

Digital and Social Media Research Event
27th November 2013 – 12.30pm to 4.00pm
3.10-3.11 Media City, University of Salford, Manchester

Using digital and social media to promote cervical screening

Hosted by:

Prof Ben Light, Prof Paula Ormandy, University of Salford
North West Quality Assurance Reference Centre

Agenda

12.30-1.30pm	Networking and Lunch
1.30-1.35pm	Introduction <i>Billie Moores / Y Browne</i>
1.35-2.15pm	The Cat that Got the Screen: using digital and social media to promote cervical screening <i>B Light, P Ormandy</i>
2.15-2.30pm	Discussion, Questions and Answers
2.30-3.00pm	Coffee
3.30-3.15	Ethnic minority women perceptions of screening and use of digital media <i>E Wattam</i>
3.15-3.30pm	Previous initiatives and campaigns <i>P Ormandy</i>
3.30-3.55pm	Moving forward - What needs to happen next? <i>B Light, P Ormandy</i>
3.55-4.00	Close <i>Billie Moores -</i>

To book a free place please email: yvonne.toal@lwh.nhs.uk

I wish to book a place on the 27th November

Name:

Job title:

organisation:

Dietary requirements: