

The National Institutes of Health
HEALTH COMMUNICATIONS
forum

May 9, 2005

NIH Campus
Natcher Conference Center
Rooms E1 & E2

9:00am-5:00pm



Agenda

AGENDA



The National Institutes of Health HEALTH COMMUNICATIONS *forum*

MAY 9, 2005

- 9:00 - 9:10** **WELCOME AND INTRODUCTION**
John T. Burklow
Associate Director for Communications and Public Liaison
Office of Communications and Public Liaison, OD
- 9:10 - 10:30** **SESSION 1: THE FUTURE OF HEALTH COMMUNICATION PLANNING AND EVALUATION**
- KEYNOTE** Vicki Freimuth, Ph.D.
Professor
Department of Speech Communication, University of Georgia
- PANEL** **The Heart Truth**
Terry Long
Senior Manager for Communications
Office of Prevention, Education, and Control, NHLBI
- Small Steps. Big Rewards. Prevent type 2 Diabetes.**
Joanne Gallivan, M.S., R.D.
Director
National Diabetes Education Program
Office of Communications and Public Liaison, NIDDK
- Media-Smart Youth**
Jill Center, M.P.H.
Public Health Advisor
Public Information and Communications Branch, NICHD
- 10:30 - 10:45** **BREAK**

AGENDA

10:45 - 11:45 CONCURRENT BREAKOUT SESSIONS

**SESSION 2A: THE ART OF COMMUNICATING SCIENCE TO
THE PUBLIC - Room E1/E2**

MODERATOR Marin P. Allen, Ph.D.
Deputy Associate Director for Communications and Public Liaison
Office of Communications and Public Liaison, OD

PANEL Ira Dreyfuss
Office of the Assistant Secretary for Public Affairs
Office of the Secretary
Department of Health and Human Services

Leslie Fink
Section Head, Media & Public Information
Office of Legislative and Public Affairs
National Science Foundation

Christopher Wanjek, M.S.
Freelance Health & Science Reporter
Author: Bad Medicine & Food at Work

Alison Davis, Ph.D.
Freelance Science Writer and Editor

AGENDA

SESSION 2B: SOCIAL MARKETING IN PRACTICE - Room F1/F2

- MODERATOR** John McGrath, Ph.D.
Chief
Public Information and Communications Branch, NICHD
- SPEAKER** R. Craig Lefebvre, Ph.D.
Independent Consultant
Lefebvre Consulting Group
- PANEL** **HIV Vaccine Communications Campaign**
Matthew Murguía, M.Pub.Aff.
Director
Office of Program Operations and Scientific Information
Division of AIDS, NIAID
- National Eye Health Education Program**
Rosemary Janiszewski, M.S., CHES
Deputy Director
Office of Communication, Health Education, and Public Liaison, NEI
- Know Stroke**
Marian Emr
Director
Office of Communications and Public Liaison, NINDS
- Margo Warren
Chief, Public Liaison Section
Office of Communications and Public Liaison, NINDS

11:45 - 12:45 LUNCH ON YOUR OWN

AGENDA

12:45 - 2:00 SESSION 3: TRANSLATING CLINICAL RESEARCH RESULTS TO IMPROVE HEALTH

MODERATOR Elizabeth H. Singer, M.S.
Director
Office of Communications and Public Liaison, NIDDK

SPEAKER John R. Finnegan, Ph.D.
Interim Dean
School of Public Health, University of Minnesota

PANEL Janet Brown, R.N., M.S.N., M.P.H.
Clinical Trials Manager
Albert Einstein College of Medicine

Jon Kerner, Ph.D.
Deputy Director for Research Dissemination & Diffusion
Division of Cancer Control and Population Sciences, NCI

2:00 – 3:30 SESSION 4: ONDCP'S ANTI-DRUG MEDIA CAMPAIGN AND NIH HEALTH COMMUNICATION SHOWCASE

MODERATOR Judith A. Stein, M.A.
Associate Director for Communication, Health Education, and
Public Liaison, NEI

SPEAKER **Teens, Drugs and the Media: The National Youth Anti-Drug Media Campaign**
Robert W. Denniston, M.A.
Director
National Youth Anti-Drug Media Campaign
White House Office of National Drug Control Policy (ONDCP)

AGENDA

SHOWCASE PRESENTERS

ROOM A

1. The National Library of Medicine Exhibition Program

Patricia Tuohy
Head of the Exhibition Program
History of Medicine Division, NLM

2. National Kidney Disease Education Program

Elisa Gladstone, M.P.H.
Associate Director
National Kidney Disease Education Program, NIDDK

3. HIV Vaccine Communications Campaign

Matthew Murguía, M.Pub.Aff.
Director
Office of Program Operations and Scientific Information
Division of AIDS, NIAID

4. Claritas Lifestyle Clusters and Targeted Communications

Anne Lubenow, M.P.H.
Acting Associate Director
Office of Communications Coordination
Office of Communications, NCI

Margaret M. Farrell, M.P.H., R.D.
Office of Communications Coordination
Office of Communications, NCI

5. The Health Partnership Program (HPP)

Nicole M. Schuett
Bilingual Writer-Editor
Office of Communications and Public Liaison, NIAMS

AGENDA

6. Cancer Clinical Trials Education

Sona Thakkar, M.A.
Public Health Consultant
Office of Education and Special Initiatives , NCI

Andrea Denicoff, R.N., M.S., C.A.N.P.
Senior Program Manager
Office of Education and Special Initiatives , NCI

Laura Boyle, M.P.H.
Technical Writer Consultant
Office of Education and Special Initiatives , NCI

ROOM C1/C2 **7. Real Men. Real Depression.**

Jennifer Loukissas, M.P.P
RMRD Campaign Outreach Coordinator
Office of Communications, NIMH

Daisy Whittemore
RMRD Campaign Manager
Office of Communications, NIMH

8. People, Science, and Heart Health: NHLBI's Programs Across Cultures

Poster 1

Matilde Alvarado, R.N., M.S.N.
Coordinator Minority Health Education and Outreach
Office of Prevention, Education, and Control, NHLBI

Rachel Tracy M.P.H., CHES
Public Health Advisor
Office of Prevention, Education, and Control, NHLBI

AGENDA

9. People, Science, and Heart Health: NHLBI's Programs Across Cultures

Poster 2

Lenee Simon, M.P.H.

