

# Communicating Good Health and Wellbeing: *Promotion, Advocacy, Resilience*

**WUN Symposium, Perth Western Australia  
28 – 29 May, 2018**

## *Invitation*

In implementing The United Nations' sustainable development goal "Good Health and Wellbeing", it is important for health promotion, service provision, and advocacy to address how changing communication methods (digital networks) and new social attitudes (i.e., populism) have produced an anti-expert, antimicrobial and anti-vaccination discourse that is gaining popularity and has substantial negative health impacts on individuals and communities.

At the same time, there is growing scholarly criticism that narrow health solutions, including some pharmaceutical solutions, discourage patients and the general population from embracing an educated, embodied, whole-of life-course approach and socially-grounded understanding of health/wellbeing. Across these two poles, health communication and advocacy face ongoing difficulties in communicating well to groups affected by migration, ageing and socio-economic and welfare vulnerabilities.

This symposium brings together researchers in population health, medical humanities, health sociology, health communication and cultural studies with medical and health practitioners, as well as health policy and advocacy experts to discuss key issues around good health and wellbeing communication in an era in which anti-expert discourses as well as narrow transactional approaches to self-care are clouding important health and mental health communication.

The symposium aims to **(a)** share current research and best practice knowledge, **(b)** develop new understandings through dialogue that aid the development of solutions and advocacy approaches, and **(c)** build new alliances to aid intervention, practice and policy advice in the health and mental health communication sector.

## *Call for Papers and Presentations*

We invite you to submit proposals for presentations (research, policy, advocacy, best practice and related areas) on the above. We are particularly interested in topics related to:

- The growth of anti-expert, anti-vaccination, and anti-health messages, groups and discourses
- Critical understandings of transactional approaches to health and mental health
- The relationship between health promotion, wellbeing, resilience (critically understood)
- Best practices in health promotion and advocacy
- Related topics in medical humanities, health sociology, health communication, mental health advocacy, strategic communication, critical approaches to bodies, care and wellbeing.

To submit: please email a proposal to [ComHealth2018@gmail.com](mailto:ComHealth2018@gmail.com), with the following information:

- (i) title, (ii) 250-word abstract, (iii) full name and affiliation(s), (iv) email address.

**Proposals due: Friday 30 March 2018**

**Notification: Friday 13 April 2018**

**Event: 28-29 May, held at UWA Crawley Campus, Perth, WA.**



Supported by the WUN, this event is held in conjunction with the WUN Conference and AGM, Perth, Western Australia, 20-25 May.

<https://wun.ac.uk/article/wun-conference-and-agm-2018>.

Further information and queries, please email co-convenor Associate Professor Rob Cover (UWA) [rob.cover@uwa.edu.au](mailto:rob.cover@uwa.edu.au) or [ComHealth2018@gmail.com](mailto:ComHealth2018@gmail.com)

### **Publication / Outputs:**

It is hoped that a selection of presentations and papers from this symposium will be revised for inclusion in an anthology, special issue or collection to further engage with the important and changing needs of health communication, promotion and wellbeing in a contemporary, digital era. Further information will be provided at the symposium.