

第二届中国健康传播学术年会（2015）新媒体环境中的 健康传播与风险沟通会议通知

第二届中国健康传播学术年会定于 2015 年 6 月 27 日在上海复旦大学枫林校区（上海市东安路 131 号）举行，本次年会主题为“新媒体环境中的健康传播与风险沟通”，由复旦大学健康传播研究所、世界健康基金会、健康时报社联合主办，上海市健康教育所、中华预防医学会健康促进与教育分会、上海市预防医学会健康促进与健康教育专业委员会，以及复旦大学健康产业协会协办。

新媒体的快速发展，正在逐渐颠覆健康传播的时间、地点及方式，成为健康知识生产和信息沟通的重要载体，并正在重塑健康话语的权威。在各种全球化和本土化问题层出不穷的今天，健康传播如何与中国社会的快速发展结合，如何与中国的医疗实践、医疗改革、城市发展相结合，如何满足民众对于健康问题的需求，已成为社会建设和国家建设的重要议题。第二届中国健康传播学术年会立足“健康中国”的目标，将聚焦健康议题在新媒体环境中的传播与沟通，年会希冀建立基于健康传播的多方合作与对话平台，通过开展研讨并寻求共识，从而引发社会各界力量对于健康的关注，引导研究者和实践者共同推动相关学术和实践发展。

本次年会诚邀健康传播研究者及实践者、健康教育及健康促进专业人士、媒体健康报道记者、医院宣传系统人员，以及与健康传播相关的人员参加。本次年会不收注册费，主办方为正式参会人员提供中午便餐，差旅及住宿等其它费用敬请自理。若您参加本次年会，烦请填写以下信息并于 6 月 15 日之前发送给大会工作人员王洁（邮箱：hcf2015@163.com 电话：021-54237358），主办方将回复邮件确定正式参会人员，并进行相应的准备。

姓名	单位	地址	手机	电子邮箱

此致敬礼！

复旦大学健康传播研究所
世界健康基金会
健康时报社
二〇一五年六月七日

会议议程

议程	时间	地点	主持/ 评议	内容
签到	8:30-9:00	复旦大学 枫林校区 (东一号 楼二楼报 告厅)	钱海红 副教授	嘉宾及媒体签到
致欢迎辞	9:00-9:10			复旦大学健康传播研究所学术委员会主任孟建教授
特邀致辞	9:10-9:30			特邀嘉宾致辞
主旨演讲 (每人 30 分钟)	9:30-10:30			韩国健康传播学会会长 韩国汉阳大学 Hye-Jin Paek 教授 Convergence and divergence of health communication in Asia and beyond 人民日报社《健康时报》总编辑 孟宪励 博士 医院应急事件中的公共沟通
茶歇/ 嘉宾合影	10:30-10:50			茶歇/嘉宾合影
主旨演讲 (每人 30 分钟)	10:50-12:20			同济大学艺术与传媒学院院长 董华 教授 健康传播的设计视角：从包容性设计到艺术与健康 世界健康基金会 (Project Hope) 徐健蓉 高级项目经理 健康管理项目中新媒体的应用与启发 复旦大学健康传播研究所所长 傅华 教授 移动健康领域的现状、机遇与挑战
讨论/ 评议	12:20-12:30			孟建 教授
午间	12:30-13:30			午餐
“新媒体 环境中的 健康风险 与多方对 话”分论 坛(每人 20分钟)	13:30-15:30		孙少晶 教授 王帆 博士	上海市健康教育所所长/ 复旦大学健康传播研究所副所长 顾沈兵 教授 微信等新媒体在健康传播中的作用和问题思考 “上海发布”办公室 周凯 副主任 主编 公共卫生事件的新媒体发布

