

## **Seminar on New Strategies on Health Promotion**

**Harvard University**

**Day One: Thursday, April 28, 2011**

**Morning**

**8:30 AM**

### **Session I: Conference Overview**

Daniel Wikler, PhD

*Mary B. Saltonstall Professor of Population Ethics and Professor of Ethics and Population Health, Harvard School of Public Health*

Maureen Lewis, PhD

*Economic Advisor, World Bank*

Nir Eyal, DPhil

*Assistant Professor in Global Health and Social Medicine, Harvard Medical School Faculty, Harvard University Program in Ethics and Health*

### **Welcoming Address: The State's Role in Health Promotion**

Julio Frenk, MD, PhD

*Dean of the Faculty, Harvard School of Public Health; T & G Angelopoulos Professor of Public Health and International Development; Harvard School of Public Health and Harvard Kennedy School*

**9:30 AM**

### **Session II: The New Activist Health Promotion**

Session Chair: Nir Eyal, DPhil

*Assistant Professor in Global Health and Social Medicine (Medical Ethics); Harvard Medical School and Harvard's Safra Center for Ethics; Faculty, Harvard University Program in Ethics and Health*

### **Health Promotion, New York Style**

Andrew Goodman, MD, MPH

*Deputy Commissioner, Health Promotion and Disease Prevention; NYC Department of Health and Mental Hygiene*

Michael H. Alderman, MD

*Distinguished University Professor Emeritus, Department of Epidemiology & Population Health, Albert Einstein College of Medicine; Editor-in-Chief, American Journal of Hypertension*

Ron Bayer, PhD  
*Professor of Sociomedical Sciences, Mailman School of Public Health, Columbia University*

**11:30 AM**

**Health Promotion and the State: Is More Better?**

Alex Rajczi, PhD  
*Associate Professor, Philosophy, Claremont McKenna College*

Roger Brownsword, LLB  
*Professor of Law, Kings College London*

Michelle M. Mello, JD, PhD  
*Professor of Law and Public Health; Department of Health Policy and Management, Harvard School of Public Health*

**Lunch Break 12:45-1:45 PM**

**Afternoon**

**1:45 PM**

**Session III: Incentives in Workplace Wellness**

Session Chair: Daniel Wikler, PhD  
*Mary B. Saltonstall Professor of Population Ethics and Professor of Ethics and Population Health, Harvard School of Public Health; Faculty, Harvard University Program in Ethics and Health*

**Incentives in the Workplace**

Kevin Volpp, MD, PhD  
*Associate Professor of Medicine and Health Care Management; Director, Center for Health Incentives, Leonard Davis Institute of Health Economics; Director, Penn CMU Roybal P30 Center in Behavioral Economics and Health*

Michael L. Taylor, MD, FACP  
*Medical Director for Health Promotion, Caterpillar, Inc.*

Aaron Day  
*Chairman and Chief Executive Officer, Tangerine Wellness*

**3:45 PM**

**Perspectives on Incentives in Workplace Wellness**

Harald Schmidt  
*Research Associate, Center for Health Incentives, Leonard Davis Institute of Health Economics, University of Pennsylvania*

Chuck Stone

*Director, North Carolinians for Affordable Health Care, State Employees Association of North Carolina, Service Employees International Union (SEIU) Local 2008*

Scott Halpern, MD, PhD, MBE

*Center for Health Incentives, University of Pennsylvania Senior Scholar, Epidemiology; Assistant Professor of Epidemiology, Assistant Professor of Medicine, Division of Pulmonary and Critical Care Medicine, University of Pennsylvania School of Medicine*

Meredith Rosenthal, PhD

*Associate Professor of Health Economics and Policy, Harvard School of Public Health*

Jason Block, MD

*Internal Medicine, Brigham and Women's Hospital, Boston; Instructor in Medicine at Harvard Medical School*

**5:30 PM**

**How Incentives Work: The Economics, Psychology, and Neuroscience of Inertia and Reward**

David Laibson, PhD

*Harvard College Professor, Robert I. Goldman Professor of Economics, Department of Economics, Harvard University*

