

Invitation to a lecture



Designing Social Marketing Solutions to Wicked Social and Health Problems

Craig Lefebvre, PhD

Tuesday, March 5

16:00

**Naftali Building for The Social Sciences
Venezuela Hall 527 Fifth Floor**

Craig Lefebvre, PhD, has been on the leading edge of developing social marketing and communication programs for public health and social issues for 25 years. He is a recognized leader in the application of social media and mobile technologies in public health practice. Dr. Lefebvre is Research Professor, Department of Prevention and Community Health, George Washington University School of Public Health and Health Services and at the Center for Social Marketing and Department of Community and Family Health, University of South Florida College of Public Health, Lead Change Designer, RTI International, a fellow in the Society for New Communications Research (2009-2010) and was elected a member of the American Academy of Health Behavior and fellow in the Council on Epidemiology and Preventive Cardiology, American Heart Association. He received the William D. Novelli Award for Innovations in Social Marketing and a Silver Anvil from the Public Relations Society of America.