

DGPuK Conference
Health Communication 2024

Insight to Impact:

Translating Health Communication
Research into Policy and Action

Info Guide



November 20-22, 2024
Lucerne, Switzerland

Welcome to the DGPuK Health Communication Conference!

We are pleased to welcome you to the University of Lucerne for the 9th Annual DGPuK Health Communication Conference, taking place from November 20th to 22nd, 2024. This year's conference theme, "Insight to Impact: Translating Health Communication Research into Policy and Action," reflects our focus on bridging the gap between research and real-world application in health policy and practice.

We look forward to featuring a diverse range of emerging research and practical insights aligned with the conference theme, such as enhancing health communication strategies and promoting collaboration across disciplines. Contributions focus on key issues such as health communication during crises, the role of social media, health literacy, and communication of health risks. In addition to the thematic sessions, the conference program includes open panels for innovative research that, while not directly aligned with the conference theme, makes significant contributions to the field.

The program also includes a **dedicated workshop** on methods for translating research into practice, and a **panel discussion** on the critical issue of bridging the gap between research and practice. This discussion will offer a platform for in-depth dialogue among scholars, practitioners, and policymakers, underscoring the central theme of the conference. Additionally, a **PhD workshop** will offer emerging scholars further opportunities for engagement and learning.

Beyond the academic program, we have organized social events that will allow for networking and idea exchange, while also giving you the chance to explore the beautiful medieval city of Lucerne.

This preliminary conference guide provides a first overview of essential information, ensuring you are well-prepared for a productive and enjoyable stay in Lucerne.

We all look forward to welcoming you to Lucerne!

DGPuK Local Organizing Committee 2024,
Alexander Ort, Sarah Mantwill, Anna Romanova & Anica Ilic



Dr. Alexander Ort
[More information](#)



Dr. Sarah Mantwill
[More information](#)



Anna Romanova, M.Sc.
[More Information](#)



Dr. Anica Ilic
[More Information](#)


Conference Program*

*Please note, that the information provided is preliminary and might be subject to change until the actual date of the conference.

Day 1, Wednesday 20.11.2024


Morning

PhD Workshop

 University of Lucerne,
Room 4.B46

Afternoon

Methods Workshop

 University of Lucerne,
Room 4.B46

Evening

Social Event: Get together

 Suite Rooftop Lounge & Bar

Day 2, Thursday 21.11.2024

Morning

08:00 - 09:00 **Conference
Registration,
Morning Coffee**

09:00 - 09:30 **Opening Plenary**

09:30 - 09:45 **Break**

09:45 - 11:00 **Parallel session I**

11:00 - 11:30 **Coffee Break**

11:30 - 12:45 **Parallel session II**

13:00 - 14:00 **Lunch Break**

Afternoon

14:00 - 15:00 **Parallel Session III**

15:00 - 16:00 **Networking Session**

16:00 - 16:30 **Coffee Break**

16:30 - 18:00 **Panel Discussion**

18:15 - 19:00 **General Assembly of
the DGPuK Health
Communication
Division**

Evening

Social Event: Conference Dinner

 Ship Wilhelm Tell

Day 3, Friday 22.11.2024

Morning

08:30 - 09:00 **Registration & Coffee**

09:00 - 10:00 **Top Paper Panel**

10:00 - 10:15 **Coffee break**

10:15 - 11:15 **Panel session IV**

11:15 - 11:30 **Coffee break**

11:30 - 12:30 **Parallel session V**

12:30 - 13:00 **Farewell***

***Lunch bags provided**


Catering & Food

Catering will be provided throughout the conference. Water, coffee, snacks, and fruit will be available during the day. Lunch is provided in the university mensa, with vegan/vegetarian options available. On Friday and after the last session, lunch bags will be available. If you're looking to get something else, plenty of food options are scattered in and around the train station, including Swiss specialty shops for baked goods and chocolate (which make great souvenirs).

