

COLLEGE OF PUBLIC HEALTH DEAN'S LECTURE SERIES



Presents



Jay M. Bernhardt, PhD, MPH
Professor and Chair, Department of Health Education &
Behavior, and Director, Center for Digital Health and Wellness
University of Florida

"Public Health 2.0: Leveraging Social Media and Technology
for Better Health"

Friday, February 3, 2012

12:00 pm

COPH 1023-A Samuel P. Bell, III Auditorium

Jay M. Bernhardt, PhD, MPH, is widely recognized as a visionary leader and innovative scholar on the application of communication, marketing, and new media to public health, healthcare, and medicine. He serves as Department Chairperson and Professor of Health Education and Behavior at the University of Florida, where he is the Founding Director of the Center for Digital Health and Wellness. From 2005-2010, Dr. Bernhardt served as the Director of the National Center for Health Marketing at the US Centers for Disease Control and Prevention (CDC). Prior to CDC, Dr. Bernhardt was Assistant Professor of Behavioral Sciences and Health Education at Emory University Rollins School of Public Health and Assistant Professor of Health Promotion and Behavior at the University of Georgia. Dr. Bernhardt is an Associate Editor of Health Education and Behavior, serves on three Editorial Boards, is a member of five honor societies, and has received numerous prestigious awards. In 2001, Dr. Bernhardt was the youngest member ever elected to the Executive Board of the American Public Health Association, and he was subsequently elected by his peers to serve as its Vice Chairperson.