



the impacts and potential of technology, industry is adopting policies and programs aimed at addressing health issues, and government continues to provide medicine, public health, and social services. All too often, however, these sectors operate in siloes and have yet to explore a common agenda regarding the use and evaluation of technology for health promotion.

With your leadership and input, we hope to take the first steps toward developing a common agenda and catalyzing the exchange among various stakeholders with the collective power to dramatically transform the public's health through digital media.

We invite you to listen, engage, and exchange perspectives, and we encourage you to network among the various experts gathered over the next several days to lay the groundwork for the digital health promotion revolution.

Thank you for sharing your time and expertise with us in this important and what we believe promises to be a transformative journey.

Sincerely,

Lorien Abroms, PhD John P. Allegrante, PhD Elaine Auld, MPH, MCHES® Robert S. Gold, PhD, DrPH Joe Smyser, PhD, MSPH



SUMMIT OBJECTIVES

Discuss digital technology's role in addressing cutting-edge public health issues such as opioids, suicide, mental health, and its impact on children and adolescents;

Explore case studies of successful uses of social media in public health interventions;

Address issues related to digital health and confidentiality, patient protection, and data sharing; and

Examine future directions for the use of digital technology to improve individual and population health.



TUESDAY, june 5, 2018

Newseum Knight Conference Center 8th Floor Conference Center 555 Pennsylvania Ave, NW Washington, D.C. 20001



12:00 pm - 5:00 pm

5:00 pm Registration

Description

During this time, participants may pick up their meeting materials, informally network and find their seats before the program begins.

Location

8th Floor Lobby, Knight Conference Center

1:00 pm - 1:15 pm

Welcome and Conference Overview

Description

This session will provide a welcome on behalf of the sponsors and conveners and an overview of the Summit objectives, logistics, and anticipated outcomes.

Location

8th Floor, Knight Conference Center

Presenters

Elaine Auld, MPH, MCHES®, Chief Executive Officer, Society for Public Health Education (Summit Co-convener)

John P. Allegrante, PhD, Professor of Health Education, Teachers College and the Mailman School of Public Health, Columbia University, and Editor Emeritus, Health Education & Behavior (Summit Co-convener)

Lorien Abroms, ScD, MA, Associate Professor, Milken Institute School of Public Health, George Washington University (Summit Program Co-chair)

Robert S. Gold, PhD, DrPH, Professor of Behavioral and Community Health, University of Maryland School of Public Health (Summit Program Co-chair)









1:15 pm - 2:00 pm

Keynote Presentation

Description

This presentation will address some of the major public health issues faced today in the U.S. such as opioids and the role of digital media in addressing such challenges.

Location

8th Floor, Knight Conference Center

Moderator

Robert S. Gold, PhD, DrPH, Professor of Behavioral and Community Health, University of Maryland School of Public Health (Summit Program Co-chair)

Presenter

Rear Admiral retired (RADM Ret) Boris D. Lushniak, MD, MPH, Dean, University of Maryland

School of Public Health

2:00 pm - 3:15 pm

Plenary Panel I – Opioids: The Role of Social Media in Fighting a Nationwide Crisis

Description

Opioid overdoses accounted for more than 42,000 deaths in 2016, more than any previous year on record. An estimated 40 percent of opioid overdose deaths involved a prescription opioid. This panel will discuss approaches by behavioral scientists, government officials, and social media representatives to address the opioid crisis.

