



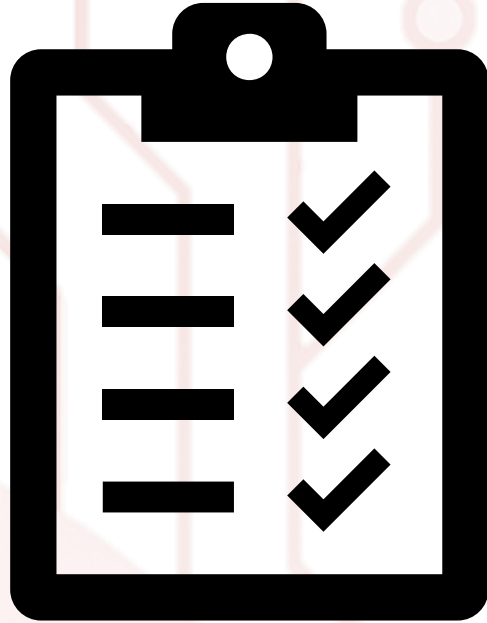
Workshop

Digital Public Health

**Conceptual Architecture, Workforce Preparation,
and Systems Transformation**

9-10 July 2026, Lugano





Agenda

- **Welcome, introductions** (and your expectations), and workshop objectives
- Presentation of the final workshop structure and **programme**
- Overview of the **preparatory work** and expected contributions before the workshop
- **Q&A** and general discussion

PARTICIPANTS

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Prof. Emiliano Albanese

- Director Institute of Public Health (IPH) – Università della Svizzera italiana
- Director of the Master in Health – Major in Digital Public Health



Prof. Viktor von Wyl

- Associate Professor for Digital and Mobile Health at the Faculty of Medicine, UZH
- Member of University of Zurich Digital Society Initiative (DSI)
- Academic Director of Swiss School of Public Health (SSPH+)



Institute of Public Health (USI)



Dr. Anne-Linda Camerini

- Senior Researcher – Institute of Public Health
- Senior Lecturer - Master of Science in Health, Major in Digital Public Health



Dr. Maddalena Fiordelli

- Senior Researcher – Institute of Public Health
- Senior Lecturer - Master of Science in Health, Major in Digital Public Health



Dr. Rebecca Amati

- Coordinator and lecturer – Master of Science in Health, Major in Digital Public Health
- Scientific Collaborator – Institute of Public Health, USI

Gayo Diallo

Gayo DIALLO

- Full Prof. at Bordeaux School of Public Health (Isped), University of Bordeaux (UBx), France
- Deputy Director of the AHeaD research group (Assessing Health in a Digitalizing Real-World Setting Pharmacoepi & beyond), Bordeaux Population Health

Digital Public Health

- Director of the Public Health Data Sciences Certificate at Isped
- Internship coordinator of the MSc in Technology of Health Information Systems
- Board Member and lecturer of the Digital Public Health Graduate Program of UBx
- Co-funder of the AI4Africa NGO running a yearly Data Sciences school across Africa

About me

- I'm currently involved in a project, Nai2Ture, which aims to support university educators in developing critical, inclusive, and accessible AI literacy. It involves 5 European universities from the ENLIGHT Alliance
- Coordinating the design of a Euro-African proposal related to setting up a Digital Health teaching and research program



Louise Holly



Louise Holly, MSc

- Policy & Research Coordinator, Digital Transformations for Health Lab

Main Digital Public Health Interests

- Digital determinants of health and their impacts for public health
- Public health responses to creating healthy digital environments and preventing digital harms, particularly for young people

About me

- Based in the UK
- I am currently doing a PhD at Warwick University on governance of children's digital media use

Rok Hrzic

Rok Hrzic, MD MSc PhD

- Maastricht University/WHO CC on public health leadership & workforce development
- Chair of ASPHER's digital public health task force

Digital Public Health

- Workforce and digital transformation in public health

About me

- Current focus is on implementing digital competencies in CPD





Onicio Batista Leal Neto

Your Name and title(s)

- Onicio B. Leal Neto, PhD, MS
Assistant Research Professor
Global Flu View, Director
AI for Public Health Initiative, Director

Mel & Enid Zuckerman College of Public Health, University of Arizona

Digital Public Health

- Digital epidemiology, AI/ML in Public Health, Digital Biomarkers

About me

- I have been developing and applying novel tools and frameworks in public health for the last 16 years, from mHealth interventions during the FIFA World Cup and Olympic Games to the deployment of wearable devices in rural villages in Africa.
- Currently, I teach undergraduate and graduate courses on Digital Public Health, Digital Epidemiology, AI Foundations for Public Health, and Management of Public Health Emergencies.
- My research covers three lines: wearable devices for multi-drug resistant organisms in long-term care facilities; participatory surveillance and early detection of disease outbreaks; and epidemic models repurposed to understand how learning spreads within institutional settings.



