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Standing Committee on Advancing Science Communication

Reporting on COVID-19 Vaccines at the Intersection of Science and Politics

Speaker Biographical Sketches

Laura Helmuth is the editor-in-chief of Scientific American and a member of the Standing Committee on Advancing Science Communication. Previously, she was the Washington Post's national health, science and environment team and the immediate past president of the National Association of Science Writers. She has previously been an editor for National Geographic, Slate, Smithsonian and Science magazines. She serves on the advisory boards of the American Association for the Advancement of Science's service SciLine, Society for Science and the Public, High Country News, Spectrum and Knowable magazines and the Geological Society of Washington. She holds a Ph.D. in cognitive neuroscience from the University of California at Berkeley.

Helene Gayle has been president and CEO of The Chicago Community Trust, one of the nation's oldest and largest community foundations, since October 2017. Under her leadership, the Trust has adopted a new strategic focus on closing the racial and ethnic wealth gap in the Chicago region. For almost a decade, she was president and CEO of CARE, a leading international humanitarian organization. An expert on global development, humanitarian and health issues, Dr. Gayle spent 20 years with the Centers for Disease Control, working primarily on HIV/AIDS. She worked at the Bill & Melinda Gates Foundation, directing programs on HIV/AIDS and other global health issues. She also launched the McKinsey Social Initiative, a nonprofit that builds partnerships for social impact. Dr. Gayle serves on public company and nonprofit boards, including The Coca-Cola Company, Colgate-Palmolive Company, Go Health, Brookings Institution, the Center for Strategic and International Studies, New America, the ONE Campaign, the Federal Reserve Bank of Chicago and the Economic Club of Chicago. She is a member of the Council on Foreign Relations, the American Public Health Association, the National Academy of Medicine, the National Medical Association and the American Academy of Pediatrics. Named one of Forbes' "100 Most Powerful Women" and one of NonProfit Times' "Power and Influence Top 50," she has authored numerous articles on global and domestic public health issues, poverty alleviation, gender equality and social justice. She recently co-chaired the National Academies' Committee on Equitable Allocation of Vaccine for the Novel Coronavirus. She earned a BA in psychology at Barnard College, an MD at the University of Pennsylvania and an MPH at Johns Hopkins University. She has received 18 honorary degrees and holds faculty appointments at the University of Washington and Emory University.

Kasisomayajula "Vish" Viswanath is a member of the Standing Committee on Advancing Science Communication and the Lee Kum Kee Professor of Health Communication in the Department of Social and Behavioral Sciences at the Harvard T. H. Chan School of Public Health (HSPH) and in the McGraw-Patterson Center for Population Sciences at the Dana-Farber

Cancer Institute (DFCI). He is also the Faculty Director of the Health Communication Core of the Dana-Farber/Harvard Cancer Center (DF/HCC). Other additional administrative and scientific leadership positions held by Dr. Viswanath include: Director of the Center for Translational Communication Science, DFCI/Harvard Chan; Co-Director, Lee Kum Sheung Center for Health and Happiness, Harvard Chan; and, Director, Harvard Chan, India Research Center. He is the founding Director of DF/HCC's Enhancing Communications for Health Outcomes (ECHO) Laboratory. Dr. Viswanath's work, drawing from literatures in communication science, social epidemiology, and social and health behavior sciences, focuses on translational communication science to influence public health policy and practice. His primary research is in documenting the relationship between communication inequalities, poverty and health disparities, and knowledge translation to address health disparities. He has written more than 240 journal articles and book chapters concerning communication inequalities and health disparities, knowledge translation, public health communication campaigns, e-health and digital divide, public health preparedness and the delivery of health communication interventions to underserved populations. He is the co-editor of four books and monographs: Mass Media, Social Control and Social Change (Iowa State University Press, 1999), Health Behavior and Health Education: Theory, Research & Practice (Jossey Bass, 2015), The Role of Media in Promoting and Reducing Tobacco Use (National Cancer Institute, 2008) and A Socioecological Approach to Addressing Tobacco-Related Health Disparities (National Cancer Institute, 2017). He was also the Editor of the Social and Behavioral Research section of the 12-volume International Encyclopedia of Communication (Blackwell Publishing, 2008). Dr. Viswanath received his Ph.D. in mass communication from the University of Minnesota.

James Druckman is a member of the Standing Committee on Advancing Science Communication, and the Payson S. Wild professor of political science and faculty fellow at the Institute for Policy Research at Northwestern University. He is also an honorary professor of political science at Aarhus University in Denmark. His research focuses on political preference formation and communication. His recent work examines how citizens make political, economic, and social decisions in various contexts (e.g., settings with multiple competing messages, online information, deliberation). He also researches the relationship between citizens' preferences and public policy, and how political elites make decisions under varying institutional conditions. Druckman has published roughly 100 articles and book chapters in political science, communication, economic, science, and psychology journals. He has served as editor of the journals Political Psychology and Public Opinion Quarterly as well as the University of Chicago Press's series in American Politics. He also sits on numerous advisory boards, organizing committees, prize committees, and editorial boards. Druckman's work has been recognized with numerous awards including over 15 best paper/book awards. He is an elected member of the American Academy of Arts and Sciences, and the recipient of a John Simon Guggenheim Memorial Foundation Fellowship. He received his Ph.D. in political science from the University of California, San Diego.

