

SCOPE Distinguished Speakers' Series (SDSS) : Understanding Social Norms for Public Health Interventions and Behavioural Change.

25th June 2024
9.00 am - 1.00 pm

Mulu Auditorium
SCOPE Office



Purpose/Objectives

Understanding social norms is crucial for designing effective public health interventions and promoting behavioral change. Social norms refer to the unwritten rules, expectations, and behaviors that are considered acceptable or desirable within a particular social context or community.

Speaker's profile



A/Prof. Dr Yew Fong (Pamela) LEE PSK
MBBS (Manipal), MHM (Sydney), OHD (NIOSH),
CMIA (Mal), PhD (Geneva)

A seasoned adjunct Associate Professor and medical doctor with extensive hospital management experience, serving as Deputy Director (Medical) at a 1000+ bedded University Affiliated Tertiary Care State Hospital. Internationally recognized for leadership, active in medical associations, and renowned for expertise in infection prevention and control

Programme Itinerary

Time	Agenda
8.30 AM	Registration
9.00 AM	Understanding Social Norms for Public Health Interventions and Behavioural Change.
10.30 AM	Break
10.45 AM	Understanding Social Norms for Public Health Interventions and Behavioural Change.
1.00 PM	Session Ends

Learning outcomes

- Develop skills to identify prevailing social norms within a target population or community.
- Analyze how social norms are shaped by cultural, socioeconomic, and demographic factors
- Evaluate how existing social norms can either support or hinder public health interventions and behavioral change efforts
- Recognize the potential negative consequences of harmful social norms, such as stigma, discrimination, or the normalization of unhealthy behaviors.
- Understand the importance of considering social norms when designing and implementing public health programs.

Remark:

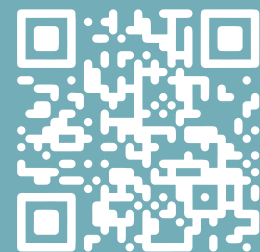
SCOPE reserve the right to make any changes deemed necessary for the best interest of the programme.

Registration Fee

Exclusive for GLCs / Private Sector

RM 200 Per Pax

inclusive of SST



REGISTER NOW!
before 21st June 2024

TARGET AUDIENCE

Middle to Senior Level Management

CONTACT PERSON

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