

Editor's Note

SCOTT C. RATZAN

The groundbreaking work by Everett Rogers' introduction of The Diffusion of Innovation model has demonstrated immense impact in the past 40 years. The multidisciplinary application with thousands of articles and activities has helped advance the pace of human development and progress.

This special supplementary issue of the *Journal of Health Communication* is not only honorific of Dr. Rogers, but also highlights key areas presented at an academic symposium at The George Washington University along with submissions from leading academics from the throughout the world.

The evidence and research in this issue offer many ideas and examples. Yet, making a difference in advancing health requires understanding of these principles with further refinement and application for local context and global impact. Each of us – whether in teaching, research, or practice – are implicitly and explicitly diffusing innovation in health daily.

Finally, on a personal note, Dr. Rogers has also played a special role as a founding member of the *Journal of Health Communication's* editorial board. Having such a renowned and respected mentor has helped diffuse the epistemologic and ontologic analysis and application propelling this *Journal* to the top in the field of *Communication journals*. It is my hope that this issue of the journal also serves as a testament to his fine and magnanimous contribution as a scholar, teacher and human being; all the while adding to our knowledge base and contributing to a better world.