

Medical Sociology 2017



2nd World Congress on

MEDICAL SOCIOLOGY & COMMUNITY HEALTH

September 25-26, 2017 | Atlanta, USA

Keynote Forum

Day 1

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Douglas A Feldman

State University of New York, USA

HIV RISK AMONG MEN WHO HAVE SEX WITH MEN (MSM) IN HUNGARY

Research was conducted among gay and bisexual men in Hungary during 2011 to try to learn why Hungarians have a relatively low rate of HIV/AIDS in their country. It was initially hypothesized that men who have sex with men in Hungary have sex with condoms with non-Hungarians, but sex without condoms with other Hungarian men, creating a functional “firewall” keeping most HIV/AIDS infection out of Hungary. While our hypothesis was inconclusive, likely due to small sample size in this qualitative study, it examined key aspects of Hungarian gay male culture. Cultures and subcultural differences are important in understanding Hungarian gay male behavior. There was an emphasis on romance and monogamy as an ideal, the importance of personal reputation, a lack of a strong gay community, failure to use condoms when in love, sexual fantasies where condoms were irrelevant, infrequent HIV testing but accurate knowledge of safer sex. One possible solution would be to encourage the use of Pre-Exposure Prophylaxis (PrEP), a daily pill which reduces the risk of HIV infection, among Hungarian MSM who refuses to use condoms.

Biography

Douglas A. Feldman is Professor Emeritus of Anthropology from the College at Brockport, State University of New York, former Chair of the Department of Anthropology and former President of the Society for Medical Anthropology. He is author/editor of seven books about HIV/AIDS and anthropology, most recently AIDS, Culture and Gay Men. He has conducted social research on HIV/AIDS in the United States, Hungary, Zambia, Uganda, Rwanda and Senegal. He is the recipient of the Kimball Award for Public and Applied Anthropology and the Distinguished Service Award of the AIDS and Anthropology Research Group.

dfeldman@brockport.edu**Notes:**

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Adenrele Awotona

University of Massachusetts Boston, USA

ENVIRONMENTAL HEALTH, POVERTY AND DISASTER RISK REDUCTION

Statement of the Problem: The United Nations General Assembly adopted the 2030 Development Agenda titled *Transforming our world: The 2030 Agenda for Sustainable Development* on September 25, 2015. It outlines 17 Sustainable Development Goals the first of which calls for an end to “poverty in all its forms everywhere.” Various studies have, however, indicated that the multifaceted forces, both internal and external, which work together to generate and sustain the circumstances of pervasive poverty universally have yet to be properly understood.

Methodology & Theoretical Orientation: The purpose of this presentation is to examine how some of these forces, especially those related to environmental degradation, pitiable environmental health conditions and vulnerability of the underprivileged to disasters of all types, are major hindrances to the abolition of poverty in all places. It also analyzes the complex fundamental causes influencing the vulnerability of people and social structures.

Findings, Conclusion & Significance: Disasters, unplanned urban development, ecosystem degradation, and fragile livelihoods undermine the sustainable development of communities. So do inequalities; weak institutions (poor governance, political instability, underdeveloped financial markets, and lack of supportive institutional and policy environments); unresponsive legal and regulatory frameworks; inadequate infrastructural development (including food and nutrition insecurity; inadequate water supply, squalid sanitary conditions and poor waste management; widespread illiteracy and underdeveloped information and communication technologies; lack of healthcare facilities and medical networks; inefficient transport networks; and lack of safeguards of urban areas against erosion, flooding, landslides, and disasters); as well as insufficient formal structures for environmental sustainability and climate change (such as meager information management systems; almost nonexistence of relevant public education amongst government and community-based agencies).

Recommendations: There is a need for a comprehensive and integrative approach to public policy formulation and implantation that encompasses development planning, human development and disaster risk reduction. This should be addressed through multi-level government and grassroots community efforts, cross-sector initiatives and global actions.

