



## **BIO**

### **R. Craig Lefebvre, Chief Technical Officer, PSI**

R. Craig Lefebvre, PhD is the Chief Technical Officer at Population Services International (PSI) and an internationally recognized expert in social marketing and health communication. Craig leads PSI's Innovations teams in HIV, malaria, child survival, reproductive health, research, capacity building and social marketing. He is an Adjunct Professor of Prevention and Community Health at The George Washington University School of Public Health and Human Services where he teaches a course on social marketing (Spring 2008).

Craig is the author of over 60 peer reviewed articles and chapters in the areas of community health promotion, social marketing and behavioral medicine and has made over 175 presentations at professional meetings and invited venues. He was elected a member of the American Academy of Health Behavior in 2003 and a Fellow in the Council on Epidemiology and Preventive Cardiology, American Heart Association in 1988. His work has earned him the William D. Novelli Award for Innovations in Social Marketing with the NCI's 5 A Day media campaign and a Silver Anvil from the Public Relations Society of America for the USDA Team Nutrition program. He received his Ph.D. in Clinical Psychology from North Texas State University and completed post-doctoral fellowships in Behavioral Medicine at the University of Virginia and the University of Pittsburgh.

