



The Annual John P. McGovern Award
Lecture Series in Health Promotion

presents

Life on Purpose: How Living for What Matters Most
Changes Everything

Victor J. Strecher, Ph.D., MPH

Professor

University of Michigan

School of Public Health

2019 Award Recipient

June 6, 2019

Fayez S. Sarofim Research Building
Institute of Molecular Medicine Auditorium

1825 Pressler St.

11:30 a.m.-1:00 p.m.

- Lunch provided for first 100 attendees
- Parking available at UCT Parking Garage (7000 Fannin St.)
- For additional information, call 713-500-9609 – Center for Health Promotion & Prevention Research



The next John P. McGovern Award Lecture Series in Health Promotion titled “*Life on Purpose: How Living for What Matters Most Changes Everything*” is scheduled for **Thursday, June 6, 2019, 11:30 a.m.-1:00 p.m.**, Fayez S. Sarofim Research Building, Institute of Molecular Medicine Auditorium. Dr. Victor Strecher, PhD, MPH is this year’s recipient of the Award. Dr. Strecher is a behavioral scientist, professor, author, speaker, and expert on the science of purpose. He is also the founder and CEO of Kumanu (kumanu.com), a company that builds stronger organizations and better lives through greater alignment with purpose. Kumanu fuses advanced machine learning, leading behavior change science, elegant digital experience design, and real-time predictive decision support to create positive change that’s both scalable and enduring.

Dr. Strecher has been at the epicenter of modern behavior change and technology from early in his career. In 1995, Dr. Strecher founded the University of Michigan Center for Health Communications Research (www.chcr.umich.edu), a pioneering organization in the research of digitally-tailored health communications. In 1998, Victor founded HealthMedia Inc., a digital health coaching company that enhanced the lives of over 50 million individuals and was purchased in 2008 by Johnson & Johnson.

Dr. Strecher’s latest research and books are related to the importance of developing and maintaining a strong purpose in life. His most recent book, *Life on Purpose: How Living for What Matters Most Changes Everything* (HarperOne), examines the science and philosophy of purpose in life and ways to develop and align with one’s purpose. His previous book, *On Purpose: Lessons in Life and Health From the Frog, the Dung Beetle, and Julia* (Dungbeetle Press), is written as a graphic novel with a professional comic illustrator. Dr. Strecher’s personal goal is to inspire over a billion people to find greater meaning and connection through purpose.

He holds a bachelor’s degree in Science and Math from Michigan State University, an MPH in Health Behavior and Health Education from University of Michigan, and a PhD in Health Behavior and Health Education from University of Michigan.

ITV Connection will be made available for the regional campuses. For additional information, please contact Peggy Tate at 713-500-9609 or Peggy.Tate@uth.tmc.edu.