		复旦大学 枫林校区 (治道楼 一楼八角 厅)		<p>丁香园医学传播部 初洋 总监 健康传播的新媒体探索</p> <p>中国医师协会健康传播委员会委员/ 复旦大学附属中山医院医务处副处长 杨震 新形势下健康传播的伦理问题</p> <p>上海东方电台“名医坐堂”节目主持人 高源 主播 电台健康科普在新媒体环境下的变革</p> <p>国家中医药管理局中医药文化科普巡讲团专家/ 上海中医药大学附属曙光医院心内科 崔松 副主任医师 新媒体语境下医生与健康传播</p>
茶歇	15:30-15:50			茶歇
“新媒体环境中的医疗系统媒体沟通与公众参与”圆桌论坛（每人5-8分钟，之后讨论）	15:50-17:20		孙少晶 教授 王帆 博士	<p>复旦大学附属儿科医院患儿体验部 傅丽丽 主任</p> <p>复旦大学附属华山医院宣传科 陈勤奋 科长 副主任医师</p> <p>复旦大学附属妇产科医院党办 王珏 主任</p> <p>复旦大学附属中山医院宣传科 齐璐璐 科长</p> <p>上海交通大学医学院附属仁济医院党委宣传员 袁蕙芸</p> <p>上海交通大学医学院附属瑞金医院宣传科 朱凡 科长</p> <p>上海交通大学医学院附属第九人民医院党委宣传员 徐英</p> <p>同济大学附属东方医院宣传科 李静 科长</p> <p>同济大学附属第一妇婴保健院市场与患者体验部 陈蕾 主任</p> <p>上海中医药大学附属岳阳医院党办 沈莉</p>
总结	17:20-17:30	傅华 教授	全体	

The 2nd Chinese Academic Annual Conference of Health Communication (2015) Health and Risk Communication in New Media Society

In order to advance health communication in China and promote dialogue across various disciplines, the Health Communication Institute of Fudan University, Project HOPE and Health Times will host the 2nd Chinese Academic Annual Conference of Health Communication with the theme of “Health and Risk Communication in New Media Society” on June 27th, 2015. The co-organizers are Shanghai Health Education Institute, China Preventive Medicine Association-Health Promotion and Health Education Branch Committee, Shanghai Preventive Medicine Association-Health Promotion and Health Education Sub-Committee, Fudan Health Industry Association. The location is Fudan University-Fenglin Campus (No.131, Dong’an Road).

The rapid development and wide use of new media brings about both opportunities and challenges to health information production and communication. We cannot deny the fact that new media is now rebuilding the authority of health related information. Against the backdrop of globalization and localization, a host of health communication issues warrant in-depth discussion and research. How can health communication contribute to Chinese medical practice? How can medical revolution, urban development, and health communication, meet the societal demand for health services?

The 2nd Chinese Academic Annual Conference of Health Communication based on the goal of Healthy China. The conference will focus on the communication of health themes in new media society. In the hope of the establishment of a multi cooperation and dialogue platform in health communication, the conference will be attracting great attention of health issues from people of all circles. Then it will help developing the collaboration between academic and practice groups.

Researchers in the field of health communication, health education, and (or) health promotion across China; journalists covering health topics; and professionals from health services will be invited to participate in discussion. This annual conference does not charge registration fees. And the organizers will provide lunch. The participants are responsible for the travel, lodging and other expenses. If you will participate in the annual conference, please fill in the following information and send it to Jie Wang (Email: hcf2015@163.com Tel: 021-54237358) before June 15. The organizers will reply to determine the final participants, and make the appropriate preparations.

Name	Institution	Address	Telephone	Email

Best regards!