Location

8th Floor, Knight Conference Center

Moderator

Lorien Abroms, PhD, MA (Summit Program Cochair)

Presenters

Lisa A. Marsch, PhD, Director, Center for Technology and Behavioral Health, Dartmouth University

Jon Fraser, BA, Analytical Lead, Government and Elections Team, Google

Will M. Aklin, PhD, Director, Behavioral Therapy Development Program (BTDP), Clinical Research Grants Branch, Division of Therapeutics and Medical Consequences (DTMC), National Institute on Drug Abuse

Payton Iheme, MA, U.S. Public Policy Manager, Facebook

Kelley Rieger, BS, MSN, RN, PNP-BC, Chief Operating Officer, Show Me Your Stethoscope

3:15 pm - 3:30 pm

Networking Break













3:30 pm - 5:00 pm

Plenary Panel II – Children and Adolescents' Engagement with Social Media: A Delicate Balance

Description

Much of the social and emotional development of today's youth is occurring while on cell phones and social media. Online communities can enhance communication, facilitate social interaction and help youth develop technical skills. But such sites also may influence tweens and teens to engage in risky behaviors and expose them to cyberbullying, sexting and other dangers. This panel will explore the opportunities and challenges of children and youth's exposure to social media.

Location

8th Floor, Knight Conference Center

Moderator

William Riley, PhD, Director, Office of Behavioral and Social Sciences Research, National Institutes of Health

Presenters

Dimitri A. Christakis, MD, MPH, Professor of Pediatrics, University of Washington, Seattle Children's Hospital Research Institute

Ellen Wartella, PhD, Sheikh Hamad bin Khalifa Al-Thani Professor of Communication and Professor of Psychology, Professor of Human Development and Social Policy, and Professor of Medical Social Sciences; Director, Center on Media and Human Development, Northwestern University

Dina L.G. Borzekowski, PhD. Research Professor. Department of Behavioral and Community Health, University of Maryland School of Public Health



Wrap Up and Preparation for Day 2

Presenter

Robert S. Gold, PhD, DrPH, Professor of Behavioral and Community Health, University of Maryland School of Public Health (Summit Program Co-chair)

Location

8th Floor, Knight Conference Center

5:15 pm - 6:45 pm

Networking Reception

Description

During this time, you are invited to connect, network and reflect on lessons learned from the day's presentations.

Location

8th Floor Lobby and Outdoor Terrace, Knight Conference Center









WEDNESDAY, june 6, 2018

Milken Institute School of Public Health George Washington University Convening Center — 1st Floor 950 New Hampshire Avenue, NW Washington, D.C. 20052



7:30 am - 5:00 pm

Registration

Location

1st Floor Lobby

7:45 am - 8:30 am

Networking Continental Breakfast

Location

1st Floor Lobby, Convening Center

8:30 am - 8:45 am

Welcome to Milken Institute School of Public Health

Location

1st Floor, Convening Center

Moderator

Lorien Abroms, ScD, MA, Associate Professor, Milken Institute School of Public Health, George Washington University (Summit Program Co-chair)

Presenter

Lynn R. Goldman, MD, MS, MPH, Dean, Milken Institute School of Public Health, George Washington University

8:45 am - 9:15 am

Plenary Panel III – Public Health & Digital Health: The Road to Discovery

Description

Public health has gone digital. Digital public health is emerging as a blend of old public health wisdom combined with new digital concepts and tools – a joint venture. What was the path for this road to discovery? What may be in store for the future?

Location

1st Floor, Convening Center



Moderator

Lorien Abroms, PhD, MA (Summit Program Co-

chair)

Presenter

Bradford Hesse, PhD, Chief, Health

Communication and Informatics Research Branch,

National Cancer Institute

9:15 am - 10:15 am

Plenary Panel IV – Social Media & Mental Health: Minding our Matters

Description

Social networking sites are used by more than one in four people worldwide. Some research suggests social media may negatively affect our mental health and well-being. Yet, there are many exciting and innovative uses of social media to identify at risk individuals and provide them referrals and linkages to needed mental health services.

