

# Effective Health Communication within the Current Information Environment and the Role of the Federal Government: A Workshop

## Presenter Biographies

March 20-21, 2023  
Lecture Room, National Academy of Sciences

### Importance of Effective Health Communication and the Goals, Roles, and Responsibilities of Federal Health Communication



WILLIAM K. HALLMAN (Planning Committee Chair, Moderator) is professor and chair of the department of human ecology, and a member of the graduate faculties of the departments of nutritional sciences and psychology, and of the Bloustein School of Planning and Public Policy at Rutgers, the State University of New Jersey. He is a member of the Rutgers Environmental and Occupational Health Sciences Institute, and a member of the executive committee of the Rutgers Global Health Institute. He is also a Fellow of the Society for Risk Analysis and a Distinguished Research

Fellow of the Annenberg Public Policy Center of the University of Pennsylvania. His research examines public perceptions of risk and risk communication related to food, health, technology, and the environment. Dr. Hallman is co-chair of the NASEM Climate Communications Initiative, has served as chair of the Risk Communication Advisory Committee of the U.S. Food and Drug Administration, as a U.S. Delegate to the Asia-Pacific Economic Cooperation (APEC) Food Safety Cooperation Forum, Framework for Risk Communication in the APEC Region, as Working Group Chair: Expert Consultation on Food Safety Aspects of Cell-Based Food sponsored by the Food and Agriculture Organization of the United Nations (FAO), in collaboration with the World Health Organization (WHO), and as Director of the Food Policy Institute at Rutgers. Dr. Hallman is a 1983 graduate of Juniata College in Huntingdon, Pennsylvania (biology/psychology), and earned an M.A. (1986) and Ph.D. (1989) in experimental psychology from the University of South Carolina.



LAUREN GARDNER is the Alton and Sandra Cleveland Professor in the Department of Civil and Systems Engineering at Johns Hopkins Whiting School of Engineering, holds a joint appointment in the Bloomberg School of Public Health, and is Director of the Center for Systems Science and Engineering. She is the creator of the interactive web-based dashboard being used by public health authorities, researchers, and the general public around the globe to track the outbreak of the novel coronavirus. She was awarded the 2022 Lasker~Bloomberg Public Service Award, America's top medical research prize, for creating the COVID-19 dashboard that became the world's most trusted source for reliable, real-time data about the pandemic, as well as named one of TIME's 100 Most Influential People of 2020; was included on BBC's 100 Women List 2020: Women who led change; was named one of Fast Company's Most Creative People in Business for 2020. Her research expertise is in integrated transport and epidemiological modeling. Gardner has previously led related interdisciplinary research projects which utilize network optimization and mathematical modeling to progress the state of the art in global epidemiological risk assessment. Beyond mobility, her work focuses more holistically on virus diffusion as a function of climate, land use, mobility, and other contributing risk factors.



MAUREEN LICHTVELD is the Dean of the School of Public Health, the Jonas Salk Chair in Population Health, and Professor of Environmental and Occupational Health at the University of Pittsburgh with over 35 years of expertise in environmental health. As Dean, Dr. Lichtveld oversees seven academic departments, over 900 students, 165 faculty and 320 staff. Her research focuses on environmentally-induced disease, health disparities, climate and health, environmental health policy, disaster preparedness, public health systems, and community resilience. Dean Lichtveld is a member of the National Academy of Medicine (NAM), the NAM Council, and a member of many NAM and National Academies of Sciences Boards, Roundtables, and Committees. She serves on the Advisory Committees for the NASEM Climate Communications Initiative and the Division of Earth and Life Sciences. Dean Lichtveld is the Chair of the Consortium of Universities for Global Health (CUGH). She has co-authored the textbook on Environmental Policy and Public Health. Honors include Johns Hopkins University Society of Scholars, and Woman of the Year for the City of New Orleans for her contributions to science.



ARTHUR LUPIA is the Gerald R Ford Distinguished University Professor at the University of Michigan. His research clarifies how people make decisions and form or break coalitions in complex, political environments. From 2018-2022, Lupia served as Assistant Director of the National Science Foundation, leading its Social, Behavioral, and Economic Sciences Directorate. From 2019-2022, he co-chaired the government-wide Subcommittee on Open Science for the White House's Office of Science and Technology Policy. Lupia is a member of the National Academies of Science, Engineering, and Medicine's Strategic Council for Research Excellence, Integrity, and Trust and an Advisory Board member for NASEM's Division on Engineering and Physical Sciences. Lupia has won NASEM's William O. Baker Award for Initiatives in Research, is a recipient of Guggenheim and Carnegie Fellowships and is an elected member of the American Academy of Arts and Sciences and the American Association for the Advancement of Science.