Social Events

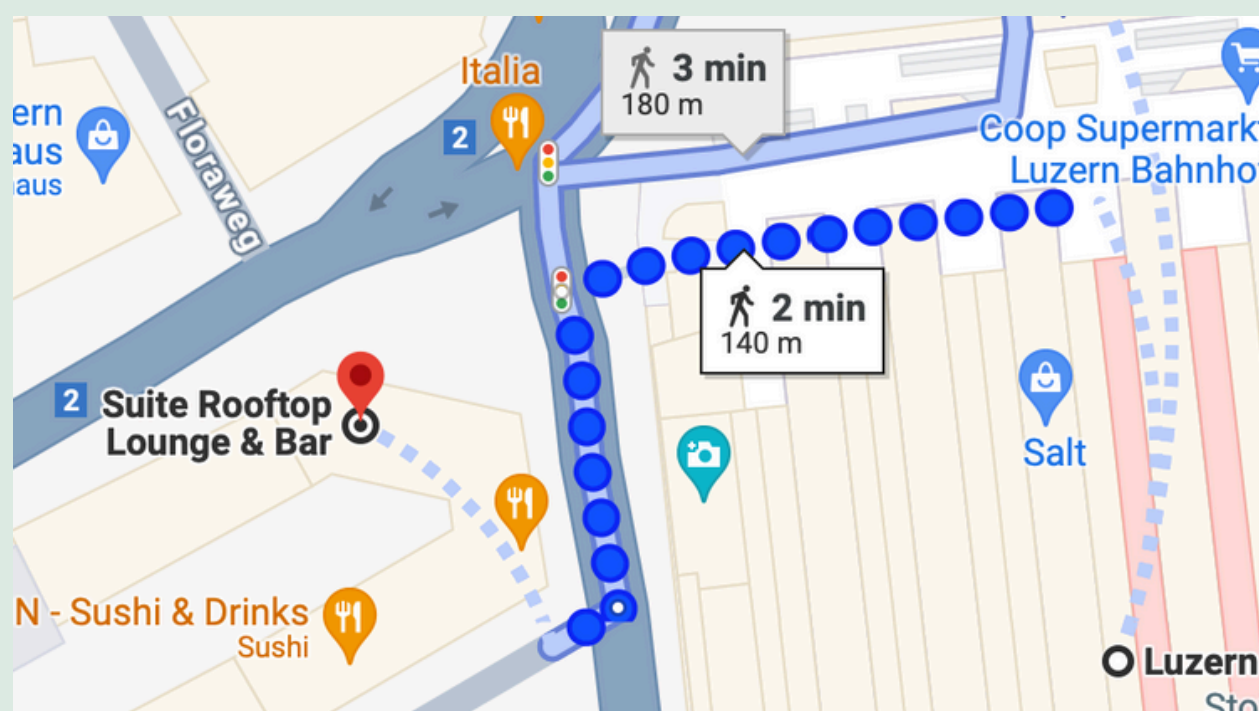
Evening, 20.11.2024

Get together

 Suite Rooftop Lounge & Bar,
 Pilatusstrasse 1, 6003 Luzern




Suite is located right next to the main station. Exiting the main station on the side of Track 2, you need to cross the street and take the entrance to Starbucks. Follow the hallway around the corner and find the elevator up to the rooftop bar.



