

THE AZ CENTER FOR RURAL HEALTH WEBINAR SERIES

A webinar series focused on providing technical assistance to rural stakeholders to disseminate research findings, policy updates, best-practices and other rural health issues to statewide rural partners and stakeholders throughout the state.

Webinar:

Thursday, August 15, 2019

12:00 pm Arizona Time

Learn how you can build a campaign to advance behavior change for social good

Learning objectives:

1. Learn why knowledge and attitudes alone do not change behavior, but the use of research to decrease barriers and enhance motivation
2. Establish familiarity with social marketing steps and their application
3. Outline mixed method research options that can be done on a shoe-string budget



Kelley Dennings, Founding President of the Social Marketing Association of North America, started her social and behavior change career working for local and state government. She then worked for multiple environmental nonprofits focused on recycling, forest conservation and consumption before working for an internationally known social marketing agency. Kelley currently works at the Center for Biological Diversity leading the Center's work to address the connection between human population growth and overconsumption and their threat to endangered species and wild places. She has conducted social marketing, social media, public relations, and traditional advertising projects throughout her 20-year career.



Dr. Anthony Panzera, Founding board member of SMANA is sole-member and president of Svelo Advisors LLC, a small consulting practice focusing on public & community health. He has 18 years of experience working in research settings, from bench science to human subjects research. In public health, he has worked in the areas of obesity prevention, nutrition, asthma self-management, maternal and child health, and social marketing. He has spent significant time listening to participant experiences in the Special Supplemental Nutrition Program for Women, Infants and Children (WIC) as a researcher and Federal employee, and worked in the private sector on health policy during the time of the Affordable Care Act.

For more information contact Jennifer Peters: petersjs@email.arizona.edu • 520.626.2254

To register: <http://www.telemedicine.arizona.edu>

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