

Leadership via Communication
September 1 - 3, 2016

1. Profile of facilitators

Name and title:	Prof. François Lagarde
Current position and affiliation:	Vice-President, Communications, Lucie and André Chagnon Foundation, and Adjunct Professor, École de santé publique, Université de Montréal
Areas of interest:	Communication, social marketing, social and behavioural change
Publications :	<ul style="list-style-type: none"> - Lagarde, F. & Hancock, T. (2012). <i>Health promoting hospitals and health care services: The case of the Montreal network</i>. In I. Rootman, S. Dupéré, A. Pederson & M. O'Neill (Editors). <i>Health promotion in Canada</i>, 3rd edition (pp. 178-180). Toronto, ON: Canadian Scholars' Press Inc. - Lagarde, F. (2012). <i>Insightful social marketing leadership</i>. <i>Social Marketing Quarterly</i>, 18(1), 77-81. - Lagarde, F. (2013). <i>Socratic questioning applied to social marketing</i>. <i>Social Marketing Quarterly</i>, 19(3), 200-202. - Lagarde, F. (2014). <i>Fostering equity through downstream, midstream and upstream social marketing: The case of the Chagnon Foundation</i>. <i>Social Marketing Quarterly</i>, 20(4), 268-274.
Curriculum Vitae:	<p>François Lagarde, M.A., has held the position of Vice-President, Communications at the Lucie and André Chagnon Foundation since June 2012. He is responsible for orienting, managing and ensuring the synergy of all communication strategies used by the Foundation in connection with its philanthropic investments. He also advises the President and other members of the Executive on public affairs and other strategic issues. Since serving as Vice-President of ParticipACTION (a national health promotion agency) in the 1980s, he has acted as a consultant in social marketing and communications for more than 170 health, community, public and philanthropic organizations at every level. Through his work, he has contributed to the design, implementation and evaluation of many social and behavioural change initiatives. François Lagarde is also an adjunct professor at the University of Montreal, where he teaches social</p>

	marketing in the health administration and public health programs. He received the University of Montreal Award for Excellence in Teaching. He has built up a solid reputation both nationally and internationally. As a sought-after speaker and trainer, he has taught in all the Canadian provinces as well as in 12 other countries. Mr. Lagarde is an Associate Editor of Social Marketing Quarterly.
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2. Course description

Objectives:	<p>By the end of this course, participants will:</p> <ul style="list-style-type: none"> - Have acquired a broad understanding of health communication and social marketing principles, methods, and practices to achieve a range of health management and public health objectives - Be able to relate best practices to a range of initiatives aimed at individuals, staff, professionals, and policy makers
Content of the course:	<ul style="list-style-type: none"> - Leadership - Communication - Health Communication - Key health communication, social marketing and advocacy principles - Planning and evaluating health communication initiatives - Audience and context analysis - Message development and channels - Communicating effectively to inform and influence individual decisions and behaviours, staff (internal communications), professionals (knowledge transfer), and policy-makers (advocacy)
Prerequisites:	None
Pedagogical method:	Reading, lectures, discussions, videos, case studies

3. Detailed content and structure of course

Morning 11 am - 1 pm	Content	Method	Afternoon 2 pm – 5 pm	Content	Method
Thursday	Introduction Definitions and principles	Lecture Discussion	Thursday	Planning communication initiatives Audience and context analysis	Lecture Discussions Case studies
Friday	Audience and context analysis (application) Message development and channels	Small group work Lecture Discussions	Friday	Behavior change, internal communication, knowledge transfer and advocacy Case study and application Evaluation of health communication initiatives	Small group work Lecture Discussions
Saturday 9am – 1pm	Application of principles, methods and practices to participants' initiatives – writing of a paper and/or PowerPoint presentation	Individual work Presentations and discussions	Saturday 2pm-4.30pm	Group presentations of a strategy	Presentations and discussions

4. Self study and assessment procedure

Self study:	Pre-course reading
Assessment procedure:	Participants are expected to attend each session (30%) Short paper and presentation on applications of principles, methods and practices to participants' initiatives (70%)