

**Risk Communication Advisory Committee  
May 15-16, 2008 Meeting Roster**

*Chair*

**Baruch Fischhoff, Ph.D.**

Expertise: Risk Perception and  
Communication, Decision Analysis  
Term: 10/01/2007 – 09/30/2011  
Howard Heinz University Professor  
Department of Social and  
Decision Sciences  
Department of Engineering and  
Public Policy  
Carnegie Mellon University  
Pittsburgh, PA 15213-3890

*Designated Federal Officer/  
Executive Secretary*

**Lee L. Zwanziger, Ph.D.**

FDA/Office of the Commissioner/Office of  
Policy, Planning, and Preparedness/  
Office of Planning  
5600 Fishers Lane, Room 15-22  
Rockville, MD 20857  
301-827-2895 - telephone  
[RCAC@fda.hhs.gov](mailto:RCAC@fda.hhs.gov)

**Christine M. Bruhn, Ph.D.**

Expertise: Food Safety Communication,  
Risk Perception  
Term: 10/01/2007 – 09/30/2011  
Consumer Marketing Specialist  
Director, Center for Consumer Research  
University of California, Davis  
Department of Food Science  
and Technology  
One Shields Avenue  
Davis, CA 95616

**Michael Goldstein, M.D.**

Expertise: Behavioral Medicine, Risk and  
Health Communication  
Term: 10/01/2007 – 09/30/2010  
Associate Director  
Institute for Healthcare Communication  
555 Long Wharf Drive, 13th Floor  
New Haven, CT 06511

**Jacob DeLaRosa, M.D.**

Expertise: Surgical Devices, Risk  
Communication to Patients  
Term: 10/01/2007 – 09/30/2011  
Assistant Professor Idaho State University  
Chief, Division of Cardiothoracic Surgery  
Portneuf Medical Center, 777 Hospital Way  
Pocatello, ID 83201

**Sally Greenberg**

Expertise: Consumer Advocacy  
Term: Immediately – 09/30/2011  
Executive Director  
National Consumers League  
1701 K. St. NW  
Washington, DC 20006

**AnnaMaria DeSalva**

Expertise: Public Relations, Risk/Crisis  
Communication, Trust Building  
Term: 10/01/2007 – 09/30/2009  
Worldwide Director of Healthcare  
Hill and Knowlton  
New York, NY 10022

**Prerna Mona Khanna, M.D., M.P.H.**

Expertise: Medical Broadcast Journalism,  
Disaster Support  
Term: 10/01/2007 – 09/30/2009  
Physician Consultant, ICYou.com  
Adjunct Associate Professor, University of  
North Texas - Health Science Center  
Lieutenant Colonel,  
Texas Medical Rangers  
1618 Fairfax Lane  
Chicago, IL 60181

**Madeline Y. Lawson, M.S.**

Expertise: Advocacy, Minority Health  
Term: 10/01/2007 – 09/30/2010  
Executive Vice President  
Institute for the Advancement of  
Multicultural and Minority Medicine  
1701 Q. St NW  
Washington, D.C. 20009

**Musa Mayer, M.S., M.F.A.**

Expertise: Patient Advocacy, Counseling,  
Journalism  
Term: 10/01/2007 – 09/30/2010  
250 West 82nd Street  
New York, NY 10024

**David P. Moxley, M.S.W., Ph.D., D.P.A.**

Expertise: Social Work, Risk/Behavior  
Communication  
Term: 10/01/2007 – 09/30/2008  
Oklahoma Healthcare Authority Medicaid  
Endowed Professor of Health  
and Public Health  
Professor of Social Work  
University of Oklahoma  
Norman, OK 73072

**Linda Neuhauser, Dr.P.H., M.P.H.**

Expertise: Health Literacy, Health  
Communication in State Government. Term:  
10/01/2007 – 09/30/2008  
Clinical Prof of Community Health  
and Human Development  
School of Public Health  
Health Research for Action Center  
University of California, Berkeley  
140 Warren Hall, MC 7360  
Berkeley, CA 94720-7360

**John E. Paling, Ph.D.**

Expertise: Risk Communication, Broadcast  
Media, Risk Perception  
Term: 10/01/2007 – 09/30/2009  
Founder & Research Director  
The Risk Communication Institute  
5822 NW 91st Blvd  
Gainesville, FL 32653

**Ellen M. Peters, Ph.D.**

Expertise: Numeracy, Risk Perception,  
Decision Analysis  
Term: 10/01/2007 – 09/30/2009  
Senior Research Scientist  
Decision Research  
1201 Oak Street, Suite 200  
Eugene, OR 97401

**Betsy Lynn Sleath, Ph.D.**

Expertise: Pharmacy, Sociology, Health  
Literacy, Health Communication  
Term: 10/01/2007 – 09/30/2010  
Professor of Pharmaceutical Outcomes  
and Policy  
University of North Carolina  
School of Pharmacy  
Kerr Hall – CB# 7360  
Chapel Hill, NC 27599-7360

**Marielos L. Vega, B.S.N., R.N.**

Expertise: Health Communication  
Term: 10/01/2007 – 09/30/2008  
University of Medicine and  
Dentistry of New Jersey  
New Jersey Medical School  
Department of Family Medicine  
185 South Orange Avenue  
BHSB-E Level, Room 1542  
Newark, NJ 07103

*Guest Industry Representative*

**Theodore F. Reiss, M.D.**

Expertise: Clinical Research, Pulmonary  
and Allergy Drugs  
Vice President, Clinical Research  
Merck  
126 E. Lincoln Ave.  
Rahway, NJ 07065

## **Consultants for Meeting 5/15-16/2008**

### **J. Craig Andrews, Ph.D.**

Charles H. Kellstadt Chair in Marketing  
Department of Marketing  
681 Straz Hall  
Marquette University  
Milwaukee, WI 53201-1881

### **Cheryl L. Holt, Ph.D.**

Assistant Professor  
Division of Preventive Medicine  
School of Medicine  
University of Alabama at Birmingham  
1717 11th Avenue South  
Medical Towers, Suite 641  
Birmingham, AL 35205

### **Gavin Huntley-Fenner, Ph.D.**

Managing Scientist  
Exponent  
320 Goddard  
Irvine, CA 92618

### **Elaine H. Morrato, Dr.P.H., M.P.H.**

University of Colorado at Denver and  
Health Sciences Center  
12477 East 19th Ave  
Building 406, Room TO9-105  
Aurora, CO 80045-0508

Guest Speaker, 5/15/2008

### **Andreas Lord, M.S.**

Eastern Research Group, Inc.  
110 Hartwell Avenue  
Lexington, MA 02421