

**FINAL  
PROGRAM**

 **2ND  
DIGITAL  
HEALTH  
PROMOTION**

# **executive leadership summit**

**June 3-4, 2019 ■ Washington, D.C.**



Milken Institute School of Public Health  
The George Washington University  
Convening Center – 1st Floor  
950 New Hampshire Ave, NW  
Washington, DC 20052

[www.digitalhealthleaders.org](http://www.digitalhealthleaders.org)  
[#digitalhealth19](https://twitter.com/digitalhealth19)

# Welcome

Welcome to the Second Digital Health Promotion Executive Leadership Summit.

According to the Pew Research Center, 95 percent of U.S. adults own a cellphone, making it the most quickly adopted consumer technology in the history of the world. Seven-in-ten Americans use social media to connect with one another, obtain news, share stories, and entertain themselves. The digital media landscape – especially social media – shapes people’s awareness of health issues and perceptions about health-related behavioral norms. Digital health education programs and campaigns help people track progress, reach goals, obtain social support, and ultimately modify their health behavior.

Despite the public’s widespread use of social media and mobile phones, the full potential of utilizing digital technologies to support health promotion is yet to be reached. Currently, there is limited integration among the public health, technology, and government sectors. Public health researchers are investigating 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 to advance the goals of health promotion.

*... the full potential of utilizing digital technologies to support health promotion is yet to be reached.*

This meeting builds on the successful 2018 Digital Health Promotion Executive Leadership Summit. It will explore cutting-edge and controversial aspects of digital health, showcase pioneering case studies of social media interventions, and seek to foster greater collaboration and exchange among digital media experts.

With your input, we seek to bridge the gap among government, academic researchers, and the industry so that the full potential of digital technology can be harnessed to improve individual and population health.

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

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

Sincerely,

Lorien Abrams, ScD, MA

M. Elaine Auld, MPH, MCHES®

John P. Allegrante, PhD

Joseph Smyser, PhD, MSPH



Milken Institute School  
of Public Health  
THE GEORGE WASHINGTON UNIVERSITY



## Summit objectives

1. Discuss the latest research and practice in using digital technology to address opioids, mental health, vaccine hesitancy, misinformation, and other public health problems,
2. Address artificial intelligence, censorship, confidentiality, and patient protection in digital health,
3. Hear innovative case studies of successful uses of social media interventions in public health, and
4. Explore future directions for the use of digital technology to improve individual and population health.

# Monday, June 3, 2019

## 12:00 pm – 5:00 pm

Description

### REGISTRATION

*During this time, participants may pick up their meeting materials, informally network and find their seats.*

Location

1st Floor Lobby

## 1:00 pm – 1:15 pm

Description

### WELCOME AND CONFERENCE OVERVIEW

*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

1st Floor, Convening Center

Presenters

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

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

**Lorien Abrams, ScD, MA**, Professor, Milken Institute School of Public Health, The George Washington University (Summit Co-chair)



## 1:15 pm – 1:30 pm

Location

1st Floor, Convening Center

Moderator

**Lorien Abrams, ScD, MA**, Professor, Milken Institute School of Public Health, The George Washington University (Summit Co-chair)

Presenter

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



**1:30 pm – 2:00 pm****KEYNOTE I – VIEWS OF THE NATION’S SURGEON GENERAL**

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

1st Floor, Convening Center

Moderator

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

Presenter

**Vice Admiral Jerome M. Adams, MD, MPH**, 20th U.S. Surgeon General of the United States

**2:00 pm - 2:15 pm****NETWORKING BREAK**

Location

1st Floor Lobby

**2:15 pm – 2:45 pm****KEYNOTE II – SOCIAL MEDIA IS A PLATFORM FOR HOPE**

Description

*This session will present data and stories about the role of online engagement in providing a path out of the maze of illness and despair. It will illustrate how the internet connects us not only with information, but also with each other. This deceptively simple insight is key to improving health outcomes, if we can boost the signal for science and trustworthy sources.*

Location

1st Floor, Convening Center

Moderator

**Lorien Abrams, ScD, MA**, Professor, Milken Institute School of Public Health, The George Washington University (Summit Co-chair)

