



Diplomado virtual de
comunicación de riesgo en salud pública

News and Public Information



Open Registration for Accredited Virtual Course on Risk Communication in Public Health

Washington, D.C., 26 October 2010 (PAHO). The Universidad del Norte in Barranquilla, Colombia, and the Pan American Health Organization (PAHO/WHO) announce the opening of registration for a new accredited Virtual Course on Risk Communication in Public Health.

The Course is directed to communicators and health professionals from the Ministries of Health and other institutions from the national and local public sector. It also is open to communicators associated with the health and disasters fields in the non-profit sector, including the United Nations system, and public and private universities.



Free of cost for the participants and lasting six months, the Course will teach professionals to plan, design, implement and manage risk communication strategies in public health, promote positive decision-making, facilitate behavior change and maintain trust and transparency during the preparation for and response to public health emergencies.

The first group (February–August) will consist of Spanish-speaking participants from PAHO’s Member States. The second (June-December) will focus on English-speaking participants. In both groups there will be up to six spaces set aside for candidates from priority countries.

The Course, held virtually with online instructors, will begin in February 2011 through PAHO’s [Virtual Campus of Public Health](#) (VCPH). This is made possible due to an agreement between PAHO/WHO and The Universidad del Norte (Colombia), funded by the Canadian International Development Agency (CIDA), and the Centers for Disease Control and Prevention of the United States (CDC).

This agreement merges the participation of renowned health and communication experts from the Americas as instructors and uses the significant experience from both the VCPH and Universidad del Norte to implement new information technologies in virtual academic instruction and develop collaborative learning environments. The Course is being coordinated by PAHO’s Risk and Outbreak Communication Group.



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The Course is composed of six modules. Each module will be tutored/moderated by a regional expert. The modules and tutors/moderators are listed below:

- *Introduction to Public Health*, Rafael Tuesca, Doctor in Preventive Medicine and Public Health, Universidad Autónoma de Madrid; Mario Mosquera, Doctor in Public Health, London School of Hygiene and Tropical Medicine, Britain.
- *Introduction to Risk Communication*, Rafael Obregon, Doctor in Massive Communication with emphasis on International Communication, Pennsylvania State University, U.S.
- *Theories and Models of Risk Communication*, Jesus Arroyave, Doctor in Communication, School of Communication, University of Miami, U.S.
- *The Risk Communication Strategy*, Giovanna Núñez, Master's in Communication Strategies, University of Lima, Peru.
- *Speaking With the Public*, Silvio Waisbord, Master's and Doctorate in Sociology, University of San Diego, California, U.S.
- *Surveillance and Evaluation of Communication*, Jair Vega Casanova, Master's in Political and Economic Studies, Universidad del Norte, Colombia.

Application submissions will be accepted until 26 November 2010. A selection committee will select the top 20 candidates from Latin America. Upon completion of the Course, the candidates will receive a certificate issued by The Universidad del Norte, and accredited as professionals with the necessary theoretical and practical communication tools to respond to a public health emergency.

Those interested in submitting their applications to take the Course should visit PAHO's [Risk and Outbreak Communication](http://www.paho.org/riskcomm) Web Page (www.paho.org/riskcomm), where you can find the application form and more information and requirements.

The design of the virtual learning environment is part of the technical cooperation provided by PAHO/WHO to its Member Countries for compliance of the International Health Regulations' mandates that seek to strengthen national capacities to deal with public health emergencies that could pose a threat to populations at the national or international level.

The Virtual Courses, in this case on Risk Communication in Public Health, is a direct response to the declaration by the Ministers of health of the Americas on the importance of virtual education to train health workers throughout Latin America and the Caribbean.

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