Prof. Anna Odone, MD, MSc, MPH, DrPH, PhD

- Full Professor of Public Health and Director of the School of Public Health, University of Pavia
- President, EUPHA Digital Health and AI Section

Digital Public Health

- Digital solutions and Artificial Intelligence to support infectious disease prevention and management

About me

- Leading research, academic, and policy initiatives in infectious disease prevention and public health

Laura Rosella

Laura Rosella, MHS Sc PhD

- Professor and Division Head, Epidemiology, Dalla Lana School of Public Health, University of Toronto
- Tier 1 Canada Research Chair in Population Health Transformation & Analytics
- Lead, AI for Public Health (AI4PH) Health Research Training Platform

Digital Public Health

- Advance the use of data and AI to improve population health, equity, and health system performance
- Translate digital tools into real-world public health impact

About me

- Develop and validate analytic tools using linked, multi-level population data (clinical, social, environmental) to understand health trajectories, multimorbidity, and inequities
- Apply predictive modelling and AI to support planning, prevention, and decision-making in health systems



Chiara Barbati



Chiara Barbati, MD, MPH

- PhD Candidate, Department of Public Health, Experimental and Forensic Medicine, University of Pavia, Italy

Digital Public Health

- Digital health literacy
- Digital determinants of health
- AI applications for public health

About me

- Interested in how the digital transformation is reshaping health and how public health can harness its potential

Silvia Santini



Prof. Silvia Santini

- Università della Svizzera italiana (USI), Faculty of Informatics

Digital Public Health

- Research on self-monitoring technologies to support to well-being and productivity
- Teaching focuses on mobile and wearable technologies, health informatics, ethics in computing

About me

- Professor at USI since 2016; previous faculty positions at TU Darmstadt and TU Dresden (Germany); PhD in Computer Science from ETH Zurich; Electrical engineer by training (Sapienza University of Rome, Italy).

Robert Stewart



Prof. Rob Stewart, MD, FRCPsych

- King's College London
- South London and Maudsley NHS Trust

Digital Public Health

- Healthcare data science
- Clinical informatics
- Mental health research

About me

- Academic Lead for the Clinical Record Interactive Search (CRIS) platform at the Maudsley since its development in 2007-08
- CRIS has supported over 300 publications and around 50m EUR in research projects
- CRIS innovates in data linkages, applied natural language processing, and lived experience co-development
- See <https://www.maudsleybrc.nihr.ac.uk/facilities/clinical-record-interactive-search-cris/>

Hajo Zeeb

Prof. Hajo Zeeb, MSc CHHM

- Leibniz-Institute for Prevention Research and Epidemiology-BIPS, Bremen
- University of Bremen, Germany

Digital Public Health

- Digital transformation in Public Health, digital divide
- Digital health literacy, AI in Public Health

About me

- Leading the Leibniz ScienceCampus Digital Public Health Bremen
- Involved in digital tools implementation in global health (e.g. recent project in Pakistan)
- Editor: Digital Public Health – Interdisciplinary perspectives (Springer)



Alessandro Ceschi



Prof. Dr. med. Alessandro Ceschi, M.Sc., EuCP, FEAPCCT, FRCP Edin
Spec. Farmacologia e Tossicologia Clinica
Spec. Medicina Interna Generale
Membro FMH

Capo Area Formazione medica e Ricerca
Direzione Generale EOC

Primario e Direttore medico e scientifico
Istituto di Scienze Farmacologiche della Svizzera Italiana

Ente Ospedaliero Cantonale

Workshop Roadmap

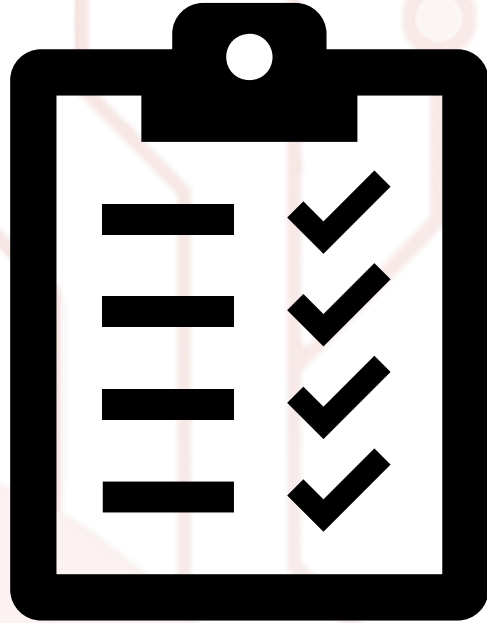
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“I didn’t have time to write a short letter. So I wrote a long one instead.”