Presenter

**Susannah Fox, BA**, Internet Geologist, LLC

**2:45 pm – 3:00 pm****QUESTIONS & ANSWERS****3:00 pm – 4:15 pm****PLENARY PANEL I – LESSONS FROM THE OPIOID EPIDEMIC**

Description

*The opioid crisis continues to take the lives of thousands of Americans each year. The stigma of admitting the need for treatment keeps many persons away from receiving needed assistance. This panel will discuss the very latest approaches to addressing the opioid epidemic via digital outreach, particularly to reduce stigma and efforts by non-profit, quasi-government, major media organizations, and industry in aligning to end the devastation that addiction causes.*

Location

1st Floor, Convening Center

Moderator

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

Presenters

**Gary Mendell, MBA**, Chief Executive Officer, Shatterproof; **Sondra Clark**, Digital Director, White House Executive Office of the President; **Jeff Devlin**, Chairman, U.S. Government Practice, WPP; **Lauren Culbertson**, Public Policy Manager, Twitter; **Avra Siegel, MPA**, U.S. Public Policy Programs, Facebook



4:15 pm – 5:15 pm

## PLENARY PANEL II – DIGITAL INTELLIGENCE

Description

*Digital intelligence or surveillance has become ubiquitous in both the public and private enterprises, and a core part of most business models. This session will explore how digital data are being collected and used to improve public health, important safeguards to manage and process such information, and the potential promise for public good from this rapidly maturing industry.*

Location

1st Floor, Convening Center

Moderator

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

Presenter

**Seth Noar, PhD, MA**, Professor, School of Media and Journalism, University of North Carolina Chapel Hill; **Elad Yom-Tov, PhD, MA**, Principal Researcher, Microsoft Research Israel; **Andrew B. Einhorn, MS**, President, Synoptos, Inc.



5:15 pm – 5:30 pm

## WRAP UP AND PREPARATION FOR DAY 2

Presenter

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



Location

1st Floor, Convening Center



6:00 pm – 7:30 pm

## NETWORKING RECEPTION

Description

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

Location

Top of the Gate (Rooftop) Terrace, Watergate Hotel, 2650 Virginia Ave, NW (15-minute walk from GW University)

# Tuesday, June 4, 2019

7:45 am – 5:00 pm

Location

## REGISTRATION

1st Floor Lobby

7:45 am – 8:30 am

Description

## NETWORKING CONTINENTAL BREAKFAST

*During this time, participants can enjoy a light breakfast, meet other colleagues outside their industry, and review the program to select concurrent sessions to attend throughout the day.*

Location

1st Floor Lobby

8:30 am – 9:15 am

Description

## KEYNOTE III – CURBING THE SPREAD OF MISINFORMATION

*This presentation will address the contemporary phenomenon of misinformation and how and why it spreads online. It will address some key reasons for the viral spread of misinformation on social media, offer examples related to public health and science, and will discuss potential remedies and responses to misinformation. An overview of some major initiatives, funded by the Rita Allen Foundation and others to curb the spread of misinformation, will also be addressed as well as areas for additional research.*

Location

1st Floor, Convening Center

Moderator

**Lorien Abrams, ScD, MA**, Professor, Milken Institute School of Public Health, The George Washington University (Summit Co-chair)

Presenter

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



9:15 am – 10:30 am

Description

## PLENARY PANEL III – SOCIAL MEDIA & MENTAL HEALTH

*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 **Seth Noar, PhD, MA**, Professor, School of Media and Journalism, University of North Carolina Chapel Hill

Presenters **Victoria McCullough**, Social Impact and Public Policy, Tumblr; **Keita Franklin, LCSW, PhD**, National Director, Suicide Prevention, Office of Mental Health and Suicide Prevention, U.S. Department of Veterans Affairs; **John Draper**, Executive Director, National Suicide Prevention Lifeline and Executive Vice President, National Networks for Vibrant Emotional Health; **Jennifer Hanley, JD**, Safety Policy Manager, Facebook; **Victoria Handel**, Director of Social Media Research, Beth Israel Deaconess Hospital



10:30 am – 10:45 am

### NETWORKING BREAK

Location 1st Floor Lobby

10:45 am – 11:45 am

### CONCURRENT SESSION IA – PATIENT ENGAGEMENT IN SYSTEMS-LEVEL CHANGES AND POPULATION HEALTH

Description *Digital health technologies and apps have been promoted as relatively low-cost methods to enhance patient engagement or participation in health care, with the promise of better health outcomes. This session will describe several new digital approaches for enhancing patient participation, as well as areas for future research.*

