

Summer School

# FROM EVIDENCE TO TRUST

Public Health, Epidemiology &  
Communication

20. - 24. July 2026 / Salzburg / [pmu.ac.at/evidencetotrust](https://pmu.ac.at/evidencetotrust)



**PMU | PARACELSUS**  
MEDICAL  
PRIVATE UNIVERSITY

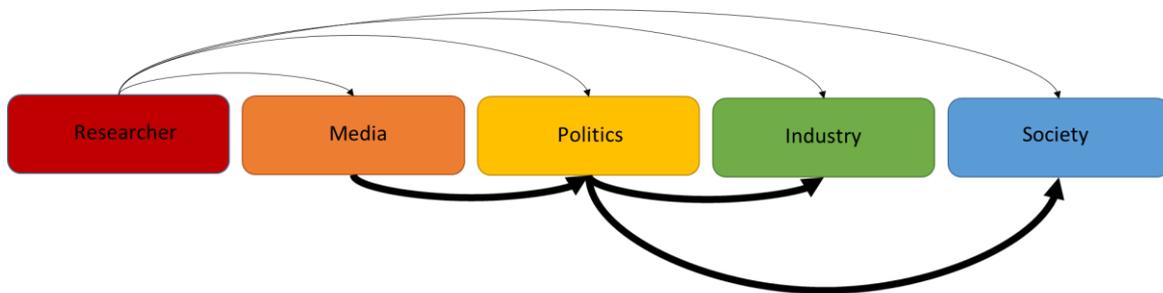
Institute for General, Family- and Preventive Medicine &  
Institute for Nursing Science and Practice

# From Evidence to Trust – Public Health Communication and the Role of Epidemiology in Global Health

Hosted by the Master of Public Health, Paracelsus Medical University (PMU)

## Overview

The summer school “From Evidence to Trust” primarily brings together early-career students and researchers in public health. Additionally, the program welcomes mid-career professionals working in public health institutions, as well as medical and pharmacy students with a strong interest in global health. By integrating epidemiological expertise with strategic communication and stakeholder engagement, the program empowers participants to design solutions that foster trust and achieve lasting public health impact.



There is a **mismatch** what science knows and what politicians do.

## Objectives

The summer school aims to empower participants to understand and navigate real-world contexts, turning evidence into practical action. Participants will:

- Deepen their understanding of epidemiological methods and their role in evidence-based public health.
- Explore how risk, uncertainty, and complex findings can be communicated to diverse audiences.
- Learn to translate scientific evidence into narratives that inform decision-making and counter misinformation.
- Examine how evidence can guide policy, industry strategies, and community initiatives.
- Build cross-sectoral partnerships for sustainable and equitable health solutions.

## Thematic Focus by Sector

- **Research** – Advance evidence-based public health methods – from causal inference to complex intervention design – in ways that respond to urgent, real-world health challenges and involve stakeholders throughout the research process. Address the communication of risk and uncertainty, recognising how misunderstanding can undermine the use of evidence. Deliver findings that are timely, relevant, and trusted, enabling their direct integration into practice and policy. Researchers must first understand evidence themselves to communicate it strategically.
- **Media** – Translate complex epidemiological and public health evidence into clear, compelling narratives that resonate with different audiences while safeguarding accuracy. Build public understanding and trust, enabling informed decision-making and reducing the

spread of misinformation. Effective communication requires thoughtful engagement with the ways evidence is conveyed.

- **Politics** – Integrate high-quality evidence into policy design and decision-making, even in contexts of uncertainty, competing interests, and time pressure. Develop policies that are effective, equitable, and aligned with population health needs.
- **Industry** – Align business innovation and operational strategies with evidence-based health priorities, identifying win–win opportunities for profit and public benefit. Ensure that industry contributes meaningfully to sustainable population health gains.
- **Society** – Equip communities with tools and partnerships to interpret and act on health evidence, fostering shared ownership of outcomes and collective well-being.

### **Aim & Impact**

The summer school “*From Evidence to Trust – Public Health Communication and the Role of Epidemiology in Global Health*” provides a dynamic platform for networking, capacity building, and inspiration. By combining methodological training, strategic communication, and real-world case discussions, it empowers participants to critically engage with evidence, strengthen their professional skills, and translate knowledge into action. The program supports early-career public health students and researchers in developing as health leaders, critical thinkers, and change-makers, equipped to foster trust, shape policy, and improve population health in a global context.

