

Health Equity Seminar Series: December 4, 2020

The Cornell Center for Health Equity sponsors monthly Health Equity Seminars alternating between the New York City and Ithaca campuses. In this talk, Dr. Niederdeppe will outline how principles of strategic communication can inform and enhance efforts to advance health equity through policy change. He will then describe a series of research projects that examine the conditions under which theory-informed, evidence-based message strategies (including narratives, inoculation, and value-framed messages) can shape public support for public policies that address social determinants of health.



Speaker:

Jeff Niederdeppe, PhD
Co-Director, Cornell Center for Health Equity
Professor, Department of Communication
Cornell University

Topic:

Strategic Communication for Social Change:
Evidence-Based Message Strategies to Support
Public Policies that Work Toward Health
Equity

Zoom: [Register Here](#) | 12:30 PM - 1:30 PM