Community Health Specialist

Office of Prevention, Education, and Control, NHLBI

Violet Ryo-Hwa Woo, M.S., M.P.H.

Public Health Advisor

Office of Prevention, Education, and Control, NHLBI

10. VISION Public Information Network

Jean Horrigan

Senior Communications Officer, NEI

Judith A. Stein, M.A.

Associate Director for Communication, Health
Education, and Public Liaison, NEI

11. Weight-control Information Network (WIN)

Leslie Curtis, M.A.

Director

Weight-control Information Network (WIN)

Office of Communications and Public Liaison, NIDDK

12. NIHSeniorHealth

Stephanie Dailey, M.A.

Educational Research Specialist

Office of Communications and Public Liaison, NIA

Adam Glazer, M.S.L.S.

Systems Librarian

Library Operations/Public Services Division, NLM

13. Back to Sleep Minority Outreach

Andrea Furia

Writer-Editor

Public Information and Communications Branch, NICHD

AGENDA

**3:30 - 4:45 SESSION 5: MINORITY DEMOGRAPHIC TRENDS/EFFECTIVELY
COMMUNICATING WITH MINORITY AUDIENCES BY USING AND
UNDERSTANDING AUDIENCE TRENDS**

MODERATOR Sara L. Alden, M.A.
Information Development Specialist
Office of Communications and Public Liaison, OD

SPEAKER Larry Hugick
Chairman
Princeton Survey Research Associates, Intl.

PANEL Amelie Ramirez, Dr.P.H.
Professor of Medicine
Baylor College of Medicine

Alexis Williams, M.P.H., CHES
Specialist, Faith Based Initiatives
National 5 a Day for Better Health Program, NCI

Linda Burhansstipanov, M.S.P.H., Dr.P.H., CHES
President/Executive Director
Native American Cancer Initiative, Inc.

CLOSING REMARKS

John T. Burklow
Associate Director for Communications and Public Liaison
Office of Communications and Public Liaison, OD

Planning Committee

PLANNING COMMITTEE

* Showcase Presenter

John T. Burklow, M.Ed.

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PLANNING COMMITTEE

* Showcase Presenter

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Speaker Bios

SPEAKER BIOS

Janet Brown-Friday, R.N., M.S.N., M.P.H.

Clinical Trials Manager
Albert Einstein College of Medicine

Janet O. Brown-Friday, R.N., M.S.N., M.P.H., is the Clinical Manager of the Diabetes Clinical Trials Unit at the Albert Einstein College of Medicine in the Bronx, New York. As Clinical Trials Manager, Ms. Brown-Friday is responsible for multiple NIH-funded clinical trials and acts as supervisor of all clinical operations, including oversight or submission of protocols to all Institutional Review Boards (IRB), staff education and development, direct case management of study volunteers, management of study data, development of patient education materials, patient education, and manager of clinical budget. From 1995 until 2002, Ms. Brown-Friday was the Albert Einstein College of Medicine study coordinator and supervisor for the Diabetes Prevention Program (DPP) and was a member of the DPP national study group protocol development team. Ms. Brown-Friday is currently serving as the study coordinator of the Diabetes Prevention Program Outcomes Study (DPPOS) at Albert Einstein College of Medicine.

Ms. Brown-Friday is also a member of the National Diabetes Education Program's African American Workgroup and Diabetes Prevention Program Translation Workgroup. She joins the Diabetes, Endocrinology, and Metabolic Diseases (DEM) Subcommittee of the Advisory Council to the National Institute of Diabetes and Digestive and Kidney Diseases.

SPEAKER BIOS

Linda Burhansstipanov, M.S.P.H., Dr.P.H., CHES

President/Executive Director

Native American Cancer Initiative, Inc.

Linda Burhansstipanov, M.S.P.H., Dr.P.H., is of the Western Cherokee Tribe and is the Director of Native American Cancer Initiatives, Inc., of Pine, Colorado (1993 to present). From 1989 to 1993 she was the program director of Native American Cancer Research Program for the National Cancer Institute, Bethesda, Maryland. She has 18 years experience as a faculty member for California State University Long Beach and was promoted to “full professor” in 1988. She is actively involved with Native American health and wellness endeavors nationwide and serves on numerous national and local advisory boards and committees to promote research and programmatic efforts to assist Native People in obtaining higher levels of health. Examples of her primary areas of interest are culturally competent cancer prevention and control initiatives, HIV/AIDS prevention and control among Native Peoples, and Native American women’s health issues. She has authored several books and numerous articles, the majority of which focus on the health concerns of Native Peoples. She was among ten individuals honored as a leader in the fight against breast cancer by Avon and the National Association of Breast Cancer Organizations.

SPEAKER BIOS

Jill K. Center, M.P.H.

Public Health Advisor

Public Information and Communications Branch, NICHD

Jill Center received her Master of Public Health degree from the Boston University School of Public Health where she was selected for the Maternal and Child Health Leadership Program.

She has served as an administrator and program director in a variety of reproductive health and women's health care settings. In 1997, she was a part of the leadership team to open a new, free-standing birth center in Cambridge, Massachusetts. As *The Cambridge Birth Center's* first Administrative Director, she created operations policies, designed education programs, and managed operations and outreach initiatives for the site.

After moving to Washington, D.C., in 1999, she served as Health Policy Analyst for the American Public Health Association focusing on maternal and child health, environmental health, and public health infrastructure. Since 2001 she has been a Public Health Advisor in the Public Information and Communications Branch at the National Institute of Child Health and Human Development at the NIH. In this capacity she manages the communications support services contract for the Institute and is the Project Officer for the *Media-Smart Youth* program and its evaluation. *Media-Smart Youth* is a 10-lesson after-school program designed to give youth ages 11-13 the skills to interpret media messages and understand how media can influence their health, especially with regard to physical activity and nutrition.

SPEAKER BIOS

Alison Davis, Ph.D.

