

Programme: “Lighting the Fuse; better engagement in public health through arts & media collaborations”, 3rd April 2017, Teesside University, Darlington Campus

9.00am	Registration/ Arrival
9.30- 9.40am	Introductions <ul style="list-style-type: none"> • Dr. Peter van der Graaf and Mark Welford, Teesside University
9.50- 10.20am	Key note <ul style="list-style-type: none"> • Speaker: Professor Eric Cross, Newcastle University, Dean of Cultural Affairs and Chair of the North East Culture Partnership Provisional title ‘ <i>Why should we light the fuse for collaboration between academic researchers and arts & media specialists across the North East?</i> ’
	First round of interactive sessions on:
10.20- 11.00am	1. Theatre: Skimstone Arts Theatre Company presents ‘Jack and Jill’; a solo performance exploring stories about life changes when a loved one experiences a diagnosis of early onset dementia. Followed by discussion led by Dr. Catherine Bailey, Northumbria University
	2. Animation & gaming: involving young people in research and supporting breech babies <ul style="list-style-type: none"> • Prof. Dorothy Newbury-Birch and Siobhan Fenton, Teesside University • Ellie Land, Northumbria University
	3. Stand-up comedy: using comedy to promote public health messages around alcohol <ul style="list-style-type: none"> • Dr. John Mooney, Sunderland University and Sunderland City Council
	4. Infographics: visualising health messages about weight management <ul style="list-style-type: none"> • Steven Carter, Hartlepool Borough Council • Dr. Louisa Ells, Teesside University and Public Health England
	5. Mobile apps: promoting breastfeeding and sun safe behaviours <ul style="list-style-type: none"> • Dr Madeline Balaam, Newcastle University • Angela Rodrigues, Newcastle University
	6. Dance: implementing an Age UK pilot project about living with dementia <ul style="list-style-type: none"> • Jennifer Essex, Teesside University • Holly Irving, Dance City (TBC)
11.00- 11.20am	Coffee break Grand Gestures Dance Collective, the North East's naturally mature dance company, invite you to a happening....to witness or to participate....the choice is yours.... (www.grandgesturesdance.uk)

	Second round of interactive sessions on:
11.20am- 12.00noon	<p>1. Theatre: Skimstone Arts Theatre Company presents 'Jack and Jill'; a solo performance exploring stories about life changes when a loved one experiences a diagnosis of early onset dementia. Followed by discussion led by Dr. Catherine Bailey, Northumbria University</p> <p>2. Animation & gaming: involving young people in research and supporting breech babies</p> <ul style="list-style-type: none"> • Prof. Dorothy Newbury-Birch and Siobhan Fenton, Teesside University • Ellie Land, Northumbria University <p>3. Stand-up comedy: using comedy to promote public health messages around alcohol</p> <ul style="list-style-type: none"> • Dr. John Mooney, Sunderland University and Sunderland City Council <p>4. Infographics: visualising health messages about weight management</p> <ul style="list-style-type: none"> • Steven Carter, Hartlepool Borough Council • Dr. Louisa Ells, Teesside University and Public Health England <p>5. Mobile apps: promoting breastfeeding and sun safe behaviours</p> <ul style="list-style-type: none"> • Dr Madeline Balaam, Newcastle University • Angela Rodrigues, Newcastle University <p>6. Dance: implementing an Age UK pilot project about living with dementia</p> <ul style="list-style-type: none"> • Jennifer Essex, Teesside University • Holly Irving, Dance City (TBC)
12.00- 12.30pm	Networking lunch
12.30- 13.20pm	<p>Word café tables:</p> <ul style="list-style-type: none"> • Table 1: How to decide on the most appropriate medium? What do you want to achieve? (<i>Why do it?</i>) • Table 2: What resources and time commitment are involved? (<i>How to do it?</i>) • Table 3: How to measure impact of your collaboration? Building in evaluation (<i>The so-what?-question</i>).
13.20- 13.30pm	<p>Close of session: reflection on world café and next steps</p> <p>Launch of platform for future collaborations between health researchers and arts & media specialists</p>