

Welcome



The digital landscape has revolutionized communication related to disease prevention, health promotion and health care. Government, academia, and industry stakeholders are aggressively applying inventive digital technologies, including social media, to promote sharing of preventative health information, track personal and community health, and enable patient-to-patient support networks.

Despite significant research and innovation by these sectors, they continue to be siloed in their systems, methods, approaches, policies, and data. The COVID-19 pandemic amplifies the urgent demand for a strategic digital communications highway to protect and preserve the public's health.

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This Third Digital Health Promotion Executive Leadership Summit, **Digital Media & Health: Fostering Cross-Sector Collaboration for the Public Good**, convenes at a time in our global history in which multi-sector partnerships to address the COVID-19 pandemic could not be more imperative. The summit builds on prior successful Summits in 2018 and 2019, which initiated multi-sector dialogue and published consensus principles for policy, systems and guidelines in public and private digital communications.

The virtual convening of this Third Summit reflects not only the need to prevent the spread of COVID-19, but also engage more digital strategists in strengthening their capabilities, behaviors, mindsets, and ways of working in and between sectors to protect and preserve the public's health.

We thank our Summit sponsors for enabling us to convene this gathering virtually and extend the dialogue to a much wider audience during this important time in history.

Sincerely,

Lorien Abroms, ScD, MA

John P. Allegrante, PhD

M. Elaine Auld, MPH, MCHES®

Joseph Smyser, PhD, MSPH



Milken Institute School
of Public Health
THE GEORGE WASHINGTON UNIVERSITY



Summit Objectives

This Summit will improve the health of society by strengthening cross-sector collaboration and discovery through:

- Examining case studies of digital health communication's role in addressing COVID-19, crowdsourcing disease diagnosis, health outbreaks in low- and middle-income countries, health issues affecting children and teens, and other areas.
- Presenting cutting-edge research, evaluation, and evidence-informed best practices from diverse sectors on the impact of digital technologies on multi-cultural and linguistic populations.
- Exploring scientific, ethical, cultural and moral issues that the digital strategist, innovator, and driver must navigate in the fast-changing and dynamic digital health communication enterprise.

Continuing Education



An application has been made to award Certified Health Education Specialists (CHES®) and/or Master Certified Health Education Specialists (MCHES®) up to 9.5 Category 1 Continuing Education Contact Hours (CECHs). The National Commission for Health Education Credentialing, Inc. has approved SOPHE and its chapters as designated multiple-event providers of CECHs in health education. SOPHE is a provider of Certified in Public Health (CPH) Renewal Credits. An application is pending for this event to award up to 9.5 CPH Renewal credits.

Important Notice

Please be sure to complete the evaluation form for each session you attend in order to receive credit. You will be able to print your continuing education certificate at the completion of the Summit.

Monday, June 1, 2020

12:00 pm – 12:15 pm WELCOME – Virtual Summit 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.*

Presenters **M. Elaine Auld, MPH, MCHES®**, Chief Executive Officer, Society for Public Health Education (Summit Convener)



Lorien Abrams, ScD, MA, Professor of Prevention and Community Health and Associate Dean for Academic Graduate Programs, Milken Institute School of Public Health, George Washington University (Summit Program Co-chair)



John P. Allegrante, PhD, Professor of Health Education, Teachers College, and Adjunct Professor of Sociomedical Sciences, Mailman School of Public Health, Columbia University, and Editor Emeritus, *Health Education & Behavior* (Summit Program Co-chair)



12:15 pm – 12:45 pm KEYNOTE I — Risk Communication in the Time of COVID-19: Where Digital Succeeds . . . and Fails.

Description *The COVID-19 pandemic is driving the rapid adoption of digital technologies and ways of working across every sector of society, including health care, public health, and health promotion. This presentation will address how well we have responded to the new reality of working and communicating via digital avenues and how we must adapt and innovate to the new “norm” in COVID-19 recovery.*

Moderator

John P. Allegrante, PhD, Professor of Health Education, Teachers College, and Adjunct Professor of Sociomedical Sciences, Mailman School of Public Health, Columbia University, and Editor Emeritus, *Health Education & Behavior* (Summit Program Co-chair)



Presenter

Scott C. Ratzan MD, MPA, Distinguished Lecturer, CUNY Graduate School of Public Health & Health Policy, and Editor-in-Chief, *Journal of Health Communication: International Perspectives*



12:45 pm – 1:00 pm

Questions & Answers

1:00 pm – 1:15 pm

Break

1:15 pm – 2:15 pm

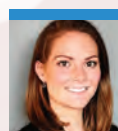
PLENARY PANEL I — Addressing Misinformation in a Rapidly Changing Information Environment

Description

This panel will discuss the importance of understanding how health misinformation emerges, the consequences of misinformation, and what can be done to address it during emerging health crises or outbreaks like COVID-19.