Itzhak Yanovitzky is a member of the Standing Committee on Advancing Science Communication and a professor of communication and Public Health at Rutgers, The State

University of New Jersey. He is an expert in the areas of health communication, behavior change, public policymaking, and program evaluation. Dr. Yanovitzky's program of research explores effective mechanisms for improving use of research evidence in policy and practice and building the capacity of communities to apply communication strategies and tools to promote population health and wellness. He has an extensive experience partnering with collaborators across academic disciplines and sectors to address a range of public health problems, including most recently efforts to address the opioid epidemic and the rising toll of youth depression and suicide. Dr. Yanovitzky is the chair of the health communication division of the International Communication Association and is regularly called upon to provide expert scientific advice to national and international health agencies. He earned his Ph.D. in Communication from the University of Pennsylvania.

Allison Mathews is the associate director of Integrating Special Populations (ISP) in the Maya Angelou Center for Health Equity (MACHE) at Wake Forest Baptist Medical Center and an adjunct professor of sociology at Wake Forest University. She is a co-investigator on the COVID-19 Community Research Partnership, where she designs the community engagement and recruitment strategy to promote the participation of Black/African American and Latinx community members to track their daily COVID-19 symptoms and conduct at-home antibody tests. Dr. Mathews also serves as a co-Investigator for the NIH Community Engagement Alliance-funded project, *Increasing Trustworthiness Through Engaged Action and Mobilization (I-TEAM)* in collaboration with colleagues at UNC-Chapel Hill, WFBH, and Campus-Community Partnerships, to raise awareness about COVID-19 vaccine trials among marginalized populations in North Carolina. With MACHE colleagues, she manages the Triad Pastoral Network, a network of 100 faith leaders and their congregations focused on promoting health equity, the communications strategy for the center, and a community-health worker program that connects people affected by COVID-19 to support services. Dr. Mathews' research focuses on community-engaged research related to stigma management, community engagement for clinical trial research, and HIV. She earned a BA in sociology at Howard University, and a MA and Ph.D. in Sociology at UNC-Chapel Hill.

Stephanie A. Fryberg is a professor of psychology at the University of Michigan. As a social and cultural psychologist, her primary research interests focus on how social representations of race, culture, and social class influence the development of self, psychological well-being, physical health, and educational attainment. She provided testimony to the U.S. Senate Committee on Indian Affairs regarding the impact of racist stereotypes on Indigenous people, served as an expert witness in the Keepseagle v. USDA class action lawsuit, and consults with National Tribal TANF (Temporary Assistance for Needy Families). She also received the Society for the Psychological Study of Social Issues Louise Kidder Early Career Award, the University of Arizona Five Star Faculty Award, and in 2011 was inducted into the Multicultural Alumni Hall of Fame at Stanford University.

Rick Weiss is the founding director of SciLine, a philanthropically supported, editorially independent, free service for journalists, based at the nonprofit American Association for the

Advancement of Science. SciLine connects reporters to knowledgeable, articulate scientists and validated, research-based evidence on deadline. Rick has more than three decades of experience in journalism and science communication, including 15 years as a science reporter at the Washington Post, where he wrote more than 1,000 news and feature articles about the economic, societal, and ethical implications of scientific advances. He served for five years as communications director within the White House Office of Science and Technology Policy, and for three years served as director of communications at the Defense Advanced Research Projects Agency (DARPA). He holds a bachelor's degree in biology from Cornell University and a master's degree in journalism from the University of California, Berkeley.

Dietram Scheufele serves as co-chair of the Standing Committee on Advancing Science Communication and is the Taylor-Bascom Chair in science communication in the Department of Life Sciences Communication at the University of Wisconsin-Madison, and Vilas Distinguished Achievement Professor at the University of Wisconsin-Madison and in the Morgridge Institute for Research. Dr. Scheufele is a fellow of the American Association for the Advancement of Science, the International Communication Association, and the Wisconsin Academy of Sciences, Arts & Letters, and a member of the German National Academy of Science and Engineering. He has been a tenured faculty member at Cornell University, a Shorenstein fellow at Harvard University, and a visiting scholar at the Annenberg Public Policy Center of the University of Pennsylvania. Dr. Scheufele has served on several committees of the National Academies, including as the vice chair of the National Academies Committee on the Science of Science Communication and the Roundtable on the Public Interfaces of Life Sciences Roundtable. Dr. Scheufele is currently a member of the Board on Health Policy, the Division of Behavioral and Social Sciences and Education (DBASSE) Advisory Committee, the Division on Earth and Life Studies (DELS) Advisory Committee, and the Committee on Reproducibility and Replicability in Science. He received a Ph.D. in mass communications with a minor in political science from the University of Wisconsin-Madison.

