



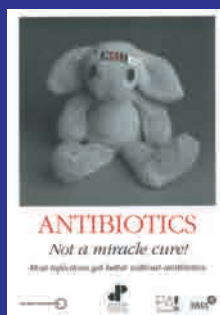
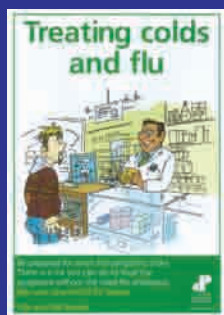
DEVELOPING
PATIENT
PARTNERSHIPS

Conference Programme and Booking Form

Driving Health Education

*Are vested interests influencing
our health behaviour?*

Thursday 19 June 2008 1.00-5.30pm
RSA, London



The conference is free of charge to those involved in influencing and shaping health education. Please submit the attached registration form today to be considered for a complimentary place. Places are limited.

Organised on behalf of Developing Patient Partnerships by Sterling Events
www.dpp.org.uk www.sterlingevents.co.uk

Conference Programme – Thursday 19 June

12.15 Registration opens

1.00 Chair: Kirsty Lang, Television Presenter and Broadcaster

1.05 Welcome from DPP Joint Chairmen

Alan W Hartley and Dr David Wrigley, Joint Chairmen, Developing Patient Partnerships

1.15 Educating Patients and the Public About How to Manage Their Health and Use Health Services Efficiently

Successfully managing the demand for health education and managing health care, industry and patient expectations.

Dr Simon Fradd, GP and Founder, Developing Patient Partnerships

1.30 Working for a Healthier Tomorrow

Improving the health of Britain's working age population.

Professor Dame Carol Black, National Director for Health and Work

1.50 Changing Behaviour: Getting the Right Messages Across

Getting it right – targeting population groups to address behaviour challenges.

Clive Blair-Stevens, Director Strategy and Operations, National Social Marketing Centre

2.10 Health Stories: Selling Papers or Creating Healthier Lifestyles?

The media's role in influencing people's choices and health behaviour.

Jill Palmer, Medical Journalist and former Medical Editor, Daily Mirror

SUCCESS STORIES *At home, at work, in school and in primary care*

2.30 Tackling Health Inequalities: Creating an Effective Model of Health and Social Care

Dr Paula Grey, Joint Director of Public Health, Liverpool PCT/Liverpool City Council and Samih Kalakeche, Director of Integrated Adult Health and Social Care, Liverpool City Council/Liverpool PCT

2.50 Bromley by Bow Community Regeneration

Developing a healthy learning community within the economic mainstream.

Dr Sam Everington, GP, Bromley By Bow Health Centre

3.10 Using Health Education to Improve Attendance at Work

Using health education in the workplace to improve the health and wellbeing of work-aged people and to create an organisational culture that positively encourages people to come to work.

Dr Paul Kanas, Head of Occupational Health, Cadburys

3.30 Engaging With Children in School: A Real Success Story

Getting serious health messages across to young people and the important role this plays in influencing behaviour in later life.

Professor Patricia Murphy, Professor of Education (Pedagogy & Assessment), The Open University

3.50 Afternoon tea

4.10 Survival of the Fittest: Which Health Education Models Will Be Fit for Purpose in the Future

Debate Chair: Kirsty Lang

The Panel: *Dr Simon Fradd, GP, London and Founder, Developing Patient Partnerships*

Professor David Peters, Clinical Director, School of Integrated Health, University of Westminster

Sian Williams, Healthcare Consultant

Joe Korner, Director of Communications, The Stroke Association

5.10 Farewell to DPP

Dr Ian Banks, President, Men's Health Forum

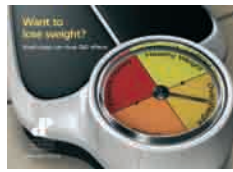
5.20 Close of Conference

5.30 DPP Farewell Champagne Reception



In the Chair Kirsty Lang presents *BBC4 News* and Radio 4's arts programme, *Front Row*.

She began her broadcasting career on *The World at One*, as Central Europe reporter based in Budapest. She covered the fall of communism, the first free elections and the beginning of war in Croatia before moving to *Newsnight* and *Channel 4 News*.



With today's ever changing, diverse and often hard to reach population, is the Government's health education agenda in jeopardy without significant investment? Developing Patient Partnerships has played a vital role over the years in delivering dynamic health education campaigns, encompassing primary care, the work place, schools and the general public. ***Driving Health Education*** looks at some outstanding examples of best practice that have made a real impact on influencing health behaviour, and how existing models can be developed to meet the public's and Government's future demands.