LAURA SMILLIE is the project leader of the European Commission's Enlightenment 2.0 research program at the Joint Research Centre. It aims to explore the extent to which facts, values and social relations affect political behaviour and decision-making. Throughout her career, Laura has been working at the science/policy interface. In addition to her practical experience in the fields of global food-chain policy, risk communications, and extensive stakeholder management, Laura has developed and published a model for optimising the communication of scientific risk and uncertainty; she is also the founder and former Chair of the Crisis & Risk Communications Working Group of the European Association of Communication Directors.

## Key Cross-Cutting Challenges and the Implications for Federal Health Communication



JEFF NIEDERDEPPE (Planning Committee Member, Moderator) is Senior Associate Dean of Faculty Development in the Jeb E. Brooks School of Public Policy and a Professor of Communication and Public Policy at Cornell University. He is Director of Cornell's Health Communication Research Initiative (HCRI) and Co-Director of the Cornell Center for Health Equity (CCHEq). His research examines the mechanisms and effects of mass media campaigns, strategic messages, and news coverage in shaping health behavior and social policy. He is committed to producing, supporting, and disseminating innovative and rigorous research to support efforts to achieve health equity. He has published more than 180 peer-reviewed articles in communication, public health, health policy, and medicine journals, and his work has been funded in recent years by the National Institutes of Health, National Science Foundation, U.S. Department of Agriculture, U.S. Environmental Protection Agency, and Robert Wood Johnson Foundation. He was elected as a Fellow of the International Communication Association in 2022, received the CALS Research and Extension Award for Outstanding Accomplishments in Science and Public Policy in 2019, the Early Career Award in 2016 from the Public Health Education and Health Promotion Section of the American Public Health Association, and the Lewis Donohew Outstanding Scholar in Health Communication Award in 2014 from the Kentucky Conference on Health Communication. He serves on the editorial boards for five journals in communication and public health.



HENRY BRADY is the Class of 1941 Monroe Deutsch Professor of Political Science and Public Policy at the University of California, Berkeley. He served as dean of the Goldman School of Public Policy from 2009-2021. He was president of the American Political Science Association in 2009-2010, and director of the University of California's Survey Research Center from 1998 to 2009. He is co-author of five books including *Unequal and Unrepresented: Political Inequality and the People's Voice in the New Gilded Age* (2018), and he has co-edited four books and authored numerous articles on political participation, political methodology, the dynamics of public opinion, and other topics. Recently he co-edited and contributed to the Fall 2022 issue of *Daedalus* on "Institutions, Experts, and the Loss of Trust." He was elected a Fellow of the American Academy of Arts & Sciences in 2003, and he was elected a Fellow of the American Association for the Advancement of Science in 2006. He received his PhD in Economics and Political Science from MIT in 1980.



BRUCE HARDY is an Associate Professor of Communication and Social Influence with Temple University's Klein College of Media and Communication, as well as a Distinguished Research Fellow at the University of Pennsylvania's Annenberg Public Policy Center. He has co-authored two books, *The Obama Victory: How Media, Money, and Message Shaped the Election* (Oxford University Press, 2010) and *Democracy Amid Crises: Polarization, Pandemic, Protests, & Persuasion* (Oxford University Press, 2023), and has authored numerous articles on media effects, public opinion, persuasion, and the politicization and polarization of science. He received his Ph.D. in Communication from the Annenberg School of Communication at the University of Pennsylvania.



ANDY J. KING is an associate professor in the Department of Communication, and member of the Huntsman Cancer Institute, at the University of Utah. Dr. King's research is focused on health communication, specifically on the design and evaluation of strategic health messages and campaigns. Much of his recent work has focused on how people engage with cancer information in the public communication environment. He's currently PI on a National Cancer Institute grant looking at how using novel approaches to monitor and evaluate public communication about colorectal cancer screening can improve future cancer communication efforts. He also serves as associate editor-in-chief of the academic journal Health Communication. King earned a PhD from Purdue University in 2012.



