



**DEFINING A ROADMAP FOR
Implementation of Social Media in
Population and Community Health Initiatives**

2016 INTERNATIONAL SYMPOSIUM JANUARY 29, 2016 • AUSTIN, TEXAS

THE UNIVERSITY OF TEXAS CONFERENCE CENTER • J.J. PICKLE RESEARCH CAMPUS

2016 International Symposium: Social Media in Population and Community Health

An exciting conference featuring inter-professional teams of content experts in dialog about the best practices for using social media in population health settings and evaluating its effectiveness.

Keynote presentation: New Media for Increased Engagement and Impact: The Power and Potential of Digital Health Communication by Jay M. Bernhardt, PhD, Interim Dean and Professor, Moody College of Communication and Founding Director, Center for Health Communication, The University of Texas at Austin; Former Director, National Center for Health Marketing, US Centers for Disease Control and Prevention

Best practices from United States and Canadian panels of experts, including representatives from the U.S. Health and Human Services Department, the Office of the National Coordinator for Health IT and Canada Health Infoway.

Two Expert Panels featuring Innovative Technologies and the Applications of Social Media to Address Minority Health

Lunchtime Keynote: Engaging Patients in Managing their Health through Social Networking: The success story of Patientslikeme by Sally Okun, Vice President for Advocacy, Policy and Patient Safety at Patientslikeme

Six Afternoon Break-Out Sessions designed to actively engage conference participants in the dialog to develop a Roadmap to utilize social media for population and community health initiatives

Audience participation via social media and technology interaction with attendees encouraged to bring their technology devices for active involvement throughout the day (laptops, tablets, and mobile devices)



TEXAS TECH UNIVERSITY
HEALTH SCIENCES CENTER



TEXAS
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The goal of the symposium is to document a Roadmap for Use of Social Media in Population and Community Health Initiatives. Mark your calendar and plan to register today!

nursing.ttuhscc.edu/symposium/

2016 INTERNATIONAL SYMPOSIUM

Defining a Roadmap for Implementation of Social Media in Population and Community Health Initiatives

January 29, 2016 • Austin, Texas

The University of Texas Conference Center
J.J. Pickle Research Campus
J. Neils Thompson Commons Building
10100 Burnet Road,
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