



EPICOH 2021 Pre-Conference Workshop(s) - Day 1 The Media and Occupational Health - Wednesday, October 20, 2021

Duration and time: 4 hours, from 12:00 to 4:00 EDT (Montreal) or 18:00-22:00 CEST (Paris).

Admission fee: \$30 CAD plus taxes (Bursaries are available for participants from Low- and Lower-Middle income countries. Please contact Vicki Price at vicki@f2fe.com).

Register here: <https://events.eply.com/2021EPICOHWorkshops>

Course Outline: The traditional media and newer forms of social media have enormous potential to impact occupational health. Unlike publication in academic journals, the media can reach a wide audience of the general public, activists, politicians, regulators and others in a position to improve occupational health hazards. This course will explore the means by which media can have a positive and negative influence on occupational health conditions. Examples will be provided of media having an influence by pressuring politicians to act, moving companies to improve working conditions, educating the public to influence behaviors and attitudes, and influencing regulators to create or enforce workplace health and safety regulations. The negative effects of fake news (“misinfodemics”) will be addressed. Participants will work through case studies in break out groups to develop and understand the strengths and limitations of various media communication options.

Format and activities

This session will begin with an overview of the media, both traditional and social media, and its ability to impact awareness and change in occupational health. It will be followed by presentations on newer social media tools, and how we can adapt our communication strategies to effectively communicate our message to new dynamics and demographics. Final presentations will focus on the power of the media to help improve the occupational health of the most vulnerable working populations. Formal presentations will be interspersed with question and answer sessions and hands-on computer time.

Target audience: Occupational health practitioners and researchers

Special audio-visual requirements: None

Three learning objectives: 1) Understand the different forms of media that exist and their potential to influence occupational health conditions and outcomes, 2) Learn how to adapt communication strategies to effectively communicate one’s message and 3) Learn about the unique communication needs and realities of underserved and vulnerable populations.

Presenters

An Overview of the Media and Occupational Health

Marc Schenker, University of California at Davis, United States (Organizer)



Marc Schenker is a Distinguished Professor Emeritus of Medicine and Public Health at the University of California Davis School of Medicine. He has over 35 years of experience in medicine and public health. Dr. Schenker is the founding director of the Davis Center for Occupational and Environmental Health, the Western Center for Agricultural Health and Safety and the Migration and Health Research Center. His specialty is occupational and environmental disease. He conducts epidemiologic research on the health of migrant populations with a particular focus on occupational disease. Dr. Schenker has published over 225 scientific manuscripts and 5 textbooks. He has conducted seminal research on a variety of health outcomes including occupational respiratory disease and lung cancer; health of agricultural, semiconductor, and railroad workers; and occupational heat stress.

Crisis Communication in the Pandemic Era: Lessons Learned-Opportunities Missed

Max Lum, NIOSH, United States



Dr. Lum was responsible for the National Institute for Occupational Safety and Health's (NIOSH) initiatives in health communication, media relations and the Institute's international program portfolio for over fifteen years until his retirement in 2011. He currently serves as senior advisor to the Office of the Director, on e-communication and research translation issues. Dr. Lum began his career as a White House Fellow serving as a technical writer and community involvement specialist and served as Director, Health Education and Promotion, ATSDR-CDC before coming to NIOSH. Max's academic training is from the University of Southern California and was focused on public management (MPA) and communication practice within the medical education program (EdD). He is a current adjunct lecturer at the Harvard and John Hopkins School of Public Health.

Topic related publication: Lum, M. *Crisis Communication for Occupational Health in the Pandemic Era*. In: Koh, D. 4th ed. Textbook of Occupational Medicine Practice, October 2021.

How do we Adapt our Communication Strategies to Effectively Communicate our Message to New Dynamics and Demographics?

Steve Horvath, Chair of the Workplace Wellness and Disability Prevention Institute, Canada



Steve Horvath previously worked as the President and CEO of the Radiation Safety Institute of Canada. Prior to this, Steve held the position of President and CEO of the Canadian Centre for Occupational Health and Safety, Canada's only national resource for the advancement of workplace health and safety. Steve has held senior executive positions with companies in the technology, manufacturing and service sectors including responsibilities as President and CEO of multi-national companies. For more than 25 years, he has held and currently holds a number of Directorships on public and private sector Boards and global technical committees, including Chairing committees at the International Labour Organization (ILO) and World Health Organization (WHO), Director on the Board of Governors of Pacific Coast University for Workplace Health Sciences and past Chairman of the Board of Directors for the Workplace Safety and Prevention Services.

The Power of Media to Have an Impact on Improving the Occupational Health of the Most Vulnerable

Rima Habib, American University of Beirut, Lebanon



Rima Habib is a professor of environmental and occupational health in the Faculty of Health Sciences at the American University of Beirut, Lebanon. She holds a Master of Public Health, a Master of Occupational Health and Safety, and a Ph.D in Public Health and Community Medicine from the University of New South Wales. She currently serves as the chair of the Department of Environmental Health at the American University of Beirut. Dr. Habib’s research activities and contributions have focused on the following research themes: (1) Work-related exposures and human health; (2) Ecosystem approaches to human health in poor rural communities; and (3) Health of displaced, refugee and migrant populations. Her research—doubly focused on marginalized workers and unrecognized labor—aims to highlight the intersections of work, gender, environment, and health in Lebanon and the Arab region, often pushing beyond the boundaries of orthodoxy within her field.

How to Counter COVID Misinformation Among Latinx Communities

Jose Lopez Zamorano, Vice President of Creative, Messaging and Production at Hispanic Communications Network



José is the Vice President of Creative, Messaging and Production at Hispanic Communications Network. He specializes in culturally driven creative, messaging and digital/traditional production elements that speak to the hearts and minds of Hispanic audiences. He has a large health portfolio within HCN’s social and health marketing practice, where he leads development in-culture and in-language digital, social, radio, video and earned media messaging and materials for government, non-profit, CSR and private foundation clients/sponsors. José is also a well-known and credible voice among US Spanish-speaking communities. Known as “La Voz del Pueblo” (the voice of the people), he has 30+ years’ experience as a multimedia writer, journalist, reporter and radio personality. José serves as the main creative lead, script writer and producer for HCN government and non-profit clients reaching diverse Hispanic audiences.