K. "VISH" VISWANATH is 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 administrative and scientific leadership positions held by Dr. Viswanath include: Director of the Center for Translational Communication Science, DFCI/Harvard Chan. 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 was also the Editor of the Social and Behavioral Research section of the 12-volume International Encyclopedia of Communication (Blackwell Publishing, 2008). He delivered the 23rd Annual Aubrey Fisher Lecture at University of Utah in 2009. He was elected Fellow of the International Communication Association (2011), the Society for Behavioral Medicine (2008) and the Midwest Association for Public Opinion Research (2006). He has served on and continues to serve several national committees including for CDC, NIH, US DHHS and NASEM.

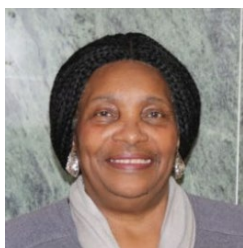


## Capacity: Listening to and Engaging Communities



AMELIE RAMIREZ (Planning Committee Member, Moderator) is director of Salud America! and a professor of epidemiology and biostatistics at The University of Texas Health Science Center at San Antonio, where she also is founding director of the Institute for Health Promotion Research and associate director of cancer prevention and health disparities at the Mays Cancer Center, an NCI-designated cancer center. Over the past 30 years, Ramirez has conducted communications research and behavioral interventions that have made tremendous strides to reduce cancer and

chronic disease, increase screening rates and clinical trial accrual, and improve healthy lifestyles among U.S. Latinos. Ramirez currently directs the Salud America! national multimedia program to empower its vast network of 200,000 community leaders to drive healthy policy and system changes to promote health equity and support for Latino families ([www.salud-america.org](http://www.salud-america.org) and @SaludAmerica on social media). Dr. Ramirez also directs Quitxt, a bilingual tobacco-cessation service for young Latino adults using mobile-phone text messages; the service yielded a strong 21% quit rate among enrollees at follow-up. She also has trained/mentored 250+ Latinos in health fields, and leads the Éxito! training program to help master's-level students and professionals pursue a doctoral degree and cancer research career. She has been recognized for her work to improve Latino health and advance Latinos in health, including: 2018 Icons in Healthcare Award from CentroMed; 2014 APHA Everett M. Rogers Public Health Communication Award; 2014 Making a Difference Award from Latinas Contra Cancer; 2011 White House "Champion of Change"; and 2007 election to the National Academy of Medicine. Ramirez also is a 2018 Susan G. Komen Scholar and a member of the scientific advisory board of LIVESTRONG. She is a member of the San Antonio Mayor's Fitness Council, which has overseen implementation of healthy lifestyle programs that have lowered local obesity rates. She also serves on the National Academies of Sciences, Engineering, and Medicine Roundtable on Obesity Solutions. Ramirez, a native of Laredo, Texas, earned MPH and DrPH degrees from UT Health Science Center at the Houston School of Public Health.

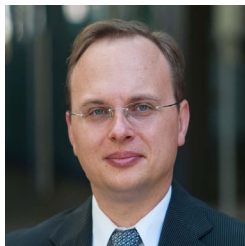


ELLA GREENE-MOTON (Planning Committee Member) currently serves as Administrator of the Community Based Organization Partners (CBOP) Community Ethics Review Board (CERB), with specific efforts in public health ethics focused on providing an awareness at the community level, developing and elevating the community voice and advocating for community inclusiveness at the state and national levels. Serving as a community/academic bridge, Ella has an extensive background in public health advocacy, public health policy, Community-Based Participatory

Research (CBPR), and programming, spanning over the past forty plus years in the City of Flint and surrounding areas. Her areas of expertise include facilitating community/academic/practice partnership building and sustainability as well as developing and managing community-based projects. Ella is honored to continue her engagement with the Michigan Public Health Association, the Great Lakes Public Health Coalition, and humbled to have been elected the 2022 President-Elect of the American Public Health Association.



KHANH M. HO has a Masters of Public Health and is currently overseeing environmental justice focused programs and community partnerships within the Environmental Health Division at Public Health-Seattle & King County. With training in Community-Oriented Public Health Practice, Khanh is passionate about implementing creative ways of knowledge-sharing, group facilitation and community organizing. She was a Community Mobilizer at a local nonprofit organization when she first got involved in organizing with the local fishing communities around the Lower Duwamish Superfund Site. She is the Program Lead for Fun to Catch, Toxic to Eat at Public Health-Seattle & King County and focuses on building relationships, capacity and empowerment with community partners to advance environmental justice values throughout the health promotion program. With the COVID-19 pandemic, Khanh was tasked to lead community engagement efforts for the department and co-created the Community Navigators program that connects the department with community leaders embedded in priority Black, Indigenous and Communities of Color to better inform response and resilience strategies surrounding the pandemic. More recently, Khanh is also leading community partnerships development for the Climate Health & Equity Initiative, and overseeing outreach and education efforts for the Indoor Air Quality program.