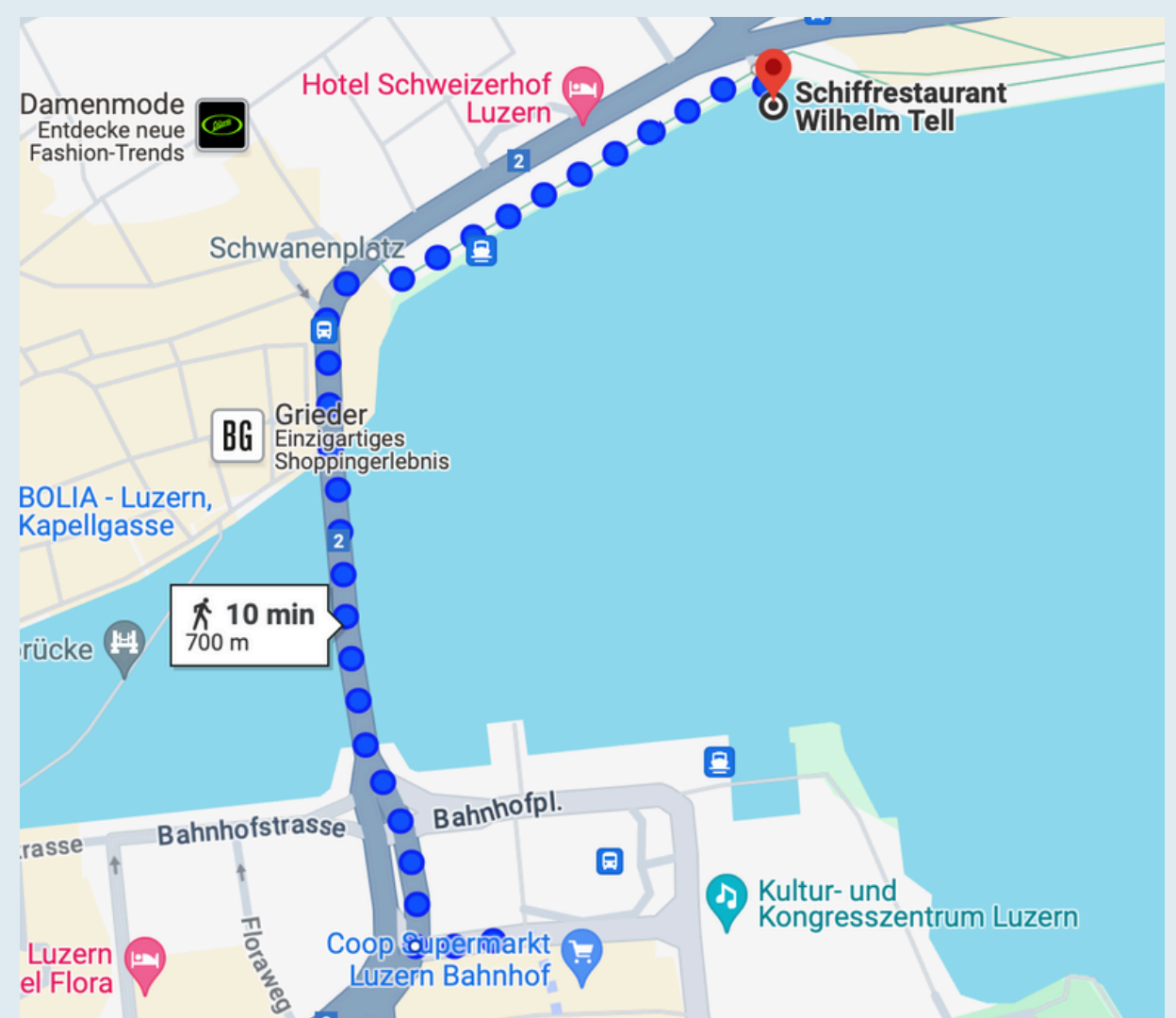
Evening, 21.11.2024

Conference Dinner

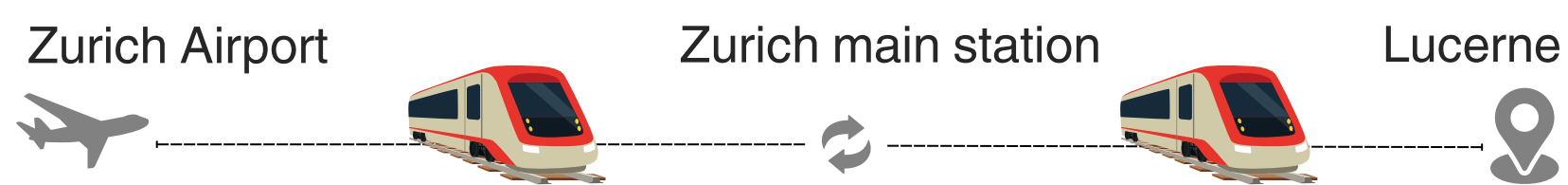
 Ship Wilhelm Tell,
 Landungsbrücke 9, 6006 Luzern



To reach the Restaurant Ship Wilhelm Tell, you can cross the river Reuss via the "Seebrücke" and walk along the lakeshore until you reach the ship. Alternatively, buses 6 & 8 take you to "Luzernerhof" and close to the venue.



How to get from Zurich Airport to Lucerne



The train ride from Zurich Airport to Lucerne takes approx. 1h and 10 minutes. Many train connections take you from Zurich airport to Zurich main station, where a change of train is required. Trains from Zurich main station to Lucerne depart at minutes **10** and **35** every hour.