Freelance Science Writer and Editor

While finishing her postdoctoral fellowship in Developmental Biology at Stanford University, Alison Davis began writing about science for The Stanford Daily (Stanford's newspaper) and realized the compatibility of her science background and love of writing. After doing an internship at Stanford's Medical Center News Bureau, she completed the Science Communication program at the University of California, Santa Cruz. She then interned with the News Service at Stanford, the Palo Alto Weekly newspaper, and NASA (Ames Research Center in Mountain View, CA). She got her first job as a science writer at NASA, working with the Lunar Prospector moon mission. She then moved to the National Institutes of Health to continue her career as a science writer at the National Institute of General Medical Sciences, and to nurture her love of biomedical science. She is currently a freelance writer who continues to work as a writer for NIGMS, NIH's Office of the Director, and other clients. Alison lives in Clarksville, Maryland with her husband and two boys.

SPEAKER BIOS

Robert W. Denniston, M.A.

Director

National Youth Anti-Drug Media Campaign

White House Office of National Drug Control Policy (ONDCP)

Robert W. Denniston currently serves as Director, National Youth Anti-Drug Media Campaign, at the White House Office of National Drug Control Policy. This Campaign – the most visible component of the Nation’s effort to reduce youth drug use – involves advertising, news media and entertainment industry outreach, interactive projects, and partnerships with public and private sector organizations. He previously served as director of the HHS Secretary’s Initiative on Youth Substance Abuse Prevention, within the Substance Abuse and Mental Health Services Administration, US Department of Health and Human Services.

Mr. Denniston previously held the position of Director, Division of Prevention Application and Education, Center for Substance Abuse Prevention (CSAP). At CSAP, he managed a program of media campaigns and materials development, the National Clearinghouse for Alcohol and Drug Information, regional and national conferences, training and technical assistance, as well as development of communications networks with national, state and community organizations. Prior to that position he served as Chief of the Information Projects branch, National Cancer Institute, NIH. His particular interests are in social marketing, knowledge transfer, and the application of environmental approaches to prevention.

He has a master’s degree in mass communications, and has served as an advisor to the World Health Organization, involving consultations in Asia, Africa, and Europe, and as faculty for training events in Africa and Asia. He serves as chair of the national advisory committee for the Robert Wood Johnson Foundation’s Developing Leadership in Reducing Substance Abuse program, and recently received a Lifetime Achievement award from the American Public Health Association’s Section on Alcohol, Tobacco, and Drugs.

SPEAKER BIOS

Ira Dreyfuss

Office of the Assistant Secretary for Public Affairs
Office of the Secretary
Department of Health and Human Services

Ira Dreyfuss is a public affairs specialist in the Office of the Assistant Secretary for Public Affairs. He edits and clears releases from NIH, as well as CDC and several other agencies. He also works on developing projects in public health emergency preparedness and radio.

Dreyfuss started with HHS in October of 2004. For 27 years before that, he had been a reporter for The Associated Press in New York City and Washington. Since 1980, his primary beat has been science, covering health and medicine for the AP's print and broadcast wires, and for the radio network.

He holds 13 awards for writing and reporting.

SPEAKER BIOS

Marian Emr

Director

Office of Communications and Public Liaison, NINDS

Marian Emr is the Director of the Office of Communications and Public Liaison at the National Institute of Neurological Disorders and Stroke. As the NINDS' senior manager for public communications, she plans and directs the Institute's program of media relations, community relations, public education, and scientific information. Before joining the NINDS in 1990, Ms. Emr served as the Deputy Information Officer for the National Institute on Aging at the National Institutes of Health. Prior to that, she was a medical and science writer specializing in the areas of mental health and aging. Ms. Emr received her bachelor of arts degree summa cum laude in journalism and political science from Syracuse University in 1976. She is a member of the Executive Committee of the Brain Attack Coalition, a member of the NIH MEDLINEplus Advisory Group, and one of the founding members of the Alzheimer's Association, a national voluntary health organization with more than 200 chapters worldwide. She has received numerous awards for public service and is active in community affairs.

SPEAKER BIOS

John R. Finnegan, Jr., Ph.D.

Professor and Associate Dean For Academic Affairs
University of Minnesota School of Public Health

John R. Finnegan Jr., Ph.D., Professor of Epidemiology and Community Health and Interim Dean, University of Minnesota School of Public Health.

Finnegan, a Minnesota native, grew up in Richfield and St. Paul. He graduated from the College of St. Thomas (now the University of St. Thomas) in 1972. He began graduate studies in mass communication at the University of Minnesota while pursuing a professional career as a journalist in St. Paul. As a doctoral student in mass communication, he joined the University of Minnesota School of Public Health in 1980, as a research assistant. There, he led a professional media staff in developing communication strategies for the Minnesota Heart Health Program (MHHP), a major national community trial in heart disease prevention led Drs. Henry Blackburn and Russell Luepker.

Finnegan joined the School of Public Health faculty in 1986, where he developed a research and teaching program focusing on public health and the mass media. Today, he is a recognized scholar and researcher in the field, publishing in the scientific literature, serving often on National Institute of Health (NIH) panels, and a frequent national and local speaker on related topics.

In 1998, he was appointed Associate Dean for Academic Affairs in the School of Public Health by then-Dean Edith Leyasmeyer who resigned in 1999. Mark Becker, who took over as Dean in 2001, reappointed him the same year. In August 2004, he was appointed Interim Dean for the School of Public Health.

Finnegan also served recently as principal investigator of the Rapid Early Action for Coronary Treatment (REACT) study, an NIH-funded trial to reduce patient delay time in seeking care for heart attack symptoms; and as principal investigator of the Midwest Center for Lifelong Learning in Public Health, a federally-funded public health workforce training center.

He lives in St. Paul with his wife, Janice, and sons Patrick and Joseph.

SPEAKER BIOS

Vicki S. Freimuth, Ph.D.

Professor

Department of Speech Communication, University of Georgia

Vicki S. Freimuth (Ph.D., Florida State University, 1974) is a Professor in the Department of Speech Communication and the Grady School of Journalism at the University of Georgia. Her major research interests center on health communication, specifically studying the role of communication in health promotion. Before joining the faculty at the University of Georgia, she served as Director of Communication at the Centers for Disease Control and Prevention (CDC) for seven years. Prior to that position, she was Professor and Director of the Health Communication program at the University of Maryland. She is author of *Searching for Health Information*, co-editor of *AIDS: Communication Perspectives* and author of chapters in several major books in health communication. Her research has appeared in such journals as *Human Communication Research*, *Journal of Communication*, *Journal of Health Communication*, *American Journal of Public Health*, *Social Science and Medicine*, and *Journal of Emerging Infectious Diseases*. She is the recipient of several grants including ones from the National Cancer Institute. She has served on the editorial boards of several journals including the *Journal of Communication*, *Human Communication Research*, and the *Journal of Health Communication*. She won a Distinguished Career Award from the American Association of Public Health in 2003. She was selected as the first Outstanding Health Communication Scholar by the International Communication Association and the National Communication Association and was selected as the Woman of the Year at the University of Maryland in 1990. She has provided consultation to many organizations including the US Agency for International Development, the World Health Organization, the World Bank, the National Cancer Institute, the National Eye Institute, and the Robert Wood Johnson Foundation.