Mark Twain

«KISS: Keep it short and simple!»

«Mut zur Lücke»

A personal experience

In years of teaching traditional Public Health, I realized that students are often confused by the “fuzziness” of the field and the multitude of frameworks and concepts.

Over time, I started to drastically reduce content and to focus on fewer concepts and examples, reinforced by hands-on exercises.

This clearer focus in teaching also helps my research and communication with the public. It allowed me to find my pitch for what Public Health means.



The situation of Digital Public Health (DiPH) is even more confusing.
That's why we meet in July.

Rationale for the workshop

Teaching is a great context to discuss definitions and the DNA of emerging research fields. So, ...

What should students of DiPH know – and can be taught (interactively/practice-based) in X hours

In other words, can we find consent on the following questions in this workshop:

1. What is the **essence** of DiPH – also vis à vis traditional PH? Definition and pitch of DiPH
2. What are **foundational** DiPH concepts/building blocks? DNA of DiPH
3. What are essential DiPH **competences** that should be fostered – and how? Core approaches of DiPH

If successful, the results could be helpful to:

- A. **define** the field
- B. create an **identity**
- C. create a sense of **community**
- D. **“onboard”** the Public Health community.

What to expect for our on-site meeting (roadmap)

What should students of DiPH know – and can be taught (interactively/practice-based) in X hours

Day 1

Onboarding Exercise

Conceptual boundaries of DiPH

Definition and pitch of DiPH

Building Blocks of DiPH

DNA of DiPH

Experience-sharing and SWOT for DiPH

Day 2

Essential DiPH and AI competencies

Core approaches of DiPH

After workshop

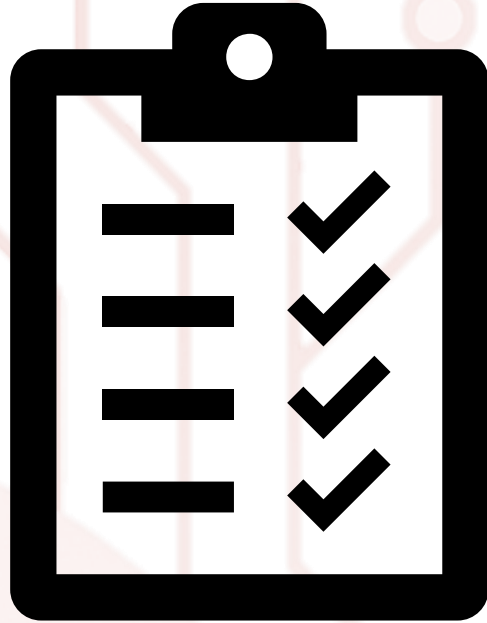
Deliverable to summarize and disseminate our results

Let's take a more detailed look at the agenda for the on-site workshop...

9-Jul-26	
Morning	
08:30–09:00	Arrival and Informal Coffee
09:00–09:30	Opening and Framing: Objectives, Scope, and Expected Outputs
09:30–10:30	(A) Onboarding Exercise: Designing Population-Level Digital Public Health Workflow
10:30–11:00	Coffee Break & Networking
11:00–12:30	(B) Conceptual Boundaries and foundational principles: Positioning Digital Public Health viz-a-viz “traditional” Public Health and Digital (Clinical) Medicine <i>(with prepared inputs by participants)</i>
12:30–13:30	Lunch
Afternoon	
13:30–14:45	(C) Open round: Experience-sharing and Spotlight on Ongoing Initiatives <i>(participants are invited to share information and views for max. 5 minutes)</i>
14:45–15:15	Coffee Break
15:15–16:30	(D) Reflect on opportunities and <u>needs</u> for DiPH as a distinct discipline: Systems-Level SWOT Analysis
16:30–17:00	Reflection and Synthesis

Let's take a more detailed look at the agenda for the on-site workshop...