Moderator

Vanessa Boudewyns, PhD, Senior Scientist, RTI International and co-author, *Misinformation and Mass Audiences*



Presenter

David Broniatowski, PhD, Professor of Engineering and Applied Science, George Washington University, and Amelia Montgomery Jamison, MAA, MPH, Faculty Research Assistant, Maryland Center for Health Equity, University of Maryland School of Public Health



Cong Yu, PhD, Google Research, New York City



Shawn Turner, MA, Professor, National Security Communication, Michigan State University



Victoria McCullough, Director of Social Impact and Public Policy, Tumblr/Automattic



2:15 pm – 2:30 pm

Break

2:30 pm – 3:00 pm

Breakout Rooms for Participant Discussions

3:00 pm – 3:15 pm

Break

3:15 pm – 4:15 pm

PLENARY PANEL II — Intersectoral Collaboration in Action: Tackling COVID-19 through Digital and Social Media

Description

Having access to data archives with probability-based surveys public knowledge, attitudes and behaviors on COVID-19 is vital to predictive modeling of the disease spread as well as formulating effective messages for diverse population segments. This panel will showcase how multi-sectors are collaborating in the real-time collection, analysis, and sharing of intelligence of COVID-19 consumer behaviors and influences of digital and other medial impacting consumers' behaviors.

Moderator

Joseph Smyser, PhD, Chief Executive Officer, Public Good Projects (Summit Program Co-chair)



Presenters

To Be Announced

4:15 pm – 4:30 pm

Questions & Answers

4:30 pm – 4:45 pm

Summary of Day 1 and Preview Day 2

Presenter

Lorien Abroms, ScD, MA, Professor of Prevention and Community Health and Associate Dean for Academic Graduate Programs, Milken Institute School of Public Health, George Washington University (Summit Program Co-chair)



Tuesday, June 2, 2020

12:00 pm – 12:30 pm

KEYNOTE II — Mapping the Digital Landscape

Description

The digital landscape has rapidly transformed communication with respect to disease prevention, health promotion and health care. This presentation will describe the steady integration of digital tools into health communications research and practice and the challenges and opportunities for digital strategists in advancing consumer health literacy.

Moderator

Cam Escoffery, PhD, MPH, CHES®, Professor, Department of Behavioral Sciences and Health Education, Rollins School of Public Health, Emory University, and Member, Cancer Prevention and Control Research Program, Winship Cancer Institute, Emory University and 2020-2021 SOPHE President.



Presenter

Wen-ying Sylvia Chou, PhD, MPH, Program Director, Health Communications and Informatics Research Branch, Division of Cancer Control and Population Sciences, National Cancer Institute



12:30 pm – 12:45 pm

Questions & Answers

12:45 pm – 1:00 pm

Break

1:00 pm – 2:00 pm

PLENARY PANEL III — Health Information Policy on Digital Media Platforms

Description

Organizational policies on social media shape the health information environment. This panel will explore

policies of government, industry and academia as they relate to providing information to the public on social media platforms and related challenges. Each panel member will speak for 10 minutes, followed by Q & A with audience.

Moderator

Jeanine Guidry, PhD, Assistant Professor, Richard T. Robertson School of Media and Culture, Virginia Commonwealth University



Presenters

Liz Lagone, Head, Health Policy, Facebook



Christopher M. Jones, PharmD, DrPH, MPH, CAPT, US Public Health Service, Senior Advisor, Associate Director, Office of Strategy and Innovation, National Center for Injury Prevention and Control, Centers for Disease Control and Prevention



Elad Yom-Tov, PhD MA, Senior Principal Researcher, Microsoft Research and a Visiting Assistant Professor at the Technion, Israel Institute of Technology



Annic Kim, PhD, MPH, Senior Scientist, Director, Health Media Impact and Digital Analytics Program, RTI International



2:00 pm – 2:15 pm

Break

2:15 pm – 2:45 pm

Breakout Rooms for Participant Discussion

2:45 pm – 3:00 pm

Break

3:00 pm – 4:00 pm

PLENARY PANEL IV — Digital Media Issues for Children and Adolescents

Description

Today's children and adolescents are engaged in both traditional media, such as television, and new forms of interactive and social media. This panel will address contemporary research findings on the benefits and risks of different digital media to the

health of children and teens. Each panel member will speak for 10 minutes, followed by Q & A with audience.

Moderator

Joseph Smyser, PhD, Chief Executive Officer, Public Good Projects (Summit Program Co-chair)



Presenters

Ellen Wartella, PhD, Sheik Hamad bin Khalifa al Thani Professor of Communication Studies, professor of psychology, of human development, and of behavioral medicine, and director of the Center on Media and Human Development at Northwestern University



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



Dan Romer, PhD, Research Director, Annenberg Public Policy Center, University of Pennsylvania



Amita N. Vyas, PhD, MHS, Associate Professor, Director, Maternal & Child Health Program, Editor-in-Chief, *Women's Health Issues*, George Washington University, School of Public Health



4:00 pm – 4:15 pm

Break

4:15 pm – 5:00 pm

PLENARY PANEL V — Innovations in Digital Media for Behavior Change in Low- and Middle-Income Countries

Description

Communication and intervention designed to change behavior in low- and middle-income countries (LMIC) increasingly use digital media tools to achieve system-level, community, and individual outcomes. However, the circumstances in LMIC differ in important ways from highly resourced countries (as defined by the World Bank and other entities) that affects HOW and for WHAT PURPOSE digital

media are applied in program. This session presents an overview of issues in the field, conceptual and theoretical perspectives on how digital tools can be leveraged in LMIC, and addresses evidence- and theory-based case studies of digital media in vaccination/immunization, family planning, water and sanitation, and emergency response.

