UNIVERSITY OF MINNESOTA
Center for Health Equity Research Rounds (CHERR)

Friday, December 16th, 2011
717 Delaware Building
Room 105
9:00am-10:00am (Breakfast Provided)

“Tailoring of Health Communications: Does Ethnic Identity Matter?”

Presented by:
Ken Resnicow, PhD
Irwin Rosenstock Professor
Dept. of Health Behavior and Health Education
University of Michigan School of Public Health

Ken Resnicow is the Irwin Rosenstock Professor of Health Behavior and Health Education at University of Michigan School of Public Health. His research interests include: the design and evaluation of health promotion programs for special populations, particularly chronic disease prevention for African Americans; tailored health communications; understanding the relationship between ethnicity and health behaviors; substance use prevention and harm reduction; training health professionals in motivational interviewing. Much of his work is informed by Chaos Theory, Complexity Science, and Self Determination Theory. He has published over 200 peer-reviewed articles and book chapters and has served on numerous advisory panels and review groups.

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