

SUMMER INSTITUTE FOR SOCIAL MARKETING AND HEALTH COMMUNICATION AT EMERSON COLLEGE

FACULTY BIOGRAPHIES

Lynda Bardfield is senior technical advisor for strategic behavioral communication for the non-profit Family Health International (FHI). After developing global campaigns for clients that included Colgate Palmolive and Gillette in her role as senior vice president & creative director for multinational advertising firms Foote Cone & Belding and Leo Burnett, Lynda crossed over from commercial marketing into social marketing, calling Washington DC home. There, she has worked as executive creative director for the Academy for Educational Development and vice president, creative director for Prospect Associates, where she spent a decade leading creative efforts on award-winning campaigns for federal and state agencies, including the Centers for Disease Control & Prevention, the National Institutes for Health, and the USDA. Lynda served as professor of social marketing at Emerson College's Graduate Health Communication Program in Fall 2004.

Timothy Edgar, Ph.D., is associate professor of Health Communication and director of the graduate program in Health Communication at Emerson College. Before joining Emerson's faculty, Tim led Westat's research and evaluation efforts for numerous federally operated health communication campaigns; his clients included the Centers for Disease Control & Prevention and the National Institutes of Health. Recently, Tim has published essays on the principles and practice of social marketing in publications such as the *International Encyclopedia of Communication*, *21st Century Communication*, and the *Journal of Antimicrobial Chemotherapy*. Tim's special expertise is on communication issues for AIDS prevention; he is co-editor of the new book, *Communication Perspectives for HIV/AIDS in the 21st Century*.

Tim and Lynda have worked in close partnership on several national public health campaigns, combining their respective expertise in behavior science/program assessment and social marketing/creative planning.

In addition to the instruction provided by Tim and Lynda, guest speakers will be invited to talk about specialized topics such as the use of new technologies in social marketing, health literacy, and cause marketing. The names of the guest speakers will be announced prior to the beginning of the Institute.