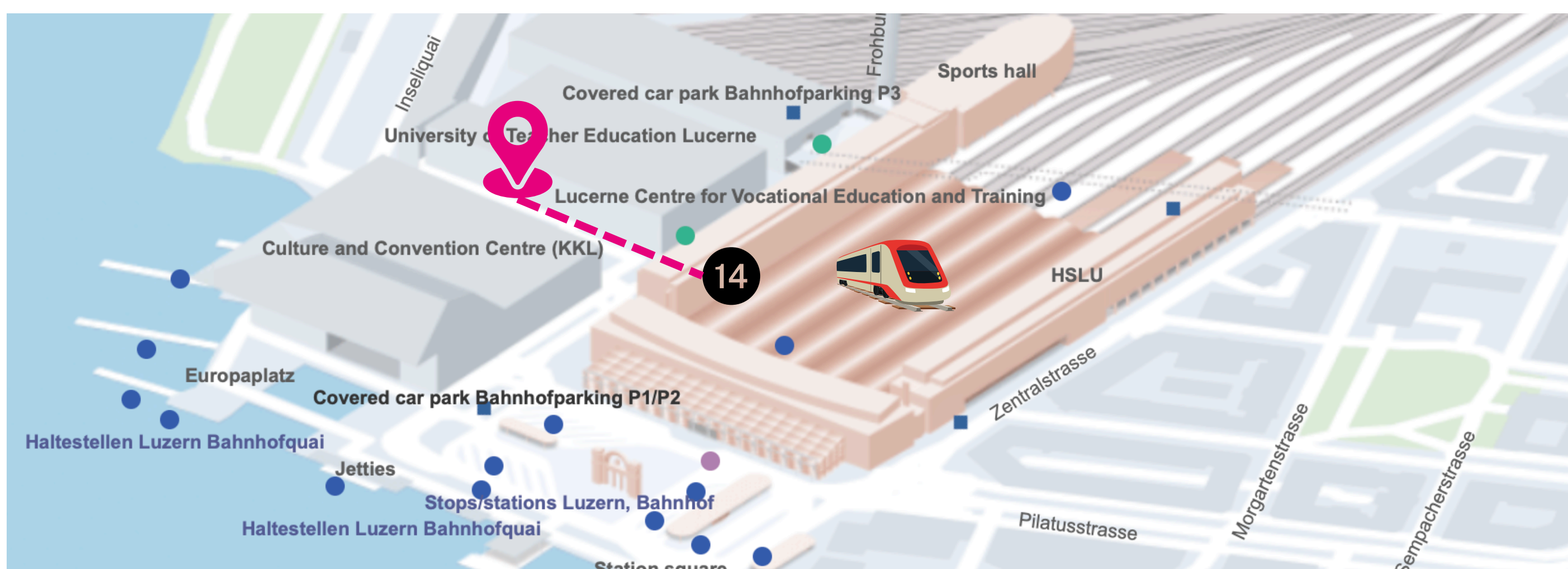
For (inter)national train connections we suggest checking the [timetable](#) which can also be found on the [SBB mobile app](#).



University of Lucerne,
Frohburgstrasse 3,
6002 Luzern

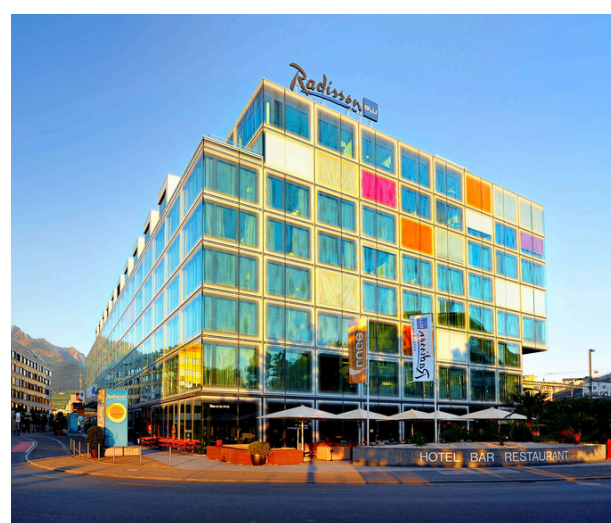
How to get from Lucerne train station to the University

The University of Lucerne is located right next to the train station. There is an exit on the side of the train station, right next to platform **14** which leads directly to the University of Lucerne.



Hotel recommendations

Lucerne is a touristic city and therefore has numerous options for accomodation, ranging from AirBnBs to privately rented holiday flats to luxury hotels. Below, we provide some recommendations, but you can certainly find something suitable for your taste and budget when browsing common booking websites.



