

Bio

Patti Garvin Kiger

Patti Garvin Kiger consults with organizations on the fundamentals of Social Marketing for community health issues. She has over 30 years experience as a director of marketing, public affairs, government affairs for integrated health systems and health plans, and as president of Forrester Marketing Communications. Ms. Kiger was previously the director of grants development, external affairs and strategic planning at Eastern Virginia Medical School (EVMS). She transitioned to pursue prevention research using the tools of social marketing with a special interest in overweight and obesity and is an Instructor in the Division of Community Health and Research, Department of Pediatrics at EVMS. Patti lectures on social marketing, news media relations, strategic planning and focus group research. She holds a Masters degree from the University of Virginia, a Bachelors degree from Gordon College, and is pursuing a Doctor of Philosophy in Health Services Research from Old Dominion University. She is a member of the Society of Professional Health Educators and the American Public Health Association.