



Cardiff Institute of Society, Health and Ethics
Athrofa y Gymdeithas, Iechyd a Moeseg Caerdydd



Health Challenge Wales: Evidence for Policy Seminar Series

Seminar One – Concepts and Contexts

October 13th, 2005: 1.00 to 4.00 p.m.
Council Chamber, Main Building, Cardiff University

The Cardiff Institute of Society Health and Ethics, Cardiff University in partnership with the Welsh Assembly Government is pleased to announce the first of a quarterly seminar series. *The Health Challenge Wales: Evidence for Policy Seminar Series* aims to make a major contribution to maximising the relevance of research for policy and facilitating evidence based policy for health improvement by bringing together key academics, practitioners and policy makers. Each seminar will include three renowned speakers with a discussion session focussing on the policy implications of the research presented. This will be followed by a light buffet and refreshments.

The first of these will be on October 13th and will provide a framework for subsequent seminars by focusing on current policy and research contexts. The seminar is from 12.30 for a 1.00 pm start and will conclude at 4.00 pm. The session will be opened by **John Griffiths, Deputy Minister for Health and Social Services** and the speakers will be:

David Hunter - Professor of Health Policy and Management, Durham University and Chair of the UK Public Health Association, will be considering the implications for future policy and research agendas within the context of the “Choosing Health” white paper and alternative frameworks for health improvement.

Steve Cropper - Reader in Health Planning and Management, Keele University will be exploring the challenges and opportunities faced within community development approaches by drawing on theoretical and applied evidence.

Ken Peattie - Professor of Marketing and Strategy and Director of the ESRC Centre for Business Relationships, Accountability, Sustainability and Society, Cardiff University. He will be considering how social marketing principles have been utilised within Public Health and their future potential.

The aim of the series is to create a dialogue between academics and policy makers within an on-going programme of seminars. There is no charge to attend the seminars but you are required to register in advance and will be asked to confirm attendance for each event. To facilitate discussion, participant numbers have been restricted so early registration is strongly recommended. Seminar two has a provisional date of February 16th 2006

Seminar one – Concepts and contexts

Thursday, 13th October 2005

1.00 p.m. **Deputy Minister John Griffiths**
Opening Address

Professor David Hunter
Concepts and Contexts – “Modernising” Public Health: Policy after “Choosing Health”

Dr Steve Cropper
Community Engagement – challenges and opportunities

Tea break

Professor Ken Peattie
Social Marketing – current uses and future potential

Panel Discussion

Buffet and refreshments

4.00 p.m. - Close

To register, please complete the booking form and return by email, fax or post.

Enquiries to: CISHE@cardiff.ac.uk

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