Location 2nd Floor, Room 200A

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

Presenters **Doug Rupert, MPH**, Health Communications, RTI International; **Nnamdi P. Ezeanochie, MD, PhD**, Senior Manager, Behavioral Science, Johnson & Johnson Health & Wellness Solutions, Inc.; **Melissa A. Napolitano, PhD**, Professor, Prevention and Community Health & Exercise and Nutrition Sciences, Milken Institute School of Public Health, The George Washington University



10:45 am – 11:45 am

### CONCURRENT SESSION IB – POWERFUL PARTNERSHIPS

Description *While public health communicators have become increasingly savvy in how to deploy resources and health-related content, reaching the right audience with relevant messaging continues to prove challenging. What practices can public health communicators employ to ensure they are creating engaging content for their unique audiences? How can media bridge the*



*gap between empathy and action? Who are the right partners to amplify your message? Case studies and best practices will be shared to demonstrate novel approaches that bring together those in the private sector, academia, and non-profits to scale efforts to positively influence public health behavior.*

Location 2nd Floor, Room 200B

Moderator **Danielle C. Perrella, MPH**, Analytic Lead, Google

Presenters **Christina H. Zurla, BA**, Senior Manager, ICF; **John Draper**, Executive Director, National Suicide Prevention Lifeline and Executive Vice President, National Networks for Vibrant Emotional Health; **Mary Schwarz**, Senior Vice President, Digital & Technology, ICF Next



## 10:45 am – 11:45 am

### CONCURRENT SESSION IC – LEGAL FRAMEWORKS IN GLOBAL CONTEXT

*Today, data crosses borders with lightning speed and can be analyzed and returned to users within hours. Such geospatial information transfer and management is rapidly transforming the landscape as the public and private sectors become both collectors and users of such information. This session will explore contemporary challenges of the data enterprise from both an operational and legal standpoint.*

Location 1st Floor, Convening Center

Moderator **Robert S. Gold, PhD, DrPH**, Professor and Chair, Department of Behavioral and Community Health, University of Maryland School of Public Health

Presenters **Pilar Nicole Ossorio, PhD, JD**, Professor of Law and Bioethics, University of Wisconsin Law School; **Alexander Schiff, PhD**, Researcher, Humboldt University of Berlin and Research Associate, Weizenbaum-Institute for the Networked Society, Germany; **Elad Yom-Tov, PhD, MA**, Principal Researcher, Microsoft Research Israel; **Jane Hyatt Thorpe, JD**, Associate Professor and Vice Chair for Academic Affairs, Department of Health Policy and Management, Milken Institute School of Public Health, The George Washington University



## 11:45 am – 12:30 pm

### NETWORKING LUNCH

*Tables will have themes for discussion (e.g., partnerships, data mining) and participants will be invited to comment on any relevant updates to the consensus statement published in the American Journal of Public Health, following the First Digital Health Promotion Executive Leadership Summit in 2018. The roundtable notes will be collected and shared with the participants in Concurrent IIB for consideration of modifying the consensus statement.*

Location	1st Floor Lobby and Convening Center
<b>12:30 pm – 1:00 pm</b>	<b>KEYNOTE IV – CREATING ONLINE PATIENT COMMUNITIES TO PROMOTE BEHAVIOR CHANGE</b>
Description	<i>This presentation will address the benefits and drawbacks of online patient communities as well as the potential for researchers and companies to explore how to optimize this emerging form of patient engagement.</i>
Location	1st Floor, Convening Center
Moderator	<b>John P. Allegrante, PhD</b> , Professor, Teachers College and the Mailman School of Public Health, Columbia University, and Editor Emeritus, <i>Health Education &amp; Behavior</i> (Summit Co-chair)
Presenter	<b>Sherry Pagoto, PhD</b> , Professor, Department of Allied Health Sciences, and Director, UConn Center for mHealth and Social Media, University of Connecticut, and Immediate Past President, Society of Behavioral Medicine
<b>1:00 pm – 2:15 pm</b>	<b>PLENARY PANEL IV – VACCINE HESITANCY: THE ROLE OF SOCIAL MEDIA</b>
Description	<i>Vaccine hesitancy, the reluctance or refusal to be vaccinated or to have one's children vaccinated, has been identified by the World Health Organization as one of the top ten global health threats of 2019. Falling immunization rates due to vaccine hesitancy have led to outbreaks of preventable disease, notably measles and pertussis. Social media sites play an important role in educating about the scientific safety, yet also provide a forum for the spread of misinformation.</i>
Location	1st Floor, Convening Center
Moderator	<b>Wen-ying Sylvia Chou, PhD, MPH</b> , Program Director, Health Communications and Informatics Research Branch, Division of Cancer Control and Population Sciences, National Cancer Institute
Presenters	<b>Jo Ann Shoup, MSW, PhD</b> , Institute for Health Research, Kaiser Permanente Colorado; <b>Jeanine Guidry, PhD</b> , Assistant Professor, Richard T. Robertson School of Media and Culture, Virginia Commonwealth University; <b>David Broniatowski, PhD</b> , Assistant Professor, School of Engineering and Applied Science, The George Washington University; <b>Ifeoma Ozoma</b> , Public Policy and Social Impact Manager, Pinterest; <b>Maureen Marshall, MSc</b> , Health Communication Specialist, National Center for Immunization and Respiratory Diseases, Centers for Disease Control and Prevention