Location

1st Floor, Convening Center

Moderator

Robert S. Gold, PhD, DrPH, Professor of Behavioral and Community Health, University of Maryland School of Public Health (Summit Program Co-chair)

Presenters

Victoria McCullough, BA, Social Impact and Public

Policy, Tumblr

Robert R. Morris, PhD, Co-Founder, KoKo

Josef I. Ruzek, PhD, Former Director, National Center for PTSD, Veterans Administration

10:15 am - 10:30 am

Networking Break

Location

1st Floor Lobby, Convening Center

10:30 am - 11:45 am

Concurrent Session I – Innovative Uses of Social Media in Disease Prevention and Outbreaks

Description

Social and digital media are valuable tools in the toolkit for improving public health professionals' ability to detect disease outbreaks faster than traditional methods, enhance awareness of disasters and outbreaks, and communicate appropriate actions to mitigate the impact. This session will feature several case studies in which social/digital media have been used in recent disease outbreaks and disasters.

Location

1st Floor, Convening Center

Moderator

Thomas J. Chapel, MA, MBA, Chief Evaluation Officer, Office of the Associate Director for Policy and Strategy, Centers for Disease Control and Prevention









Presenters

Linda Squiers, PhD, Senior Health Communication Scientist, RTI International, Public Health Research Division, Center for Communication Science

Jessica Schindelar, MPH, Social Media Team Lead, Office of the Associate Director for Communication. Centers for Disease Control and Prevention

Matthew Gentile, Principal and Analytics Leader, Risk & Resilience, Deloitte Transactions and Business Analytics

10:30 am - 11:45 am

Concurrent Session II – The Power of Digital Segmentation: Increasing Reach & Impact

Description Social media provides the opportunity to segment data by numerous factors and parameters to

expand both reach and impact of messaging. This session will explore case studies using digital segmentation, clustering, and grouping to help

achieve digital marketing goals.

Location 2nd Floor Classroom, 200A

Moderator W. Douglas Evans, PhD, Professor, Professor

of Prevention and Community Health, and of Global Health, and Director of the Public Health Communication and Marketing Program, Milken Institute School of Public Health, George

Washington University

Presenters Christopher N. Thomas, MS, MCHES®, Public Health Advisor, Division of Nutrition, Physical

Activity and Obesity, Centers for Disease Control and Prevention

Dionisios Favatas, Managing Director, Digital

Marketing, Truth Initiative

Joe Smyser, PhD, MSPH, Chief Executive Officer,

The Public Good Projects

10:30 am - 11:45 am

Concurrent Session III – Digital Health Frontiers: Generation Z & Beyond

Description

Gen Z is the first fully global generation connected through digital devices and engaged through social media. Thus, the network that influences them is greater numerically and geographically and provides linkages 24/7. This session will explore the future of social media users and how to remain relevant and ahead of the curve

Location 2nd Floor Classroom, 200B













DIGITAL HEALTH PROMOTION I EXECUTIVE LEADERSHIP SUMMIT

Moderator

Robert S. Gold, PhD, DrPH, Professor of Behavioral and Community Health, University of Maryland School of Public Health (Summit Program Co-chair)

Presenters

Sneha Dave, Founder and Executive Director, Crohn's and Colitis Young Adults Network and Student, Indiana University

Caitlin Rush, Client Account Manager, Twitter

Victoria McCullough, BA, Social Impact and Public

Policy, Tumblr

Robert R. Morris, PhD, Co-Founder, KoKo and Assistant Professor, Massachusetts Institute of Technology

11:45 am - 12:45 pm

Networking Lunch

Location 1st Floor Lobby, Convening Center

12:45 pm - 1:15 pm Plenary V – Improving Health Communication:

Closing the Gap between Research and Practice in Public Health

Description This presentation will address some of the major challenges facing public health scientists and practitioners in bridging the research-to-practice

gap in health communication and the potential role digital media can play in improving population

health

Location 1st Floor, Convening Center

Moderator John P. Allegrante, PhD, Professor of Health Education, Teachers College and the Mailman

School of Public Health, Columbia University, and Editor Emeritus, Health Education & Behavior

(Summit Co-convener)

Presenter Gina Wingood, ScD, MPH, Sidney and Helaine Lerner Professor and Director, Lerner Center for Public Health Promotion, Mailman School of Public

Health, Columbia University













Plenary Panel VI – Internet Data Mining: Partnerships to Enhance Public Health

Description

Powerful internet data can enable surveillance epidemiologists to detect potential public health threats such as rare, new diseases or early-level warnings for epidemics. Yet, there are many challenges related to accessing and using such emerging surveillance data, including resources needed, technical requirements, and acceptability to public health practitioners and policymakers. This session will explore how academia, government and industry can work more closely to improve the public's health by developing partnerships for data mining and sharing.

