



Effective Communication Strategies to Encourage Health Behaviors on Campus: Encouraging Individual Actions for the Collective Good

June 11, 2020 - 4:00 - 5:00 PM ET

Speakers:

- Ann Christiano, Director, Center for Public Interest Communications, Frank Karel Chair in Public Interest Communications, Professor, Department of Public Relations, University of Florida
- Laura Giles, Associate Executive Director, Housing and Dining Services, Colorado State University

The CAA virtual sessions on June 11th and 12th, 2020 will focus on “Effective Communication Strategies to Encourage Health Behaviors on Campus: Encouraging Individual Actions for the Collective Good”. The goal of this session is to provide the opportunity for engaging in a robust conversation on how to communicate effectively with all campus stakeholders to make a culture shift from accepted forms of behavior to one that prioritizes actions that favor the collective good.