

Dr. Marco Bardus is Assistant Professor in Health Promotion and Community Health at the Faculty of Health Sciences at the American University of Beirut (AUB). He is also co-director of the Nutrition, Obesity, and Related Diseases (NORD) program, within the Global Health Institute at AUB.

With a background in corporate communications and marketing, acquired over 15 years of experience in public relations and journalism industries (mostly in Italy), his research is aimed to understand how communication strategies can enhance the delivery of public health interventions. His research, at the intersection between communication and behavioral sciences, builds on Uses and Gratifications Theory, Captology, and social marketing frameworks and focuses on the use of smartphone and mobile apps, social media, and wearable devices as delivery modes for health promotion and behavior change interventions.

He is currently involved in two projects on mHealth apps for weight management and in a community-based social marketing project on solid waste management. He has applied this research to the prevention of non-communicable diseases, by developing interventions promoting physical activity, diet and weight control. He has applied this research to the prevention of non-communicable diseases, by developing interventions promoting physical activity, diet and weight control. Dr. Bardus is interested in expanding his investigations to other preventive health behaviors (screening for cancer prevention/HIV/STIs, contraceptive use, etc.) in different settings and among various populations.

Parallel to his research, Dr. Bardus has been involved in social marketing education and training since 2008, actively participating in conferences and bringing ideas for innovation in the classroom, in Europe and in Lebanon. At AUB, he mentors and supervises students developing social marketing initiatives for local and international NGOs (Caritas, SIDC, Arc en ciel), and local governmental entities (Ministry of Public Health and Social Affairs).