Biography

Adenrele Awotona is a Professor of Urban Planning and Community Studies, he is the founder and Director of the Center for Rebuilding Sustainable Communities after Disasters and a former Dean of the College of Public and Community Service at the University of Massachusetts, Boston, USA. He was previously a Director of Studies for the British Council International Seminars (“Reconstruction after disasters”) in the UK where he has also served at the University of Newcastle upon Tyne as a Director of Graduate Studies in architecture and urban design. Through research, consultancy and teaching, he has professional experience in several countries in five continents. Similarly, he has been a principal investigator on major research projects funded by various agencies in the USA and UK. A stream of publications has, therefore, emanated from his research and consultancy services. He earned his Ph.D. from the University of Cambridge, UK and a Certificate from Harvard University’s Institute of Management and Leadership in Education.

adenrele.awotona@umb.edu

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Donna Vallone

Truth Initiative, USA

THE IMPACT OF MASS MEDIA TO REDUCE TOBACCO USE AMONG YOUTH AND YOUNG ADULTS: FINDINGS FROM THE TRUTH FINISHT CAMPAIGN

Statement of the Problem: Significant changes in the media and tobacco use landscapes prompted changes in the message and media strategies for a new phase of the anti-tobacco truth campaign launched in 2014. A comprehensive media strategy was implemented across multiple platforms, and media messages were designed to focus on a broad smoking de-normalization strategy by showcasing various negative consequences of tobacco use, while enlisting this new generation to be part of a movement to end smoking. Five key attitudinal constructs were identified, including anti-social smoking sentiment, anti-tobacco industry sentiment, independence, anti-smoking imagery, and support for an anti-tobacco social movement. The purpose of this comprehensive evaluation is to examine the relationships between awareness of truth campaign advertisements, the five key attitudinal constructs, intentions to smoke and tobacco use behavior using a longitudinal, nationally representative sample of youth and young adults.

Methodology & Theoretical Orientation: Study samples for all analyses were drawn from the Truth Longitudinal Cohort (TLC), a probability-based, nationally representative cohort (n=14,000). Logistic regression models examine awareness of truth advertisements in relation to targeted attitudes over time. Structural equation models (SEM) tested causal pathways.

Findings: Regression results demonstrate a dose-response relationship between higher ad awareness and higher levels of anti-tobacco attitudes and intentions not to smoke, holding constant baseline attitudes and intentions. SEM models show higher ad awareness predicts higher anti-tobacco attitudes; attitude changes were significantly associated with greater support for an anti-tobacco social movement; and in turn, greater movement support predicted lower levels of smoking intensity and a slower rate of progression over time.

Conclusion & Significance: A carefully designed, national anti-tobacco mass media campaign can help a new generation of youth and young adults reject tobacco. The evidence of increased tobacco use initiation among young adults calls for the continued support of public education mass media campaigns to inspire tobacco-free lives.

Biography

Donna M. Vallone, PhD, MPH serves as Chief Research Officer of the Schroeder Institute at Truth Initiative (formerly American Legacy Foundation) and holds adjunct appointments in the College for Global Public Health at New York University and the Health, Behavior and Society Department of the Johns Hopkins Bloomberg School of Public Health. Her research interests focus on examining the influence of mass media to reduce tobacco use among lower socioeconomic status (SES) and racial/ethnic minority groups. She is a section editor of the upcoming National Cancer Institute Tobacco Control Monograph, *A Social Ecological Approach to Addressing Tobacco Related Health Disparities* (expected 2017). Author of over 75 peer-reviewed academic manuscripts, Vallone's research has been funded by various entities including the National Institute for Drug Abuse and the Centers for Disease Control and Prevention. Vallone holds a doctoral degree in Sociomedical Science, an interdisciplinary degree between sociology and public health, from Columbia University.

DVallone@truthinitiative.org

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Frank Rasler

Dekalb Medical Centre, USA

HEALTH BEHAVIOR: INSPIRE YOURSELF FIRST, THEN THE WORLD

Healthcare is overwhelmingly devoted to disease intervention rather than prevention, yet so much of what we treat is preventable. Healthcare professionals in all fields advise their communities on changing unhealthy behavior, yet often do not fully practice what they preach. If your own health habits are poor, or lack motivation to improve yourself, your ability and desire to inspire patients is minimized. For example, patients tend to ignore weight reduction information from an obese clinician. We need to inspire personal goals and find our unique enthusiasm for a healthy lifestyle. Changing behavior doesn't have to be difficult, it's just difficult to maintain. Negative visualization is an intense behavior modification tool that can place you in an emergency room "near-death experience" to emphasize the reality of the risks we ignore, before it's too late.

Biography

Frank Rasler is an Atlanta emergency physician with 30 years of clinical care. He is experienced in behavior modification and disease prevention, with training at Emory University and the C.D.C. in Atlanta. Motivating healthy behavior during a brief patient encounter has been a focus of his patient care.

drrasler@gmail.com

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