DMITRY KHODYAKOV is a Senior Behavioral/Social Scientist at RAND, a co-director of RAND Center for Qualitative and Mixed Methods, and a Professor of Policy Analysis at the Pardee RAND Graduate School. His research focuses on online methods of expert elicitation and stakeholder engagement, community-based participatory research, ethics of stakeholder-engaged research, and Medicare Advantage benefit design and innovations. As a methodologist, he specializes in qualitative and mixed-methods research and Delphi-based methodologies. He is a developer of ExpertLens, an innovative online system and methodology for conducting modified-Delphi panels. Dr. Khodyakov is currently co-leading evaluations of two large CMS model tests: Medicare Advantage Value-Based Insurance Design and Part D Senior Savings models. Some of his recent studies include a PCORI-funded project that developed an online approach to engaging patients in clinical guideline development, an NIH-funded project that identified best practices for participant and stakeholder engagement in the All of Us Research Program, and an NIH-funded project on ethics of stakeholder engaged research. Dr. Khodyakov is currently serving on the National Academy of Medicine's Committee on Assessing Meaningful Community Engagement in Health & Health Care. He earned a PhD in Sociology from Rutgers University and a MA in Economy and Society from Central European University.



EMMA MACEDA-MARIA is the program manager of Grupo Asesor Latino. She has been a part of the Fun to Catch, Toxic to Eat program in King County, WA since 2016 and in 2020 during the COVID-19 pandemic she was invited to join the Community Navigators program. As a young Indigenous woman from Cholula Puebla Mexico she has been helping to elevate the voices of BIPOC communities while breaking down barriers and building bridges between communities and agencies. Her passion is educating her community about environmental health and other social determinants of health and hopes that through her work she can empower her community to take action in protecting their health and the health of their loved ones. Emma's goals include continuing to grow as a trusted community leader and create change while building paths for other community members with common goals.



AL RICHMOND, Executive Director of Community-Campus Partnerships for Health (CCPH), is a global thought leader advocating for the increased role of communities in research and public health. In his role as Executive Director of CCPH, Al is advancing the organization's commitment to social justice and health equity. Al serves as principal investigator of Patient Engagement: Enhancing Culturally Responsive Research funded by Patient-Centered Outcomes Research Institute (PCORI) and as Co-Principal Investigator of Ensuring Ethical Community-Engaged Research: Elevating the Role and Impact of Community-Based IRBs and Research Review Committees funded by the National Institute of Minority Health and Health Disparities. In addition, Al provides leadership to multiple academic research projects. Al's leadership interest seeks to deepen CCPH's focus in emerging issues impacting our nation including: education, immigration, diversity and culture. He holds a Master of Social Work from The Ohio State University. Al is a certified facilitator for the Poverty Simulation, Intercultural Developmental Inventory and ToP Facilitation Methods.



GREGORY TALAVERA is a bilingual, bicultural physician with over 30 years of community-based clinical and public health research experience. He is a Professor in the Department of Psychology at San Diego State University where he founded and co-directs the community-based South Bay Latino Research Center. He has dedicated his clinical practice, research and advocacy to reducing disparities in the Latino Community both in San Diego and nationally. During the early part of his career, he practiced medicine in the Spanish-speaking, underserved communities of San Diego's border region. As a family practitioner, he came to understand the culture-specific beliefs that serve as barriers to quality chronic disease clinical management. Over the last 30 years he has designed and managed research programs involving cardiovascular disease prevention, breast and cervical cancer screening promotion, behavioral interventions for diabetes care, recruitment of minorities into long-term clinical trials, and smoking cessation. He currently serves as the PI for the landmark All of Us Research Program at the San Ysidro Health, a Federally Qualified Health Center. He obtained his BA from the University of California, San Diego (UCSD), a Medical Degree from the University of Utah and his MPH and Preventive Medicine residency training from the San Diego State University/University of California, San Diego joint program.



