

Impactful Communication for Impactful Science

Farewell Reflections of Professor Nicole Probst-Hensch

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 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

15:30 Break with Interactive Programme

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

Moderator: 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, Executive Director, Einstein School of Public Policy, ETH 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