



*Public Engagement, Social Media and Health Policy:  
Exploring Opportunities and Challenges in the Stem Cell Sector*

Presented by **Amy Zarzeczny**, Assistant Professor, Johnson-Shoyama Graduate School of Public Policy

Social media is well-placed to have a significant impact on the sharing of information, the shaping of public perceptions and the motivating of particular behaviors. There is much to be learned about influence in virtual networks and social media's potential as a vehicle for public engagement, particularly in areas of controversy such as emerging areas of science and biomedical research. This presentation will discuss on-going research funded by a Stem Cell Network Public Policy Impact Grant wherein we are exploring some of these questions in the context of stem cell research, with a particular focus on unproven stem cell-based interventions (or "stem cell tourism").

**Amy Zarzeczny** is an Assistant Professor with the Johnson-Shoyama Graduate School of Public Policy, University of Regina campus, and Program Director of its Master of Health Administration program. She is an External Research Fellow with the University of Alberta's Health Law Institute, serves on the Canadian Institutes of Health Research (CIHR) Stem Cell Oversight Committee, and is a Pro Bono member of the Law Society of Saskatchewan. Zarzeczny's research focuses on legal, bioethical and policy challenges associated with emerging biotechnology, medical innovations and biomedical research. Her work is currently funded by CIHR, Genome Canada and the Stem Cell Network.

**Tuesday, October 27, 2015 | 11:00 a.m. - 12:30 p.m.**

►► **Click to Register**

*Please note: This lecture will take place in Saskatoon and will be video-conferenced to a Regina audience.*

**Saskatoon Location:** Prairie Room, Diefenbaker Building, 101 Diefenbaker Place, University of Saskatchewan Campus

**Regina Location:** Room 210, 2 Research Drive, University of Regina Campus

**Registration:** Those interested in attending are encouraged to register online at [www.schoolofpublicpolicy.sk.ca](http://www.schoolofpublicpolicy.sk.ca) (please select News and Events, then Events Calendar and the appropriate calendar date) or by clicking the link above.

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