

The City Tech Health Communication Symposium

Friday, October 4, 2019, 8:30 am–4:10 pm, New York City College of Technology
New Academic Complex, 285 Jay Street, Room A105, Brooklyn, NY



Keynote Speakers



"New Directions in Health Communication Research and Education"

10:50 am

Dr. Gary Kreps, University Distinguished Professor of Communication and Director of the Center for Health and Risk Communication at George Mason University



"Health Equity and Health Communication: Moving Toward a New Paradigm"

12:50 pm

Dr. Renata Schiavo, Senior Lecturer, Columbia University Mailman School of Public Health; Founding President & Board of Directors, Health Equity Initiative; Principal, Strategic Communication Resources



"Exploring the Role of Narrative Medicine in Healthcare Communication"

9:30 am

Cindy Smalletz, M.A., M.S., Program Director, Columbia University Narrative Medicine Program

Invited Presentations

10:30 am "Interdisciplinary Collaborations to Integrate the Arts and Sciences: The Genesis of a Visual Culture of Medicine Course" Dr. Sandra Cheng, City Tech Department of Humanities; Dr. Gwen Cohen-Brown, DDS, City Tech Department of Dental Hygiene; Dr. Aida L. Egues, DNP, RN, APHN-BC, PHCNS-BC, CNE, City Tech Department of Nursing

1:50 pm "Presenting a New Bachelor of Science in Health Communication at City Tech"
Dr. Denise Scannell; Dr. Zheng Zhu; Dr. David Lee; City Tech Department of Humanities

2:10 pm "Spanish for Healthcare: One Step to Overcoming Language Barriers in the Latino Community"
Dr. David Sánchez Jiménez, City Tech Department of Humanities

2:30 pm "Narrative & Non-narrative communication: Impact on Health Disparities"
Professor Linda Bradley, R.N., PHCNS-BC, City Tech Department of Nursing,

2:50 pm "Social Marketing Evaluation Expectations: Big Data, Impact, and Scrambling for ROI"
Dr. Katherine Gregory, City Tech Department of Health Sciences

3:10 pm "Shared Family Stories of Opioid Addiction in the Staten Island Community"
Dr. Kathleen C. Haspel, Department of Communication Studies, Fairleigh Dickinson University

3:30 pm "Applied Communication Skills Training for Pharmacy Students" Dr. Laura E. Brown, Center for Health Communication, Moody College of Communication | Dell Medical School, University of Texas at Austin

3:50 pm "Applying Health Communication Strategies in Designing an Interactive Video Game with Narrative Immersion: Educating College Freshmen about Mindful Drinking" Dr. Yifeng Hu, Kathryn La Capria, and Deanna Amarosa, Department of Communication Studies, The College of New Jersey

Made possible by a National
Communication Association
Advancing the Discipline Grant

Refreshments
Served

For more info, contact
dlee@citytech.cuny.edu