IAAH Congress 2017
DETAILED PROPOSAL FOR A SKILLS BUILDING WORKSHOP ON OCTOBER 26TH 2017

WORKSHOP TITLE	"REACHING TEENS" Harnessing new media for adolescent health: The role of social networking and innovation
RATIONALE	Social networking has become a part of everyday life for over a billion people worldwide. (Facebook, 2015) There are no signs of declining popularity, with social media use increasing at three times the rate of other internet use it is becoming more relevant and important to harness the power of new media and social networks to support, promote and increase the spread of information and data in order to improve both personal and community health practices. This workshop will help to break down and understand the connections between online engagement and behaviour change and how best to develop effective online social media campaigns for adolescent health programs.
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Co Facilitator: E-mail, mobile phone number and affiliation	Sweta Pal (Communications Officer, *It's Ok To Talk*, Sangath) New Delhi, India sweta.pal@sangath.in Devika Gupta (Intern, *It's Ok To Talk*, Sangath) New Delhi, India Devikagupta21@gmail.com
Preferred half-day	**0 morning** **0 afternoon** 0 whole day
Training objectives	**Participatory learning on the following:** 1. Innovations & strategies for digital interventions in adolescent health 2. How to effectively advocate online with your program on adolescent health 3. What is 'new media' and how to effectively use it? **Application and practical tips and tools:** 1. How to make your work more engaging 2. How to identify target audience, medium(s) and content 3. Translating and visualising information and research into bite sized pieces

	4. Designing a social media campaign: the *what* and *how*
Facilitation techniques	- Introductions and ice breakers - Audio visual aids - Discussion and brainstorming - Interactive activities encouraging participation and simulation - Feedback/evaluation