## Capacity: Data and Information Systems



MAIMUNA (MAIA) MAJUMDER (Planning Committee Member, Moderator) is an Assistant Professor in the Computational Health Informatics Program at Boston Children's Hospital and Harvard Medical School. Her research applies artificial intelligence and machine learning methods to public health problems using search query, mobile phone, and news & social media data. Among others, the Majumder Lab's current problem areas include emerging & vaccine-preventable infections; medical misinformation; and outcome disparities in marginalized populations. Since January 2020, Maia and her team have been actively responding to the ongoing COVID-19 pandemic, including seminal papers in the Proceedings of the National Academies of Science and in the Lancet family of journals. She is currently on the International Advisory Board of the Lancet Digital Health and is Principal Investigator on multiple federal grants (NIH #R35GM146974, NSF #2200228, NSF #2230083) that aim to study misinformation from both a sociopolitical and a public health lens. She holds a PhD and an SM from the Massachusetts Institute of Technology (PhD '18, SM '15), as well as an MPH from Tufts University School of Medicine (MPH, '13).



RAHUL BHARGAVA is an educator, researcher, and designer who builds collaborative projects to interrogate our datafied society with a focus on rethinking representation, participation, and power in data processes. He is currently an Assistant Professor in Journalism and Art + Design at Northeastern University, where he directs the Data Culture Group and serves as a Co-Principal Investigator on the Media Cloud project. He has created big data research tools to investigate media attention, built hands-on interactive museum exhibits that delight learners of all ages, and run over 100 workshops to build data culture in newsrooms, non-profits, and libraries. Rahul has collaborated with groups ranging from the state of Minas Gerais in Brazil to the World Food Program. He has published in academic journals on communications, data literacy, technology, and civic media. Rahul's work has been shown at the Boston Museum of Science, Eyebeam in New York City, and the Fuller Craft Museum.



AGATA FERRETTI is postdoctoral researcher at the Health Ethics & Policy Lab, Department of Health Science and Technology, ETH Zurich. Agata's background is in philosophy, bioethics, and global health policy. During her undergraduate and master's degrees, she studied at the State University of Milan (Italy) and KU Leuven (Belgium). Prior to joining ETH, she completed a MSc in Global Health from the London School of Economics and Political Science (UK). Her PhD, which was supported by the Swiss National Science Foundation, focused on the ethics and governance of big data in health research and digital health. Leveraging both conceptual and empirical research methods, her work aims to address ethical, societal, and normative questions in the digital health field. Her most recent academic research has focused on data governance and ethical uses of artificial intelligence in health, quality assurance standards and frameworks for responsible health innovation (such as health apps, wearable devices, and digital epidemiology), and oversight mechanisms for ethically-aligned research and technology development. Currently,

Agata is exploring ethical and policy considerations related to the use of digital technologies for youth health promotion in low- and middle-income settings.



DAVID LAZER is University Distinguished Professor of Political Science and Computer Sciences, Northeastern University, faculty fellow at the Institute for Quantitative Social Science at Harvard, and elected fellow of the National Academy of Public Administration. He has published prominent work on misinformation, democratic deliberation, collective intelligence, computational social science, and algorithmic auditing, across a wide range of prominent journals such as *Science*, *Nature*, *Proceedings of the National Academy of Science*, and the *American Political Science Review*. His

research has received extensive coverage in the media, including the *New York Times*, NPR, the *Washington Post*, the *Wall Street Journal*, and CBS Evening News. He is a co-leader of the COVID States Project, one of the leading efforts to understand the social and political dimensions of the pandemic in the United States. He has been a PI on more than \$30m of grants. Dr. Lazer has served in multiple leadership and editorial positions, including on the Standing Committee on Advancing Science Communication for the National Academies.



ELAINE NSOESIE is an Associate Professor at Boston University's School of Public Health and a leading voice in the use of data and technology to advance health equity. She leads the Racial Data Tracker project at Boston University's Center for Antiracist Research and serves as a Senior Advisor to the Artificial Intelligence/Machine Learning Consortium to Advance Health Equity and Researcher Diversity (AIM-AHEAD) program at the National Institutes of Health. Dr. Nsoesie has published extensively on the use of data from social media, search engines, and cell phones for public health

surveillance and is dedicated to increasing representation of underrepresented communities in data science. She completed her PhD in Computational Epidemiology from Virginia Tech and held postdoctoral positions at Harvard Medical School and Boston Children's Hospital.

### Capacity: Expertise and Human Capital

WILLIAM K. HALLMAN (Chair, Moderator) is professor and chair of the department of human ecology, and a member of the graduate faculties of the departments of nutritional sciences and psychology, and of the Bloustein School of Planning and Public Policy at Rutgers, the State University of New Jersey.



