

# Impactful Communication for Impactful Science

*Professor Nicole Probst-Hensch Farewell Reflections*

*Kreuzstrasse 2, 4123 Allschwil, Switzerland*

## PROGRAMME

17 April 2026

**12:15 Registration and Lunch**

### Welcome and Setting Stage

*Moderator: Jürg Utzinger, Director, Swiss TPH*

*(12.55 virtual check-in)*

**13:00 Public Health Science Perspective – What Impact do We Mean?** *Eva Scheurer, Dean, Medical Faculty, University of Basel, and Jürg Utzinger, Director, Swiss TPH*

**13:20 Exposome Science Impact and Challenges: An Exchange,** *Annette Peters, Director, Institute of Epidemiology, Helmholtz Munich, and Nicole Probst-Hensch, Department Head Emeritus, Epidemiology and Public Health, and Group Leader Exposome Science, Swiss TPH*

**13.45 Science Journalism in the Era of Budget Cuts and Fake News,** *Theres Lüthi, Freelance Medical and Science Journalist*

### The Art of Communicating Scientific Complexity

*Moderator: Katharina Bochler, Science Editor and Psychotherapist, SRF (Swiss Radio and TV)*

**14.15 Messaging in the Attention Economy,** *David Schärer, David Schärer Studio*

**14:40 Impactful Art in Science Communication,** *Bettina Rohr, Art and Science Curator*

**15.00 Break with Interactive Programme**

**15.45 Swiss TPH Public Health Stories: Meet the Project Leaders**

- Astrid Knoblauch, Tuberculosis Epidemiologist, Swiss TPH
- Lujain Alchalabi, Oral Epidemiologist, Swiss TPH
- Vitor Pessoa Colombo, Urban Epidemiologist, Swiss TPH

### Policy, Prevention, and Partnerships: How to Transform Knowledge into Impact

*Moderator: Mathis Brauchbar, Mathis Brauchbar, Partner at Advocacy – Consulting and Communication*

**16.00 Social Marketing of Prevention for Health-in-All-Policies,** *Ntuli Kapologwe, Director General of East, Central and Southern Africa Health Community*

**16.25 Policy-to-Science Communication for Public Health Impact: A Panel Discussion**

- Benedikt Knüsel, Head Science-Policy Interface, ETHZ (Swiss Federal Institute of Technology Zurich)
- Ursula Zybach, National Council, President Swiss Health Foundation RADIX, President Spitex Canton Bern
- Primo Schär, Vice President for Research, University of Basel

**17.15 Reflections on Public-Private-Partnership in Global Health**

- Astrid Kiermeier, VP, Global Head Enhanced Data and Insights Sharing, F. Hoffmann-La Roche
- Annette Peters, Director, Institute of Epidemiology, Helmholtz Munich
- Nicole Probst-Hensch, Group Leader Exposome Science, Swiss TPH

**17:30 Closing Words,** *Nicole Probst-Hensch*

**17.40-19.00 Reception**