Michael Weinstein, Director of the New Jersey Immunization (NJIN), works at the New Jersey Chapter, American Academy of Pediatrics (NJAAP) where he also serves as its Director of Communications. He is a certified classroom educator (BME) having worked with students from Elementary school through college.

In 1982, Michael changed professional direction and joined a boutique public relations agency in New Your City, specializing in health and wellness. Michael spent nearly 30 years with the agency, eventually rising to become its Managing Partner.

Changing direction yet again in 2011, Michael joined the NJAAP, serving as both its Director of Communications and Director of the Chapter’s Child Abuse and Neglect Prevention project (CAN). During his 7-year tenure as CAN Director, Michael elevated both the scope and reach of the CAN project, conducting on average 45 trainings per year to medical health professionals across the state.

In July of 2017, Michael was approached by NJIN leadership and asked to takes the reins. As Director, Human Papilloma Virus infections have risen to the top of his “passions” list. NJIN introduced the HPV ECHO Project to primary care providers in 2017, and recognizing the role dental professionals could play project participants.

Michael lives in Freehold, NJ, and has been happily married to his wife Kathy for 38 years. He has two grown daughters, both having received the HPV vaccine, and credits them for his affinity for taking on challenges.

Learning Objectives:

1. Enhance dental professional’s knowledge of Human Papilloma Virus Infections and the important role they can play in reducing it occurrence
2. Introduce effective HPV screening in the Practice
3. Advance Dental-Patient communication around HPV
4. Encourage Medical-Dental Collaboration