



2nd Digital Health Promotion Executive Leadership Summit

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

AGENDA

May 14, 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.*

Location 1st Floor Lobby

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.*

Location 1st Floor, Convening Center

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, The George Washington University (Summit Co-chair)

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)

1:15 pm – 1:30 pm

Welcome to The Milken Institute School of Public Health

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	<i>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.</i>
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	<i>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.</i>
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, <i>Health Education & Behavior</i> (Summit Co-chair)
Location	1st Floor, Convening Center
6:00 pm – 7:30 pm	Networking Reception
Description	<i>During this time, you are invited to connect, network and reflect on lessons learned from the day's presentations.</i>

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 **Registration**

Location 1st Floor Lobby

7:45 am – 8:30 am **Networking Continental Breakfast**

Description *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 **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.*

Location 1st Floor, Convening Center

Moderator Lorien Abroms, 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 **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.*

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
10:30 am – 10:45 am	Networking Break
Location	1 st Floor Lobby
10:45 am – 11:45 am	Concurrent Session IA – Patient Engagement in Systems-Level Changes and Population Health
Description	<i>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.</i>
Location	2 nd Floor Classroom
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; Nmandi 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	<i>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.</i>
Location	2 nd Floor Classroom
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

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.*

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

Description *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

12:30 pm – 1:00 pm Keynote IV – Creating Online Patient Communities to Promote Behavior Change

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.*

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, <i>Health Education & Behavior</i> (Summit Co-chair)
Presenter	Sherry Pagoto, PhD, 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
1:00 pm – 2:15 pm	Plenary Panel IV – Vaccine Hesitancy: The Role of Social Media
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	1 st Floor, Convening Center
Moderator	Wen-ying Sylvia Chou, PhD, MPH , Program Director, Health Communication and Informatics Research Branch, Division of Cancer Control and Population Sciences, National Cancer Institute
Presenters	Jo Ann Shoup, MSW, PhD, Institute for Health Research, Kaiser Permanente Colorado; Jeanine Guidry, PhD, Assistant Professor, Richard T. Robertson School of Media and Culture, Virginia Commonwealth University; David Broniatowski, PhD, Assistant Professor, School of Engineering and Applied Science, The George Washington University; Ifeoma Ozoma, Public Policy and Social Impact Manager, Pinterest; Maureen Marshall, MSc, Health Communication Specialist, National Center for Immunization and Respiratory Diseases, Centers for Disease Control and Prevention
2:15 pm – 2:30 pm	Networking Break
Location	1 st Floor Lobby
2:30 pm – 3:30 pm	Concurrent Session IIA – Children & Digital Health
Description	<i>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.</i>
Location	1 st Floor, Convening Center

Moderator	John P. Allegrante, PhD, Professor, Teachers College and the Mailman School of Public Health, Columbia University, and Editor Emeritus, <i>Health Education & Behavior</i> (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	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,” 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.</i>
Location	2 nd Floor Classroom
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	<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 percent real-world case studies and 50 percent discussion as to how the public sector can catch up.</i>
Location	2 nd Floor Classroom
Moderator	Jackie Snow, Journalist (published by NYT, WSJ, Nat Geo, Fast Company & others)
Presenters	Joseph Smyser, PhD, MSPH, Chief Executive Officer, The Public Good Projects (Summit Co-convener); Svreenivas Ramaswamy, Partner, McKinsey & Company and

McKinsey Global Institute; Tiffany Lloyd, Campaign Manager and Community Organizer, The Public Good Projects; 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

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

Pilar Nicole Ossorio, PhD, JD, Professor of Law and Bioethics, University of Wisconsin Law School; Victoria McCullough, Social Impact and Public Policy, Tumblr; Alexander Schiff, PhD, Researcher, Humboldt University of Berlin and Research Associate, Weizenbaum-Institute for the Networked Society, Germany; Melissa Goldstein, JD, Associate Professor, Department of Health Policy and Management, Milken Institute School of Public Health, The George Washington University

4:45 pm – 5:00 pm

Wrap Up/Adjourn

Description

Concluding remarks will summarize major highlights of presentations and discussions as well as new recommendations for strengthening the consensus statement.

Location

1st Floor, Convening Center

Presenters

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

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)

*Thank You to the following organizations who provided support for this Summit *



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