



HEALTH ADVOCACY MASTERCLASSES 2023

The recent World Health Organization (WHO) Oral Health Action Plan called on the health sector to play a much broader advocacy role in guiding multi-sectoral action to address the social determinants of health. Advocacy is recognised as a core and legitimate strategy of health promotion to improve the health of individuals, families, communities and populations.

The masterclasses seek to enhance the knowledge and skills of EADPH members in supporting them in their career, and the implementation of the WHO Oral Health Strategy.

The objectives are:

- To provide an introduction to public health advocacy
- To explore the principles of strategic communication and framing of the public health issue
- To understand approaches to raising awareness of the importance of oral health and influence decisions to support shaping public health policies
- To develop a toolkit on public health advocacy to support the implementation of the WHO Oral Health Action Plan

We are holding two online masterclasses and a pre-conference workshop in Riga, Latvia.

MASTERCLASS 1: What is public health advocacy and role of healthcare professionals? This will be held on 13th June at 12 pm CET

MASTER CLASS 2: Strategic Communication and Framing the Issue: how to raise the importance of oral health in 5 minutes and disseminate information and policy implications. This is due to be held in early July

MASTERCLASS 3: Pre-conference workshop, Riga 2023 on the morning of Thursday, 14 September

Theme: Advocating for oral health: Navigating the science, politics and public health

- Working in collaboration within the legal and regulatory systems to raise awareness of oral health inequalities, influence decisions to support shaping policy.
- Examples of good practice from Europe
- Breakouts: facilitators and challenges in different countries (overcoming challenges in advocating for oral health)
- Discuss the framework for the Advocacy Toolkit.

We would like to acknowledge Colgate for supporting the Masterclasses.

Attendees will be provided with a certificate once they have completed an evaluation form after each webinar.



HEALTH ADVOCACY MASTERCLASSES 2023

MASTERCLASS 1

WHAT IS PUBLIC HEALTH
ADVOCACY AND THE ROLE OF
HEALTH CARE PROFESSIONALS?

Speaker: Dr Michael Moore

Date: 13th June 2023

Time: 12 pm CET

Join Zoom Meeting

<https://us06web.zoom.us/j/85134639403?pwd=K1NzUTc1MmNJZ3JnSUhiaU5zV2p1UT09>

Meeting ID: 851 3463
9403

Passcode: 762278



Dr Michael Moore is the former CEO of the Public Health Association of Australia and is a Past President of the World Federation of Public Health Associations. He was Rotary International District Governor for 2020-21. He is the chair of a number of health networks. Michael is a Distinguished Fellow at The George Institute for Global Health, an Adjunct Professor at the University of Canberra and Visiting Professor at the University of Technology Sydney, was formerly a teacher and consultant and served four terms as an elected member of the ACT Legislative Assembly from 1989 to 2001. Michael was Australia's first independent Minister when he was appointed as Minister of Health and Community Care. In 2017 he was honoured by being made a Member of the Order of Australia.