### **Format and Methods**

The program combines lectures, interactive workshops, case studies, and simulation exercises for a hands-on learning experience. Participants work in groups and apply evidence-to-action strategies in real-world scenarios. International experts in epidemiology, public health, communication science, and policy lead the program. It also includes online sessions and panel discussions, with opportunities to participate either on-site or remotely.

### **Target Audience**

The summer school is primarily designed for students enrolled in the public health program at PMU and collaborating Universities (e.g.: University of North Florida (UNF), etc.). In addition, a limited number of places are available for Master’s and PhD students from other universities, early-career researchers and practitioners in public health institutions and NGOs, as well as selected medical and pharmacy students with a strong interest in global health. A small number of professionals from health agencies, policy, media, and the life sciences industry may also be admitted to enrich the exchange. To ensure an intensive, interactive learning environment, participation will be limited to 80 individuals.

### **Registration**

UNF students are automatically eligible to participate and do not need to apply or pay registration fees.

All other participants are asked to pay a participation fee and can [register here](#). Further information can be found on the [Summer School landing page](#).

## Participation Fees

The following participation fees apply:

<b>Participant groups</b>	<b>1<sup>st</sup> March to 30<sup>th</sup></b>	
	<b>April</b>	<b>1<sup>st</sup> May to 15<sup>th</sup> July</b>
	<b>23:59 CEST</b>	<b>23:59 CEST</b>
UNF-Students	Included in the study abroad course fee	
Day registration	€ 200	
Students and employees of PMU (incl. University Hospital Salzburg, PMU Nürnberg)	€ 550	€ 600
Students from other Universities, Health care and other professionals	€ 700	€ 750

*Fees cover participation in all sessions and course materials. Accommodation and travel costs are not included.*

## Preliminary Program Summer School “From Evidence to Trust”

20.07.2026 – 24.07.2026

### Paracelsus Medizinische Privatuniversität

#### 20.07.2026

**09:00 - 09:10**

OPENING

*Annemarie Weißenbacher*

*President PMU, Salzburg*

**09:10-09:50**

OBESITY IN CHILDREN IS DRIVEN BY ADVERTISING  
HOW EPIDEMIOLOGICAL EVIDENCE, RISK COMMUNICATION AND TRUST IN PUBLIC HEALTH  
MESSAGES INTERACT IN A GLOBAL CONTEXT.

*João Breda*

*WHO, Athens*

**09:50-10:40**

SCIENCE IN THE SOCIETAL RESPONSE TO CHILDHOOD OBESITY RELATED TO ADVERTISING  
- GENERATING EVIDENCE ON HEALTH EFFECTS, INFORMING REGULATION AND POLICY,  
ENGAGING WITH MEDIA AND INDUSTRY STAKEHOLDERS, AND COMMUNICATING FINDINGS  
TO THE PUBLIC

*João Breda*

*WHO, Athen*

**11:00-11:50**

INTERDISCIPLINARY MANAGEMENT OF CHILDHOOD OBESITY

*Daniel Weghuber & Sabine Geiersberger*

*Universitätsklinik für Kinder- und Jugendheilkunde,  
Universitätsklinikum Salzburg*

**13:00-13:50**

MAKING SENSE OF COMPLEXITY: FUNDAMENTALS AND PRACTICALITIES OF INTEGRATED  
MIXED METHODS RESEARCH

*Susanne Vogl*

*University of Stuttgart*

**13:50-14:40**

„TRANSLATING EVIDENCE INTO TRUST: A PRACTICAL GUIDE TO EVIDENCE SYNTHESIS  
TYPES AND MODES IN HEALTHCARE“

*Barbara Nussbaumer-Streit*

*University for Continuing Education Krems,  
Department for Evidence-based Medicine and Evaluation,  
Cochrane Austria  
JBI Austria*

**15:00 – 15:50**

INTERACTIVE SESSION

*Hans-Peter Wiesinger / Valentin Fischill-Neudeck*

*PMU, Salzburg*

**15:50-16:40**

EVIDENCE, QUALITY, TRUST: THE SYSTEM ROLE OF GESUNDHEIT ÖSTERREICH GMBH IN  
AUSTRIA'S HEALTH SECTOR

*Isabelle Soede*

*Gesundheit Österreich GmbH, Vienna*

## 21.07.2026

**09:00-09:50**

INFORMATION TO FOLLOW

*tba*

*tba*

**09:50-10:40**

GEOPOLITICAL CONTEXT AND ITS IMPACT ON HEALTHCARE PROVISION

*Markus Gastinger*

*Department of Political Science & Salzburg Centre of EU Studies,  
PLUS, Salzburg*