- 1**
Radisson Blu ****
- [Website](#)
 - 2 Min walk to the University
 - €€€-€€€€



- 5**
Barabas **
- [Website](#)
 - 10 Min walk to the University
 - €-€€



- 2**
Waldstätterhof ***
- [Website](#)
 - 5 Min walk to the University
 - €€-€€€



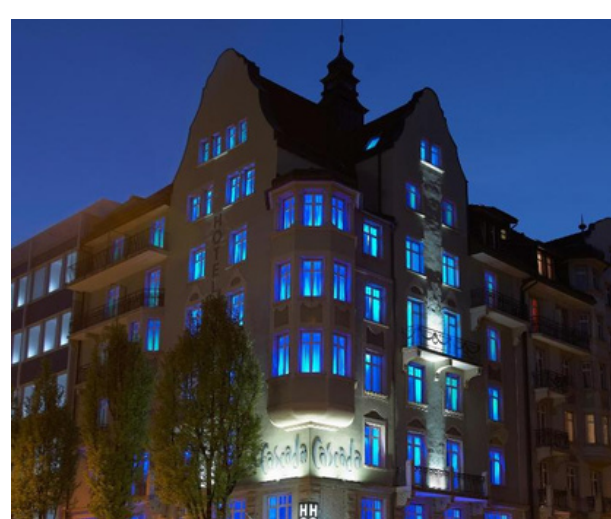
- 6**
The Lab - Capsule Hotel *
- [Website](#)
 - 7 Min walk to the University
 - €-€€



- 3**
Des Alpes ***
- [Website](#)
 - 5 Min walk to the University
 - €€-€€€



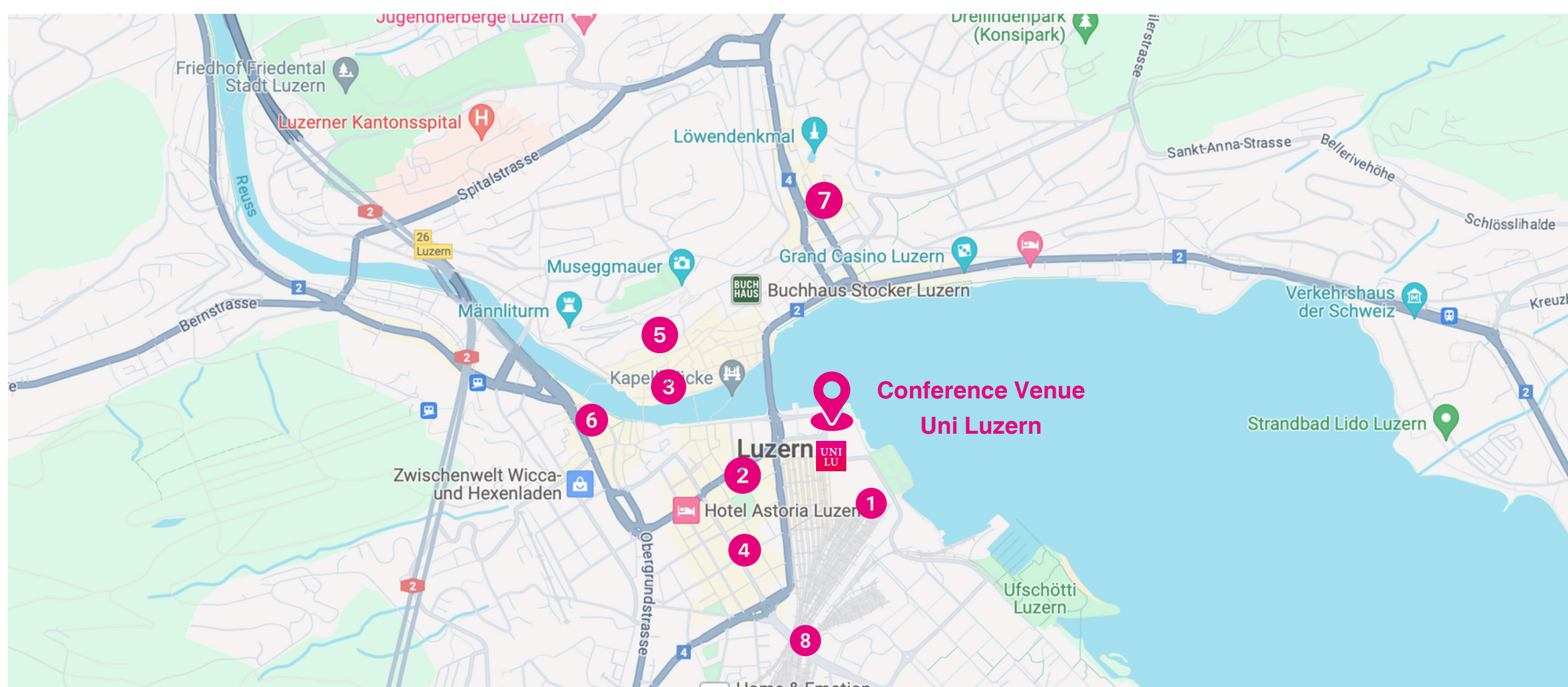
- 7**
Ibis Styles Luzern City ***
- [Website](#)
 - 10 Min walk to the University
 - €-€€



