Mobile phones and social media in the response to NCDs

Panel discussion, Friday 16th September 2011, 2.00 - 4.30 pm

Uris Auditorium, Weill Cornell Medical College.

AGENDA

Chairperson: Isabella Platon, Director Communications, International Diabetes Federation

2.00 pm Welcome remarks: James Hospedales, PAHO/WHO

2.10 pm Mobile phones in advocacy and education: Lynda Williams, Healthy Caribbean Coalition

2.25 pm Community building & social incubation in the 21st century: The YP-CDN: Sandeep Kishore, Young Professionals Chronic Disease Network

2.40 pm Using social media in support of a mobile phone text advocacy campaign: Get the Message: Chris Hassell, Healthy Caribbean Coalition

2.55 pm Agitating, educating, integrating and communicating: leveraging social media for action on NCDs: Phillip Baker and Kurry Tran, NCD Action Network

3.10 pm Mobile phones and social media post UNHLM: The NCD challenge: Jody Ranck, mHealth Alliance

3.30 pm Panel discussion: “The road ahead in harnessing technology against NCDs”

Moderator: Craig Moscetti, Global Health Council

- Patty Mechael, Earth Institute, Columbia University
- Yael Harris, Office of Health IT, Health Resources & Services Administration
- Audie Atienza, US Department of Health and Human Services

4.20 pm Concluding comments: Sir George Alleyne, Director Emeritus PAHO/WHO

4.30 pm Refreshments