

2008 健康傳播系列：溝通好，健康保！

2008 Health Communication Series:

Enhancing Communication in Health Care

February 22 to March 16, 2008

HKSAR, China

Programme

Co-Organizers: Communication Studies Department, Hong Kong Baptist University
Hospital Authority

Weekend One

22 February, 2008 (Friday)

Opening Ceremony	Time: 2:15 – 3:30 p.m.
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Language: English

Officiating Guests:

Ms Sandra Lee, JP, Permanent Secretary for Food and Health (Health), The Government of the
Hong Kong Special Administrative Region

Mr Shane Solomon, Chief Executive, Hospital Authority

Professor Charles K. Atkin, Chair, Department of Communication, Michigan State University

Professor Sandi W. Smith, Director, Health and Risk Comm. Center, Michigan State University

Professor Teresa L. Thompson, Department of Communication, University of Dayton

Professor Ng Ching Fai, President & Vice-Chancellor, Hong Kong Baptist University

Professor Liu Liang, Dean, School of Chinese Medicine, Hong Kong Baptist University

Professor Zhao Xinshu, Dean, School of Communication, Hong Kong Baptist University

Welcome Speeches

Professor Ng Ching Fai, President & Vice-Chancellor, Hong Kong Baptist University

Mr Shane Solomon, Chief Executive, Hospital Authority

Co-Chairs:

Mr K. T. Poon, Chief Manager, Corporate Communication, Hospital Authority

Professor Ringo Ma, Head, Department of Communication Studies, Hong Kong Baptist University

Keynote Speech 1	Time: 5:00 – 6:00 p.m.
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Language: English

“Effective Communication Strategies for Health Campaigns”

Professor Charles K. Atkin

Award-winning author, *Public Communication Campaigns*

Chair, Department of Communication, Michigan State University

23 February, 2008 (Saturday)

Keynote Speech 2

Time: 11:00a.m. – 12:00 noon

Language: English

**“Interpersonal and Organizational Issues in Health Communication:
Traditional Research Foci and Emerging Directions”**

Professor Teresa L. Thompson

Editor-in-Chief, research journal *Health Communication*

Professor, Department of Communication, University of Dayton

Panel One

Time: 2:00 – 3:20 p.m.

Language: English

Expert Panel: Dialogue on Health Communication Research and Applications

Moderator: Mr K. T. Poon, Chief Manager, Corporate Communication, Hospital Authority

Speakers:

1. Professor Teresa L. Thompson, Professor, Department of Communication, University of Dayton
2. Professor Charles K. Atkin, Award-winning author, *Public Communication Campaigns* and Chair, Department of Communication, Michigan State University
3. Professor Sandi W. Smith, Director, Health and Risk Communication Center, Michigan State University

Panel Two

Time: 3:30 – 4:50 p.m.

Language: English, Cantonese and Putonghua

Effective Provider-Client Interaction in Healthcare

(Communication between front-line health professionals and patients and their families, roles and tasks of individuals, expectation management, etc.)

Moderator: Professor Ringo Ma, Head, Department of Communication Studies, Hong Kong Baptist University

Speakers

1. “Communication – A Life-long Lesson to Learn.” Ms Eva Liu, Senior Patient Services Manager, Queen Elizabeth Hospital, Hospital Authority

2. "Informed Choice in Prenatal Genetic Counseling Sessions." Dr Olga A. Zayts, Department of Linguistics, The University of Hong Kong
3. "Disease vs. Patient-centered Approaches: Redefining Provider-Patient Interactions from the Perspective of Interpersonal Communication." Dr Jay Chang, Department of Communication Studies, Hong Kong Baptist University
4. "What do Patients Expect Doctors to Tell?" Mr Tim Pang, Community Organizer, Society for Community Organization

Panel Three	Time: 5:00 – 6:20 p.m.
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Language: English, Cantonese and Putonghua

Enhancing Communication in Healthcare Organizations

(Communication within hospitals and among health organizations, relevant NGOs/NPOs, and government departments)

Moderator: Dr N C Sin, Senior Manager, Transformation Projects, Hospital Authority

Speakers:

1. Dr Choi Kin, President, Hong Kong Medical Association
2. "Enhancing Communication for Staff Commitment - The Doctor Work Reform Project in the Hospital Authority." Ms Regina Law, Human Resources Manager, Head Office, Hospital Authority
3. "Standardizing Patients' Bills of Rights: The Need for Inter-Organizational Communication." Dr Vivian Sheer, Organizational Communication Option Coordinator, Department of Communication Studies, Hong Kong Baptist University
4. "Enhancing Communication in Health Care Organizations - Patients' participation." Mr Ng Hang Sau, Director of Rehabilitation, The Hong Kong Society for Rehabilitation

Weekend Two

14 March, 2008 (Friday)

Keynote Speech 3

Time: 5:30 – 6:30 p.m.

