

Interactive sessions' descriptions

1. Theatre

Dr. Catherine Bailey (Northumbria University and Katy Vanden (Cap-a-Pie)

A chance to engage with Skimstone Arts Theatre Company's 'Jack and Jill' solo performance (<http://skimstone.org.uk/jackandjillsolo/>). This is fictionalised from research carried out by Northumbria (Dr Cathy Bailey) and Edinburgh (Prof Charlotte Clarke) Universities, exploring life changes when living with early stage dementia. The workshop opens up theatre as a 'stepping out of everyday space' to challenge, debate, extend and engage with critical health and public health issues such as living well with dementia. A related film on location will also be available (<https://vimeo.com/151884453>).

2. Animation and gaming

Prof. Dorothy Newbury-Birch and Siobhan Fenton, Teesside University; Ellie Land, Northumbria University; and Darren Abbott, Teesside University

This session will showcase a number of animations that have been developed with academic researchers to engage stakeholders in their research and communicate important research findings to targeted audiences. For example, members of TeamAlpha, together with the design company Arcus and the School of Computing at Teesside University, designed an animation to be shown in schools participating in the SIPS JR-HIGH project. The project works with secondary schools to prevent harmful drinking in young people aged 14-15.

Another example is a film made by Ellie Land and Siobhan Fenton explaining the choices women can make when their baby presents in the breech position after 36 weeks of pregnancy. The film was co designed with Dr Rebecca Say and features the lived experiences of women whose babies presented as Breech during their pregnancy. The research and film was funded by the National Institute for Health research and is available on the NHS Choices Website: <http://www.nhs.uk/Video/Pages/breech-births.aspx>.

In addition, Darren will highlight a serious gaming example.

3. Comedy

John Mooney, Sunderland University

This workshop will introduce stand-up comedy as a vehicle for countering the 'kill-joy' reputation of public health. During the session we will look at how standard comedy techniques and inspirations can be used to enhance the communication of health messages in particular, while counteracting some of the more commercially orientated content from

industries like tobacco, big food and alcohol. John will showcase his work with Bright Club (“thinking person’s comedy night”) which organises regular gigs at The Stand in Newcastle (<http://www.life.org.uk/bright-club>). You will also get the chance to develop and perform your own short 3 minute stand-up ‘set’ material during the course of the session.

4. Infographics

Steven Carter, Hartlepool Borough Council and Dr. Louisa Ells, Teesside University and PHE

This session will explore tools for designing infographics and will give participants hands-on experience in developing their own infographics. Steven will reflect on his experiences of using infographics to visualise public health messages about weight managements for local residents in Hartlepool, while Louisa will share findings from a small scale evaluation study conducted by Teesside University on the impact of these infographics. Steven will also highlight other collaborations that are still ongoing within the Sport & Recreation and Environmental Health department at Hartlepool Borough Council involving art and media specialists.

5. Mobile app

Dr Madeline Balaam and Angela Rodrigues, Newcastle University

Madeline will present in this session on the [FeedFinder](#) app, which enables women (and other interested parties) to explore and contribute to a map which describes how supportive the local community and services are toward women who breastfeed. She has also developed a mobile game around sexual health in young people and an app to support intimate anatomy awareness in women. Angela will talking about her work on developing a [mobile-phone intervention to promote sun safe behaviours amongst holidaymakers](#) and share her experiences of developing mobile apps as part of her research. Both Madeline and Angela will discuss the opportunities and barriers for using apps in public health research and provide participants with top tips and tricks for developing their own apps.

6. Dance

Holly Irving, Dance City

Holly will showcase the work of Dance City in Newcastle, which is a vibrant and friendly place where people come together to take part, enjoy, experience and talk about dance. People come to Dance City to socialise, learn new skills, keep fit and active, train professionally and find out more about dance. Holly will discuss how dance can be used in research and help to promote healthy life styles.