Richard Harris is a correspondent on the Science Desk at National Public Radio. He has reported on a wide range of topics in science, medicine and the environment since he joined NPR in 1986. In early 2014, his focus shifted from an emphasis on climate change and the environment to biomedical research. Over the course of his career, Mr. Harris has been the recipient of many prestigious awards. Those include the American Geophysical Union's 2013 Presidential Citation for Science and Society. He shared the 2009 National Academy of Sciences Communication Award and was a finalist again in 2011. Mr. Harris shared a 1995 Peabody Award for investigative reporting on NPR about the tobacco industry. Since 1988, the American Association for the Advancement of Science has honored Harris three times with its science journalism award. Before joining NPR, Mr. Harris was a science writer for the San Francisco Examiner. He started his career as an AAAS Mass Media Science Fellow at the now-defunct Washington Star in DC. He serves on the board of the Council for the Advancement of Science Writing. Mr. Harris' book *Rigor Mortis* was published in 2017 and was a finalist for the 2018 National Academy of Sciences/Keck Communication Award. He earned a bachelor's degree in biology, with highest honors.

Maryn McKenna is an independent journalist and author, specializing in public health, global health, and food policy, and a Senior Fellow of the Center for the Study of Human Health at Emory University, where she teaches health and science writing and storytelling, and media literacy. She is the recipient of the 2019 AAAS-Kavli Award for magazine writing for her piece "The Plague Years" in The New Republic, and the author of the 2017 bestseller Big Chicken: The Incredible Story of How Antibiotics Created Modern Agriculture and Changed the Way the World Eats (National Geographic Books, Sept. 2017), which received the 2018 Science in Society Award, making her a two-time winner of that prize. Big Chicken was named a Best Book of 2017 by Amazon, Science News, Smithsonian Magazine, Civil Eats, the Atlanta Journal-Constitution and the Toronto Globe and Mail; an Essential Science Read by WIRED; and a 2018 Book All Georgians Should Read. Her 2015 TED Talk, "What do we do when antibiotics don't work anymore?", has been viewed 1.8 million times and translated into 34 languages. She is a cum laude graduate of Georgetown University, has a master's degree with highest honors from Northwestern University, and is the recipient of numerous journalism awards.

David Broniatowski is an associate professor at George Washington University. He conducts research in decision-making under risk, group decision-making, system architecture, and behavioral epidemiology. This research program draws upon a wide range of techniques including formal mathematical modeling, experimental design, automated text analysis and natural language processing, social and technical network analysis, and big data. Current projects include a text network analysis of transcripts from the US Food and Drug Administration's Circulatory Systems Advisory Panel meetings, a mathematical formalization of Fuzzy Trace Theory -- a leading theory of decision-making under risk, derivation of metrics for flexibility and controllability for complex engineered socio-technical systems, and using Twitter data to conduct surveillance of influenza infection and the resulting social response. He received his Ph.D. in engineering systems from the Massachusetts Institute of Technology.

Tara Haelle is a freelance science and multimedia journalist who specializes in reporting on vaccines, pediatric and maternal health, parenting, public health, mental health, medical research, and the social sciences. Her work has appeared in The New York Times, NPR, Scientific American, Medscape, Self, the Washington Post, Politico, Everyday Health, Slate, Frontline Medical Communications and elsewhere. She coauthored The Informed Parent: An Evidence-Based Resource for Your Child's First Four Years with Emily Willingham. She also recently published Vaccination Investigation: The History and Science of Vaccines and has written several science books for children. She regularly blogs at her evidence-based parenting blog Red Wine & Applesauce and at the Association of Health Care Journalists, and she has delivered a TEDx Oslo talk on why parents fear vaccines. She received her master's in journalism at the University of Texas at Austin (also her undergrad alma mater). She previously taught at Bradley University and in Texas high schools, and often thinks of her journalism as a form of teaching, by helping others understand science and medical research and by debunking misinformation about vaccines, chemicals and other misunderstood topics.

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Melba Newsome is a veteran freelance journalist and editor in Charlotte, North Carolina with more than 20 years of experience reporting on news and general interest topics. Over the past year, she has reported extensively on the physiological, emotional, and societal impact of the coronavirus. She received a grant from the Pulitzer Center for Crisis Reporting to conduct in-depth reporting on COVID-19 in the Black Community. As a fellow of the Reynolds Journalism Institute, she is creating a diversity training program to help newsrooms include more people of color and underrepresented groups in their reporting to be more reflective of the communities they serve. She was a 2020 Education Writers Association Fellow. In the past decade, her reporting has focused primarily on education and health, with a concentration on disparities and rural health. A feature in *O, The Oprah Magazine* about genetic testing earned the June Roth Award for Medical Journalism. She has also published in *Marie Claire*, *Good Housekeeping*, *Prevention*, *The Hechinger Report*, and *The New York Times*. She holds a Bachelor's Degree in English from Henderson State University.