). *A systematic review of workplace health promotion interventions for increasing physical activity*. British Journal of Health Psychology.
- Suggs, L.S., Bardus, M. Blake, H. & Lloyd (2013). *Effects of text-messaging in addition to emails on uptake of physical activity among university and college employees at UK worksites*. Journal of Health Services Research & Policy. 18(1 suppl). p. 56-64.
- Luca, N.R. & Suggs, L.S., (2013). *Theory and Model Use in Social Marketing Health Interventions*. Journal of Health Communication: International Perspectives. 13(1). p. 20-40.

Curriculum Vitae:	<p>L. Suzanne Suggs, PhD, MS, BBA is an Associate Professor of Social Marketing and Director of the BeCHANGE Research Group, Institute for Public Communication, Faculty of Communication Sciences at Università della Svizzera italiana (USI). She is also the Director of the Sustainability Incubator at USI and Vic-Director of the Consumer Behavior Laboratory. Furthermore, she holds an appointment as Visiting Reader in the Institute of Global Health innovation at Imperial College London.</p> <p>Her principal research examines the use of social marketing, communication technologies, and messaging strategies to facilitate health and sustainability related behavior change, and to improve health outcomes. Prior to joining the faculty in Lugano (August 2007), she was an Assistant Professor in the Graduate Program in Health Communication, Department of Marketing Communication at Emerson College and Adjunct Assistant Clinical Professor in the Department of Public Health and Family Medicine at Tufts University School of Medicine in Boston, Massachusetts. She has held positions as Research Assistant and Project Coordinator at the Oregon Center for Applied Science (Eugene, Oregon) and as Associate Director of Research at HealthMedia (Ann Arbor, Michigan) where she worked with industry and health organizations to develop and evaluate e-health communication projects. She earned her PhD in Health Studies from Texas Woman's University and a post-doctoral fellowship in the Department of Clinical Epidemiology and Biostatistics, Evidence-Based Practice Centre, at McMaster University in Ontario Canada.</p> <p>Prof. Suggs is a co-founder and Chair of the Board of the European Social Marketing Association (ESMA) and a member of the International Social Marketing Association (ISMA). She is an Associate Editor of the newly launched Journal of Global Health Communication and is on the Editorial Board for the Journal of Health Communication: International Perspectives.</p>
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2. Course description

Objectives:	<p>By the end of the course, the student will:</p> <ul style="list-style-type: none"> - Understand the theoretical and practical relevance of m-health and health behaviors - Be familiar with the concepts, methods and applications of m-health technologies for behavior change purposes; - Understand research and planning steps needed when designing m-health applications behavior change; - Be able to identify and discuss important m-health programs, alliances, and outcomes associated with m-health.
Content of the course:	<p>The purpose of this course is to explore, analyze and examine mobile health (m-health) approaches used for health behaviour change purposes. We will focus on the use of m-health in promoting, facilitating, changing and maintaining health behaviours. Emphasis is placed on the planning and development process in terms of when and why to use m-health and evaluation of m-health projects. This is not a technical course for programmers, but is a course for public health workers and researchers.</p>

Prerequisites:	None
Pedagogical method:	The course will consist of interactive lessons, lectures and experiential learning activities.

3. Detailed content and structure of course

Morning 11 am - 1 pm	Content	Method	Afternoon 2 pm – 5 pm	Content	Method
Thursday	Why does human behavior matter, determinants of behavior, and how to change it?	Lecture and discussion	Thursday	What is m-health: Uses, communication, policy, economics	Lecture, Group work and discussion
Friday	Designing and implementing m-health projects for health behavior change	Lecture, Discussion, group work	Friday	Persuasive communication strategies. Evaluation and outcomes of programs	Lecture, Group work, and discussion
Saturday 11am – 1pm	Designing programs and policy implications	Lecture, Discussion, group work	Saturday 2pm – 4pm	M-health discussion. Lessons learned and implications for future	Presentations and group discussions

4. Self study and assessment procedure

Self study:	Reading material and group work. It is expected that students read assigned papers before class begins.
Assessment procedure:	Over the course of the three-day intensive class, students will demonstrate obtainment of learning objectives through class discussions and the final session. The final session will culminate in a summary report highlighting lessons learned.