

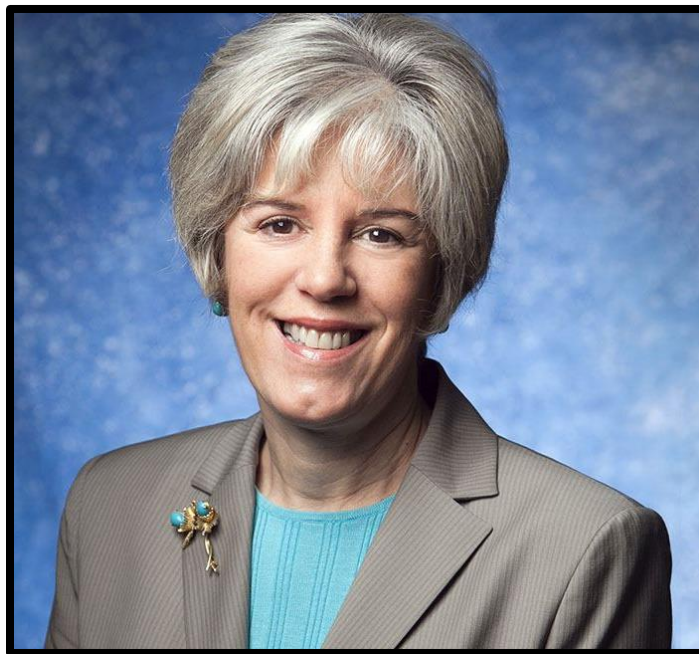


Florida Health Grand Rounds Presenter Bio

Firing on All P's: Adding the Power of Social Marketing to Health Promotion

October 10, 2017, 10:00 AM – 11:00 AM

Presented by Claudia Parvanta, PhD



Dr. Claudia Parvanta is the Director of the Florida Prevention Research Center. The Center's focus is Community Based Prevention Marketing. Dr. Parvanta leads the group in conducting social marketing research to support community based programs and policy development to reduce health disparities. Dr. Parvanta is the author of several leading texts on health communication, and moved to Florida and USF in January 2017.

From 2000 to 2005, Dr. Parvanta headed the Division of Health Communication at the Centers for Disease Control and Prevention (CDC), and helped the agency expand its emergency communication capacity to respond to the 9/11 attacks, anthrax, and SARS.

When not in government or academia, Dr. Parvanta has designed, managed, or evaluated health and nutrition social marketing programs in more than 20 countries. Her early days were spent working with the Los Angeles Public Health Foundation WIC program as their 'consulting anthropologist' and with Porter/Novelli, a leading social marketing company.

Click [here](#) for more information on Dr. Claudia Parvanta and her research.