**6:00 PM - Reception (all invited)**

**Day TWO: Friday, April 29, 2011**

**Morning**

**8:30 AM**

**Session IV: Conditional Cash Transfers as Health Promotion**

Session Chair: Ferdinando Regalia  
*Chief, Social Protection and Health Division, Inter-American Development Bank*

**Conditional Cash Transfer: Origin, Benefits and Lessons**

Maureen Lewis, PhD  
*Economic Advisor, World Bank*

**Evidence from Conditional Cash Transfers Evaluations**

Norbert Schady, PhD  
*Senior Research Economist, Human Development, Development Research Group, World Bank*

**Experience of Conditional Cash Transfers in Health**

Cheryl Cashin, PhD  
*Organization for Economic Co-operation and Development (OECD)*

**11:00 AM**

**Session V: Ethical and Social Concerns**

Session Chair: Helena Ribe, PhD  
*Sector Manager, Social Protection, Latin America Region, World Bank*

**Conditional Cash Transfers and Global Health Policy: Strengths and Concerns**

Ian Forde, MD  
*Department of Epidemiology and Public Health, University College, London*

**Right Action, Wrong Reasons? The Moral Status of Incentives for Healthy Behavior**

Jonathan Wolff, M. Phil  
*Professor, Department of Philosophy, University College, London; Director, Centre for Philosophy, Justice and Health, University College, London*

**Lunch Break - 12:30-1:30 PM**

**Afternoon**

**1:30 PM**

**Session VI: Balancing Missions: Are Conditional Cash Transfers in Harmony with Other Development Objectives?**

Session Chair: TBA

**Conditional Cash Transfers: Cash-Contingency Management, Structural Support, and Poverty Reduction**

Session Chair: Margaret Grosh, PhD (TBC)  
*Lead Economist, World Bank*

David Bangsberg, MD, MPH  
*Director, Massachusetts General Hospital's Center for Global Health; Professor, Mbarara University of Science and Technology; Associate Professor of Medicine, Harvard Medical School; Director International Programs, Partners AIDS Research Center*

**Programmatic concerns in implementation**

Maria Concepcion Steta Gandara  
*Sr. Social Protection Specialist, Human Development, Latin America Region, World Bank*

**2:30 PM**

**Session VII: Country – specific programs and Impacts of Conditional Cash Transfers on Health Status**

Session Chair: Maureen Lewis, PhD  
*Economic Advisor, World Bank*

**Evidence on impacts of Mexico's *Oportunidades* program over time**

Juan Rivera Dommarco, (TBC)  
*Director INEP, Mexico*

**Brazil's *Bolsa Familia*: Expansion and Impacts**

Andre Medici, PhD  
*Senior Health Economist, Human Development, Latin America Region, World Bank*

**Encouraging Attended Births in India**

Ingrid Miljeteig, MD, PhD  
*Department of Public Health and Primary Health Care, University of Bergen*

Kjell Arne Johansson, MD, PhD  
*Department of Public Health and Primary Health Care, University of Bergen*

**Evaluating Conditional Cash Transfers to Prevent HIV and other Sexually Transmitted Infections in Tanzania**

Damien B. C. M. de Walque, PhD  
*Senior Economist, Human Development, Development Research Group, World Bank*

**4:15 PM**

**Panel Discussion: Ethics and Value Added of Conditional Cash Transfers**

Session Chair: Norbert Schady, PhD  
*Economic Advisor, Social Sectors, Inter-American Development Bank*

**Panelists:**

Maureen Lewis, PhD  
*Economist, World Bank*

Helena Ribe, PhD  
*Manager, Social Protection, Latin America, World Bank*

Jonathan Wolff, M. Phil  
*Professor, Department of Philosophy, University College, London; Director, Centre for Philosophy, Justice and Health, University College, London*

Karl Widerquist, DPhil, PhD  
*Visiting Associate Professor, Georgetown University School of Foreign Service, Qatar*