

**BOSTON
UNIVERSITY**

The Mobile & Electronic Health ARC (ME-ARC) December Seminar Partnering with Social Media Influencers to Promote HIV Prevention in Underserved Populations **Tyler Wray Ph.D.**

Tuesday, December 3rd

12:00 - 1:00pm

Via Zoom: <https://bit.ly/mearc-december>



Dr. Tyler Wray is a Clinical Psychologist, Associate Professor of Behavioral and Social Sciences at the Brown University School of Public Health (SPH). His research explores how technology can encourage important health behaviors, particularly in the areas of addiction and HIV. A particular focus of this work is on translational digital health - designing technologies that can practicably improve health outcomes, identify pathways to promote adoption of especially transformative technologies, and entrepreneurship.

In his presentation, Dr. Wray will discuss his work designing, implementing, and evaluating influencer marketing campaigns designed to encourage HIV prevention behaviors such as HIV testing and PrEP use among racial and ethnic minority populations in the U.S. South.

ME-ARC PI & Director: Belinda Borrelli, Ph.D.

Leadership Team: Daniel Fulford, Ph.D. (Co-Director), Joanne Murabito, M.D. (Co-Director), Lisa Quintiliani, Ph.D.

Have questions? Contact Nick Hart by emailing nhart1@bu.edu

For more information about the Mobile and Electronic Health ARC, please visit: <http://sites.bu.edu/me-arc/>