**2:15 pm – 2:30 pm**

Location

**NETWORKING BREAK**

1st Floor Lobby

**2:30 pm – 3:30 pm**

Description

**CONCURRENT SESSION IIA – CHILDREN & DIGITAL HEALTH**

*Researchers, policy makers, and producers recognize that the world of youth and media has changed. This session challenges past notions and puts forth new ways that media use and content influence cognitive, social, emotional, and physical health of children and adolescents. Panelists will offer recommendations to increase the opportunities and lessen the harms of technology on youth.*

Location

1st Floor, Convening Center

Moderator

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

Presenters

**Dina L. G. Borzekowski, EdD**, Research Professor, Department of Behavioral and Community Health, University of Maryland School of Public Health;  
**Joseph Wender, JD**, Senior Policy Advisor, Senator Edward Markey (D-MA); **David Kleeman**, Senior Vice President, Global Trends, Dubit, and Vice President, Board of Directors, National Association for Media Literacy Education

**2:30 pm – 3:30 pm**

Description

**CONCURRENT SESSION IIB – REVISITING THE CONSENSUS STATEMENT “TOWARD A COMMON AGENDA FOR THE PUBLIC AND PRIVATE SECTORS TO ADVANCE DIGITAL HEALTH COMMUNICATION”**

*“Toward a Common Agenda for the Public and Private Sectors to Advance Digital Health Communication,” a product of the first Digital Health Promotion Executive Leadership Summit in June 2018, was published in the American Journal of Public Health (February 2019). The consensus statement includes assertions, principles, and related actions to enhance partnerships to improve public health and health equity. Given the rapid changes in digital media, this session will examine potential expansion or other modifications to the consensus statement for further public and private alignment in digital health.*

Location

2nd Floor, Room 200A

Facilitator

**Robert S. Gold, PhD, DrPH**, Professor and Chair, Department of Behavioral and Community Health, University of Maryland School of Public Health



## 2:30 pm – 3:30 pm

## CONCURRENT SESSION IIC – ARTIFICIAL INTELLIGENCE FOR PUBLIC HEALTH

## Description

Scarce funding, ethical concerns, and other problems have limited the use of artificial intelligence (AI) to tackle public health issues. That's starting to change. An AI chatbot is providing young women of color with information about birth control, referred to as "my older sister." AI applied to media data show differences in public discourse city-by-city, and the spread and source of misinformation. McKinsey estimates the full potential health care service cost savings of AI-enabled initiatives would be \$300 billion a year in the United States, or about 0.7 percent of GDP. Even so, there is no shortcut to AI adoption, and public health is already behind. This session is 50 percent real-world case studies and 50 percent discussion as to how the public sector can catch up.

## Location

2nd Floor, Room 200B

## Moderator

**Jackie Snow**, Journalist (published by NYT, WSI, Nat Geo, Fast Company & others)

## Presenters

**Joseph Smyser, PhD, MSPH**, Chief Executive Officer, The Public Good Projects (Summit Co-convenor); **Sreenivas Ramaswamy**, Partner, McKinsey & Company and McKinsey Global Institute; **Imre Varjú, MD, PhD**, Fulbright Scholar, Columbia University



## 3:30 pm – 3:45 pm

## NETWORKING BREAK

## Location

1st Floor Lobby

## 3:45 pm – 4:45 pm

## PLENARY PANEL V – CENSORSHIP OR MODERATING CONTENT: HOW FAR DO WE GO TO CONTROL SPEECH ON SOCIAL MEDIA?

## Description

Although balancing censorship or moderating media content with free and open access to information presents fundamental dilemmas, the global digital age has created new ethical and legal challenges for government and non-governmental entities. How far should government go in censoring content and what obligation does the private sector have to moderate propaganda, hate speech, and other digital harms? This session will explore the pros and cons of contemporary efforts to control speech — both in the U.S. regulatory context and elsewhere, with a case example from Germany, which has enacted new laws intended to protect the public from hate speech in social media.