Developing Patient Partnerships (DPP)

DPP is a well-established UK charity that has pioneered many national health education campaigns, spanning a range of topic areas from child health, obesity and mental health to pharmacy, self-care and alcohol. DPP's innovative resources have enabled primary care organisations and companies to deliver health education campaigns that help the public to manage their own health and to use services effectively.

RSA, London

Located in the heart of London, just behind the Strand, the The RSA Building (Royal Society for the encouragement of Arts, Manufactures & Commerce) was designed especially for the Society by Robert Adam in the early 1770s. Today, this magnificent Georgian building combines contemporary conference facilities with intriguing subterranean vaults. It is within easy walking distance of underground and railway stations, including Charing Cross (Northern and Main Line), Embankment (District and Circle Line), Leicester Square (Piccadilly and Northern Line) and Covent Garden (Piccadilly Line).

Terms and Conditions

- **Conference attendance includes:** conference papers, attendance certificate, afternoon tea and champagne reception following the conference.
- **Cancellations:** cancellations must be received in writing no later than Monday 9 June. Cancellations received after this date will be liable for paying the full conference fee of £85 including VAT. If you are paying for your delegate place, cancellations made before Monday 9 June will be liable for a £25 administration fee.
- **Programme alteration:** the programme was correct at the time of going to print. We cannot accept responsibility for any changes or additions. Please check the website www.sterlingevents.co.uk for the latest programme.
- **Hotel accommodation:** preferential rates have been negotiated with local hotels near to the RSA. We offer a free of charge booking service. Please e-mail laura@sterlingevents.co.uk or call 0151 709 8979 to request hotel and booking information.
- **Assisting people with disabilities:** all areas are accessible to wheelchair users. If you would like advice on the location and accessibility of the venue and accommodation, require on-site adaptations to be made or would like a large-text version of conference information, we would be delighted to assist you. Please contact marc@sterlingevents.co.uk or call 0151 706 7620.
- **Continuing education:** attendance certificates are available for all delegates and can be collected at the end of the day.

REGISTRATION FORM

Please complete and return to: **DPP Conference, Sterling Events Ltd, 62 Hope Street, Liverpool L1 9BZ.** Fax: 0151 709 0384.
Payment must accompany this form. Please complete a separate form for each delegate – photocopies are acceptable.
Please print clearly. **You can also register online at www.sterlingevents.co.uk**

Surname _____ First name _____ Dr/Prof/Mr/Mrs/Ms/Sister/Other _____

Job Title _____ Organisation _____

Address _____

City _____ Postcode _____ E-mail _____

Telephone _____ Fax _____

CONFERENCE ATTENDANCE

What are you attending?: Conference Champagne Reception

Public Sector: I would like to apply for a complimentary place. If accepted, I confirm that I will be able to attend and that this place is not transferable. Places are limited and you will be informed within a week whether or not your application has been successful.

Press: I would like to apply for a complimentary press place (editors and reporters only). If accepted, I confirm that I will be able to attend. Places are limited and you will be informed within a week whether or not your application has been successful.

My NUJ Number is _____

Commercial and Private Sector: £72.35 + VAT = £85.00

METHOD OF PAYMENT FOR COMMERCIAL AND PRIVATE SECTOR

Cheque: I enclose a cheque for the total amount of £85.00 including VAT. Cheques should be made payable to *Sterling Events Ltd* and should be in Pounds Sterling.

Credit Card: Please debit my MasterCard/Visa (delete as applicable) for the total amount of £85.00 including VAT.

Card Number:

Name on Card _____

Card Address _____

Valid From **Expiry Date** **Security Code** last three digits on reverse of card

Signed _____ **Date** _____

Special Requirements

Special dietary requirements

Details of on-site assistance or adaptations you may require

How Would You Like to Receive Your Booking Confirmation?

By e-mail to _____

By post

By post to my home address

Further Information

Please send me _____ more programmes for my colleagues

Please send a hotel booking form

What Happens Next: Your place at the conference will be confirmed within a week. If you have not received confirmation by this time, please contact Laura on 0151 709 8979 ext. 200 or email laura@sterlingevents.co.uk

Data Protection: Your details will be used for the purposes of organising this conference. This may be done by post or email. A list of attending delegates (name, job title and organisation only) will be included in the conference delegate pack and will not be used for any other purpose. If you do not wish to receive information on similar events, please tick this box.

Event Helpline: 0151 709 8979 and ask for the Delegate Registration Department



Sterling Events

Organised on behalf of DPP by Sterling Events Ltd

The UK's leading health care event management company, organising national and international conferences, exhibitions and events.

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