Location

1st Floor, Convening Center

Moderator

Lorien Abroms, ScD, MA, Associate Professor, Milken Institute School of Public Health, George Washington University (Summit Program Co-chair)

Presenters

Quynh Nguyen, PhD, MSPH, Assistant Professor, Epidemiology and Biostatistics, University of Maryland School of Public Health

Elad Yom-Tov, PhD, Principal Researcher, Microsoft Research Israel

Peter Muennig, PhD, Professor, Health Policy and Management and Director, Global Research Analytics for Population Health, Mailman School of Public Health, Columbia University

David Broniatowski, PhD, Assistant Professor, George Washington University School of Engineering and Applied Science

2:15 pm - 2:45 pm

Networking Break

Location

1st Floor Lobby, Convening Center

2:45 pm - 4:00 pm

Plenary Panel VII – Ethics and Public Media Data: Privacy and Public Good

Description

The proliferation of media data has raised many new ethical and legal issues. This panel discussion will address the major ethical issues associated with using media data, including issues of representation of voices of marginalized and under-represented populations. Promoting a narrative is itself an ethical decision, as who and where it is targeted toward, and how messages are framed, can empower or disempower.











DIGITAL HEALTH PROMOTION I EXECUTIVE LEADERSHIP SUMMIT

Location

1st Floor, Convening Center

Moderator

Joe Smyser, PhD, MSPH, Chief Executive Officer, The Public Good Projects (Summit Co-convenor)

Presenters

Gastón de los Reyes, Jr., PhD, Assistant Professor, Department of Strategic Management & Public Policy, George Washington University School of

Business

Gary Bennett, PhD, Bishop-MacDermott Family Professor of Psychology & Neuroscience and Professor of Global Health and Medicine, Duke University and President, Society for Behavioral Medicine

Mia Vallo, Vice President, Analytics, National Geographic Partners

Vanessa Mason, MPH, co-founder, P2Health Ventures

4:00 pm – 5:00 pm

Closing Plenary – Presentation of Conference Statement

Description

This final session will summarize major discussions and recommendations on uses of social media for improving the public's health during the last two days and offer a consensus statement on how government, academia and industry can collaborate more closely to improve personal and community health outcomes.

Location

1st Floor, Convening Center

Presenters

John P. Allegrante, PhD, Professor of Health Education, Teachers College and the Mailman School of Public Health, Columbia University, and Editor Emeritus, Health Education & Behavior (Summit Co-convener)

Joe Smyser, PhD, MSPH, Chief Executive Officer, The Public Good Projects (Summit Co-convenor)

5:00 pm

Adjourn















THANK YOU

to the following organizations who made this Summit possible:

\$ SAGE	SAGE Publications
SOCIETY of BEHAVIORAL MEDICINE	Society of Behavioral Medicine
SO	Society for Public Health Education & its journal <i>Health Education & Behavior</i>
Milken Institute School of Public Health THE GEORGE WASHINGTON UNIVERSITY	The Milken Institute of Public Health at George Washington University
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SUMMIT FACULTY

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Elad Yom-Tov, PhD. Principal Researcher, Microsoft Research Israel

SUMMIT PLANNING COMMITTEE

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Jay Bernhardt, PhD, Dean of the Moody College of Communication, Walter Cronkite Regents Chair, and DeWitt Carter Reddick Regents Chair in Communication, The University of Texas at Austin

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Ashley Wiers, BA, Public Health Communications, Google for Government