Moderator

John P. Allegrante, PhD, Professor of Health Education, Teachers College, and Adjunct Professor of Sociomedical Sciences, Mailman School of Public Health, Columbia University, and Editor Emeritus, Health Education & Behavior (Summit Program Co-chair)

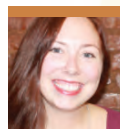


Presenters

W. Douglas Evans, PhD, 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



Molly Canty, MSc, Director of Innovation Grants & Partnerships, Dimagi, Inc



Annie Feighery, MPA, EdD, Founding Partner and CEO, mWater, and CEO, Solstice



5:00 pm – 5:15 pm

Summary of Day 2 and Preview Day 3

Presenter

Joseph Smyser, PhD, Chief Executive Officer, Public Good Projects (Summit Program Co-chair)



Wednesday, June 3, 2020

12:00 pm – 12:30 pm

KEYNOTE III — The Impact of Digital Media on Health Equity

Description

The explosion and continued evolution of health information technologies have important social, cultural, and ethical implications for society. This presentation will examine how health information technologies impact health disparities and cautions to avoid the potential for bias and discrimination in predictive precision medicine.

Moderator

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



Presenter

Kadija Ferryman, PhD, Researcher, Data and Society Research Institute



12:30 pm - 12:45 pm

Questions & Answers

12:45 pm – 1:00 pm

Break

1:00 pm – 2:00 pm

PLENARY PANEL VI — Patient Engagement Using Digital Strategies

Description

Successful digital health initiatives do more than simply provide information to patients and consumers through digital channels: They fully engage patients in the initiative and invite patients to be partners in their own healthcare. This panel will explore strategies for engaging patients in digital initiatives, from allowing patients to access their own health data to reaching patients via novel methods and deploying wearable devices that collect and tabulate personal sensor data.

Moderator

Doug Rupert, MPH, Health Communications Scientist, RTI International



Presenters

Satasuk Joy Bhosai, MD, MPH, Chief of Digital Health & Strategy, Duke Clinical Research Institute (DCRI), Associate Director, Duke Global Health Innovation Center, and Associate Director, Duke Innovations in Healthcare



Sherine El-Toukhy, PhD, MA, Earl Stadtman tenure-track investigator and NIH Distinguished Scholar, Division of Intramural Research, National Institute on Minority Health and Health Disparities (NIMHD)



Lorien Abrams, ScD, MA, Professor of Prevention and Community Health and Associate Dean for Academic Graduate Programs, Milken Institute School of Public Health, George Washington University (Summit Program Co-chair)



Robert Furberg, PhD, MBA, Senior Clinical Informaticist, Digital Health & Clinical Informatics Program, RTI International



2:00 pm – 2:15 pm

Break

2:15 pm – 2:45 pm

Breakout Rooms for Participant Discussion

2:45 pm – 3:00 pm

Break

3:00 pm – 4:15 pm

PLENARY PANEL VII — Envisioning Social Media that is Good for Public Health

Description

Social media has been a game-changer in the health arena by providing a space to share preventative information, track personal and community health, and enable patient-to-patient support networks. However, the explosion of social media also has catalyzed numerous privacy, ethical, and social

issues and served as a gateway for spreading health misinformation. This session will explore the characteristics and structure of a "PBS-like" potential social media platform that can enhance society and support the public's health.

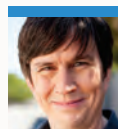
Moderator

Lorien Abrams, ScD, MA, Professor of Prevention and Community Health and Associate Dean for Academic Graduate Programs, Milken Institute School of Public Health, George Washington University (Summit Program Co-chair)



Presenters

Mark Coatney, Founder Words, TK and Digital News, Forbes



Ellen Wartella, PhD, Sheik Hamad bin Khalifa al Thani Professor of Communication Studies, Professor of Psychology, of Human Development, and of Behavioral Medicine, and Director of the Center on Media and Human Development at Northwestern University



Joseph Wender, Senior Policy Advisor, Office of Senator Edward J. Markey (D-MA)



Rebekah Tromble, PhD, Associate Professor, School of Media & Public Affairs, George Washington University, Associate Director, Institute for Data, Democracy, and Politics (IDDP), George Washington University and Visiting Researcher, The Alan Turing Institute (London)



4:15 PM – 4:30 PM

Closing Remarks

Presenters

John P. Allegrante, PhD, Professor of Health Education, Teachers College, and Adjunct Professor of Sociomedical Sciences, Mailman School of Public Health, Columbia University, and Editor Emeritus, *Health Education & Behavior* (Summit Program Co-Chair)



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Summit Faculty

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2020 Digital Summit Planning Committee



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