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
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