

Department of Health Education and Behavior

Seminar Series

October 19, 2009
Florida Gym Room#235
2:00pm-3:30pm

“Community-Based Prevention Marketing”



Carol Bryant, Ph.D., M.S

Distinguished USF Health Professor, College of Public Health, Department of Community and Family Health, University of South Florida

B.A. Anthropology University of Kentucky

M.A. Anthropology University of Kentucky

Ph.D. Anthropology University of Kentucky

M.S. Nutrition University of Kentucky

Dr. Carol Bryant is a Professor in Community and Family Health at the University of South Florida College of Public Health. Dr. Bryant's interest in social marketing began with the development of a national breastfeeding promotion program for economically disadvantaged minorities and teenagers, called Best Start, in 1990. She has directed social marketing research on a wide variety of public health projects, including breast and cervical cancer screening, prenatal care, immunizations, and early childhood intervention services. She has also directed the formative and pretesting research for five state WIC marketing projects and the National WIC Breastfeeding Promotion Project.

Dr. Bryant also co-directs the Florida Prevention Research Center at the University of South Florida, funded by Centers for Disease Control and Prevention, to develop and evaluate a community based approach (CBPM) to social marketing. In addition to research, Professor Bryant teaches a variety of graduate level social marketing courses and coordinates the National Social Marketing and Public Health Conference. She is also co-editor of the *Social Marketing Quarterly*.