AMANDA BOYD is a member of the Métis Nation of Alberta. She is an Associate Professor in the Elson S. Floyd College of Medicine and is a Co-Director for the Institute for Research and Education to Advance Community Health, both at Washington State University. She is also Affiliated Faculty with the Edward R. Murrow College of Communication. Her research draws from an interdisciplinary education, which includes communication, Indigenous studies, and rural sociology. She has more than 16 years of communication research experience with rural and Indigenous populations in the United States and Canada. Dr. Boyd co-leads the Dissemination Cores of two NIH-funded research centers that focus on controlling blood pressure and reducing alcohol-related health disparities among American Indian and Alaska Native populations. Her K01 Career Development Award, funded by the National Institute on Aging, advances knowledge about Alzheimer's disease communication and recruitment science among American Indians. Dr. Boyd's current work also includes examining communication about COVID-19, assessing Inuit perceptions of traditional foods and contaminants in Arctic regions, and working with Indigenous youth to create health messaging for their communities. Dr. Boyd engages in research that is informed by Indigenous peoples' priorities and is conducted in ways that respects and is inclusive of their experiences, perspectives, and knowledges.



SANDRA CROUSE QUINN is Professor and Chair of the Department of Family Science and Senior Associate Director of the Maryland Center for Health Equity, School of Public Health at the University of Maryland. She recently served as PI (with S. Thomas) on CommuniHealth (2021-2022) and was principal investigator of a local research team in Prince George's County, MD and a member of the Working Committee on a Chan-Zuckerberg Initiative grant, "The Community's Role in an Equitable and Effective COVID-19 Vaccination Rollout" (Communivax, 2020-21) (Schoch-Spana and Brunson, PIs). She served as principal investigator (with X. Nan) on a recently completed MPowering the State grant, Predicting and Improving COVID-19 Vaccine Acceptance Among African Americans during the Coronavirus Pandemic. She has been the PI on CDC, NIH and FDA grants focused on trust, vaccine acceptance, vaccine disparities, and communication during routine and emergency situations, and engagement of racial/ethnic minorities in research. She recently served as Chair of the Planning Committee for a March 2022 NASEM Workshop, Building Public Trust in Public Health Emergency Preparedness and Response (PHEPR) Science: A Workshop. She served on the National Academies of Sciences, Engineering, and Medicine (NASEM) committee on Evidence-Based Practice for Public Health Emergency Preparedness and Response.



ROBERT C. HORNIK is the Wilbur Schramm Professor of Communication and Health Policy, Emeritus, at the Annenberg School for Communication, University of Pennsylvania. He has led the evaluation of more than 20 public health communication campaigns including those focused on child survival, HIV prevention and tobacco use throughout the world as well as the evaluation of the US National Youth Antidrug Media Campaign. Recently, he has led research concerning communication intervention related to the COVID pandemic. His framework for choosing message strategies for communication campaigns has been adopted by multiple organizations. He is the

author of Development Communication, edited Public Health Communication: Evidence for Behavior Change and co-edited Prediction and Change of Health Behavior as well as more than 150 refereed articles and papers. He has served on five US National Academy of Sciences Committees, is a Fellow of the International Communication Association and received the Derryberry Award from the American Public Health Association and the Lindback award for distinguished teaching at Penn. In 2022 he won the Steven Chaffee Career Achievement Award from the ICA. Hornik earned a PhD from Stanford University.



SARAH GOLLUST is an Associate Professor in the Division of Health Policy and Management at the University of Minnesota School of Public Health. She is a member of the Collaborative on Media and Messaging for Health & Social Policy, an interdisciplinary group of researchers who study how media and messaging shape public opinions, attitudes, and behaviors. Dr. Gollust is a social scientist studying the intersections of communication, politics, and health policy. In her past research, she has examined media influences and public opinion around significant health policy issues, including obesity, health disparities, the Affordable Care Act, and cancer screening. She also examines how research is translated into health policymaking. Her research program has been funded by the NIH, the American Cancer Society, the Russell Sage Foundation, and the Robert Wood Johnson Foundation. Dr. Gollust completed a postdoctoral fellowship in population health science at the University of Pennsylvania from 2008 to 2010 and she received her PhD in Health Services Organization and Policy from the University of Michigan.



ITZHAK YANOVITZKY is 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, and public policymaking. Professor Yanovitzky's program of research explores effective mechanisms for knowledge transfer from research to policy and practice and strategies for improving community engagement and capacity-building. He regularly partners with collaborators from across academic disciplines and sectors to address a range of public health challenges, including most recently efforts to address the opioid epidemic and the rising toll of youth depression and suicide. Professor Yanovitzky is the immediate past-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.

