



Beware of Images:

THE WORKSHOP



Media is everywhere and it has the power to inspire us to do many things, from how to vote to what to eat or even to go to war. Led by film and media expert Sergio Toporek, of the Vancouver (Canada) Film School and Director of the acclaimed new documentary *Beware of Images*, this engaging workshop will guide public health professionals through a process of deep understanding on the role and power of visual communication and it's influence on the attitudes, intentions and behaviors of individuals and populations. The workshop will also develop and enhance attendees skills and abilities towards creating powerful media messages to promote health and well-being. Be among the very first to see excerpts of the documentary and learn directly from an acknowledged expert-lecturer, filmmaker and social media master.

Organized and moderated by Pamela Luna, DrPH, MEd and Anna Quinn, MPH, RYT.

Saturday, November 15, 2014
1pm - 5pm
New Orleans Ernest N. Morial Convention Center
900 Convention Center Blvd, Room 245

Cost: \$50/person
Register online: <http://ow.ly/BsXRK>

*This event is open to the public. Limited seating. Pre-registration required.

To learn more, please visit bewareofimages.com

Sergio Toporek is a media educator, graphic designer, filmmaker and advertising professional. Toporek has a keen awareness of the power of visual representations – from many different angles. Over the past six years, he has put his heart and soul into an ambitious project that explores the intricate relationship between the technology, regulation and social effects of media.

Join the conversation: **#APHAfilmfest**

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