

**New Direction of Mass Media
Intervention for Social Determinants of Health**



Health communication scholars have developed communication strategies that influence individual-level factors to motivate preventive behavior. Focusing on the social influence of mass media, Dr. Hong will suggest a media intervention strategy with the goal of changing social norms and the social stigma concerning PrEP, a HIV prevention method. We will discuss the way in which mass media reduces social barriers for PrEP uptake among women of color who have a risk of HIV infection. We will also discuss how this strategy motivates communicative and community actions regarding HIV prevention and how that may reduce the social determinants of health inequality in the long term.

Presenter: Yangsun Hong, PhD

Date: Tuesday, February 5, 2019

Time: 12:00 noon to 1:00 pm

Join by ZOOM (PC, Mac, Linux, iOS or Android):

<https://hsc-unm.zoom.us/j/117475483?pwd=K0d2cldscU80c0pibnp3Yi83VlFUZz09>

Join by Telephone: 1 929 205 6099 **Meeting ID:** 117 475 483

Place: Research Incubator Building (RIB) Commons
UNM Campus, 2703 Frontier Ave NE
Albuquerque, NM 87131

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For more information, please contact Sally Davis at 505-272-4462 or by email at SDavis@salud.unm.edu