

Translating Evidence Into Policy & Practice Through Strategic Public Health Communication

A WHO/Europe, JA PreventNCD and
JACARDI communication event

**Tuesday–Wednesday,
6–7 October
2026**

UN City, Copenhagen

WORLD HEALTH ORGANIZATION
REGIONAL OFFICE FOR EUROPE

Tuesday, October 6

12:30-13:00 Welcome and opening remarks

Dr Kremlin Wickramasinghe, Director, Prevention and Health Promotion, WHO Regional Office for Europe

Knut Inge Klepp, Ph.D., MPH, the Norwegian Institute of Public Health is the Scientific Coordinator of JA PreventNCD

Dr Benedetta Armocida, MD, PhD | European Coordinator of JACARDI

13:00-13:15 From communication to policy impact in the EU context

Mr Antonio Parenti, Director Public Health, Cancer and Health security in the European Commission's Directorate-General for Health and Food Safety (DG SANTE)

13:15- 13:35 What do decision-makers need from public health communication?

TBC

13:35-14:20 Panel discussion: We know what works, but how do we make it matter?

How does strategic communication support policy action

Panelists:

- **Kremlin Wickramasinghe** - Director for PHP, WHO/Europe
- **Hanna Tolonen** - Director of Research, Development and Innovation, Finnish Institute for Health and Welfare
- **TBC** from The International Sport and Culture Association (ISCA)
- **Birgit Beger** - Chief Executive Officer, European Heart Network
- **Dr András Tivadar Kulja** - MEP, Member of the Public Health Committee, Hungary
- **Betina Bergmann Madsen** - Strategic Procurement and Food and chief procurement officer for the municipality of Copenhagen

Moderators: Benedetta Armocida & Knut-Inge Klepp

14:20- 14:50 Break

14:50-15:20 Keynote: Rethinking how we communicate about health

Steve Hamill, VP of Policy Advocacy and Communication, Vital Strategies

Martine Chaussard, Deputy Director Policy Advocacy and Communication, Vital Strategies

15:45-16:00 How do we communicate effectively when the story keeps changing?

(lighting presentations on new communications challenges)

Catherine Paradis – alcopops and new alcoholic industry tactics in Europe

Angela Ciobanu – flavours of novel tobacco products

16:00-16:45 Campaigning in Europe, possibilities and barriers. Communication approaches in practice

Anita Thorolvsen Munch, JA PreventNCD

Veronika D'Anna, WHO/Europe

Nóra Strommer, JACARDI

16:45-17:00 Wrap-up of day 1

Aleksandra Olsen, Communications Officer, WHO/Europe

Wednesday, October 7

09:00-09:10 Welcoming and recap of day 1

Freyr Guðlaugsson, JA Prevent NCD

09:10-09:20 Communicating the Safe Hearts Plan

Claire Hewitt, DG Sante communications

09:20-09:40 Implementing the Safe Hearts Plan on national level

Hanna Tolonen, Deputy Director General, Research, Development and Innovation,
Finnish Institute for Health and Welfare, JACARDI & JA PreventNCD

09:40-10:00 Closing the gap: Putting women's cardiovascular health on the agenda

Yoko Inagaki, WHO/Europe

Manisha Nair, Copenhagen University

James Kennedy, European Society of Cardiology

10:00-10:15 How the latest evidence on CVD supports EHN's advocacy and campaign work

Alessandra Boschi, Communications Coordinator - European Heart Network

10:15-10:45 Break

10:45-11:30 Constructive journalism

Louise Sloth, DR journalist on health, Denmark

11:30- 11:40 Communicating Evidence for Media and Policy: Practical Tips

Cristina Cebrián, JACARDI

11:40-12:00 How can we work with media on health topics more effectively?

Panel discussions

- **Bhanu Bhatnagar**, Media lead, WHO/Europe
 - **Freyr Guðlaugsson**, JA PreventNCD
 - **Cristina Cebrián**, JACARDI
-

12:00-13:00 Lunch and networking

**13:00-13:45 Communicating with policymakers:
practical walkthrough from evidence to policy action**

13:45-14:50 Group workshop: applying the process

**JA PreventNCD & JACARDI
Communications teams**

14:50-15:30 Group presentations and reflections

15:30-15:50 Panel feedback and key takeaways

15:00-15:40 Wrap-up of Day 2

Aleksandra Olsen, Communications Officer, WHO/Europe

Contact

info@preventncd.eu