**11:00-11:50 (40+10)**

TRUST IN CROSS-BORDER HEALTH GOVERNANCE

*Stefanie Praxmarer-Fernandes*

*Health Systems Consulting, Copenhagen.*

13:00-13:50 (40+10)

DIGITAL HEALTH APPLICATION IN GH-PROJECTS

*Ziad El-Khatib*

*PMU, Salzburg / Karolinska Institute, Stockholm*

**13:50-14:40 (40+10)**

EVIDENCE & TRUST IN TIMES OF DIGITAL DIVIDE

*Lukas Kerschbaumer*

*Management Center Innsbruck*

**15:00 – 15:50**

INTERACTIVE SESSION

*Hans-Peter Wiesinger / Valentin Fischill-Neudeck*

*PMU, Salzburg*

## 22.07.2026

**09:00-09:50**

WHO AGEING AND LIFE COURSE DEPARTMENT

*Lisa Warth*

*UNECE Population Unit, Geneva*

**09:50-10:40**

HEALTHCARE ECONOMICS

*Annemarie Weißenbacher*

*President PMU, Salzburg*

**11:00-11:50 (40+10)**

WORK OF THE AUSTRIA - INTERNATIONAL VACCINE INSTITUTE

*Kerstin Westritschnig*

*International Vaccine Institute, Vienna*

**13:50-14:40 (40+10)**

GOVERNING SCIENTIFIC UNCERTAINTY

*Ziad El-Khatib & Hans-Peter Wiesinger*

*PMU, Salzburg / Karolinska Institute, Stockholm*

**15:00-16:40**

PANEL - TRUST AS A PUBLIC HEALTH OUTCOME: ECONOMIC, POLITICAL, AND SCIENTIFIC PERSPECTIVES

*Warth – Weißenbacher – Westritschnig – Ziad El-Khatib*

## 23.07.2026

**09:00-09:50**

INFORMATION TO FOLLOW

*Tba*

*tba*

**09:50-10:40**

EVIDENCE - INNOVATION - TRUST: ADVANCING HEALTH CARE PROVISION IN PRACTICE

*Ralf Kuhlen*

*Fresenius*

**11:00-11:50**

INTERACTIVE SESSION

*Hans-Peter Wiesinger & Valentin Fischill-Neudeck*

*PMU, Salzburg*

**13:00-13:50**

INFORMATION TO FOLLOW

*Tba*

*tba*

**13:50-14:40 (40+10)**

BRIDGING EVIDENCE AND TRUST: PROJECTS AT THE CENTER FOR HEALTH SERVICES RESEARCH AND PUBLIC HEALTH

*Jürgen Osterbrink & Maria Flamm*

*PMU, Salzburg*

**15:00-15:50**

EMPATHY, COMPASSION AND TRUST

*Tania Singer*

*Max-Planck*

**15:50-16:40**

THE INTERNATIONAL COUNCIL OF NURSES (ICN): ADVANCING EVIDENCE-BASED AND TRUSTED CARE ACROSS HEALTH SYSTEMS

*ICN Representative*

*International Council of Nurses, Geneva*

## 24.07.2026

**09:00-10:40**

INTERACTIVE SESSION

*Hans-Peter Wiesinger & Valentin Fischill-Neudeck*

*PMU, Salzburg*

**11:00-11:50**

TRANSLATING EVIDENCE INTO POLICIES AND GUIDELINES

*Miloslav Klugar*

*Institute of Health Information and Statistics, Prague*

**13:00-13:50**

INFLUENCING & NEGOTIATING POLICY / RESEARCH-POLICY INTERFACE

*Ellen Nolte*

*London School of Hygiene and Tropical Medicine*

**13:50-14:40 (40+10)**

INFORMATION TO FOLLOW

*Tba*

*tba*

**15:00-16:40**

PANEL - BEYOND TRUST: HOW EVIDENCE SHAPES POLICY, GUIDELINES AND SYSTEM CHANGE

*Klugar – Nolte – Wegwarth*