TUESDAY, JUNE 5, 2018

Registration

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

Location
7th Floor Lobby, Knight Conference Center

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
7th Floor, Knight Conference Center

Presenters
Elaine Auld, MPH, MCHES®, Chief Executive Officer, Society for Public Health Education (Summit Co-convener)
Welcome to the inaugural Digital Health Promotion Executive Leadership Summit.

Digital technologies have become ubiquitous in the United States and through much of the world. Recent prevalence estimates from Pew indicate that 95 percent of U.S. adults own a cell phone and 64 percent own a smartphone. The digital media landscape, especially social media, shapes people’s awareness of health issues and perceptions about health behavioral norms. Additionally, digital health education programs can raise the saliency of health behavior change and help people track progress, reach goals, obtain social support, and ultimately, change their behavior.

Yet, despite the widespread use of mobile phones and social media by the public, 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 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
1. 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;

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

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

4. 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

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
<th>Location</th>
<th>Presenters</th>
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<tbody>
<tr>
<td><strong>12:00 pm – 5:00 pm</strong></td>
<td><strong>Registration</strong></td>
<td>8th Floor Lobby, Knight Conference Center</td>
<td><strong>Elaine Auld, MPH, MCHES</strong>, Chief Executive Officer, Society for Public Health Education (Summit Co-convener)</td>
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**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) |
Digital health promotion | executive leadership summit

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 Co-chair)

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
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

5:00 pm – 5:15 pm
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

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>7:30 am – 5:00 pm</td>
<td>Registration</td>
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<tr>
<td>Location</td>
<td>1st Floor Lobby</td>
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<tr>
<td>7:45 am – 8:30 am</td>
<td>Networking Continental Breakfast</td>
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<tr>
<td>Location</td>
<td>1st Floor Lobby, Convening Center</td>
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<tr>
<td>8:30 am – 8:45 am</td>
<td>Welcome to Milken Institute School of Public Health</td>
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<td>Location</td>
<td>1st Floor, Convening Center</td>
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<tr>
<td>Moderator</td>
<td>Lorien Abroms, ScD, MA, Associate Professor, Milken Institute School of Public Health, George Washington University (Summit Program Co-chair)</td>
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<tr>
<td>Presenter</td>
<td>Lynn R. Goldman, MD, MS, MPH, Dean, Milken Institute School of Public Health, George Washington University</td>
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<tr>
<td>8:45 am – 9:15 am</td>
<td>Plenary Panel III – Public Health &amp; Digital Health: The Road to Discovery</td>
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<td>Description</td>
<td>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?</td>
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<tr>
<td>Location</td>
<td>1st Floor, Convening Center</td>
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</tbody>
</table>
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
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

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 | 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 Publications

Society of Behavioral Medicine

Society for Public Health Education & its journal Health Education & Behavior

The Milken Institute of Public Health at George Washington University

The Public Good Projects

The University of Maryland School of Public Health

Tumblr
SUMMIT FACULTY

Lorien Abroms, ScD, MA, Associate Professor, Milken Institute School of Public Health, George Washington University
Will M. Akin, PhD, Director, Behavioral Therapy Development Program (BTDP), Clinical Research Grants Branch, Division of Therapeutics and Medical Consequences (DTMC), National Institute on Drug Abuse
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Elad Yom-Tov, PhD, Principal Researcher, Microsoft Research Israel
SUMMIT PLANNING COMMITTEE

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

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

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

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

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

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

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