

# Department of Health Education and Behavior

## Seminar Series

September 14, 2009

Florida Gym Room#235

2:00pm-3:30pm

### “Improving Health through Communication, Marketing, and Media”



**Jay M. Bernhardt, PhD, MPH**

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Bachelor of Arts, Rutgers, New Jersey, major  
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Dr. Jay Bernhardt is the Director of the National Center for Health Marketing (NCHM), Coordinating Center for Health Information & Service (CCHIS), at the US Centers for Disease Control and Prevention (CDC). NCHM's mission is to protect and promote the public's health through collaborative and innovative health marketing programs, products, and services that are customer-centered, science-based, and high-impact. NCHM has a staff of more than 500 in four divisions and numerous offices embedded throughout the agency. Some of NCHM's signature programs include leadership and management for the Morbidity and Mortality Weekly Report (MMWR), Guide to Community Preventive Services, "CDC-INFO" toll free hotline, CDC's website (CDC.gov) and new media activities, the Joint Information Center (JIC) of the CDC Emergency Operations Center, and CDC's consolidated graphic design and writer/editor staffs, and coordinating CDC's external partnerships and strategic alliances.