Health Communication Institute of Fudan University

Project HOPE

Health Times

June 7, 2015

Agenda

Process	Time	Location	Host/ Appraiser	Content
Registration	8:30-9:00	Fudan University- Fenglin Campus (Lecture Hall at the second floor of East No. 1 Building)	Prof. Haihong QIAN	Guests and Media Sign in
Welcome Opening	9:00-9:10			Prof. Jian MENG Director of Fudan HCI Academic Committee
Specially Invited Speech	9:10-9:30			Specially Invited Guest
Keynote Speeches (30 minutes per speaker)	9:30-10:30			Convergence and Divergence of Health Communication in Asia and Beyond Prof. Hye-Jin Paek Hanyang University (South Korea)/ President of the Korean Health Communication Association
				Public Communication in Hospital Crisis Dr. Xianli MENG Chief Editor, Health Times of People's Daily
Tea Break	10:30-10:50			Tea Break
Keynote Speeches (30 minutes per speaker)	10:50-12:20			Perspective of Design in Health Communication: From Inclusive Design to Art and Health Prof. Hua DONG Dean of School of Art and Communication, Tongji University
		Application of New Media in Health Administration Projects and Its Inspiration Jianrong XU Senior Project Manager of Project HOPE		
		Situation, Opportunities and Challenges in the Field of Mobile Health Prof. Hua FU Director of Fudan HCI		
Discuss & Commentary	12:20-12:30	Prof. Jian MENG	Keynote Speakers and Audiences	
Lunch Time	12:30-13:30		Lunch and Break	

<p>Sub-Forum: Health Risk and Multilateral Dialogue in New Media Society (20 minutes per speaker)</p>	<p>13:30-15:30</p>	<p>Fudan University- Fenglin Campus (The Octagonal Hall at the first floor of Zhidao Building)</p>	<p>Prof. Shaojing SUN Dr. Fan WANG</p>	<p>The Role of New Media in Health Communication and Its Considerations Prof. Shenbing GU Director of Shanghai Health Education Institute/ Vice Director of Fudan HCI</p> <p>Announcement of Public Health Events with New Media Kai ZHOU Vice Director and Chief Editor of “Shanghai Announcement” Office</p> <p>New Media Exploration in Health Communication Yang CHU Chief Inspector, Medicine Communication Department of Dingxiangyuan Forum</p> <p>Ethical Issues in Current Health Communication Zhen YANG Official of Health Communication Committee in Chinese Medical Doctor Association/ Vice Director of Medical Department in Zhongshan Hospital of Fudan University</p> <p>The Reform of Radio Health Communication in New Media Environment Yuan GAO Anchor Column of “famous physicians here” of Shanghai People Broadcasting Station</p> <p>Doctor and Health Communication in New Media Context Song CUI Expert of State Administration of Traditional Chinese Medicine of China/ A.Chief Physician of Shanghai Shuguang Hospital</p>
<p>Tea Break</p>	<p>15:30-15:50</p>			<p>Tea Break</p>
<p>Round Table: The Media Communication and Public</p>	<p>15:50-17:20</p>		<p>Prof. Shaojing SUN</p>	<p>Lili FU Director of Department of Patients Experience in Children’s Hospital of Fudan University</p>

<p>Participation of Medical System in New Media Society. (5-8 minutes per speaker, then discussion)</p>			<p>Dr. Fan WANG</p>	<p>Qinfen CHEN Director of Publicity Division of Huashan Hospital of Fudan University</p> <p>Yu WANG Director of Party Office in Maternity Hospital of Fudan University</p> <p>Lulu Qi Chief of Publicity Division in Zhongshan Hospital of Fudan University</p> <p>Huiyun YUAN Director of Party Office in Renji Hospital of Shanghai Jiaotong University</p> <p>Fan ZHU Director of Publicity Division of Ruijin Hospital of Shanghai Jiaotong University</p> <p>Ying Xu Publicity Division of East Hospital of Tongji University</p> <p>Jing LI Director of Publicity Division of Oriental Hospital of Tongji University</p> <p>Lei CHEN Director of Department of Marketing and Patients Experience in No.1 Maternity and Infant Hospital of Tongji University</p> <p>Li SHEN Party Office in Yueyang Hospital of Shanghai University of Chinese Medicine</p>
<p>Summary</p>	<p>17:20-17:30</p>		<p>Prof. Hua Fu</p>	<p>Entire Participants</p>