SPEAKER BIOS

Joanne Gallivan, M.S., R.D.

Director

National Diabetes Education Program

Office of Communications and Public Liaison, NIDDK

Joanne Gallivan, M.S., R.D., is currently the Director of the National Diabetes Education Program (NDEP) in the Office of Communication and Public Liaison for the National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK) of the National Institutes of Health (NIH). The NDEP is an initiative sponsored by the NIDDK and the Centers for Disease Control and Prevention, to improve the treatment and outcomes for people with diabetes, to promote early diagnosis, and ultimately, to prevent the onset of diabetes. Through partnerships with over 200 public and private organizations, the NDEP develops and disseminates a consistent set of diabetes messages, promotes a health care team approach to diabetes care, and coordinates and shares activities for diabetes care among its members.

Ms. Gallivan has served as project manager for NIDDK's Weight-Control Information Network (WIN), a national source of information on weight control, obesity, and weight-related nutritional disorders for health professionals and the public. Ms. Gallivan's previous professional positions include Contract Manager for the National Heart Lung, and Blood Institute's National Cholesterol Education Program and Obesity Education Initiative, and Director of the Prince George's County Health Department Nutrition Division located in Maryland.

Ms. Gallivan is a Registered Dietitian and is a member of the American Dietetic Association (ADA), the ADA's Diabetes Care Practice Group, and the Maryland Dietetic Association. Ms. Gallivan received her Bachelor of Science degree in nutrition from the University of Connecticut and her Master's degree in community nutrition from the University of Maryland.

Ms. Gallivan has authored several articles on the National Diabetes Education Program and made numerous presentations at professional and consumer meetings on diabetes and the NDEP.

SPEAKER BIOS

Larry Hugick

Chairman

Princeton Survey Research Associates, Intl.

Larry Hugick is a Principal of PSRAI and Chairman. He conducts the regular Newsweek magazine poll and advises the magazine on social trends and politics. Mr. Hugick often is quoted as an expert on political behavior and attitudes. His analysis of public opinion has been cited in such influential publications as the *New York Times* and *Washington Post*. As the former managing editor of *The Gallup Poll*, he wrote a regular nationally syndicated newspaper column about public opinion.

Mr. Hugick is a graduate of Dickinson College. He is past president of the New Jersey Chapter of AAPOR and a frequent speaker at national AAPOR conferences.

SPEAKER BIOS

Rosemary Janiszewski, M.S., CHES

Deputy Director

Office of Communication, Health Education, and Public Liaison, NEI

Ms. Janiszewski has worked in the health education field for more than 25 years at both the state and federal level. She directs the National Eye Institutes' health education activities, including the National Eye Health Education Program and Healthy People 2010. Ms. Janiszewski received her M.S. in community health education at the University of Wisconsin-La Crosse. She is a Certified Health Education Specialist (CHES).

SPEAKER BIOS

Jon Kerner, Ph.D.

Deputy Director for Research Dissemination & Diffusion
Division of Cancer Control and Population Sciences, NCI

Dr. Kerner is Deputy Director for Research Dissemination and Diffusion of the Division of Cancer Control and Population Sciences at the National Cancer Institute, National Institutes of Health, US Department of Health and Human Services. Dr. Kerner received his B.Sc. from McGill University, his Ph.D. in Community Psychology from New York University and received post-doctoral training in cancer epidemiology, biostatistics and clinical trials design at the Johns Hopkins University School of Public Health. He spent 13 years at Memorial Sloan-Kettering Cancer Center conducting cancer prevention and control research, largely focused on underserved populations in Harlem, the South Bronx and Brooklyn, New York. From 1993-2000, he served as the Associate Director for Prevention and Control of the Lombardi Cancer Center (LCC) at Georgetown University. His research continued to focus on the underserved, including culturally diverse, and educationally and economically disadvantaged populations in the greater Washington, D.C., region.

Having served on more than 30 NCI and NIH peer review special emphasis panels and study sections during his 20-year academic career, in 1997 Dr. Kerner was appointed the first chair of the Community Prevention and Control Study Section at NIH (now Community Level Health Promotion Study Section). In March 2000, Dr. Kerner assumed the NCI position of Assistant Deputy Director of DCCPS and became Deputy Director in July 2003. His primary responsibilities at NCI include: 1) facilitating the translation of evidence-based interventions into community health and primary care practice to improve outcomes in partnership with federal, state and local government and voluntary agencies, and 2) co-leading the NCI Health Disparities Area of Public Health Emphasis investigating the broad social causes of, and policy solutions for, cancer-related health disparities.



SPEAKER BIOS

R. Craig Lefebvre, Ph.D.

Independent Consultant
Lefebvre Consulting Group

Dr. Lefebvre is an innovator and leader in social marketing theory, research and practice. Over the past 20 years he has designed and consulted on over 100 social marketing projects at the community, state, national and international levels, including the Pawtucket Heart Health Program, the 5 A Day for Better Health media campaign, AIDSCAP, ASSIST, and Team Nutrition. He is currently CEO of the Lefebvre Consulting Group, a firm dedicated to improving population health and marketing social change. Craig is an internationally recognized expert in social marketing and community-based health promotion programs. He has made numerous presentations, conducted workshops around the world and authored over 60 publications on the application of social marketing principles and techniques to public health issues. He is co-editor of Social Marketing Quarterly and has served on several national social marketing Boards and committees.

Dr. Lefebvre has held faculty appointments at the University of Virginia, Brown University, Johns Hopkins University and the University of South Florida. He earned his Ph.D. in Clinical Psychology from North Texas State University and completed a post-doctoral fellowship in Behavioral Medicine at the University of Pittsburgh.