- 4**
Cascada ****
- [Website](#)
 - 10 Min walk to the University
 - €€€-€€€€



- 8**
Ibis Budget Luzern City *
- [Website](#)
 - 15 Min walk to the University
 - €-€€

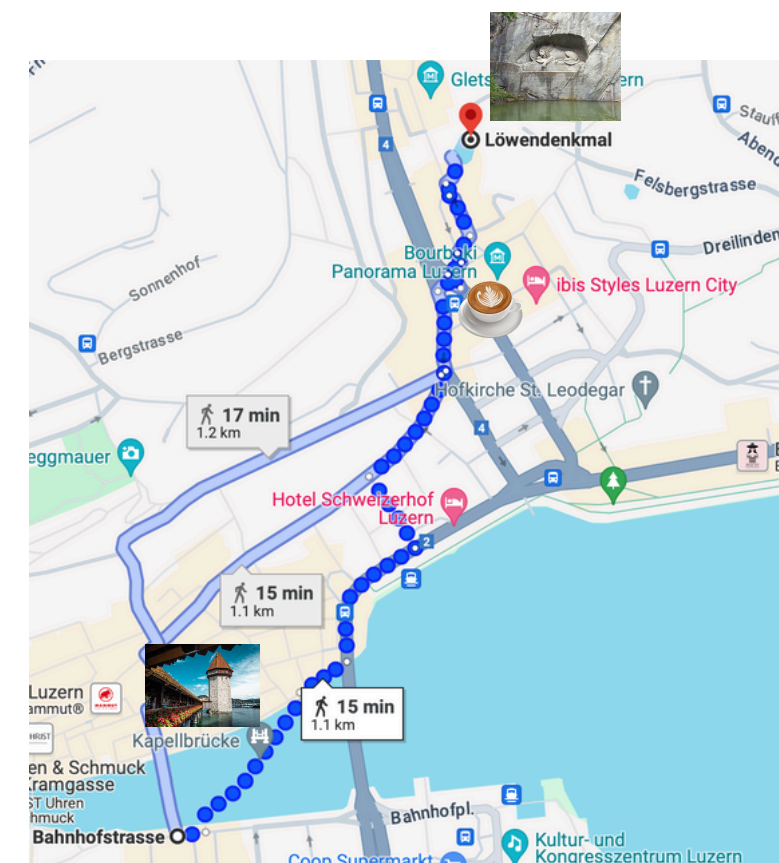


Lucerne travel guide

Lucerne ...

... in an hour

If you would like to get a taste of Lucerne in a short amount of time, we suggest to cross the chapel bridge by foot. From there you can walk through the old town with a nice view on the Musegg wall, or you can walk along the lakeshore to the Lion Monument. You can finish your short route with a warm coffee or tea in the Bourbaki Panorama, a special house for media, meetings and culture. Since the renovation, it involves a museum, the Lucerne city library, the municipal environmental advisory center and environmental library öko-forum, five cinemas with a cinema bar (with a functioning turntable), a restaurant and shops.



... as a coffee lover

- At the gate to the old town, not far from the river Reuss and a few steps from the city theater you can grab a coffee at **Café Chapeau** – a little gem.
- **Café Tacuba**: a coffee roastery and coffee shop that sells products made in Lucerne. High-quality coffee gets imported from El Salvador and roasted in their premises in Lucerne. The same premises also serve as a café and shop where you can taste and buy the coffee beans, intended to be a coffee experience place where you can learn about coffee and try new things.
- **SiP** is an up-and-coming, cool venue offering a unique and trendy selection of high-quality specialty coffee, brunch and refreshing aperitifs
- Close to the Lion Monument you will find the **Alpineum** - a cute little coffee bar, to enjoy a drink or a snack after a sightseeing tour.
- The **Mardi Gras** is the perfect café to read your newspaper, enjoy a warm drink or people watch - you will leave this urban Bijou feeling relaxed and inspired.

