

## Meet Our Speakers

Dr. Burke-Garcia is a seasoned health communications professional with nearly 20 years of experience in health communication program planning, implementation, and evaluation. At NORC, she leads the organization's Digital Strategy and Outreach Program Area, where she designs and implements strategies that leverage the power of digital media to influence behavior. She has been overseeing the award-winning How Right Now/Que Hacer Ahora campaign since 2020, which aims to increase people's ability to cope and be resilient. She is the author of the books, *Influencing Health: A Comprehensive Guide to Working with Social media influencers* and *Communicating Through a Pandemic: A Chronicle of Experiences, Lessons Learned, and a Vision for the Future*. The U.S. Surgeon General has highlighted her, Dr. Vivek Murthy, for her work in honor of Women's History Month, and has been named to VeryWellHealth.com's list of 10 Modern Female Innovators Shaking Up Health Care.



**Amelia Burke-Garcia, PhD**  
The University of Chicago  
National Opinion Research Center (NORC)  
Director of Digital Strategy & Outreach

Dasha Afanaseva is a seasoned communications and marketing professional with over a decade of experience in strategic planning, implementation, and evaluation of national health communication programs. Her expertise spans a myriad of audience engagement and message dissemination strategies, specifically focusing on digital and social media channels and online influencer engagement. Ms. Afanaseva spearheaded a series of digital strategy and online influencer engagement activities for the award-winning CDCF/CDC How Right Now/Que Hacer Ahora campaign, which aims to increase people's ability to cope and be resilient amidst the COVID-19 pandemic. She led online influencer engagement for studies focused on exploring vaccine hesitancy among communities of color, focusing on both COVID-19 and HPV vaccines. Ms. Afanaseva leads the digital and social media strategy for clients, advising on strategies for conceptualizing and launching successful social media channels to reach many audiences. Finally, she leads strategy and implementation across projects that use paid digital media platforms for research study participant recruitment, focusing on hard-to-reach populations. Before joining NORC, she earned her M.P.H. in Public Health Communications and Marketing from the George Washington University and holds a B.S. from Virginia Polytechnic Institute and State University in psychology and international studies.



**Dasha Afanaseva, MPH**  
The University of Chicago  
NORC  
Communications Advisor



THE ROCKEFELLER UNIVERSITY HOSPITAL

HEILBRUNN FAMILY CENTER FOR RESEARCH NURSING

You are invited to attend the **Heilbrunn Family Center for Research Nursing's/NYC IACRN Chapter**

***Nurse Speaker Series***

Tuesday, November 7, 2023

1:00pm – 2:00pm

Virtual Lecture: Please see Zoom link below

Speaker:

**Amelia Burke-Garcia, PhD**

The University of Chicago  
National Opinion Research Center (NORC)  
Director of Digital Strategy & Outreach

**Dasha Afanaseva, MPH**

The University of Chicago  
NORC  
Communications Advisor

Social Media Use in Research: Recruiting Harder-to-Reach Communities

Topic: Nurse Speaker Series

Time: This is a recurring meeting Meet anytime

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