Many people equate the study of geography with memorization of place names, landscape elements and their location. These are merely a foundation for the discipline of geography, much as arithmetic forms a basis for the study of mathematics or grammar and syntax form a basis for studying literature. In this lecture, we will explore several ways in which the spatial perspective informs and/or transforms our understanding of social processes of general interest across the socio-behavioral and health sciences. Participants may gain a greater appreciation of why ‘Place Matters’, in public health now more than ever.

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