

LECTURE

Dr Victor Villalobos

22.07.2024

LIH Edison
Curie/Pasteur room (3rd floor)
1B rue Thomas Edison
L-1445 Strassen, Lux

13:00

Digital health promotion and health education given that we have generative AI: opportunities and challenges

* Please register by sending an
email to: registration_doph@lih.lu

Under the general theory of Public Health, there are two pillars: epidemiology and health promotion and prevention. Epidemiology has incorporated digital advances. I argue health promotion is still open for disruption. Not the disruption of Facebook and TikTok, but the disruption of the theory behind it.

Theories are designed and tested under certain constraints: data availability, experimental capacity and feedback loops.

Theoretical disruption leads to practice disruption.

One old practical assumption was "for health promotion to be massive and scalable, it has to be a one-way communication channel". What happens if that is no longer a constraint?



SPEAKER:

Dr Victor Villalobos

Behavioral Designer

Dr Victor Villalobos is a behavioral Designer. He has formal studies in Programming, Psychology, Nutrition and Biostatistics. He holds a doctorate from the University of California, Berkeley. His view and approach to public health changed when he worked at the Center for Information Technology Research in the Interest of Society (CITRIS) at Berkeley, collaborated teaching a class on food systems and design at the design School at Stanford, and got a summer job at the Centers for Disease and Control in Atlanta, Georgia. These experiences gave rise to his dissertation: Innovation in public health: a behavioral and design sciences approach. Nowadays he works on the practice and research in public health. He does research at the National Institute of Public Health in Mexico, and practice with the PanAmerican Health Organization, Washington DC, reformulating programs and policies for nutritional risk factors, chronic disease prevention and use of technology in public health.

HOST:

Gloria Aguayo

DDP unit, Department of Precision Health