

March 27th, 2025

08.45h Registration

09.15h Workshop opening & getting to know each other

Raquel Villar Hernández (GenID GmbH, Germany) and Mateja Janković Makek (University Hospital Center Zagreb, Croatia). WG4 leaders.

09.40h Communication strategies by COST

Karima BenSalah (Media Officer, COST Association) and Lorna Stokes (Digital Communications specialist, COST Association)

10.40h Coffee break

11.00h Experience of Science Communication Officers from other COST Actions

Mafalda Sarraguça (Scientist at Universidad de Porto, Portugal) and Jonathan Gómez Raja (Chief Scientific Officer at FUNDESALUD, Government of Extremadura, Spain)

11.40h People-centered care: Transformative approaches to improve human experience

Vita Steina (*Patient experience expert, Paula Stradiņa Klīniskā universitātes slimnīca, Latvia*)

12.20h Research results for advocacy by the community

Oxana Rucsineanu (Executive Director of Moldova National Association of Tuberculosis Patients "SMIT", Moldova)

12.50h Lunch

Guests are asked to pay for their meals.

13.40h Words matter

Cristina Celan (Programme Coordinator at Center for Health Policies and Studies, Moldova)

14.20h Focus on the intersection of science communication and advocacy for policy impact

Shaun Palmer (Communications & Advocacy Specialist at IAVI, The Netherlands)

15.20h Coffee break

15.40h Tuberculosis Alert: a board game designed to promote tuberculosis awareness.

Mariona Cortacans Castellà and Maria Vidal Ramos (Researcher at IGTP, Spain)

Workshop Effective communication

March 27th & 28th, 2025
Brussels, Belgium

Manhattan Centre
21 Avenue du Boulevard – Bolwerklaan
1210 Brussels
Online access will be available
Local time: CET.

16.40h Round table for open
to 17.30h discussion. Day 1 wrap-up

All speakers and attendees are welcome to participate.

18.30h Dinner at [Wolf Market](#) 
Guests are asked to pay for their meals.

See you tomorrow!

March 28th, 2025

09.00h Registration

09.15h Communication vs dissemination: what for and what are the differences? A company specializing in both fields, shares its experience with you.
scisters.editions (France)

09.55h Campaign design and social media
Robyn Christine Waite (Independent Consultant, Canada)

10.55h Coffee break

11.15h Looks matter. Design for a better science communication: influences, experience & examples.
Useful resources on TB & communication.

Raquel Villar Hernández (Scientist at GenID GmbH, Germany; ADVANCE-TB communications and freelancer in science communication and design)

12.15h Art against tuberculosis

Paulina Siniatkina (Artist, activist, TB survivor, TB advocate, TB Ambassador at KNCV TB Plus, The Netherlands)

13.25h Lunch

14.30h Mini-Hackathon: Translating TB
to 17.30h science into advocacy impact

Guided by Shaun Palmer, Paulina Siniatkina, Cristina Celan, Robyn Christine Waite & Oxana Rucsineanu

 For online participants as well.

We hope you enjoyed this workshop!



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