

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 Bochsler, 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