

Latino/Hispanic Health Equity Initiative Statewide Symposium
Achieving Health Equity Through Education Collaboration and Action
Friday, May 16, 2014

Morning Workshop:
11:45 a.m. – 1:00 p.m.

Developing Effective Health Messages

This workshop will focus on the key components in developing health education messages tailored for different audiences. Health literacy and health communication strategies will be the focus of discussion.

Jennifer Manganello, Ph.D., M.P.H.
Associate Professor
Health Policy, Management & Behavior
University at Albany, School of Public Health
State University of New York

Wilma Alvarado-Little, M.A., M.S.W.
Director of Community Engagement/Outreach
Center for the Elimination of Minority Health Disparities
University at Albany, State University of New York

Guillermo Chacón
Executive Director
Latino Commission on AIDS

MeriTerese Racanelli, M.S.
R & D Scientist/Nutritionist
Goya Foods, Inc.