... with children

- Experience the history of mobility in Switzerland's most visited museum: The **Swiss Museum of Transport**
- In the **Swiss Chocolate Adventure**, located in the Swiss Museum of Transport, you can gain fascinating insights into the history and production of chocolate: from Africa to the Swiss Alps. During the multimedia show offered in different languages, you can also taste some delicious Swiss chocolate. You can solely book tickets for this exhibition and do not need to buy a ticket for the whole museum.
- The **Gameorama** is an interactive games museum with pinball machines, games consoles, arcade machines and a board game café.
- The **Glacier Garden** displays glacier pots from the last ice age 20,000 years ago as well as fossilised shells and palm leaves from the subtropical marine region 20 million years ago.

... as a vegetarian / vegan

- Natural, vegan and healthy. Restaurant **Karls Kraut** cooks with plant-based and regional products - ideal for lunch, brunch or dinner.
- Cosy, urban and close by. The Restaurant **Mill'Feuille** offers from the classic brunch to the business lunch to the modern aperitif to the classic swiss dinner - the restaurant offers something for everyone and has a lot of vegan menus.
- On the first floor of the main station you will find **Tibits** - a dynamic vegetarian/vegan restaurant offering a self-service menu with a broad range of options - warm drinks, breakfast, lunch, dinner, as take-away or to eat in the restaurant.
- **Café Nord**, the nordic-oriented café in the centre of Lucerne's trendy Neustadt district with many homemade cakes, including a vegan selection.

... as a lover of traditional Swiss food

- Restaurant **Pfistern** is located in the center of the old town and directly on the Reuss. Here you can enjoy traditional Swiss specialities such as fondue or raclette, as well as modern, creative and seasonal dishes.
- The Restaurant **Old Swiss House** with classic cuisine, cosiness and tradition (the many antiques are a real eye-catcher), the Restaurant dating from 1858 is a tempting place to visit.
- At **Wirtshaus Taube**, Lucerne and Swiss dishes are freshly prepared according to old original recipes.

Special event in November: Rudolf's Weihnacht Christmas Market

From November 16th to December 23rd, 2024, the magical RUDOLF Christmas market will take place in the middle of the dreamlike backdrop of the park and with a view of Lake Lucerne. Whether for a delicious dinner, a cheesy fondue in the fondue chalet, or a cozy mulled wine - Rudolf's Weihnacht is the perfect place to get in the mood for the coming Christmas season.

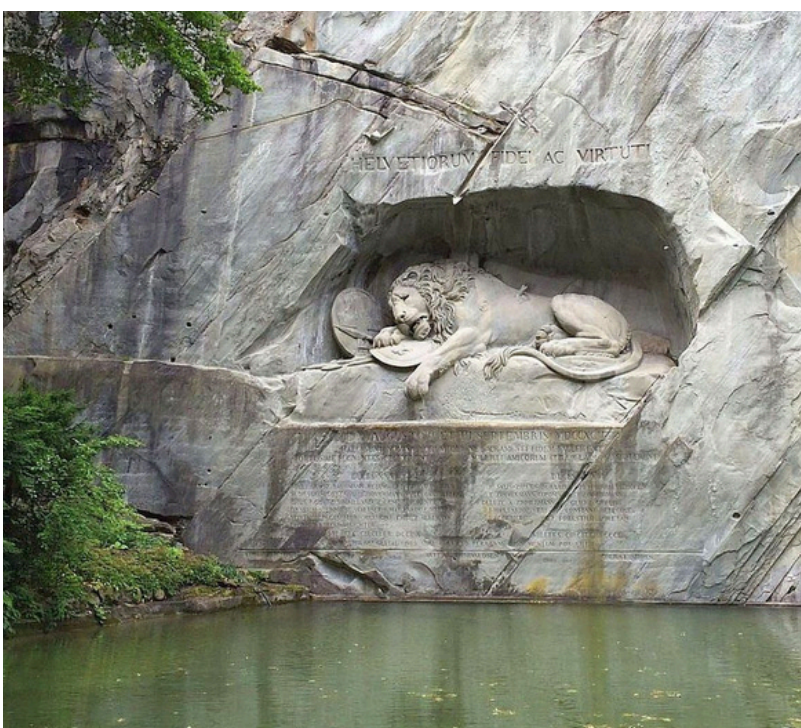
The christmas market is located right next to the University of Lucerne.

