



AMERICAN
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BEHAVIOR SCHOLARS AND
RESEARCHERS

Media Contact:
Katie Heinrich
(808) 457-9525
kmhphd@ksu.edu

FOR IMMEDIATE RELEASE

Scientists Searching for New Ways to Increase Healthy Behaviors and Reduce Health Disparities

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Established and emerging leaders in the behavioral research field are gathering in Ponte Vedra Beach, Florida Feb 21 -24, 2016 at the American Academy of Health Behavior's annual conference to discuss new research on how behavior impacts individual and community health. The meeting will serve as a launch pad for creating new research collaborations and developing innovative methods for understanding and influencing behavior to increase healthy behaviors and reduce health disparities.

Prominent researchers will present highlights from their work - including Dr. Rebecca Lee, who uses non-traditional approaches to behavior change. When conducting research, she integrates herself into the community by building relationships, learning the culture and the language, and becoming a part of the social network. This approach allows her to become a collaborator working within a community to improve health outcomes as opposed to a researcher looking in from the outside. Dr. Lee has also fostered multi-national collaborations that bridge Canada, the United States, and Mexico. These collaborations have expanded the ability of interventions based on her research to impact populations that have been challenging to reach in the past. Other presenters will discuss future trends in research, how to communicate with communities about risk and disasters, and using transnational collaborations to address non-communicable diseases.

The [American Academy of Health Behavior](#) (AAHB) serves as the research home for health behavior scholars and researchers whose primary commitment is to excellence in research and the application of research to practice to improve the public's health. AAHB informs and educates scholars about the latest in research innovations while encouraging multi-disciplinary research and mentorship.

To learn more about the American Academy of Health Behavior and its 2016 Scientific Meeting, visit:

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