10-Jul-26	
Morning	
09:00–09:15	Synthesis of Day 1 and Orientation
09:15–10:45	(E) Essential Digital Public Health Competencies: What could they be (and how can we overcome the current fragmentation)?
10:45–11:15	Coffee Break
11:15–12:30	(F) Practical AI-Exercise: Experiential Session and Critical Reflection
Afternoon	
12:30–13:30	Lunch
13:30–14:30	(G) Formalizing a proposal for essential concepts and competencies, as well as teaching designs / pedagogy
14:30–15:00	Coffee Break
15:00–16:30	(H) Initiating a Community-Based Manuscript Co-Production
16:30–17:00	Consolidation, Writing Assignments, and Timeline Definition



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Expected preparations (1): 3 essential concepts/building blocks

In workshop session *(B) Conceptual Boundaries and foundational principles* we will try to identify conceptual **building blocks** that

- are fundamental to Digital Public Health and/or Traditional Public Health
- can be linked in a narrative arc to help explain the DiPH DNA
- should be included in introductory lectures of DiPH students
- are essential to anchor further content and concepts in the field

YOUR TASK

Focus on just 3 concepts. This should force you to reflect on the most fundamental principles and concepts, from your perspective. They don't need to be specific for DiPH.

We aim to collect and discuss such building blocks for high-level core DiPH curriculum development. The results will be made available to participants, and to the PH community (e.g. ASPHER, publication ecc.)

Example: my personal 3 DiPH building blocks



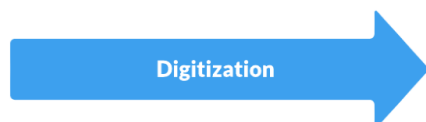
lyamu et al.,
<https://publichealth.jmir.org/2021/11/e30399/>



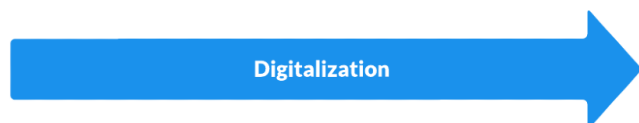
WHO: <https://jphmpdirect.com/revisiting-the-10-essential-public-health-services/>



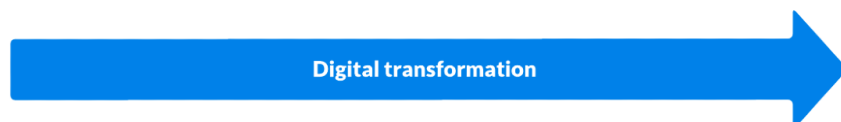
Adapted from Berwick et al.:
<https://doi.org/10.1377/hlthaff.27.3.759>



A technical process of converting existing analog records to digital data.



Involves organizational and cultural changes to include and maintain technologies in the process of service delivery to meet established public health goals.



A complex and multifaceted process that is disruptive and fundamentally changes the culture, operational models, and goals of public health services, centered on the health needs of the public.



1. Monitor Health
2. Diagnose and Investigate
3. Inform, Educate, Empower
4. Mobilize Community Partnership
5. Develop Policies
6. Enforce Laws
7. Link to/Provide Care
8. Assure a Competent Workforce
9. Evaluate
10. Research

Quadruple Aim of Health Service Innovation:
 Better Health,
 Lower Costs,
 Better User Experience
Better Healthcare Access

*Narrative arc: DiPH aims at **digitally transforming** (lyamu) Public Health services in its **diversity** (WHO) with the ultimate goal to improve **health, efficiency, user experience and/or service access**.*

Rationale: The concepts intend to highlight the meaning of digital transformation, to be applied also to less obvious Public health **services**, and to underscore possible goals DiPH should achieve by digital means.

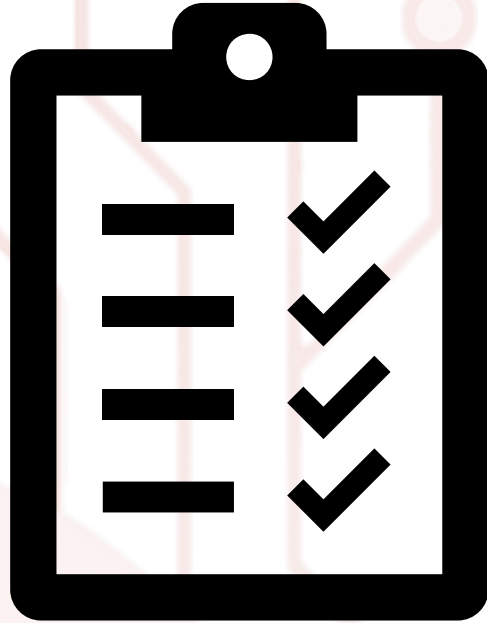
Expected preparations (2): ongoing initiatives and activities you would like to share

In workshop session **(C)** *Open round: Experience-sharing and Spotlight on Ongoing Initiatives* you have the floor for 5 min. to highlight important DiPH teaching and research initiatives you want others to know about.

Please use a max. of 2 slides, and time will be measured sharply.

This activity is voluntary.

The collected slides will be made available to all participants



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Thank you!

