Using Information and Communication Technologies (ICTs) for Prevention Research

Chair and Presenter: Andra (Teten) Tharp, PhD, Division of Violence Prevention, Centers for Disease Control and Prevention

Purpose of the workshop, including specific learning objectives

This workshop will provide an overview and specific examples of emerging technologies (e.g., text messaging, email communication, internet ‘blogs,’ web-based training and/or technical assistance, Internet-based social media sites) that are being used and/or have the potential to be used by prevention researchers in all stages of their work, including planning, implementing, and evaluating preventive interventions. Topics of discussion will also include the benefits and challenges (logistical, ethical, legal, etc.) of using emerging technologies to conduct prevention research, and how prevention researchers can effectively partner with technology/social media experts to incorporate technology into their prevention work. Attendees will have opportunities to discuss how they may incorporate communication technologies into their own current and/or planned projects.

Specific learning objectives include the following:

- Participants will learn about emerging technologies that can be used to conduct prevention research
- Participants will learn about a variety of prevention programs using technologies
- Participants will be able to identify the logistical, ethical, and legal challenges of integrating emerging technologies into their prevention research projects
- Participants will learn strategies for effectively partnering with technology “experts”

Target workshop audience

The targeted workshop audience is individuals at any professional stage who are incorporating or planning to incorporate emerging technologies in their prevention research. Expertise in these methods or options is not a requirement.

Materials to be provided to attendees

Attendees will be provided with handouts of all presentations.

Workshop Outline

Morning Session, overview and examples of using ICTs for health promotion

1. Welcome and overview of day: Andra Tharp, CDC 9:00-9:15am
2. Overview of ICTs and their use in prevention science
   a. Speaker: Jody Ranck, Public Health Institute, DC (confirmed) 9:15-9:45am
   b. Discussion and questions 9:45-10:00am
3. **Specific Examples of ICTs in Prevention Science**
   a. Global violence prevention: Deepali Patel, IOM  10:15-10:30am (confirmed)
   b. Smoke Free Teens: Erik Augustson, NIH/NCI  10:30-10:45am (confirmed)
   c. Virtual networks among youth: Marc Zimmerman  10:45-11:00am (confirmed)
   d. Dating Matters: Andra Tharp, CDC  11:00-11:15am (confirmed)
   e. Eating disorder prevention: Meagan Sinton,  11:15-11:30pm (confirmed)
   f. Discussion and questions  11:30-12:00pm

4. **Use of ICTs in Health and Human Services: considerations, regulations, innovations, challenges to rapidly move the field forward**
   a. Speaker: Audie Atienza, HHS/OS  1:00-1:30pm (confirmed)

5. **Evaluation Considerations/New Designs for New Technologies**
   a. Speaker: William Riley, NIH/NHLB  1:30-2:00pm (confirmed)

6. **Importance of Partnerships: how social media experts and prevention scientists can successfully collaborate.**
   a. Speaker: Carrie Dewer, Ogilvy Public Relations  2:00-2:15pm (confirmed)
   b. Speaker: TBD  2:15-2:30pm (contacted AF)

7. **Case example of a project that takes into account regulation, evaluation, and partnerships**
   c. Megan Moreno, University of Wisconsin  2:30-3:00pm (confirmed)

8. **Group discussion and questions from afternoon session:**
   d. Pros and cons of adding technology, what’s the learning curve and cost/benefit (including resources for training/extra help)
   3:00-3:45pm

9. **Summary and Wrap-up (Andra Tharp)**  3:45-4:00pm