Dr. Joe Smyser is the Chief Executive Officer of The Public Good Projects. Dr. Smyser has created the strategies for several of the world’s largest and most successful behavior change campaigns and programs. The methodologies he has championed, such as media monitoring for disease surveillance, disseminating health information through community influencers and organizations, and rigorous peer-review regardless of a program’s scale, are now widely recognized as best practices.

He is an advocate for leveraging the tools and techniques of private industry for public health, increasing public-private partnerships, and fostering private industry innovation for the public good.

Dr. Smyser’s academic background includes a PhD and masters in public health and a postdoc at the U.S. Centers for Disease Control and Prevention through its evaluation fellowship. Additionally, he interned at the U.S. Food & Drug Administration within the Office of International Programs. He is a Returned Peace Corps Volunteer, having served in eSwatini.

A regular and dynamic speaker and trainer, Dr. Smyser frequently delivers keynote addresses and contributes as a panelist with other experts. Dr. Smyser is joining the SHI Fireside Chat series to discuss his participation in a One-for-One campaign (also known as buy-one give-one) promoting reproductive health. The conversation will include the development of One-for-One campaign as they relate to global health, including campaign design, FDA approvals, and demand generation.

April 14, 2022
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