



Digital Health Promotion Executive Leadership Summit

Washington, DC

June 3-4, 2019

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

PRELIMINARY AGENDA

April 12, 2019

MONDAY, JUNE 3, 2019

12:00 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.*

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.*

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

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

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 Program Co-chair)

1:15 pm – 1:30 pm

Welcome to Milken Institute School of Public Health

Presenter

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

1:30 pm – 2:00 pm

Keynote I

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.

Presenter

Vice Admiral Jerome M. Adams, U.S. Surgeon General of the United States (confirmed)

2:00 pm - 2:15 pm

Break

2:15 pm – 2:45 pm

Keynote II – Social media is a Platform for Hope

Description

This session will present data and stories about how online engagement is 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.

Presenter

Susannah Fox, BA, Internet Geologist, LLC; American healthcare and information technology researcher and former Chief Technology Officer of the U.S. Department of Health and Human Services (May 2015-January 2017)

2:45 pm – 3:00 pm

Questions & Answers

3:00 pm – 3:15 pm

Networking Break

3:15 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 treatment. This panel will discuss the very latest approaches to addressing the opioid epidemic via digital outreach, particularly on reducing the stigma and efforts by non-profit, quasi-government, and major media organizations aligning ending the devastation that addiction causes.

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

4:15 pm – 5:15 pm Plenary Presentation 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 that should be in place to manage and process such information, and the potential promise for public good from this rapidly maturing industry.*

Presenters 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, Summit Program Co-chair

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 SPH)

TUESDAY, JUNE 4, 2019**7:30 am – 5:00 pm Registration****7:45 am – 8:30 am Networking Continental Breakfast****8:30 am – 9:15 am Keynote III – Curbing the Spread of Misinformation**

Description *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.*

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

- 9:15 am – 10:30 am** **Plenary Panel III – Social Media & Mental Health**
- 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.*
- Presenters** Victoria McCullough, Social Impact and Public Policy, Tumblr; Lindsey Goodman (invited); others TBA
- 10:30 am – 10:45 am** **Networking Break**
- 10:45 am – 11:45 am** **Concurrent Session IA – Patient Engagement in Systems-Level Changes & 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 exploration.*
- Presenters** Doug Rupert, MPH, Health Communications, RTI International; Nmandi Ezeanochie, MD, DrPH, Senior Manager of Behavioral Science, Johnson & Johnson; Sherry Pagoto, PhD, Professor, Department of Allied Health Sciences and Director, UConn Center for mHealth and Social Media, University of Connecticut; Immediate Past President, Society for Behavioral Medicine
- 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.*
- Presenters** Christina H. Zurla, BA, Senior Manager, ICF; and others TBA
- 10:45 am – 11:45 am** **Concurrent IC – Legal Frameworks in Global Context**
- Description** *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.

Presenters Pilar Nicole Ossorio, PhD, JD, University of Wisconsin Law School; Alexander Schiff, Weizenbaum-Institute for the Networked Society, Germany; Elad Yom-Tov, PhD, MA, Principal Researcher, Microsoft Research Israel

11:45 am – 12:30 pm Networking Lunch

Description *Tables will have themes for discussion (e.g. partnerships, data mining) and ask participants to comment on any relevance/updates to consensus statement. The roundtable notes will be collected and shared with the participants in Concurrent IIB for consideration of modifying the consensus statement.*

12:30 pm – 1:00 pm Keynote IV – Leveraging Technology in Behavioral Interventions

Description *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.*

Presenter Sherry Pagoto, PhD, Professor, Department of Allied Health Sciences and Director, UConn Center for mHealth and Social Media, University of Connecticut; Immediate Past President, Society for Behavioral Medicine

1:00 pm – 2:00 pm Plenary IV – Vaccine Hesitancy: The Role of Social Media

Description *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.*

Presenters Jo Ann Shoup, MSW, Institute for Health Research, Kaiser Permanente Colorado; Jeanine Guidry, PhD, Richard T. Robertson School of Media and Culture at Virginia Commonwealth University; David Broniatowski, PhD, Assistant Professor, George Washington School of Engineering & Applied Science; Ifeoma Ozoma, Public Policy & Social Impact Manager, Pinterest

2:15 pm – 3:15 pm Concurrent Session IIA – Children & Digital Health

Description *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.*

Presenters	Dina L. G. Borzekowski, PhD, 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 Kleenam, Senior Vice President, Global Trends, Dubit and Vice President, Board of Directors, National Association for Media Literacy Education
2:15 pm – 3:15 pm	Concurrent Session IIB – Revisiting the Consensus Statement “<i>Toward a Common Agenda for the Public and Private Sectors to Advance Digital Health Communication</i>”
Description	<i>“Toward a Common Agenda for the Public and Private Sectors to Advance Digital Health Communication,” was a product of the first Digital Health Promotion Executive Leadership Summit in June 2018 and was published in the <u>American Journal of Public Health</u> (February 2019). The consensus statement includes assertions, principals, 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.</i>
Presenter	Robert S. Gold, PhD, DrPH, Professor of Behavioral and Community Health, University of Maryland School of Public Health
2:15 pm – 3:15 pm	Concurrent Session IIC – Artificial Intelligence for Public Health
Description	<i>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% real-world case studies and 50% discussion as to how the public sector can catch up and lead.</i>
Presenters	Joe Smyser, PhD, MSPH, Chief Executive Officer, The Public Good Projects; Geoff Boeing, PhD, MS, Assistant Professor, Price School of Public Policy, USC; Tiffany Llyod, Campaign Manager and Community Organizer, The Public Good Projects; Imre Varju, MD, PhD, Columbia University; TBD, Senior Partner, McKinsey and Company
3:15 pm – 3:30 pm	Networking Break

3:30 pm – 4:45 pm Plenary V – Censorship in Digital Media

Description *The proliferation of media data has raised many new ethical and legal issues. This session and 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 to whom and where it is targeted, and how messages are framed, can empower or dis-empower.*

Presenters Pilar Nicole Ossorio, PhD, JD, University of Wisconsin Law School; Victoria McCullough, Social Impact and Policy, Tumblr; Alexander Schiff, Weizenbaum-Institute for the Networked Society, Germany

4:45 pm – 5:00 pm Wrap Up/Adjourn

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