Location	1st Floor, Convening Center	
Moderator	<b>John P. Allegrante, PhD</b> , Professor, Teachers College and the Mailman School of Public Health, Columbia University, and Editor Emeritus, <i>Health Education &amp; Behavior</i> (Summit Co-chair)	
Presenters	<b>Pilar Nicole Ossorio, PhD, JD</b> , Professor of Law and Bioethics, University of Wisconsin Law School; <b>Victoria McCullough</b> , Social Impact and Public Policy, Tumblr; <b>Alexander Schiff, PhD</b> , Researcher, Humboldt University of Berlin and Research Associate, Weizenbaum-Institute for the Networked Society, Germany	 
4:45 pm – 5:00 pm	<b>WRAP UP/ADJOURN</b>	
Description	<i>Concluding remarks will summarize major highlights of presentations and discussions as well as new recommendations for strengthening the consensus statement.</i>	
Location	1st Floor, Convening Center	
Presenters	<b>Lorien Abrams, ScD, MA</b> , Professor, Milken Institute School of Public Health, The George Washington University (Summit Co-chair)  <b>John P. Allegrante, PhD</b> , Professor, Teachers College and the Mailman School of Public Health, Columbia University, and Editor Emeritus, <i>Health Education &amp; Behavior</i> (Summit Co-chair)  <b>Robert S. Gold, PhD, DrPH</b> , Professor and Chair, Department of Behavioral and Community Health, University of Maryland School of Public Health	  

# Thank you

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The Public Good Projects



The University of Maryland School of  
Public Health

# Summit Faculty

**Lorien Abrams, ScD, MA**, Professor, Milken Institute School of Public Health, The George Washington University

**Vice Admiral Jerome M. Adams, MD, MPH**, 20th U.S. Surgeon General of the United States

**John P. Allegrante, PhD**, Professor, Teachers College and the Mailman School of Public Health, Columbia University

**M. Elaine Auld, MPH, MCHES®**, Chief Executive Officer, Society for Public Health Education

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

**Vanessa Boudewyns, PhD**, Research Scientist, RTI International

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

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

**Sondra Clark**, Digital Director, White House Executive Office of the President

**Lauren Culbertson**, Public Policy Manager, Twitter

**Jeff Devlin**, Chairman, U.S. Government Practice, WPP

**John Draper**, Executive Director, National Suicide Prevention Lifeline and Executive Vice President, National Networks for Vibrant Emotional Health

**Andrew B. Einhorn, MS**, President, Synoptos, Inc.

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**Susannah Fox, BA**, Internet Geologist, LLC

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**Victoria McCullough**, Social Impact and Public Policy, Tumblr

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**Mary Schwarz**, Senior Vice President, Digital & Technology, ICF Next

**Jo Ann Shoup, MSW, PhD**, Institute for Health Research, Kaiser Permanente Colorado

**Avra Siegel, MPA**, U.S. Public Policy Programs, Facebook

**Joseph Smyser, PhD, MSPH**, Chief Executive Officer, The Public Good Projects

**Jackie Snow**, Journalist

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

**Jane H. Thorpe, JD**, Associate Professor and Vice Chair for Academic Affairs, Department of Health Policy and Management, Milken Institute School of Public Health, The George Washington University

**Imre Varjú, MD, PhD**, Fulbright Scholar, Columbia University

**Joseph Wender, JD**, Senior Policy Advisor, Senator Edward Markey (D-MA)

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

**Christina H. Zuria, BA**, Senior Manager, ICF

# 2019 Digital Summit Planning Committee

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## EXECUTIVE COMMITTEE

**Lorien Abrams, ScD, MA**, Professor, Milken Institute School of Public Health, The George Washington University (Summit Co-chair)

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

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

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

## MEMBERS

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Digital Health Promotion  
Executive Leadership Summit

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