

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

## **Committee**

### **William K. Hallman**

#### **Chair**

WILLIAM K. HALLMAN 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.

## **Ella M. Greene-Moton**

### **Member**

ELLA GREENE-MOTON joined the Flint Odyssey House, Inc. Health Awareness Center in 1995 and served as its Assistant Director from 1998-2005. She served from 2006-2019 as a Community Education Coordinator and "Bridge" at the Center for Public Health and Community Genomics, at the School of Public Health, University of Michigan. She currently serves as the Community Based Organization Partners (CBOP) Community Ethics Review Board (CERB) Administrator and the Executive Consultant and Co-Chair of the Flint/Genesee Partnership, Health in Our Hands project. She also serves as an Independent Community-Academic Consultant working with other academic institutions nationally that are engaged in Community Based Participatory Research (CBPR) with their local communities. Ella Greene-Moton has an extensive background in Public Health Advocacy, Public Health Policy, Community-Based Participatory Research (CBPR), and programming, spanning over the past forty plus (40+) years in the City of Flint and surrounding areas. On the State, regional, and national levels, Ella is a member of the Michigan Public Health Association Board of Directors, serves as the Michigan Affiliate Representative to the Governing Council, and is the newly elected President-Elect of the American Public Health Association. She also represents Michigan on the Great Lakes Public Health Coalition and serves as the Regional Representative for Region V on the Council of Affiliates. In addition, and along with five of her MIPHA colleagues, Ella serves as a Cohort 10 and 11 Fellow of the Leadership Academy for the Public's Health Michigan Health Equity Team.

## **Hilary N. Karasz**

### **Member**

HILARY N. KARASZ 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. 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). 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.

## **Maimuna Shahnaz Majumder**

### **Member**

MAIMUNA (MAIA) MAJUMDER is an Assistant Professor in the Computational Health Informatics Program at Boston Children's Hospital and Harvard Medical School. 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). 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.

## **Donald P. Moynihan**

### **Member**

DONALD MOYNIHAN is the inaugural McCourt Chair at the McCourt School of Public Policy. His research seeks to improve how 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.

## **Sharon Natanblut**

### **Member**

SHARON NATANBLUT is a public policy and strategic communications consultant, specializing in nutrition, food safety, and public health issues. In her tenure at the Food and Drug Administration, she served as Associate Commissioner for Strategic Initiatives, Deputy Director of the Tobacco Office, and Director of Strategic Communications and Stakeholder Engagement for the Foods Program. She was instrumental in the design of the iconic Nutrition Facts food label in the 1990s and its redesign in 2017. She co-led the development of the 2018 FDA-EPA seafood advice for pregnant women. She played a lead role in the investigation and regulation of the tobacco industry. She built and directed an extensive stakeholder engagement program that played a major role in the development, implementation, and public support of the FDA Food Safety Modernization Act rules. Sharon also has experience outside of government, as Vice President for Communications and Marketing for the American Legacy Foundation and at Burson-Marsteller, a worldwide public affairs/public relations firm. She currently serves on several advisory groups and boards including two with the Friedman School of Nutrition Science and Policy, Tufts University; the STOP Alliance Food Recall Modernization Work Group; and the BlueNalu Advisory Board.

## **Jeff Niederdeppe**

### **Member**

JEFF NIEDERDEPPE 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.

## **Katherine Ognyanova**

### **Member**

KATHERINE OGNANOVA 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.

## **Amelie G. Ramirez**

### **Member**

AMELIE RAMIREZ (NAM) 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.