SPEAKER BIOS

Terry Long

Senior Manager for Communications
Office of Prevention, Education, and Control, NHLBI

Terry Long is the Communications Director of the National Heart, Lung, and Blood Institute (NHLBI) of the National Institutes of Health. In this capacity, she directs media relations for NHLBI's research and education programs, as well as marketing and promotion of the Institute's many educational products for patients, the public, and health professionals. She also manages mass media campaigns, including *The Heart Truth*, NHLBI's award-winning national campaign to increase awareness about women and heart disease.

SPEAKER BIOS

Matthew Murguía, M.Pub.Aff.

Director

Office of Program Operations and Scientific Information, Division of AIDS, NIAID

Mr. Matthew Murguía currently serves as Director, Office of Program Operations and Scientific Information, Division of AIDS, National Institute of Allergy and Infectious Diseases at the National Institutes of Health. As such, he oversees a major national HIV vaccine communications campaign focusing on racial and ethnic minority communities and men who have sex with men. He is a former Phase II HIV vaccine clinical trial volunteer and was a founding co-chair of CAVE, the Capital Area Vaccine Effort, the HIV vaccine community advisory board for the Washington, D.C., area.

Mr. Murguía has nearly 18 years experience in HIV/AIDS, having served two assignments at the White House Office of National AIDS Policy, including serving as its Associate Director for Policy. He previously served as the AIDS coordinator for the federal Office of Minority Health (OMH) for more than ten years. While at OMH, among other duties, he coordinated the Department's first ever national minority AIDS conference, and its first ever national leadership summit on eliminating racial and ethnic health disparities.

Mr. Murguía received his Bachelors in Political Science/Public Administration from the University of Texas-San Antonio and a Masters in Public Policy from the LBJ School of Public Affairs at the University of Texas at Austin.

SPEAKER BIOS

Amelie Ramirez, Dr.P.H.

Professor of Medicine
Baylor College of Medicine

Amelie G. Ramirez, Dr.P.H., is Professor of Medicine in the Department of Medicine at the Baylor College of Medicine, in Houston, TX. She is also Director of the Office of Community Outreach and Health Disparities Research at the Baylor College of Medicine Cancer Center and Deputy Director of the Chronic Disease Prevention and Control Research Center in the Department of Medicine at Baylor College of Medicine. Over the past 25 years, she has directed numerous state, federal and privately funded research programs focusing on human and organizational communication to reduce chronic disease and cancer health disparities affecting Hispanics/Latinos and other populations. She has authored over 60 peer-reviewed articles and is the recipient of state and national awards in the area of health disparities research and the advancement Hispanics/Latinos in medicine, public health, and behavioral sciences professions across the U.S. Dr. Ramirez is a recognized spokesperson for cancer disparities reduction and is a member of various national and regional advisory groups and coalitions. Her most recent appointments include membership on the National Cancer Advisory Board of the National Cancer Institute, the National Advisory Council of the National Heart, Lung and Blood Institute, the Media and Counter Marketing Panel of the American Legacy Foundation, and Chair of the National Hispanic/Latino Advisory Council of the Susan G. Komen Breast Cancer Foundation. In Texas, she is a member of the Physician Oncology Education Program of the Texas Medical Association, the Comprehensive Cancer Control Coalition of the Texas Department of State Health Services, and the Executive Committee for the Baylor College of Medicine Cancer Center. Dr. Ramirez grew up in the U.S. border city of Laredo, TX, and is the mother of three children.

SPEAKER BIOS

Christopher Wanjek, M.S.

Freelance Health & Science Reporter

Author: Bad Medicine & Food at Work

Christopher Wanjek, a freelance health and science reporter, received a B.A. in Journalism from Temple University in Philadelphia in 1990 and a M.S. in Environmental Health from the Harvard School of Public Health in 1992. He interned as a writer at the National Institutes of Health in 1991. Following a one-year teaching stint in Japan, Mr. Wanjek worked at the Massachusetts Institute of Technology and then the Columbia School of Public Health before starting a position as a science writer for NASA. He is the author of "Food at Work", an upcoming book about workplace meal programs around the world, and "Bad Medicine", which takes a humorous approach to health and body misconceptions. Mr. Wanjek is also a frequent contributor to the Washington Post health section as well as a ghostwriter for NASA astrophysics and cosmology science findings.

SPEAKER BIOS

Margo Warren

Chief, Public Liaison Section

Office of Communications and Public Liaison, NINDS

Margo Warren is the Chief of the Public Liaison Section in the Office of Communications and Public Liaison at the National Institute of Neurological Disorders and Stroke. She is the project officer for the communications contract overseeing the national stroke campaign *Know Stroke, Know the Signs, Act in Time*. She has played a role in both public and professional stroke education for the last decade. She is a member of the Executive Committee of the Brain Attack Coalition. In addition, she helps to coordinate the Institute's special events and press activities. Ms. Warren has worked at the National Institutes of Health for the past 17 years and has served in public affairs positions at the National Institute of Allergy and Infectious Diseases, and at the National Institute on Aging. Before coming to NIH, Ms. Warren served as Communications Director for The National Water Alliance, a Congressional coalition on Capitol Hill; and as Assistant Director of Community Relations for The Tucson Film Commission for the City of Tucson, Arizona. She graduated with honors with a double major in Journalism and Latin from the University of Arizona.

SPEAKER BIOS

Alexis Williams, M.P.H., CHES

Specialist, Faith Based Initiatives

National 5 a Day for Better Health Program, NCI

Alexis Williams is the Manager of Faith Based Initiatives for the National 5 A Day for Better Health Program at the National Cancer Institute (NCI). As part of the National 5 A Day Program, Alexis manages the development and dissemination of community-based programs that empower people to eat 5 to 9 servings of fruits and vegetables each day to reduce their risk for chronic diseases. She is currently managing the strategic dissemination of "Body & Soul: A Celebration of Healthy Eating and Living," a faith-based initiative for African American churches.

Prior to joining NCI, Alexis was with the national office of the American Cancer Society where she was manager for Nutrition and Physical Activity. There she developed nutrition and physical activity programs for worksites, schools, and communities. She also provided training and technical assistance to volunteers and field staff.

Alexis holds a B.A. in Sociology from Mills College and a Masters degree in Public Health from Emory University. She is a Certified Health Education Specialist.

