



**Drexel University**  
**School of Public Health**  
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**THE DREXEL-HEALTH PARTNERS PUBLIC HEALTH  
GRAND ROUNDS LECTURE SERIES**

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**Thursday, October 23, 2008, 4:30 PM**

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**"The Use of Digital Media in Public Health"**  
**Mehret Mandefro, MD**



Mehret Mandefro is a physician, medical anthropologist, filmmaker and Founding Director of TruthAIDS, a preventative health non-profit that uses digital media to teach about the societal determinants of health. As a public health trained physician her primary research interests includes the connection between health and human rights, the application of digital media in translation efforts. She has worked as a public health practitioner in Kenya, Botswana, South Africa, Washington, D.C., and NYC on issues of access to care, community education efforts, and health workers training. Her prior fieldwork was conducted in Ethiopia analyzing HIV-positive women's experiences with stigma, and the South Bronx, where she completed her internal medicine residency at Montefiore Hospital. Mehret's qualitative work about HIV/AIDS and gender equity in the South Bronx and Ethiopia is the subject of a feature-length documentary entitled *All of Us* that had its theatrical release in September 2008. As a Health and Society Scholar, Mehret is advancing film as a method to teach and communicate about societal determinants of health. She directed, edited and wrote two short films as a first year RWJHSS Scholar for community based groups engaged in HIV prevention work in NYC and D.C. She is currently directing and writing a feature length documentary about the connection between violence prevention and cities as told through African American men in Philadelphia, and developing a TV pilot series for WYBE Channel 35 in Philadelphia on the societal determinants of health. She received her M.D. from Harvard University, MSc in Medical Anthropology at the London School of Hygiene and Tropical Medicine as a Fulbright Scholar, and A.B. in Anthropology from Harvard University.

**LOCATION:**

**Drexel University**  
**Center City, Hahnemann Campus**  
**New College Building, Geary A Auditorium**  
**245 N. 15<sup>th</sup> St., Phila., PA**

**Learning Objectives:**

Participants should be able to

- describe alternative communication strategies to achieve public health goals
- evaluate the potential impact and value of these strategies
- expand their own use of messaging to promote health

**Target Audience:** Public health professionals, physicians, and health care practitioners.

*For more information about Grand Rounds contact the School at 215-762-4110.*

**Accreditation Statement**

Drexel University College of Medicine is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. **AMA:** The Drexel University College of Medicine designates this educational activity for a maximum of 1 *AMA PRA Category 1 Credit(s)*<sup>TM</sup>. Physicians should only claim credit commensurate with the extent of their participation in the activity. **AOA:** This program is eligible for 1 credit in Category 2A of the American Osteopathic Association.

**Faculty Disclosure Statement**

Speakers at continuing medical education activities are required to disclose to the audience any financial relationships with the manufacturer(s) of any commercial products, goods or services. Any conflicts of interest must be resolved prior to the presentation and announced to the audience.

**Faculty Disclosure**

Dr. Mandefro has no commercial relationships to disclose.

**Acknowledgement of Funding**

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