

# DiversityRx Webinar: The Power of Peers: How Social Groups Can Drive Behavior Change for Health

**Date:** April 28, 2011 01 pm EDT

**Location:** This webinar is now over. Please see the bottom of this page for a list of resources mentioned on the call.

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### **Description:**

Pulitzer Prize-winning author Tina Rosenberg discusses a variety of health innovations featured in her newly released book “Join the Club: How Peer Pressure Can Transform the World.” From South Africa to Florida, she explores how the usual approach - simply providing information - usually doesn't work, and how using peer groups can spark and support real behavior change for health.

Presenter:

- Tina Rosenberg (born 1960 in Brooklyn, New York) is a Pulitzer Prize-winning journalist and author. She frequently writes for The New York Times Magazine. In 1987 she won a MacArthur Fellowship, which she used to move to South America. Her experiences there led to her first work, *Children of Cain: Violence and the Violent in Latin America*. She also won the 1996 Pulitzer Prize for General Non-Fiction,[1] as well as a National Book Award in 1995[2] for her book *The Haunted Land: Facing Europe's Ghosts After Communism*, about the fall of Communism in Eastern Europe. Currently, she is an editorial writer for The New York Times and co-author of the popular “Fixes” column, which examines creative social initiatives that can tell us about the difference between success and failure..

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