



PETERA REINE DIABAN, MPH

“The idea that some lives matter less is the root of all that is wrong with the world.” Dr. Paul Farmer

UNIVERSITY/ORGANIZATION AFFILIATION

SMALA Consulting Group, LLC

CBO SOUTHERN ALLIANCE 2.0 SUPPORT

SMALA Consulting Group offers technical assistance and expertise on the topic of social marketing. We assist with research and evaluation in order to develop data-driven, marketing solutions. SMALA Consulting Group can support partners by offering workshops on planning a social marketing campaign, developing a creative brief, offering communication plan templates, guidance on social media best practices, and establishing evaluation metrics for social marketing campaigns in order to measure success.

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BIOGRAPHY

Petera Reine Diaban, MPH, is the principal consultant of SMALA Consulting Group, LLC, a team of affiliates that create tailored marketing solutions for public health needs. Mrs. Diaban is a health communications professional with 11 years experience in social marketing, communications, community engagement, program management, program evaluation, and media relations. She is best known for leading multiple social marketing campaigns through the Louisiana Department of Health, including the PrEPP social marketing campaign; Ending the HIV Epidemic awareness campaign; Hep C Cured harm reduction campaign; and launching Louisiana Health Hub brand and community-facing website. In addition, through SMALA Consulting Group, Mrs. Diaban was pivotal in establishing a partnership between Nola Ready and Xavier University to launch the Vaxxed and Relaxed COVID-19 Response Campaign. She received a Bachelor of Science in Chemistry at Spelman College and a Masters in Public Health at Tulane University School of Public Health and Tropical Medicine.

PUBLIC HEALTH EXPERTISE

Social Marketing. Petera have over 10 years experience in planning, developing, implementing, and evaluating social marketing campaigns. Her focus is on managing social marketing campaigns with a goal of alleviating burdens of change that comes with adopting a healthier solution.