



**“The Information and Communications Technology (ICT) Revolution and
Public Health: Promises and perils”**

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Date : January 19, 2016 (Tuesday)
Time : 12:30 – 13:45 (*sandwich lunch from 12:30 to 12:45; seminar begins at 12:45*)
Venue : Seminar Room 6, LG1/F, Laboratory Block, LKS Faculty of Medicine Building, 21 Sassoon Road, Pokfulam, Hong Kong

Abstract:

The radical and transformative developments in information and communication technologies (ICTs) offer unprecedented opportunities to enhance population and individual health. However, the current context in which these technologies are being deployed—where disease incidence and mortality *and* communication are characterized by inequalities among different geographic, racial/ethnic and socioeconomic status groups—raises important questions for health communication research, policy, and practice. Drawing on illustrative data, this presentation characterizes the communications revolution and elucidates on its implications for public health, with a particular focus on communication inequalities and health disparities.

Bio-sketch:

Professor K. “Vish” Viswanath is a Professor of Health Communication in the Department of Social and Behavioral Sciences at the Harvard T.H. Chan School of Public Health (HSPH) and in the McGraw-Patterson Center for Population Sciences at the Dana-Farber Cancer Institute. He is also the Faculty Director of the Health Communication Core of the Dana-Farber/Harvard Cancer Center. He is also the Leader of the Cancer Risk and Disparities (CaRD) Program of the DF/HCC. And he is the founding Director of DF/HCC’s Enhancing Communications for Health Outcomes (ECHO) Laboratory. He chairs the Steering Committee for the Health Communication Concentration (HCC) at HSPH and teaches health communication courses within this concentration. Professor Viswanath’s work, drawing from literatures in



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communication science, social epidemiology, and social and health behavior sciences, focuses on translational communication science to influence public health policy and practice. His primary research is in documenting the relationship between communication inequalities, poverty and health disparities, and knowledge translation through community-based research to address health disparities. His research is supported by funding from private and public agencies, including the National Institutes of Health (NIH) and the Centers for Disease Control and Prevention (CDC). Professor Viswanath has written more than 190 journal articles and book chapters concerning communication inequalities and health disparities, knowledge translation, public health communication campaigns, e-health and digital divide, public health preparedness, and the delivery of health communication interventions to underserved populations. He is also the editor of three books.

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