i-BSHS Lecture: Technology

Friday, October 2, 2015
12:00-1:00 PM • 121 SOUTH MAIN, ROOM 245
Sponsored by the C.V. Starr Foundation Lectureship

Using Social Media to Deliver Lifestyle Interventions

The Department of Behavioral and Social Sciences’ i-BSHS (Innovations in Behavioral and Social Health Sciences) lecture series fosters collaborative discussion on innovative behavioral and social science-based approaches to improving population health.

Dr. Sherry Pagoto is Associate Professor of Medicine in the Division of Preventive and Behavioral Medicine in the Department of Medicine at the UMass Medical School. She is co-founder of the UMass Center for mHealth and Social Media. A licensed clinical psychologist and expert in behavioral counseling for obesity, Dr. Pagoto’s research is focused on leveraging digital health in the treatment of obesity and cancer prevention. Dr. Pagoto will present her research translating lifestyle interventions for social media delivery using commercial platforms including Twitter and Facebook.

Sherry Pagoto, PhD
UMass Center for mHealth and Social Media
University of Massachusetts Medical School

Continue the conversation with our speaker over a light lunch immediately following the talk in room 247.