

apps, tweets and bytes

Public Health in
the Digital Age



2010/2011 Seminar Series

■ Engagement and Education through Digital and Social Media: Text4baby and Hep B Free

October 19th, 2011

12:00 - 1:30pm

Amado Recital Hall, Irvine Auditorium, 3401 Spruce St.

Lunch will be provided

Join us to learn about and discuss how public health programs in our region have successfully harnessed the power of digital and social media.



Text4Baby (www.text4baby.org), a program launched by the National Healthy Mothers, Healthy Babies Coalition is the first free health text messaging service in the U.S. The program supports moms by providing accurate, text-length health information and resources in a format that is personal and timely, using a channel she knows and uses.



Hep B Free Philadelphia (www.hepbfreephiladelphia.org) is a city-wide, community-owned education campaign launched to increase testing and vaccination in the fight against hepatitis B and liver cancer. This campaign has successfully used social media to bring people together, via "flash-mobs" and raise awareness about their work.

Presenters will include:

JoAnne Fischer

Executive Director
Maternity Care Coalition

Chari Cohen, MPH

Associate Director of Public Health
Hepatitis B Foundation

Kathrin Brellocks, MSW

Director of Public Health Programs
Maternity Care Coalition

Raymond Lum, MPhil, MS

Associate Professor, Department of
Health Management and Policy
Drexel University School of Public Health

For more information or to RSVP, visit:
www.cphi.upenn.edu/digitalage.shtml