

# GUEST LECTURE



THE UNIVERSITY OF  
SYDNEY

Dr Olaf Werder from the University of Sydney will deliver an online lecture on “Health Communication – Improving Equitability and Inclusiveness in Health Care and Promotion” on Friday 17 September at 2.00 pm Jakarta time.

Graduates of Australian tertiary institutions from Indonesia who are interested in attending this event, please RSVP by Wednesday, 15 September to this link: <https://oz.link/septemberlecture>

*\*Due to the limited availability of places, early registration is recommended. A link to this event will be shared with you after registration.*

## Overview

The COVID-19 pandemic reveals the challenges for those communicating health messages, with many interventions failing to hit their targets. Public health communicators usually assume their audiences will consider the benefits of an action before changing their behaviour. This approach, however, fails to consider the level of trust between the health service and its audience. It also doesn't reflect on people's motivation to engage in their own health and the community's health.

In this lecture, Dr Olaf Werder will explore small and large-scale approaches to health communication that can inform the design and implementation of behaviour change campaigns and account for the possible unexpected effects of campaigns. The lecture will critically reflect on the central role of language in health communication to improve the inclusiveness and of health care and the outcomes for disease prevention.

**Friday, 17 September 2021**  
**2.00 pm – 4.00 pm Jakarta time**  
Online Lecture via Zoom



Dr Olaf Werder

Dr Olaf Werder is a Senior Lecturer of Media and Communication, and Director of the Health Communication Master's program at the University of Sydney, where he also leads a research node in Health Humanities. His career has included both academia and communications, with roles in the media and agencies in Australia, Europe, and the US.

His work focuses on understanding how people communicate on health and where communities can be involved in collaboration to improve health systems and outcomes. Over the past five years, he has collaborated with UK-based colleagues on a platform for humanities scholars, medical, health and social care professionals, voluntary sector workers and creative practitioners in the Asia-Pacific.

An award-winning educator and mentor, Dr Werder serves on the executive board of Health Consumers New South Wales, a non-profit group that promotes community engagement in the health sector, and mentors junior health professionals.



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