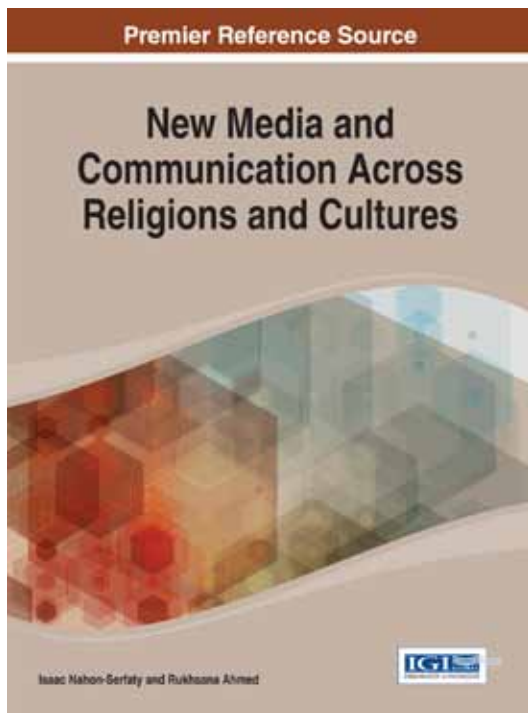


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Isaac Nahon-Serfaty is an Associate Professor in the Department of Communication at the University of Ottawa. He has more than 25 years experience in health communication, campaign planning and implementation, public relations and journalism. Prior joining the University of Ottawa, Dr. Nahon-Serfaty was the Healthcare Practice Chair for Latin America at the public relations firm Burson-Marsteller where he developed and implemented campaigns and communication programs in areas such as women's health, breast cancer, cardiovascular diseases, pain management, mental health, HIV-Aids, diabetes and obesity. He worked at the Venezuela Ministry of Health as communications consultant in projects supported by the Pan American Health Organization and the Inter-American Development Bank. He was the Director of the School of Social Communication at the Universidad Católica Andrés Bello in Caracas, and Lecturer in the Department of Communication at the University of Montreal, Canada. He has published extensively about health communication, public relations and political communication in English, French and Spanish. His essay *Actualidad del mito de la Independencia: en búsqueda de sentido en la Babel fragmentada* (2010) won the Banesco Award "La Independencia de Venezuela: 200 años después". Nahon-Serfaty holds a Ph.D. in Communications from the University of Montreal.



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