



Dr. Latinovic, originally from Serbia, since 1999 lives in Mexico City. She graduated from Medical School, University of Belgrade, Serbia. Before moving to Mexico, Dr. Latinovic worked as Teaching Assistant at Microbiology Department at Faculty of Medicine as well as a primary physician at private pediatrics clinic. Dr. Latinovic received her Master's Degree in Health Administration with honors from Universidad la Salle, Mexico. She is trained in risk communication from PanAmerican Health Organization, public health and health promotion.

Since 2006 she has been working at General Directorate of Health Promotion of Mexico Ministry of Health, as head of health marketing and communication department, designing, planning and implementing social marketing strategies to health promotion and disease prevention programs. She also participates in Health Emergency Response of Mexican Ministry Of Health. In 2009 she was one of the leading persons in risk communication response during the H1N1 pandemics in Mexico. She is working on new technologies and social media implementation for public health issues.

She is part of different working groups between CDC and Mexico, as well as the communicators group of Global Health Security Initiative (GHSI). She participated in WHO expert group on Risk Communication on Influenza Research Agenda.

Dr. Latinovic has been speaker on various international conferences and meetings and has published articles.

She is also a professor of Health Promotion at National Institute of Public Health.

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