### Social Media as a Tool for Public Health

April 5, 2012

#### Wednesday, April 4

| 19:00—22:00 | Networking Event - Joey Grill/Lounge |
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#### Thursday, April 5

| 8:00–8:45 | **Welcome Address** Planning Committee, APHEO President |
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| 8:45–9:30 | **Overview of Social Media: the Psychology, Validity and Motivations behind Online Tools Mini theme: Background psychology and motivations Epi type: Non-Infectious** Dr. Jennifer Keelan |
| 9:30–10:15 | **Use of Social Media by the Ontario Health Study Mini theme: Recruitment Epi type: Non-infectious**  Aaron Furfaro |
| 10:15–10:30 | Morning Snack / Refreshment Break |
| 10:30–11:15 | **Online Survey Tools and their Use in Public Health Mini-theme: Recruitment and Data Capture Epi type: Infectious** Vicky Ng |
| 11:15–12:00 | **InSPOT: Online Tools for Education and Partner Notification Mini-theme: Education and Partner Notification Epi type: Infectious** Bruce Clarke |
| 12:00–13:00 | Lunch (Provided) |
| 13:00–15:00 | **Social Media Tools in Public Health Practice (Interactive / Work Groups) Mini-theme: Surveillance, Response and Communication  Epi type: Infectious and Non-infectious** Jordan Tustin |
| 15:00–15:15 | Refreshment Break |
| 15:15–16:15 | **Use of Social Media in Communicable Disease Epidemiology Mini-theme: Listeria outbreak investigation; issues relating to vaccination and social media  Epi type: Infectious** Dr. Kumanan Wilson |
| 16:15–16:30 | **Closing Remarks and Adjournment** |