Showcase Presenters

SHOWCASE PRESENTERS

National Library of Medicine Exhibition Program: Exhibitions Creating Community

Presenter: Patricia Tuohy

Head of the Exhibition Program

History of Medicine Division, NLM

Museums and libraries are increasingly becoming centers of communities. Their collections and knowledge-based holdings are being interpreted and presented to new audiences for leisure time enjoyment, scholarly and educational investigation, and cultural enrichment. During the last nine years, the Exhibition Program at the National Library of Medicine has sought to introduce its vast resources to school groups, seniors, research and clinical scientists, historians of medicine, artists, filmmakers, museum professionals, and our neighbors in Bethesda. We have created a new community of visitors here on the campus of the National Institutes of Health. Through our traveling exhibition program we have expanded our connections to libraries across America. By hosting academic symposiums based on exhibition themes, we are increasingly becoming a center of scholarly activity. Our online exhibitions are accessed by millions of people around the world. We are in the process of publishing an exhibition catalogue which will be available to the public by the end of the year. And by partnering with active Library programs, we are able to connect with existing audiences.

The National Library of Medicine is creating a community of life time learners who think critically, who appreciate a good story, and who will keep returning to the Library for answers to questions and to visit our next exhibition.

SHOWCASE PRESENTERS

The National Kidney Disease Education Program

Presenter: Elisa Gladstone, M.P.H.

Associate Director

National Kidney Disease Education Program, NIDDK

End-stage renal disease (ESRD) is increasing such that it now represents a significant public health burden. As a result, the National Kidney Disease Education Program (NKDEP), an initiative of the National Institute of Diabetes and Digestive and Kidney Diseases, has been launched to reduce the incidence and economic burden of chronic kidney disease (CKD) and ESRD. The NKDEP aims to increase awareness of the seriousness of kidney disease and its risk factors, the importance of testing at-risk individuals, and the availability of treatment to prevent or slow kidney failure through both public education and system-level efforts. A cornerstone of NKDEP's activities is its "You Have the Power to Prevent Kidney Disease" campaign, pilot-tested in four sites. Adhering to the principles of Social Marketing, the campaign targets African-American adults—a population at especially high risk—and their health care providers using a variety of audience-tested materials and employing both community-based outreach and mass media tactics. Family members of ESRD patients are at increased CKD risk; thus, NKDEP also has developed materials targeting ESRD patients that both encourage and facilitate discussion of CKD with their family members. NKDEP's system-level change activities include standardizing and improving laboratory measurements, encouraging regular reporting of glomerular filtration rate—a superior measure of kidney function, and developing CKD quality indicators for Medicare beneficiaries hospitalized for CVD in partnership with the Centers for Medicare and Medicaid Services.

HIV Vaccine Communications Campaign

Presenter: Matthew Murguia, M.Pub.Aff.

Director

Office of Program Operations and Scientific Information,
Division of AIDS, NIAID

Background

The Division of AIDS (DAIDS) in the National Institute of Allergy and Infectious Diseases (NIAID) at the National Institutes of Health of the U.S. Department of Health and Human Services launched its HIV Vaccine Research Awareness Campaign to create a supportive environment for HIV vaccine research. Development of safe and effective preventive HIV vaccines requires the support and involvement in clinical trials of populations at risk for HIV infection, yet there is a clear lack of knowledge about and trust in HIV vaccine research in some of these populations.

Campaign Objectives

The objective of the Campaign is to (1) increase awareness of the urgent need for an HIV vaccine in communities most affected by HIV/AIDS; (2) create a supportive environment for current and future vaccine trial volunteers; and (3) improve the public's perception about vaccine research.

Campaign Elements

NIAID has launched a comprehensive, research-based, audience-driven communications campaign for HIV vaccine research. The Campaign has conducted both qualitative and quantitative research to collect baseline data on the knowledge, attitudes, beliefs, and information needs of target audiences. These research findings were used to identify barriers to vaccine education efforts and inform the development of key messages.

The Campaign reaches out to community-based and national organizations, local AIDS service organizations, community leaders, scientists, researchers and others for guidance, direction and input about vaccine research and the communities they represent. The Campaign also provides support to these groups and individuals through materials, conferences, trainings, briefings and funding to better equip them to educate their constituents about the importance of HIV vaccine research.

National HIV Vaccine Campaign Communications Steering Group

The Communications Steering Group was established to provide input and counsel to the Campaign. The Steering Group is used to stimulate and enhance the national dialogue concerning HIV preventive vaccines and to create a supportive environment for future vaccine studies.

HIV Vaccine Awareness Day

May 18 is HIV Vaccine Awareness Day. This day acknowledges and celebrates the efforts of the thousands of study volunteers, scientists, and health professionals involved in HIV vaccine research. This is also an opportunity to educate Americans about vaccines to prevent HIV infection and create awareness for HIV vaccine research. In addition, for the first time last year, the day was commemorated with an upside-down ribbon to form a "V," for "vaccines," the vision of a world without AIDS, and to symbolize the urgent need to stop the spread of HIV/AIDS. HIV Vaccine Awareness Day 2004 had a total estimated reach of more than 100 million.

SHOWCASE PRESENTERS

Claritas Lifestyle Clusters and Targeted Communications

Presenters: Anne Lubenow, M.P.H.

Acting Associate Director

Office of Communications Coordination

Office of Communications, NCI

Margaret M. Farrell, M.P.H., R.D.

Office of Communications Coordination

Office of Communications, NCI

Given the limited public health resources available today, it is critical that health interventions, such as those sponsored by the National Cancer Institute (NCI), be designed for maximum effectiveness. This requires that health planners have a thorough knowledge and understanding of the people whom they seek to serve. By partnering with Medstat, NCI developed the first set of easy-to-use, comprehensive profiles of select Claritas lifestyle clusters to inform public health program planners responsible for planning cancer outreach activities across the country. These profiles enable planners to more thoroughly understand the demographics, the psychographics, and the lifestyles of the communities in which they work and increase their effectiveness by identifying specific audiences in need of cancer information. These profiles, along with the accompanying maps and reports, ensure the development of effective and efficient activities to reach the people most in need of cancer information and outreach.

Through a network of 15 regional offices, the NCI runs the Cancer Information Service, which includes a toll-free information line as well as a Partnership Program. Partnership Program staff collaborate with established national, state, and regional organizations to reach minority and medically underserved audiences with cancer information and provide assistance to organizations developing programs that focus on various types of cancer, clinical trials, tobacco control, and cancer awareness for special populations.