Language: English

“The Media's Effects on Young People's Health”

Professor Jane D. Brown

James L. Knight Professor, School of Journalism and Mass Communication
University of North Carolina at Chapel Hill

15 March, 2008 (Saturday)

Keynote Speech 4

Time: 11:00a.m. – 12:00 noon

Language: English

“Developing Interdisciplinary Research on HIV: Linking Social Science, Public Health and Clinical Research”

Professor Gail E. Henderson

Director, International Core, UNC Center for AIDS Research
Professor, Department of Social Medicine, School of Medicine
University of North Carolina at Chapel Hill

Panel Four

Time: 2:00 – 3:20 p.m.

Language: English

Marketing and Promoting Healthcare Services and Products

(Integrated campaigns for private hospitals, pharmaceutical companies, and health products, ethical and legal issues, use of multimedia in health promotion)

Moderator: Professor Xinshu Zhao, Dean, School of Communication, Hong Kong Baptist University

Speakers:

1. Mr Steve Hardacre, President, Hong Kong Association of Pharmaceutical Industry
2. “The Media Environment in Asia Pacific: A View from an R & D Focused Multinational.” Mr

Vince Docherty, Senior Director, Communications, Asia Pacific, Merck Sharp & Dohme (Asia) Ltd.

3. "What Can Healthcare Product Advertising Achieve? Sales? Image? Better Health?" Ms Haymans Fung, Group Account Director, Publicis Hong Kong
4. "The Versatility of Social Marketing Tactics in Sexual Health Promotion: A Case Study of AIDS Concern Campaigns in Promoting Condoms, HIV Testing and Universal Sex Education for Youth." Ms Neda Ng, Prevention Officer, AIDS Concern

Panel Five

Time: 3:30 – 4:50 p.m.

Language: English, Cantonese and Putonghua

Health-Related Public Affairs and Community Relations

(Health education, disease prevention, health of individuals and the city, public communication of health-related policy)

Moderator: Professor Frank Fu, Associate Vice-President, Hong Kong Baptist University

Speakers:

1. "Health Education as a Public Concern." Mr William C. M. Chui, Education Director, Drug Education Resources Centre, Society of Hospital Pharmacists of Hong Kong
2. "Communicating Healthy Eating to Children in Hong Kong." Professor Kara Chan, Public Relations and Advertising Option Coordinator, Department of Communication Studies, Hong Kong Baptist University
3. "Issues Management, Risk Management, and Community Relations." Dr Yi-Ru Regina Chen, Department of Communication Studies, Hong Kong Baptist University
4. "Collaboration of Mass Media and NGOs in Health Education." Mr Leung Kam-tao, Senior Manager, Community Rehabilitation Network, The Hong Kong Society for Rehabilitation

Panel Six

Time: 5:00 – 6:20 p.m.

Language: English, Cantonese and Putonghua

Crisis Management and Communication in Healthcare Organizations

(Crisis management, risk communication and perception, management of malpractice complaints and communication, training of the spokesperson of the hospital/public health bureau, reputation and image management, health-related news reporting)

Moderator: Professor Paul S. N. Lee, Dean, Faculty of Social Science, The Chinese University of Hong Kong

Speakers:

1. Mrs Grace Lam, Vice President, Public Affairs Shared Services Centre – HK & China, ExxonMobil Hong Kong Ltd.
 2. Mr C. K. Lau, Editor of the *South China Morning Post*
 3. “Strategic Public Relations and Crisis Communication for Hospitals.” Dr Flora Hung, Department of Communication Studies, Hong Kong Baptist University
 4. “The Use of Information: How to Collect and Supply.” Mr Cheung Tak Hai, Chairman, Alliance for Patients’ Mutual Help Organizations
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22 February to 16 March

Exhibition of Health Communication Artwork

Exhibition Coordinator:

Ms Gladys Lam, Department of Communication Studies, Hong Kong Baptist University

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