SOCIAL MEDIA AND PUBLIC HEALTH

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Making Social Media Part of a Comprehensive Communication Strategy
Lynn Townshend, Executive Assistant to the Commissioner
Connecticut Department of Public Health

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New Media Applications and Their Role in Public Health Outreach

R. Craig Lefebvre, PhD, Adjunct Professor of Prevention and Community Health
George Washington University

Part 1

Part 2

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Panel Presentation: Experiences with New Media from the Field

Margaux Joffe, Multimedia Coordinator
Office of Communications, Boston Public Health Commission

Part 1

J.R. Logan, Director of New Media Strategies
United Way of Greater New Haven

Part 2

New Media Panel Discussion

J.R. Logan, Margaux Joffe, R. Craig Lefebvre, PhD, Lynn Townshend