### Capacity: Organizational Capacities for Agility



DONALD MOYNIHAN (Planning Committee Member, Moderator) is the inaugural McCourt Chair at the McCourt School of Public Policy. His research seeks to improve how the government works. He examines the behavioral effects of efforts to improve public sector outcomes through government reform, as well as the administrative burdens people encounter in their interactions with government. At the McCourt School, he co-directs the Better Government Lab. Moynihan has presented his research to policymakers at the U.S. Office of Management and Budget, the World



Bank, the World Health Organization, the United Nations, OECD, the Government Accountability Office, as well as governments around the world. His writing and research has been cited in President Obama's and President Biden's budget proposals, OMB policy guidance under President Biden, and media such as the New York Times, the Washington Post, the New Yorker, the Atlantic and other publications.



EDWARD DESEVE is currently the Coordinator of the Agile Government Center at the National Academy of Public Administration and an Executive Fellow at the IBM Center for the Business of Government. As Special Advisor to President Barack Obama, Mr. DeSeve oversaw the successful implementation of the \$787 billion American Recovery and Reinvestment Act. His service at the federal level included being Controller and Deputy Director of the Office of Management and Budget as well as the Chief Financial Officer of the Department of Housing and Urban Development. He was the Director of Finance for the City of Philadelphia and served as a Special Assistant to the Governor of the Commonwealth of Pennsylvania. He held a tenured professorship of Public Management and Finance at the University of Maryland and was a Senior Lecturer at the University of Pennsylvania. At the Brookings Institution, he was the Executive in Residence at the Executive Education Program.



SHARON NATANBLUT (Planning Committee Member) is a public policy and strategic communications consultant, specializing in food safety, nutrition, and public health issues. In her tenure of nearly two decades at the Food and Drug Administration, she served as Associate Commissioner for Strategic Initiatives, Deputy Director of the Tobacco Office, Director of Strategic Communications and Stakeholder Engagement and Senior Advisor to the Deputy Director of the Foods Program. Sharon serves on two Tufts University Policy Advisory Groups on nutrition and health and on the Stop Foodborne Outbreak's Recall Modernization Workgroup. Sharon testified in October before the Reagan-Udall Foundation regarding the need for a unified foods program under the direction of a fully empowered deputy commissioner, and earlier this month wrote an op-ed for Food Safety News raising significant concerns about the FDA Commissioner's proposed reorganization.



JOSHUA M. SHARFSTEIN is Professor of the Practice in Health Policy and Management, director of the Bloomberg American Health Initiative and Vice Dean for Public Health Practice and Community Engagement at the Johns Hopkins Bloomberg School of Public Health. He is the author of "The Public Health Survival Guide: Leadership and Management in Trying Times" and co-teaches a class on the changing media environment with Commonwealth Fund Journalist in Residence Joanne Kenen.

K. "VISH" VISWANATH is 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).

### Building Relationships to Enhance Effective Health Communication



ANGELA BEDNAREK (Moderator) directs the evidence project at The Pew Charitable Trusts, working to identify and promote promising innovations in increasing the usefulness, inclusivity, and use of research and evidence across policy sectors. She co-created and co-leads the Transforming Evidence Funders Network, a group of funders around the world and across policy sectors dedicated to transforming how research and other forms of evidence are generated, mobilized, and used. For more than a decade at Pew, she developed and communicated scientific research to inform policy and advance solutions to environmental challenges. Prior to Pew, she served in the Office of Environmental Policy at the U.S. Department of State. She serves on the U.S. National Academy of Sciences Standing Committee on Advancing Science Communication Research

and Practice, as vice-chair of the board of the Global Council for Science and the Environment, and on the Research Advisory Council for the Partnership for Public Service. Bednarek holds a doctorate in biology from the University of Pennsylvania.



ADAM SETH LEVINE is the SNF Agora Associate Professor of Health Policy and Management in the Bloomberg School of Public Health at Johns Hopkins. Many questions pique his interest and excitement. The top ones are: “When do citizens become engaged in civic life, and with what impact?” and “How do people with diverse forms of expertise, such as researchers, practitioners, and policymakers, collaborate to tackle problems?” He has published research findings addressing these questions in a variety of political science, public health, transportation planning, climate change, communication, law, and economics journals, as well as in one book entitled “American Insecurity,” published by Princeton University Press. His second book, tentatively entitled *Collaborate Now! How Expertise Becomes Useful in Civic Life*, is forthcoming. He is also the president and co-founder of research4impact, a nonprofit that creates powerful new collaborative relationships between researchers, practitioners, and policymakers.