To address the disparate levels of understanding of the uses of the types of information available through the Medstat system, NCI created the Consumer Health Profiles. NCI

identified 31 of the 66 Claritas PRIZM clusters in need of cancer information and outreach based on lifestyle factors and their utilization of screening services and developed comprehensive snapshots of the demographic and socioeconomic make-up of these lifestyle clusters, as well as information about their lifestyle, product usage, media habits, and healthcare behavior. The profiles also contain suggestions for designing cancer education messages, developing partnerships, and identifying outreach opportunities tailored to the lifestyle cluster. These profiles allow for Partnership Program staff to take full advantage of the information available through the Medstat Marketing and Planning Product, apply them to real life situations, changing behavior patterns, and raising awareness about their own health without additional training.

The Consumer Health Profiles and information provided from the Medstat Marketing and Planning Product have also been used to develop a statewide breast and cervical cancer media campaign in Montana for the Montana Breast and Cervical Cancer Early Detection Program. Five media messages were developed based on information contained in the profiles, including one specifically addressing the needs of Native Americans. The profiles were also used to select appropriate media outlets. Radio, billboard, and print ads were developed and placed appropriately through the state. While the evaluation is still underway, an increase in the number of program participants getting breast and cervical exams has been observed.

SHOWCASE PRESENTERS

The Health Partnership Program (HPP)

Presenter: Nicole M. Schuett

Bilingual Writer-Editor

Office of Communications and Public Liaison, NIAMS

The Health Partnership Program (HPP), coordinated by the National Institute of Arthritis and Musculoskeletal and Skin Diseases (NIAMS), was established in February 2000 in response to the Department of Health and Human Services' mandate to address health disparities among minority populations. Through a collaborative effort with community partners (Washington, DC-based organizations and residents serving the African American and Hispanic/Latino communities), the program works to increase (1) scientific understanding of health disparities in arthritis and other rheumatic diseases and (2) awareness of disease management and prevention strategies among minorities. The HPP concentrates on five areas to address health disparities in rheumatic diseases: public health education, patient care, health disparities research, recruitment to research careers, and community relations. The HPP holds regular meetings among partners, sends updates and attains formal feedback from both the partners and patients.

The NIAMS Community Health Center (CHC), the program's medical research facility, is strategically located in the heart of a multicultural neighborhood in DC. This location provides researchers with access to communities most affected by disparities in rheumatic disease while giving community members access to clinical studies, health care services, and health information not readily available. Through the CHC, NIAMS conducts the Natural History Study of Rheumatic Diseases in Minority Communities. The CHC has Spanish speaking staff to assist in translation. Since July 2001, we have recruited more than 1,000 patients. Patients are offered transportation from the CHC to the NIH Clinical Center where they are greeted by a bilingual Patient Liaison who escorts them throughout their visit, thus facilitating communication.

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Additional research includes the study Health Beliefs and Health Behaviors Among People with Rheumatic Diseases, conducted through a collaboration with the NIH Clinical Center Department of Nursing, and a study under development on ethics in research, conducted through a collaboration with the NIH Clinical Center Department of Clinical Bioethics. The National Cancer Institute has recently begun a standard of care study at the CHC for most types of cancer, including breast, lung, and genitourinary (kidney, bladder & prostate), which disproportionately affect some minority groups.

The poster presentation will serve as an opportunity to describe this collaborative research program so that participants may be able to identify effective communication strategies for promotion of clinical studies to reduce health disparities.

SHOWCASE PRESENTERS

Cancer Clinical Trials Education

Presenters: Sona Thakkar, M.A.

Public Health Consultant

Office of Education and Special Initiatives , NCI

Andrea Denicoff, R.N., M.S., C.A.N.P.

Senior Program Manager

Office of Education and Special Initiatives , NCI

Laura Boyle, M.P.H.

Technical Writer Consultant

Office of Education and Special Initiatives , NCI

The National Cancer Institute's (NCI) Office of Education and Special Initiatives will present a poster describing our programmatic effort to increase awareness about the value of clinical trials and why people need to be educated about them. We will provide information about NCI's new Clinical Trials Education Series (CTES), a complete collection of resources to educate cancer patients, health care professionals, advocates, and the general public about cancer clinical trials. Forum participants will be able to identify the benefits, risks, and misperceptions of clinical trials participation. They will learn how to use CTES to help increase awareness about clinical trials and explain that they can be a viable prevention or treatment option. Participants will also discover the full range of resources available in the Series—in English and Spanish—to help them educate members of the community. The Series is complemented by a set of promotional resources for use in outreach efforts to make it easy to spread the word about clinical trials and the Series to patients, colleagues, and the community.

SHOWCASE PRESENTERS

Real Men. Real Depression.

Presenters: Jennifer Loukissas, M.P.P.

RMRD Campaign Outreach Coordinator
Office of Communications, NIMH

Daisy Whitemore
RMRD Campaign Manager
Office of Communications, NIMH

The National Institute of Mental Health (NIMH) is reaching out to educate the public about depression in men through its Real Men. Real Depression. campaign. Researchers estimate that more than six million men in the United States have a depressive disorder - about one-third of all adults living with depression in any given year. However, men are less likely than women to recognize, acknowledge, and seek treatment for their depression. In addition, their loved ones and even their physicians may not always detect depressive symptoms in men.

Campaign Concept

Taking a new approach of men talking directly to other men, NIMH worked with a distinguished documentary filmmaker, Leslie Wiener, who filmed men as they spoke candidly about their experiences with depression. The many hours of unscripted conversations with a wide spectrum of men (including a retired U.S. Air Force First Sergeant, a firefighter, a writer, a publisher, a national diving champion, a lawyer, a police officer, a student, and others) have been edited to produce public service announcements (PSAs) for television. The men filmed gave permission to use their full names and professions, and they are active participants in the campaign. By sharing their personal stories of depression, treatment, and recovery, these men are helping NIMH reach out to increase public awareness of depression in men, and are making a powerful contribution to help other men recognize depression.

People, Science, and Heart Health: NHLBI's Programs Across Cultures

Presenters: Poster 1: Matilde Alvarado, R.N., M.S.N.

Coordinator

Minority Health Education and Outreach Activities
Office of Prevention, Education, and Control, NHLBI

Rachel Tracy M.P.H., CHES

Public Health Advisor

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Poster 2: Lenee Simon, M.P.H.

