

SAVE THE DATE

9TH ANNUAL HUDSON VALLEY REGIONAL PERINATAL FORUM CONFERENCE

*Preventing Late Preterm Births and Unnecessary Cesarean Deliveries:  
How to Reach the Public Using Social Health Marketing*

**Wednesday • November 3, 2010 • 8:30 a.m. - 4 p.m.**

**Marriott Westchester • 670 White Plains Road • Tarrytown, NY 10591**

MORNING KEYNOTE SPEAKER:

**ALAN R. ANDREASEN, PhD, MS**, *Professor of Marketing, McDonough School of Business of Georgetown University;  
Executive Director of the Social Health Marketing Institute*

AFTERNOON KEYNOTE SPEAKER:

**JULIA KISH DOTO, PhD, MS**, *Health Communication Specialist at RTI International*

**Pediatric Grand Rounds • 8 - 9 a.m.**

Maria Fareri Children's Hospital at  
Westchester Medical Center  
Valhalla, NY 10595



*Alan R. Andreasen, PhD, MS*



*Julia Kish Doto, PhD, MS*

9th Annual Hudson Valley Regional Perinatal Forum Conference

# Preventing Late Preterm Births and Unnecessary Cesarean Deliveries: How to Reach the Public Using Social Health Marketing

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**Early Bird Registration Fee \$60** • (\$75 after October 21, 2010)

**Seating is limited - please register early!**

**For more information, call (914) 493-7612 or e-mail:**

**Heather\_Brumberg@nymc.edu**

Invitation and agenda to follow. • Applications for CE units will be submitted.

Sponsored by: The Hudson Valley Regional Perinatal Forum

Conference Co-Chairs: Regional Perinatal Center at Westchester Medical Center, Lower Hudson Valley Perinatal Network and Maternal-Infant Services Network

## Hudson Valley Regional Perinatal Forum

The Regional Neonatal Center  
Maria Fareri Children's Hospital at  
Westchester Medical Center  
Valhalla, NY 10595



NEW YORK MEDICAL COLLEGE  
School of Health Sciences and Practice  
—and—  
INSTITUTE OF PUBLIC HEALTH