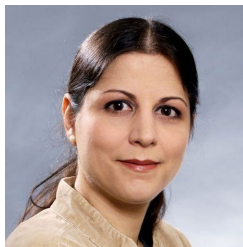
HILARY N. KARASZ (Planning Committee Member) is the Deputy Director of Communications at Public Health – Seattle & King County (PHSKC), which is the local health jurisdiction for metropolitan Seattle, Washington. She has been at PHSKC since 2001. Her work centers on public health communications practice from a practice, academic, and research perspective. She was the P.I. of a 5 year CDC PERRC (Preparedness and Emergency Response Research Center) mobile health-related grant that focused on developing trust and credibility. She has taught public health communications and health promotion at the University of Washington since 2013. She previously served on the planning committee for the National Academies 2022 workshop entitled Building Public Trust in Public Health Emergency Preparedness and Response Science. She holds a PhD in Communication from the University of Washington (2006), along with an MA in Broadcast Communication Arts from San Francisco State University (1994) and a BA in History from the University of California, Berkeley (1987).



JANINE KNUDSEN is the Head of Clinical Innovation and Population Health at Accompany Health. She is an internal med-trained primary care physician dedicated to improving systems of care and advancing health equity while working towards a future where whole person care & population health models are the status quo. Previously she served as medical director on the NYC DOHMH Commissioner's Office Special Operations Team and led strategic public health initiatives focused on community health equity. As Medical Director in the NYC Health+Hospitals Office of Population Health she launched the H+H CHW program, home-based primary care program, and supported telehealth initiatives focused on improving care access and equity. Janine earned her MD from Harvard Medical School and BA from Johns Hopkins University.



JEWEL MULLEN is Associate Dean for Health Equity at University of Texas at Austin Dell Medical School, as well as an associate professor in the school's population health and internal medicine departments. She also serves as Director of Health Equity at Ascension Seton to help meet health equity goals across its system. Mullen is an internist, epidemiologist, public health expert and the former principal deputy assistant secretary for health in the U.S. Department of Health and Human Services (HHS). Her career has spanned clinical, research, teaching and administrative roles focused on improving the health of all people, especially those who are underserved. She is recognized nationally and internationally as a leader in building effective community-based chronic disease prevention programs and for her commitment to improving individual and population health by strengthening coordination between community, public health and health care systems. A former President of the Association of State and Territorial Health Officials, Dr. Mullen is a current member of the Center for Disease Control and Prevention's Morbidity and Mortality Weekly Report Editorial Board, the ChangeLab Solutions Board of Directors, and the Robert Wood Johnson Foundation's Policies for Action National Advisory Committee. She is a current member of the NASEM Committee on a Fairer and More Equitable, Cost-Effective, and Transparent System of Donor Organ Procurement, Allocation, and Distribution. Dr. Mullen received her bachelor's and Master of Public Health degrees from Yale University where she also completed a post-doctoral fellowship in psychosocial epidemiology. She graduated from the Mount Sinai School of Medicine and completed her residency at the Hospital of the University of Pennsylvania. She also holds a Master of Public Administration from Harvard University's John F. Kennedy School of Government and completed intensive and advanced bioethics courses at the Kennedy Institute of Ethics.



KATHERINE OGNANOVA (Planning Committee Member) is an associate professor at the School of Communication & Information, Rutgers University. Her research examines the effects of social influence on civic and political behavior, confidence in institutions, information exposure/evaluation, and public opinion formation. Ognyanova's methodological expertise is in computational social science, network science, and survey research. Her recent work examines the links between misinformation exposure and political trust. Ognyanova is one of the founders and a principal investigator for The COVID States Project – a large multi-university initiative exploring the social and political implications of the COVID-19 pandemic. Ognyanova received her doctoral degree in Communication from the University of Southern California (2013). She also holds an MA in Virtual Culture (2006) and BSc in Computer Science (2003) from Sofia University St. Kliment Ohridski, Bulgaria. Ognyanova's research has been supported by the National Science Foundation and the Russell Sage Foundation. Her work has been covered in news outlets including New York Times, NPR, Politico, Washington Post, and WIRED, among others.