Community Health Specialist

Office of Prevention, Education, and Control, NHLBI

Violet Ryo-Hwa Woo, M.S., M.P.H.

Public Health Advisor

Office of Prevention, Education, and Control, NHLBI

NHLBI has for several decades conducted community based outreach and education activities to reach special populations, including racial and ethnically diverse groups and communities at high risk for cardiovascular diseases. NHLBI's commitment to this focus is present today in its multicultural population's portfolio of public health projects that uses a TEAM (Training to Empower Action across Multi-Cultures) approach to cardiovascular disease prevention, detection, treatment, and control. The core component of this approach is the use of lay health educators—community members who are trained to deliver heart health information to improve health and change lives. NHLBI will present two posters featuring the public health approaches used to work with partners in African American, American Indian and Alaska Native, Asian American and Pacific Islander and Latino populations. NHLBI will also share science-based tools and resources to implement activities across multi-cultural audiences.

SHOWCASE PRESENTERS

VISION Public Information Network

Presenters: Jean Horrigan

Senior Communications Officer, NEI

Judith A. Stein, M.A.

Associate Director for Communication, Health Education, and
Public Liaison, NEI

Communicating Vision Research to the Public

The National Eye Institute (NEI) created the VISION Public Information Network 10 years ago for the purpose of communicating vision research results to the public through its grantee institutions. Public Information Officers from NEI grantee institutions work with the NEI to develop ongoing programs to educate the public about the benefits of vision research. The Network's primary mission is to work with the NEI in disseminating research results to the national and local media. The Network meets annually, shares information, pools resources, and collaborates on community outreach programs. The Network also works to inform the public of the mission of the National Institutes of Health (NIH) to improve the health of America through medical research. The NEI is part of the NIH, U.S. Department of Health and Human Services (DHHS).

Weight-control Information Network (WIN)

Presenter: Leslie Curtis, M.A.

Director

Weight-control Information Network (WIN)

Office of Communications and Public Liaison, NIDDK

NIDDK's Weight-control Information Network (WIN) provides science-based, up-to-date, and culturally appropriate information about obesity, physical activity, portion control, weight control and related nutritional topics to the public, health care professionals, the media, and others. Authorized by Public Law 103-43 in 1994, WIN's primary functions include inquiry response, materials development, dissemination, and evaluation, community-based and professional outreach, media outreach, meeting and exhibit support, and website maintenance and development.

WIN has created the "Sisters Together: Move More, Eat Better" initiative, which is designed to encourage black women to exercise and eat healthier. The centerpiece of "Sisters Together" is a series of publications created to motivate black women of all ages to improve their health:

- Celebrate the Beauty of Youth
- Energize Yourself and Your Family
- Fit and Fabulous as you Mature
- Walking... A Step in the Right Direction

Each of the publications offers age-appropriate tips for incorporating physical activity and healthy eating into daily living. WIN has also developed a series of Spanish language materials titled "Como Alimentarse y Mantenerse Activo Durante Toda La Vida" (Healthy Eating and Physical Activity for Life). The series of four consumer brochures highlight the benefits of regular physical activity and healthy eating for children, adults, older adults, and pregnant women. This series is also available in English. For more information about WIN, see: <http://www.win.niddk.nih.gov>.

SHOWCASE PRESENTERS

NIHSeniorHealth

Presenters: Stephanie Dailey, M.A.

Educational Research Specialist

Office of Communications and Public Liaison, NIA

Adam Glazer, M.S.L.S.

Systems Librarian

Library Operations/Public Services Division, NLM

NIHSeniorHealth is a senior-friendly Web site jointly developed by the National Institute on Aging (NIA) and the National Library of Medicine (NLM) which features topics and formats tailored for adults 60 and older. The first web site designed for older adults using cognitive aging and vision research, NIHSeniorHealth features aging-related health information contributed by NIH's Institutes and Centers (ICs). Users can easily enlarge the text or change the color contrast for better viewing, and there is a "talking" function which lets people choose to have the text read aloud. Other senior-friendly

features include large print, easy-to-read information, open-captioned videos, self-paced quizzes, and simple navigation.

The focus of the poster session will be to describe how the research and findings from usability and focus group testing were translated into a web site design that works for older adults. Visitors will also learn about the content on the web site and how their ICs can contribute topics.

SHOWCASE PRESENTERS

Andrea Furia

Writer-Editor

Public Information and Communications Branch, NICHD

The *Back to Sleep* campaign is suitably named for its recommendation to place healthy babies on their backs to sleep. Placing babies on their backs to sleep reduces the risk of Sudden Infant Death Syndrome (SIDS), also known as “crib death.” This campaign has been successful in promoting infant back sleeping to parents, family members, child care providers, health professionals, and all other caregivers of infants.

The *Partnerships for Reducing the Risk of SIDS in African American Communities* is a project with the Alpha Kappa Alpha Sorority, Inc. (AKA), the National Coalition of 100 Black Women (NCBW), and the Women in the NAACP (WIN). The leaders of these three organizations have committed to hosting three summits featuring the NICHD SIDS risk reduction campaign information and materials.

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Susan Bettendorf	Irene Liu
Patricia Blessing	Jennifer Loukissas
Ann Bradley	Anne Lubenow
Candice Byrne	Alisa Machalek
Emmy Cauthen	Robin Mackar
Joan Chamberlain	John Makulowich
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Mary M. Harris	Jennifer Wenger
Dorie Hightower	Violet Ryo-Hwa Woo
Karen J. Hofman	Amy Yaroch
Megan Homer	

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Vicky Cahan
Craig Carlson
Kelli Carrington
Nandita Chopra
Michael Cover
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Fred Donodeo
Connie Dresser
Sabrina Easterling
Seth Edlavitch
Margaret Farrell
Cheryl Fells
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ROOM A

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2. National Kidney Disease Education Program

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3. HIV Vaccine Communications Campaign

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**4. Claritas Lifestyle Clusters and
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7. Real Men. Real Depression.

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**8. People, Science, and Heart Health: NHLBI's
Programs Across Cultures - Poster 1**

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9. People, Science, and Heart Health: NHLBI's Programs Across Cultures - Poster 2

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11. Weight-control Information Network (WIN)

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13. Back to Sleep Minority Outreach

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