



*Supported by the NCD Alliance, Health Action Partnership International and the National Heart Forum*

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## Mobile phones and social media in the response to NCDs

*Panel discussion, Friday 16<sup>th</sup> September 2011, 2.00 - 4.30 pm*

*Uris Auditorium, Weill Cornell Medical College.*

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### AGENDA

**Chairperson:** Isabella Platon, Director Communications, International Diabetes Federation

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|----------------|--|
| <b>2.00 pm</b> | <b>Welcome remarks:</b> James Hospedales, PAHO/WHO   |
| <b>2.10 pm</b> | <b>Mobile phones in advocacy and education:</b> Lynda Williams, Healthy Caribbean Coalition  |
| <b>2.25 pm</b> | <b>Community building &amp; social incubation in the 21<sup>st</sup> century: The YP-CDN:</b> Sandeep Kishore, Young Professionals Chronic Disease Network   |
| <b>2.40 pm</b> | <b>Using social media in support of a mobile phone text advocacy campaign: Get the Message:</b> Chris Hassell, Healthy Caribbean Coalition   |
| <b>2.55 pm</b> | <b>Agitating, educating, integrating and communicating: leveraging social media for action on NCDs:</b> Phillip Baker and Kurry Tran, NCD Action Network   |
| <b>3.10 pm</b> | <b>Mobile phones and social media post UNHLM: The NCD challenge:</b> Jody Ranck, mHealth Alliance  |
| <b>3.30 pm</b> | <b>Panel discussion: "The road ahead in harnessing technology against NCDs"</b>  |
|                | <b>Moderator:</b> Craig Moschetti, Global Health Council   |
|                | <ul style="list-style-type: none"><li>• Patty Mechael, Earth Institute, Columbia University</li><li>• Yael Harris, Office of Health IT, Health Resources &amp; Services Administration</li><li>• Audie Atienza, US Department of Health and Human Services</li></ul> |
| <b>4.20 pm</b> | <b>Concluding comments:</b> Sir George Alleyne, Director Emeritus PAHO/WHO   |
| <b>4.30 pm</b> | <b>Refreshments</b>  |