Lucerne`s top sights



Chapel Bridge

Lucerne`s number 1 photo spot is the world-famous timber bridge. Together with the Water Tower, the bridge forms a landmark in the townscape and attracts numerous tourists all year round. The Chapel Bridge links the Lucerne Theatre on the south bank of the river Reuss with St. Peter`s Chapel on Rathausquai, passing the Water Tower on the way. A major part of the Chapel Bridge caught fire in the night of August 18 in 1993. All that could be saved were the two bridgeheads and the Water Tower. The remainder of the bridge was rebuilt in a record time of eight months. The Chapel Bridge – an incredible 650 years old – served not only as a means of crossing the river on foot, but also as part of the town`s fortifications.

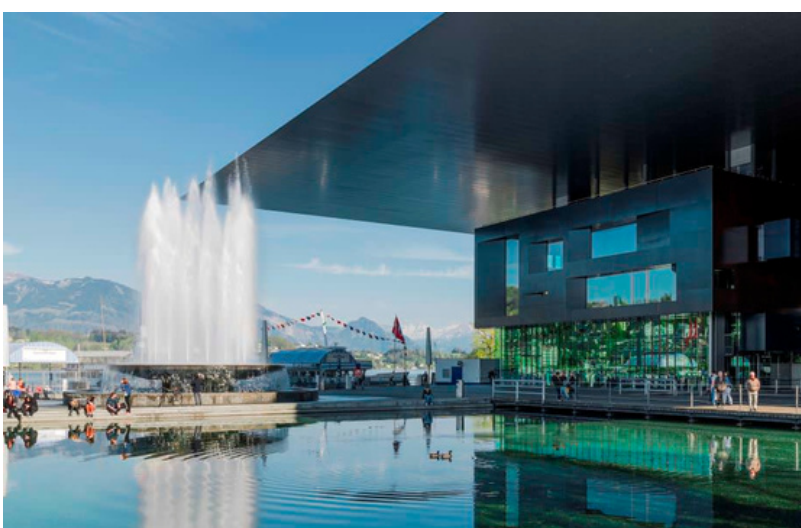


Lion Monument

Lucerne`s world-famous Lion Monument has been impressing visitors from near and far for very many years. The imposing stone lion, however, is more than “just” a monument. The “Lion of Lucerne” is nestled in a rocky grotto in a charming park setting in Lucerne. The ten-by-six-metre work was created in honour of the Swiss Guards who died in the Storming of the Tuileries in Paris in 1792.

How to get to the Lion Monument from the Main Station:

From the main station it is an appr. 15 minute walk to get to the Lion Monument. Alternatively you can take the bus nr. 1 (direction Ebikon/Fildern) to the “Löwenplatz” stop and reach the lion from there within 2 minutes.



The culture and convention centre Lucerne (KKL)

The Lucerne Culture and Convention Centre (KKL) is famous not only for its outstanding acoustics but also for its breathtaking architecture. It has been an integral part of the lakeshore since 2000. Built between 1995 and 2000, the KKL Luzern is a unique civic amenity designed by the renowned French architect Jean Nouvel and the American acoustician Russell Johnson. The building is divided into three parts comprising the Concert Hall, the multifunctional Lucerne Hall and the Convention Centre (the latter includes the Museum of Art). A wide range of events can take place under the sweeping roof – encompassing culture, congresses and gastronomy. The KKL is located right next to the main station.



Swiss Museum of Transport

At the Swiss Museum of Transport, the development of mobility on rail, road, water, in the air and in space is presented in an exciting and varied way. The exhibitions on the history of transport are complemented by the interactive permanent exhibition on energy and electricity - "Experience Energy" is the motto. More than 3,000 objects, simulators, multimedia shows and interactive exhibitions in an area of around 20,000 square metres provide an easy way to spend a day. Opened in 1959, the Museum of Transport is now the most visited museum in Switzerland. Cars, ships, trains and aeroplanes can be viewed and climbed on. In the Swiss Chocolate Adventure, you can experience the production of chocolate from A to Z and look over the shoulders of Lindt's master chocolatiers.

How to get to the Swiss Museum of Transport from the Main Station:

Take the bus nr. 6,8, or 24 to the “Verkehrshaus” stop



The Musegg Wall

Once a symbol of power, the Musegg Wall and its nine towers are part of Lucerne's historic fortifications; forming a striking crown around the Old Town. The wall, comprising 9 towers in total, can be climbed from the Schirmerturm to the Wachturm. You can also climb the Männlitemm.

How to get to the Musegg Wall from the Main Station:

Take the bus nr. 2, 9, or 12 to the “Kasernenplatz” stop. From there you can walk up to the Musegg Wall.