

**IAAH CONGRESS 2017: PRE-CONGRESS SKILLS BUILDING WORKSHOP 15**  
**Thursday October 26<sup>th</sup>**

<b>WORKSHOP TITLE</b>	<b>“REACHING TEENS”: Harnessing new media for adolescent health: The role of social networking and innovation</b>
<b>RATIONALE</b>	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.
<b>Facilitator:</b>	Pattie Gonsalves, Public health specialist, New Delhi, India <a href="mailto:pattie.gonsalves@phfi.org">pattie.gonsalves@phfi.org</a>
<b>Co Facilitator:</b>	Avinash Kumar, Consultant in Public Health New Delhi, India <a href="mailto:avinash@quicksand.co.in">avinash@quicksand.co.in</a> Tamseel Hussain Consultant in Public Health New Delhi, India <a href="mailto:tamseel.hussain@gmail.com">tamseel.hussain@gmail.com</a>
<b>Taking place:</b>	<b>Afternoon</b>
<b>Training objectives</b>	<p><b>Participatory learning on the following:</b></p> <ol style="list-style-type: none"> <li>1. Innovations &amp; strategies for digital interventions in adolescent health</li> <li>2. How to effectively advocate online with your program on adolescent health</li> <li>3. What is ‘new media’ and how to effectively use it?</li> </ol> <p><b>Application and practical tips and tools:</b></p> <ol style="list-style-type: none"> <li>1. How to make your work more engaging</li> <li>2. How to identify target audience, medium(s) and content</li> <li>3. Translating and visualising information and research into bite sized pieces</li> <li>4. Designing a social media campaign: the <i>what</i> and <i>how</i></li> </ol>
<b>Facilitation techniques</b>	<ul style="list-style-type: none"> <li>• Introductions and ice breakers</li> <li>• Audio visual aids</li> <li>• Discussion and brainstorming</li> <li>• Interactive activities encouraging participation and simulation</li> <li>• Feedback/evaluation</li> </ul>