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Dr. Jivani also works as a researcher at the BC Injury Research and Prevention Unit. She brings to board expertise in health promotion, program evaluation, strategic planning, policy analyses and research. In the past she has worked in various arenas of public health including infection control, environmental health, gerontology, and child health. Dr. Jivani is also an international dentist who has worked extensively in dental public health both in Canada and internationally. She obtained her Doctorate in Dental Surgery from Pakistan and her Master's degree in Population and Public Health with a focus in program evaluation and health promotion from Simon Fraser University, in BC.
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The Community Against Preventable Injuries - A social marketing approach

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The Community Against Preventable Injuries (The Community), is a province-wide, multi partner social marketing initiative designed to raise awareness about preventable injuries in British Columbia. Through its use of an evidence based social marketing approach, The Community works to build the critical mass necessary to transform societal attitudes and behaviours towards injury prevention so that British Columbians will live full, active lives, free from serious injuries. The Community aims to engage, empower, and inform British Columbians, inspiring the Province's first injury prevention social movement.

The presentation will provide an overview on The Community's background, framework, campaign approach, campaign connecting points and its evaluation matrix, demonstrating the key principles and benchmarks of an effective social marketing strategy. The presentation will also highlight basic definitions and concepts of social marketing. It will briefly explain the difference between health education / communication and social marketing and will use The Community and other real world examples to explain the development of a social marketing campaign.